

**WASHINGTON METROPOLITAN REGION  
TRANSPORTATION DEMAND MANAGEMENT**

**RESOURCE GUIDE  
AND  
STRATEGIC MARKETING PLAN**

**Version 10.0**

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COMMUTER CONNECTIONS with  
REGIONAL TDM MARKETING GROUP

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## 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 FY04, *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* network is formed between the counties, cities, federal government agencies, and Transportation Management Associations who provide ridesharing programs. The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Rideshare, Annapolis Regional Transportation Management Association, Baltimore Metropolitan Council, City of Baltimore, Bethesda Transportation Solutions, Fairfax County RideSources, Frederick County's TransIT Services, 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, RADCO Rideshare, Rappahannock-Rapidan Rideshare, Tri-County Council for Southern Maryland, and U.S. Department of Energy - L'Enfant Plaza.

*Commuter Connections* is funded through grants from the District Department of Transportation, the Maryland Department of Transportation, the Virginia Department of Transportation, and the Federal Highway Administration of the U.S. Department of Transportation. State transportation and transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations also play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages.

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 limited and marketing activities must be carefully planned and executed. Regional TDM campaigns will have to offer quality products and services to commuters and have a specific call-to-action. The messages will need to 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 was prepared by Pathways Strategic Communications on behalf of Commuter Connections, using data from previously collected research, together with new information gathered from members of the Regional TDM Marketing Group and Commuter Connections Sub-Committee. An initial survey and interview process occurred in May 1997 for the inaugural report, and updates have been made each year since. A research appendix includes executive summaries of 2005 TDM related studies in addition to other TDM relevant research that stems back several 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. About 40 percent of trips on the Metro system are not work related. The Census also indicates that a growing number of Washington area residents work at home, up to 105,000 people, but it is a small fraction of the 2.7 million commuters in the region. The new figures indicated the 1990s brought a decade of growth and job gains, mostly in the suburbs.

Over 70 percent of the region's commuters drive alone to work. The growing reliance on drive alone commuting mainly reflects the movement of jobs away from the city in recent decades. Many suburban jobs are difficult to reach by public transit and are not located on roads reachable by the HOV lanes that give carpools the significant time advantage found throughout the region. The region's average one-way commute is now 34 minutes, up from 32 in 2001. The two-minute increase in commute time is equivalent to two 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 16.5 miles in 2004 versus 15.5 miles in 2001. Suburban sprawl continues as a means to find more affordable housing, despite the fact that nearly half the region's jobs are 10 miles or more from downtown, according to a Brookings Institution report.

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.

The messages that appear to be the underlying cause for commuters' interest in commute alternatives have been cost, time savings, job relocation or change, household relocation as the 2004 State of the Commute conducted by Commuter Connections, suggests. The 2004 State of the Commute also indicates that commuters reject transit options due to the time involved, or the

lack of availability. These findings were confirmed by focus groups conducted in June 2003 for the Mass Marketing TERM by NDW Communications on behalf of Commuter Connections. NDW Communications' research 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 message 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. Additionally, commuters stated that they did not know anyone with whom they could carpool or vanpool.

For employers, commute alternatives must demonstrate economic benefits, either by reducing their employees' health care claims, or reducing the cost of goods sold due to improvements in freight movement or other productivity gains, as suggested in the *Study of Resident and Employer Attitudes and Awareness Concerning Air Quality*, 1996. Another interesting observation from this study revealed that businesses and residents feel a personal responsibility to reduce air pollution, as opposed to a feeling that it is a governmental responsibility to reduce air pollution. The 2004 State of the Commute reveals that worksite commuter assistance services appear to encourage use of alternative modes, and respondents who did not receive employer sponsored parking were most likely to use alternative modes to driving alone.

The compilation of data from previous research and the interviews with key regional transportation decision makers on behalf of the Mass Marketing TERM reveal a solid opportunity to increase the level of commuters trying alternative commuting by continuing a stable campaign of advertising, promotions and public relations. In fact, the 2004 State of the Commute study reveals that 55 percent of the respondents had unaided recall of Commuter Connections' advertising and 66 percent could recall key message points. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001. Awareness of GRH is at 59%, a significant increase from 20% found in 2001. The most persuasive messages appeared to be those that appealed to respondents' personal needs (e.g. saves money, saves time), and appeals to respondents who have moved to a new home or new job.

Therefore, this document includes a promotional strategy that will utilize these message points in various mediums such as direct mail, radio, and internet, which will target key activity centers/corridors as described in COG's Regional Activity Centers published in 2003. 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, bike paths or telework centers. The plan will rely on a partnership between the regional partners, who compose Commuter Connections, to share in the production of the marketing plan, its costs, and finally, its benefits.

## REGIONAL ACTIVITY CENTERS

These activity centers are noted below in descending order of job population, per Metropolitan Washington Regional Activity Centers, MWCOG, July 2002.

| <b>Activity Centers / Clusters</b>                          | <b>Jobs 2000*</b> | <b>Households 2000*</b> |
|---|-------------------|-------------------------|
| Downtown Washington   | <b>355,804</b>    | 20,938                  |
| Dulles Corridor (incl. Reston, Herndon, North, South Areas) | <b>129,875</b>    | 4,367                   |
| Federal Center/Southwest Metro                              | <b>92,714</b>     | 1,849                   |
| Tysons Corner   | <b>89,448</b>     | <b>6,989</b>            |
| Bethesda/Friendship Heights                                 | <b>80,822</b>     | <b>11,841</b>           |
| Rosslyn/Ballston Corridor                                   | <b>75,826</b>     | <b>20,722</b>           |
| Rockville/North Bethesda                                    | <b>75,681</b>     | <b>1,634</b>            |
| Crystal City/Pentagon                                       | <b>73,758</b>     | <b>8,219</b>            |
| Greenbelt/College Park/White Oak Area                       | <b>66,450</b>     | <b>15,300</b>           |
| Fairfax Center/ City of Fairfax/GMU                         | <b>52,514</b>     | <b>8,024</b>            |
| Gaithersburg/Life Sciences Center                           | <b>46,551</b>     | <b>3,144</b>            |
| I-95/Springfield Area                                       | <b>46,480</b>     | <b>2,616</b>            |
| Downtown Alexandria   | <b>36,090</b>     | 11,052                  |
| Merrifield/Dunn Loring                                      | <b>36,069</b>     | <b>2,235</b>            |
| Silver Spring/Takoma Park/Wheaton                           | <b>31,509</b>     | <b>5,136</b>            |
| Frederick Area  | <b>29,190</b>     | <b>4,435</b>            |
| Bailey's Crossroads Area                                    | <b>28,481</b>     | <b>14,677</b>           |
| New Carrollton/Largo Area                                   | 26,588            | <b>8,930</b>            |
| Manassas Area   | 14,758            | <b>5,543</b>            |
| Leesburg Area   | 10,900            | <b>4,200</b>            |
| Germantown/Clarksburg                                       | 10,900            | <b>1,451</b>            |

\*Bolted numbers represents the target audience.

**Central:** District of Columbia - D.C. core, Federal Center/Southwest D.C.  
Arlington County - Rosslyn/Ballston and Crystal City/Pentagon  
City of Alexandria – Downtown Alexandria

**Northern Virginia:** Fairfax County – Merrifield/Dunn Loring, Tysons Corner, Fairfax Center/GMU, Dulles Corridor, and I-95/Springfield, Bailey's Crossroads Area  
Loudoun County – Downtown Leesburg  
Prince William County - Manassas

**Suburban Maryland:** Frederick County - Frederick  
Montgomery County – Bethesda/Friendship Heights, Gaithersburg, Germantown/Clarksburg, Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton  
Prince George's County – Greenbelt/College Park/White Oak, New Carrollton/Largo



## 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.**

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## 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 congestion and clean air problems. 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.
- Supplements to this document 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

After careful review of the research summarized at the end of this strategic marketing plan, several key findings were made, and the corresponding strategic implications were noted below. These implications are the foundation for the strategic marketing plan for the current fiscal year.

**FINDING:** *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.

**STRATEGIC IMPLICATION:** 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.

**FINDING:** 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. *NDW Communications research, 2003.*

**STRATEGIC IMPLICATION:** 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.

**FINDINGS:** *Guaranteed Ride Home Survey, 2004*

Program marketing seems to be an effective source of information for GRH. Nearly three-quarters of respondents said they had heard or seen some form of GRH advertising. And almost half of the total survey respondents said they had not registered before hearing or seeing the ads and that the ads had encouraged them to register. Radio and the Internet may be particularly important marketing tools to reach drive alone commuters. One in five (20%) respondents who drove alone to work pre-GRH mentioned the radio as their source, compared with 12% of other respondents. And 15% of drive alone commuters said they learned about GRH through the Internet, while only about eight percent of other respondents mentioned the Internet.

**STRATEGIC IMPLICATION:** GRH ad placement should focus on media defined above.

**FINDINGS:** *Commuter Connections TDM Analysis Report, FY 2005 Placement Survey, May 2005*

More than half of the commuter applicants who registered with Commuter Connections are female (60%). The average respondent is white, 42 years old, and with a household income of \$90,000. The average one-way commute distance is 34.9 miles with an average commute time of 62 minutes.

About one in four (40.6%) of respondents indicated that they made some type of travel pattern change or tried another method of transportation after receiving assistance from Commuter Connections. The continued placement rate was 27.4% and for almost 13.2% of the respondents, the placement rate was “temporary.” About 38% of respondents made a continued mode change, shifted from driving alone. The remaining 62% shifted from one alternative mode to another. About 35% of respondents indicated that information they received from Commuter Connections,

their employers, or commute assistance organization had influenced their decision to make a commute change. More than two-thirds (70%) of respondents said their employers offer some commute services at the worksite, with the most common service being a free or discounted transit pass, such as Metrochek. A quarter (25%) of commuters who requested GRH information, said they were unlikely to have made a commute change if GRH had not been available.

*STRATEGIC IMPLICATION:* The above description of the average applicant is the demographic profile that should be emphasized when choosing radio outlets for the advertising campaign to promote ridesharing and GRH benefits. Additionally, there is strong strategic importance to market the benefits of ridesharing to employers to influence the decisions of their employees.

**FINDINGS:** *State of the Commute Summary, September 2004*

Commuter's reasons for not using public transit or ridesharing varied by mode. The majority of respondents who did not use the bus for commuting said that the bus "takes too much time" (32%); "No service available" was the primary reasons for not using the train (37%); The overwhelming reason that commuters did not carpool was that they "didn't know anyone to carpool/vanpool with" (47%).

*Commute information advertising appears to be widely recognized and a motivator to adoption of ridesharing.* Over half (55%) 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. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001.

The most persuasive messages appealed to commuters' interest in saving time or reducing congestion.

*Two-thirds (66%) of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections.* Respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered some types of commute services at the worksite.

*STRATEGIC IMPLICATION:* Advertising should contain information that will combat the barriers perceived by potential commuters who would adopt ridesharing. Significant marketing dollars should be invested in advertising to continue increasing awareness and adoption of ridesharing in the DC region.

## SUMMARY OF ADOPTED STRATEGY FOR FY06

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. In FY07 the overall marketing program will support Ridesharing, Guaranteed Ride Home, Telework, Transit and the role of the employer in encouraging and supporting change in commuting behavior.

The audience most likely to change their driving habits continues to be male and female SOV drivers who commute to work daily into the Metropolitan Washington area between the ages of 25 to 54. With survey data, direct mail test response information, and area-wide reports, it is evident that our target audience is computer savvy, fairly to well educated and commutes up to 40 miles into DC. Over 39% of the 6,700 respondents reported their annual household income is \$100,000 or greater.

Three important findings that surfaced from the 2004 State of the Commute data that will impact the strategy are:

1. About one-third of likely alternative commuting prospects live near an HOV lane (and the audience in the outlying areas are more responsive to communications for alternative commuting)
2. The greatest reason cited for using alternative modes of transportation is to save time and/or money (32%)
3. The second most common reason cited (25%) for using alternative modes of transportation were related to making a move; either to a new home or new job.

The Commuter Connections program has clearly gained name recognition and awareness among a significant number of area commuters since its 1996 inception. Data indicates that commuters are likely to increase their use of alternative modes when they are participants in the GRH program. Key performance indicators i.e., enrollment into Guaranteed Ride Home, requests for rideshare applications, calls and web site visits seeking information or enrollment validate that there has been continually increasing participation in the programs.

In order to focus Commuter Connections resources, key strategies that will guide the FY07 program will include promotional efforts specifically geared to matching the audience profile of top Activity Centers and a focus on getting employers to offer benefits that will change employee commuting behavior.

### GENERAL COMMUNICATION

General Commuter Connections communications will continue to maintain name and brand awareness, especially to new residents of the Washington metropolitan area. Key message points will address commuter frustration and Commuter Connections' ability to provide stress relief. Presented in a clear and straightforward manner communications will include the various services provided and note that the services are free and provided as a public service.

A radio media campaign will spotlight specific messages that will provide individual focus on ridesharing, GRH, Telework and transit. In addition a general "catch-all" alternative mode

services message will also be developed. Furthermore, where appropriate, the mention of gas prices will be a recurring theme, should prices stay at high levels.

Metropolitan Washington radio will continue to be used but outlying area radio will also be used to focus messages into targeted activity centers. Web advertising banners will be placed on radio web sites via value added opportunities. Radio advertising messages may include a Commuter Connections audio signature.

Other media that can be focused with specific activity centers may include outdoor and print.

The Commuter Connections web site will see a dramatic “face lift” and serve as the main portal for commuters and employers in the region who seek out commuting solutions and information.

Live Where You Work initiative will be supported by Commuter Connections.

Review of rewards/loyalty membership programs will be considered for used as a “thank you” incentive for commuters to renew GRH membership. It may also be utilized within marketing campaigns to attract new customers into the Guaranteed Ride Home program. .

#### EMPLOYER COMMUNICATIONS

Use direct mail and/or e-mail direct messages to maintain communications with employers in support of the field representatives.

Update Commuter Connections literature including an employer outreach kit.

The six-page newsletter, Commuter Connections distributed to employers, will continue to be created and mailed on a quarterly basis. It will also be made available in pdf form on the Commuter Connections web site.

Employer Recognition Awards Program program to recognize the effective achievements of employers in the region.

Coordination of Bike to Work Day event held on third Friday of May and supported by radio and collateral. A cash sponsorship drive will help supplement costs, including giveaways generated through in-kind donations.

Telework will be supported via collateral, employer support, online case studies and radio in FY07.



## 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. The current modes being used in the region and their corresponding percentages as found in the 2004 State of the Commute are:

| <b>Mode</b>             | <b>Percentage of Weekly Commute Trips</b> | <b>Top Three Jurisdictions of Commute Origin</b>           |
|-------------------------|---|--|
| Drive alone             | 71.4%                                     | Calvert, Loudoun, Frederick Counties                       |
| Carpools/Vanpools       | 5.9%                                      | Stafford County, Prince William County, City of Alexandria |
| Transit(Bus, Metrorail) | 15.9%                                     | District of Columbia, Arlington County, City of Alexandria |
| Commuter Rail           | .9%                                       | Stafford, Prince William, Frederick Counties               |
| Telecommuting           | 2.9%                                      | Montgomery County, Fairfax County, District of Columbia    |
| Bicycling & Walking     | 2.2%                                      | District of Columbia, Arlington County, City of Alexandria |
| Compressed Work Week    | .7%                                       | Charles, Prince William, Calvert Counties                  |

From the Intermediate Employment Forecasts (Round 6.3, Sept. 2003), prepared by COG and its member local governments, it appears that the District of Columbia followed by Fairfax County, Montgomery County, and Prince George's County is forecasted to maintain their healthy lead as the top jurisdictions for employment for 2005. It is anticipated that employment within the inner suburbs which includes Montgomery County, Prince George's County, Fairfax County, as well as the Cities of Fairfax and Falls Church will increase from 1.5 million in 2000 to 1.9 million in 2020. The Central Jurisdiction will increase only from 978 to 1.2 million between 2000 and 2020. The outer suburbs, which include the counties of Calvert, Charles, Loudoun, Prince William, Frederick, Stafford, will experience a 71% growth in employment between 2000 and 2020, growing from 396,500 employees to 677,600. The highest growth rate for population, households, and employment is estimated to occur in Loudoun County.

From the Intermediate Population Forecasts (Round 6.3, Sept. 2003), also conducted by COG, the population of the Central Jurisdictions will only increase from 889,900 in 2000 to 1,051,400 in 2020, whereas the inner suburbs will increase from 2.68 million in 2000 to 3.19 million residents in 2020. The outer suburbs will have the strongest growth rate of 60.4%, growing from 978,700 residents in 2000 to 1.57 million in 2020.

Currently, the population of Suburban Maryland exceeds that of Northern Virginia, however, by 2020 it is expected that Northern Virginia's population will surpass and continue to exceed that of Suburban Maryland.

The top Regional Activity Centers grouped below identify specific targeted geographies to address growth occurring within the various jurisdictions outlined in the Employment and Population Forecasts.

- Central:** District of Columbia - D.C. core, Federal Center/ Southwest D.C.  
Arlington County - Rosslyn/Ballston and Crystal City/Pentagon  
City of Alexandria – Downtown Alexandria
- Northern Virginia:** Fairfax County –Merrifield/Dunn Loring, Tysons Corner, Fairfax  
Center/GMU, Dulles Corridor and I-95/Springfield, Bailey’s Crossroads,  
Loudoun County – Downtown Leesburg  
Prince William County - Manassas
- Suburban Maryland:** Frederick - Frederick  
Montgomery County – Bethesda/Friendship Heights, Gaithersburg,  
Rockville/North Bethesda, and Silver Spring/Takoma Park/Wheaton  
Prince George's County – Greenbelt/College Park/White Oak, New  
Carrollton/Largo

## **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

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. Car Sharing
5. Live Where You Work
6. NuRide

## **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 with their Matchlist. The Matchlist provides commuters a list of potential carpool drivers or passengers, and available vanpools who 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 Metrochek and SmarTrip as fare payment. Vanpools typically travel greater distances than car pools. 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 has experienced a steady decrease. Over the past few years, the number of vanpools has stabilized. 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 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 the Matchlist services offered by Commuter Connections through the broadcast and direct mail campaigns
- Educate commuters that Prince William County, through PRTC, offers a 91% personal property tax relief for vans used for ridesharing purposes.
- 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.
- 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 Metrocheks 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
- Up to 60% time-savings, if using HOV lanes.
- Addresses the suburb-to-suburb commute better than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$100 tax-free subsidy to vanpoolers each month via Metrochek 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 make 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.

#### Promotional Strategy

- 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 zip code parties, table tents in cafeterias, and trial vanpooling weeks.
- 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 retain their HOV commute with vanpooling as an alternative.
- Promote “Rideshare Week” activity during spring to encourage ridesharing for the Air Quality Action Day season at employer worksites.
- 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 \$100 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

- Hybrid vehicles using HOV lanes in Northern Virginia – especially in the I-95/I-395 corridor.
- Violation rates in all HOV corridors.
- “Empty lane syndrome,” especially in the U.S. 50 HOV corridor in Maryland.
- 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 18.5 miles outside 495 for a total 29.5 miles. Inside 495 is for the exclusive use of eastbound HOV-2 in the AM hours and westbound HOV in the PM hours. The remaining lanes outside 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.

As of this writing (Summer, 2006), hybrid 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, 2007, but could be extended by the Virginia General Assembly. The 2006 General Assembly added the provision that hybrid 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.

### **FUTURE HOV PLANS:**

**Interstate 95:** Extend reversible lanes from Route 234 south to Stafford County. Two competing proposals have been submitted under the provisions of the Virginia Public Private Transportation Act to convert the existing HOV lanes to HOT (HOV/Toll) lanes, and extend the managed lanes south into Stafford County. VDOT is under negotiations with the Flour Transurban team to move this project forward.

**I-95:** Maryland and Virginia. New HOV lanes to open when Woodrow Wilson Bridge reconstruction project is completed in 2008 (Alexandria to Oxon Hill).

**Interstate 66:** Plans are to extend concurrent-flow HOV west to VA 234 South (Prince William Parkway) - approximately 2 miles. Construction has started and will be completed in October 2006.

**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, I-95<br>Shirley Hwy | I-395/I-95 Two lanes<br>reversible | 28           | HOV-3,<br>motorcycles,<br>buses, taxis,<br>hybrid<br>vehicles with<br>appropriate<br>registration<br>plates | NB: 6:00-9:00 a.m.<br>SB: 3:30-6:00 p.m.     | <ul style="list-style-type: none"> <li>• I-395 AM: 2.53 AVO 55 MPH, 30 minutes</li> <li>• I-395 PM: 2.64 AVO 65 MPH, 25 minutes</li> <li>• Non HOV AM: 1.1 AVO, 21 MPH, 80 minutes</li> <li>• Non HOV PM: 1.13 AVO 30 MPH 56 minutes</li> </ul>                        |
| Beltway                    | N/A                                | N/A          | N/A   | N/A  | <p>HOT lanes presently under study between I-95 (Springfield Interchange) and Va. 193 (Georgetown Pike). Managed lanes on Wilson Bridge will be completed in 2008.</p> <p>Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway</p> |
| Rt. 1                      | Single lane each way               | 2            | HOV-2   | NB: 6:00 - 9:00 a.m.<br>SB: 3:00 - 7:00 p.m. |  |



|                                |   |      |  |   |   |
|--------------------------------|---|------|--|---|---|
| I-66<br>(Outside 495)          | Single lane from<br>Capital Beltway<br>outbound.                            | 18.5 | HOV-2<br>motorcycles<br>buses, clean<br>fuel vehicles,<br>hybrid<br>vehicles with<br>appropriate<br>registration<br>plates | EB: 5:30-9:30 a.m.<br>WB: 3:00 -7:00 p.m. | <ul style="list-style-type: none"> <li>• HOV AM: 1.98 AVO. 34 MPH, 32 minutes</li> <li>• HOV PM: 1.99 AVO. 37 MPH, 29 minutes</li> <li>• Non HOV AM: 1.05 AVO, 25 MPH, 41 minutes</li> <li>• Non-HOV PM: 1.06 AVO, 25 MPH, 48 minutes</li> </ul>          |
| VA 267/<br>Dulles Toll<br>Road | Single lane from<br>Virginia Route 28 to<br>main toll plaza.                | 14.8 | HOV-2<br>Hybrid<br>vehicles with<br>appropriate<br>registration<br>plates  | EB: 6:30-9:00 a.m.<br>WB: 4:00 –6:30 p.m. | <ul style="list-style-type: none"> <li>• Opened December 1998</li> <li>• HOV AM 1.89 AVO, 49 mph, 29 min</li> <li>• HOV PM 1.08 AVO, 53 mph, 27 min</li> <li>• Non-HOV AM 1.03 AVO, 34mph, 44 min</li> <li>• Non-HOV PM 1.04 AVO, 45mph, 35min</li> </ul> |
| I-66<br>(inside 495)           | Two lanes in peak<br>commute directions<br>inside the Beltway to<br>Rosslyn | 10   | HOV-2<br>Hybrid<br>vehicles with<br>appropriate<br>registration<br>plates  | EB: 6:30-9:00 a.m.<br>WB: 4:00 –6:30 p.m. | <ul style="list-style-type: none"> <li>• HOV: 1.75 AVO in AM 1.74 AVO in PM</li> <li>• SOV to and from Dulles Airport via Dulles Access Road is allowed.</li> </ul>   |

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 Hwy Administration conducts an extensive monitoring program and has usage data. Carpoolers using the I-270 HOV lane save as much as 20 seconds per mile. The Maryland State Police have a dedicated enforcement program in place. The fine for HOV violations is up to \$500.00 and one point against the violator's license.

**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<br><br>NB: 19 miles from I-495 to MD 121 | HOV-2, motorcycles, buses<br><b>NO HYBRIDS ALLOWED</b> | SB: 6:00-9:00 a.m.<br>NB: 3:30-6:30 p.m. | <ul style="list-style-type: none"> <li>• HOV AM: 1.68 AVO, 40 MPH, 13 minutes</li> <li>• HOV PM: 1.77 AVO, 57 MPH, 19 minutes</li> <li>• Non HOV AM: 1.08 AVO, 28 MPH, 19 minutes</li> <li>• Non HOV PM: 1.08 AVO, 36 MPH, 31 minutes</li> </ul> |
| US 50 (west of I-95 to east of US 301) | Concurrent flow<br>Single lane each way | MD 704 to Anne Arunde. County/Prince George's County line                 | HOV 2+, motorcycles<br><b>NO HYBRIDS ALLOWED</b>       | 24 hours/day<br>7 days/week              | HOV AM: 1.62 AVO, 59 MPH, 9 minutes;<br>HOV PM: 2.06 AVO, 64 MPH, 9 minutes;<br>Non HOV AM: 1.03 AVO, 46 MPH, 12 minutes<br>Non HOV PM: 1.08 AVO, 52 MPH, 10 minutes   |

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.
- The I-95/395 HOV lanes are a two lane barrier separated facility, and I-66 inside the Beltway is an exclusive 2-lane facility during peak hours.
- 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's 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

- Promote time and cost savings that result from use of HOV lanes through radio, direct mail, print ads, to residential areas surrounding HOV lanes, by providing specific time savings information for as many commuters as possible.
- 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.
- Public doesn't know how to evaluate success of 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 Dulles Airport.

### Product Profile

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

- Alexandria's DASH service
- Arlington Transit/ART
- City of Fairfax CUE bus
- Fairfax County's Connector
- 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 and OmniLink
- TransIT Services of Frederick County
- VRE rail
- WMATA- Metrobus and Metrorail

The factors influencing transit use include:

### Automobile-Related

- Availability of auto
- 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 Metrochek or 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**

| <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                 | 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<br><br>Buses traveling on HOV lanes:<br>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<br><br>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, 25F, 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           | 7 routes<br>Plus, Dash<br>About free weekend shuttle   | 50                                 | Local peak and non peak, peak to Pentagon<br>HOV: AT3, AT4   | #2<br># 8   | #7<br># ¾ loop   |
| Fairfax Connector         | 55 routes  | 29-55                              | Peak and Non-peak service. HOV: 989, 383, 384,385  | 980, 989, 151,152, 171  | 307, 380, 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.   |
| Montgomery County Ride On | 80 routes  | 19-43 (seated)<br>28-64 (standing) | Peak and Non peak service<br>HOV: Rt. 70, 71, 75, 79, 100, 124   | Because of growth in last 2 years, most routes have capacity issues at some time during their operating day |  |

| <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>        |
|---|---|-----------------|---|--|---|
| Prince George's<br><i>TheBus</i>              | 25 routes   | 22-38           | Peak and Non peak service                             | 14,16, 30, 32, 33, 34, 53 are over capacity<br>15X, 17, 20, 21, 51, are at/near capacity | 11,12,13,15, 22,23, 26, 28                          |
| PRTC<br>OmniRide/<br>Metro Direct             | 13 routes: 8 areas in Prince William County<br>10 routings in Washington DC/Pentagon/Arlington. 2 single trips (C1, RT1).<br>3 routes to Metrorail stations. 1 route within Prince William County | 38 - 57         | Commuter Service<br><br>Service to Metrorail Stations | New trips added to relieve chronic overcrowding  | Manassas Metro Direct<br><br>North Route 1 OmniRide |
| PRTC<br>OmniLink/<br>Cross County Connector   | 7 routes  | 29              | Local   | Dumfries, Dale City, Woodbridge, and LakeRidge   | Manassas Park and Manassas                          |
| TransIT<br>Services of<br>Frederick<br>County | 8 Routes<br>6 Commuter Shuttles   | 16-29           | Local, Commuter                                       | Some trips crowded during peak rush hours  | 30, 70, Commuter Shuttles                           |

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
- SOVers perceive as nuisance and source of pollution
- Slow with multiple stops
- Considered as an inferior mode of transportation by SOVers
- 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

### Prospects

- Conversion to alternative fuels to increase its environmentally friendly image
- Prime mode of travel for DC residents
- Smart Card and Metrochek subsidies
- Expansion of SmarTrip®, now available on all Metrobuses
- 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)

### Threats

- Fare increases
- Lack of funding for operations and expansion
- Limited Parking
- Limited routes
- Peak Period Capacity

## Summary of Rail Activity

| <b>PROVIDER</b>             | <b>HEAVY RAIL</b> | <b>COMMUTER</b> | <b>ROUTES</b>   | <b>CAPACITY</b>                            | <b>ROUTES TO MARKET</b>   |
|-----------------------------|-------------------|-----------------|---|--|---|
| <b>VRE</b>                  |                   | √               | Manassas<br><br>Fredericksburg  | Close to capacity<br><br>Close to capacity | Backlick<br>Lorton, Rippon &<br>Woodbridge (stations with<br>avbl pkg).   |
| <b>MARC Train (MTA)</b>     |                   | √               | Brunswick Line<br>Camden Line<br>Penn Line                                | Close to capacity                          | 1) Brunswick Line<br>(Martinsburg, WV and<br>Frederick, MD to Union<br>Station)   |
| Metro<br>Subway<br>(MTA)    |                   |                 | Owings Mills to<br>Johns Hopkins  | Not at<br>capacity                         | 2) Camden Line<br>(Baltimore to Union Station)<br>3) Penn Line (Perryville, MD<br>to Baltimore to Union<br>Station)                                     |
| Light Rail<br>(MTA)         | √                 | √               | 1) Hunt Valley to<br>BWI Airport<br><br>2) Glen Burnie to<br>Penn Station | Not at<br>capacity                         | Owings Mills, Downtown.<br>Johns Hopkins Hospital<br><br>Hunt Valley to Downtown<br>to Camden Yards to BWI.<br>Glen Burnie Downtown to<br>Penn Station. |
| <b>AMTRAK</b>               |                   | √               | No. Virginia<br>DC<br>So. Maryland<br>Baltimore<br>Airport (BWI)          |  |   |
| <b>WMATA-<br/>Metrorail</b> | √                 |                 | Yellow, Green,<br>Red, Orange,<br>Blue lines                              |  | All during off peak periods,<br>not during rush hours.  |

### 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)

#### 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 –2004 Count Data

| <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           | 140         | 88%           |
|                                 | 5             | Yes           | WMATA            | 2,083           | 2,083       | 100%          |
| Frederick                       | 8             | No            | SHA              | 863             | 515         | 60%           |
|                                 | 4             |               | MARC             | 1,976           | 1,570       | 79%           |
| Montgomery County               | 14            | No            | Official         | 3,524           | 1,558       | 55%           |
|                                 | 3             | Yes           | SHA              | 1019            | 258         | 25%           |
|                                 | 11            | No            | MARC             | 2,125           | 1,381       | 35%           |
|                                 | 7             | Yes           | WMATA            | 9,560           | 9,560       | 100%          |
| Prince George's                 | 16            | No            | Official         | 4,656           | 4,180       | 89%           |
|                                 | 4             |               | SHA              | 868             | 313         | 36%           |
|                                 | 5             |               | Private          | 450             | 53          | 88%           |
|                                 | 7             | No            | MARC             | 7,973           | 6,938       | 13%           |
|                                 | 9             | Yes           | WMATA            | 18,779          | 18,779      | 0%            |
| Arlington                       | 3             | 2 No<br>1 Yes | County           | 880             | 209         | 24%           |
|                                 | 1             | Yes           | WMATA            | 422             | 422         | 100%          |
| Alexandria                      | 1             | Yes           | WMATA            | 361             | 357         | 1%            |
| Fairfax (City)                  | 1             | 1 No          | 1 City           | 15              | 0           | 0%            |
| Fairfax County                  | 27            | No            | Official         | 7,407           | 5,384       | 73%           |
|                                 | 8             | Yes           | WMATA            | 14,657          | 14,657      | 100%          |
|                                 | 5             | No            | VRE              | 1,348           | 904         | 33%           |
|                                 | 3             |               | Other<br>Private | 203             | 5           | 2%            |
| Loudoun County                  | 10            | No            | Official         | 1,469           | 1,050       | 71%           |
|                                 | 2             | No            | Private          | 95              | 44          | 44%           |
| Prince William                  | 13            | No            | Official         | 6425            | 4537        | 71%           |
| PWC, Manassas,<br>Manassas Park | 6             | No            | VRE              | 3,518           | 2,654       | 75%           |
|                                 | 21            | No            | Other<br>Private | 3,217           | 2,015       | 63%           |

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 all 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 all 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

## 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. Regional household surveys conducted by COG show that the number of teleworkers in the region grew from 290,000 or 11.3% the region's workforce in 2001, to 318,000 or 12.8% of the workforce in 2004. In addition, the survey indicated that a potential of 420,000 or 19% of non-teleworkers "could & would" telework if given the opportunity by their employers. 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 FY07, 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 is an initiative designed to reduce traffic congestion in Northern Virginia. The program provides 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) and contracted through the Metropolitan Washington Council of Governments (MWCOG). 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. Marketing outreach for this program included brochure and web site development, press releases to announce a kick-off event. Various media (print, radio, and television) were utilized to create awareness for this pilot program.

### 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 18% of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2004 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 alternative commuting. Employers can encourage cycling to work by installing secure bike parking, changing rooms, showers and lockers, and by including bicycling in alternative 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
- Less time lost to illness
- Reduced health care costs
- Great way to meet and interact with other commuters who bicycle
- Significantly reducing overall commuting costs with less gas use and wear on automobile

According to the 2004 State of the Commute Survey

- Approximately 2.8% of the region’s commuters commute to work by bicycle at least once a week.
- The median commute distance for bicycle commuters was five miles

According to the *1995 Survey of Morning Peak Hour Bicyclists in the Metropolitan Washington Area* and *1999 Bicycle Cordon Counts*:

- Household incomes of cyclists are above the regional average. Over half (52%) of those surveyed reported annual household incomes of \$75,000 or over with at least 90% having access to at least one car in their household
- Majority of cyclists (80%) are over 30 years of age with 45% over 40 years of age
- The average one-way trip length was over eight miles, 9.9 miles on the trails and 2.6 miles to Metro stations
- 30% of all bike trips in the region are to or from work

Locations with the highest bicycle usage at peak period (a.m. and p.m.) are as follows:

| <b>Locations</b>                              | <b>Number of Cyclists</b> |
|---|---------------------------|
| Custis Memorial Pkwy. (I-66) W. of Key Bridge | 510                       |
| 14th Street Bridge                            | 390                       |
| Capitol Crescent Trail                        | 600                       |
| Rock Creek Pkwy. S. of P Street NW Street     | 280                       |
| Connecticut Ave N. of Florida Ave. NW         | 190                       |

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, but bicycling declined in the outer suburban areas during the same period.

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, Montgomery County Ride On buses and Annapolis Transit buses have bike racks on the front of the bus.
- Free rack parking at Metro Park N Ride Lots. Current capacity exceeds current use.
- 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.
- 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.
- Dozens 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.

### Deficiencies

- Weather dependent mode, less appropriate for high ozone season; hot, wet or cold weather. However, showers and clothing adjustments can mitigate the effects of hot, cold, or wet weather. Only ice and snow should be considered prohibitively bad weather.
- For many longer commutes, bicycling is too time-consuming. The average commute distance in the Washington region is 16 miles, versus an average bicycle commute distance of 8 miles.
- Perceived lack of safe travel routes
- Parts of the road network are not bicycle friendly, especially in suburbs
- Need better local maps based on good models
- Need more and better bike parking at employer sites
- Need more on-road routes
- Not enough facilities to lock bike, shower and change at work
- MARC and VRE trains do not allow bicycles on board, and Metrorail only allows bikes on board during non-peak periods
- General public lacks bicycling education and skills needed to bicycle safety in traffic

### 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.

One of WABA's biggest promotions is Bike to Work Day in the month of May. Several thousand participants take to the streets on their bikes to help promote bicycling to work. WABA's role in this project is to help recruit the participants, provide online registration and encourage employer support by holding such items as breakfasts to stimulate excitement. Commuter Connections partnered with WABA to provide financial support, event coordination, and advertising for Bike to Work Day 2005, which drew over 1,500 bicyclists from around the region despite the rainy morning. This partnership will continue with an effort to gain even more sponsorship participants.

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.

#### 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 concentrated effort will have to be made by COG to improve bikeways and parking throughout the region.

In order for marketing efforts in biking to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of biking (traffic danger, logistics, employer parking, etc.). Also, the time of year must be taken into consideration (Ozone season) when planning a marketing strategy.

## **CAR SHARING**

### Product Profile

Car sharing allows individuals to use cars for a short amount of time—hours, instead of the days required by conventional car rental companies. With car sharing, drivers only pay for what they use, making car sharing a less expensive alternative to owning, leasing, or renting a car. Car sharing rates include gas, mileage, insurance, and maintenance costs. Vehicles can be reserved 24 hours a day via phone or Internet and can be used for any amount of time, from a few hours to a few days. Once a reservation is made, the reserved car can be opened using a personalized key and/or code. Keys are only available to members and can open car doors only after a reservation has been made. Reservations are sent wirelessly to the cars so they will open only for the right person with the right key at the right time.

Car sharing services in the Washington, area are available through Zipcar and Flexcar, two private car-sharing companies. Both Zipcar and Flexcar are available in Alexandria, Prince George’s County, Arlington County, and the Washington metropolitan area. Additionally, Flexcar also has locations in Montgomery and Fairfax counties. Zipcars have been available in Washington, D.C. since September 2001. Currently, there are over 400 members and 20 vehicles participating in the program. Zipcar’s membership costs \$20, and rates range from \$6–\$8 per hour plus \$0.18 per mile, after 125 free miles. The maximum daily rate varies depending on location and time of year, costing anywhere from \$50–\$80 a day. Flexcar has around 48 vehicles available, mostly at Metro stations, and around 2,200 members. They charge a membership fee of \$25, and a monthly fee depending on use, or an \$8.00 per hour rate.

### Assets

- Access to a vehicle when needed
- Can assist employers in augmented company vehicle fleets
- Ease of reservation process
- Low payments
- Convenient locations to transit
- Less expensive than car ownership; ideal for those who don’t own a car
- Less expensive for businesses than maintaining a fleet of vehicles
- Helps to increase use of transit, according to WMATA
- Use of low emission vehicles, including hybrids, helps to reduce air pollution

### Deficiencies

- May actually increase VMT for commuters who car share rather than carpool to appointments or to do errands.
- Limited number of locations and cars for the Metro region.
- Limited number of hybrids in the inventory.

### Prospects

- Can serve as a GRH alternative for some companies
- More locations will help to increase its popularity
- Cooperative relationship with transit agencies will help to boost its adoption rate

### Threats

- Current car owners don’t receive much savings through car sharing.

## 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.

The database of GRH registrants has grown from 3,826 when GRH was launched in January 1997 to more than 19,000 in FY 2006. An average of 493 new applicants and 808 re-registrants signed up for GRH each month in FY 2006 through the mail (47%) or Web site (53%). More than 17,580 GRH trips have been provided since January 1997. In FY 2006, 2,773 trips were provided. Majority of registered commuters live in Virginia (65%) and work in the District of Columbia (61%). The majority (68%) of GRH registrants use transit to work.

#### 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) METROCHEK /SMARTBENEFITS (WASHINGTON, DC)**

### Product Profile

Recent federal and state tax legislation now makes it easier than ever for employers to provide tax-free 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.

In June 1998, the Transportation Equity Act for the 21<sup>st</sup> Century (TEA 21) was signed into law. TEA 21 includes a provision amending the Internal Revenue Code (26 U.S.C. Section 132(f)). This amendment to the tax code allows employers to offer their employees a commuter transportation fringe benefit in addition to salary or wages, or as a pre-tax payroll deduction, or a combination of the two.

In May 1999, the Maryland Commuter Tax Credit was signed into law, and has been enhanced through amendments each year since. 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 a fraction 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 Metrochek/SmartBenefits program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or Metrochek/SmartBenefits tax-free benefit of up to \$100 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 Metrochek/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 Metrochek/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 TEA 21 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, \$54, and \$64 denominations and can be redeemed at Baltimore area pass sales outlets for MTA weekly and monthly passes, and at certain locations, for 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- Metrochek/SmartBenefits Program**

#### Product Profile

Metrochek is a farecard/voucher that is universally accepted by any type of public transportation serving the Washington, DC region (Metrorail, Metrobus, MARC Train, VRE, county and commuter buses and qualified vanpool services). Employers who join the Metrochek program purchase Metrocheks in pre-set denominations (\$1, \$5, \$10, \$20, and \$30). Metrocheks can be used either as a Metrorail farecard or exchanged by the employee for the transit fare of any of the region's providers of public transportation or qualified vanpool services.

In the Washington, D.C. region, nearly 4,000 public and private sector employers provide Metrochek to more than 226,000 employees. Employers who participate in the Metrochek 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 Metrochek benefit value directly into an employee's SmarTrip card, via the Internet. SmartBenefits will reduce the amount of paper Metrochek cards employers buy and distribute by as much as fifty percent (SmartBenefits is used for employees who use their transit benefit to ride Metrorail, Metrobus and registered vanpools). In January 2004, enhanced SmartBenefits program applications to allow employers to provide a free or pre-tax parking benefit to their employees that park at Metro-operated facilities.

With the expansion of SmarTrip® on Metrobus and as the only means to pay for parking at Metro facilities, SmartBenefits will become the primary transit benefit program and the only way for employers to enroll as new participants. Employers simply complete an online application at [MetroOpensDoors.com](http://MetroOpensDoors.com) and select from a variety of easy payment methods.

### 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 Metrochek 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 Metrochek 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 Metrochek 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 Metrochek 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 Metrochek 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

- Need for higher return on investment for the employer.
- Cost of the program for subsidies and time human resource or payroll department must invest to implement program.
- 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

### Product Profile

Clean Air Partners, a public-private partnership aims at creating broader public awareness on contributions to air pollution and what health effects ground-level ozone or particle pollution cause. The primary focus of the partnership is to motivate employers and individuals to take voluntary actions that will improve air quality in the Baltimore-Washington region.

### Promotional Campaign

- In May 2006, Clean Air Partners kicked-off National Air Quality Awareness Week, by hosting a Washington, DC media event. The media event educated the public about the environmental and health risks associated with poor air quality especially on Code Orange and Red days. Air Quality experts tested emissions from various sources of pollution.
- In July 2006, Clean Air Partners hosted a media photo op in Baltimore, MD. Demonstrations took place on how individuals can protect their health by following the Air Quality Action Guide. Air Quality experts tested emissions from various sources of pollution.
- The 2006 season included the addition of extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, and Western Maryland.
- Brochures, which include information on ozone and particle pollution, were updated and distributed to Air Quality Action Day participants. The brochures were also distributed at various outreach events across the region.
- A media campaign on radio was conducted in June, July, and August 2006 with a message of health and personal tips to prevent air pollution. Two 60 second radio ads were created and rotated through out the campaign period.
- As part of the media campaign, radio stations in the Baltimore/Washington region hosted two after dark tank parties, electric lawnmower giveaways, and metro station appearances and metro pass giveaways.
- Over the next year, Clean Air Partners will work with Prince George's County to implement the County's Air Quality Strategic Plan.
- Free bus services on Code Red Days:
  - Arlington Transit ART
  - Alexandria DASH
  - Fairfax Connector
  - Fairfax City Cue
  - Frederick County TransIT



- Loudoun County Transit commuter bus service
- Loudoun County Transit fixed route service
- Metrobus in Northern Virginia, Montgomery County, and Prince George's County
- PRTC OmniLink OmniRide
- Montgomery County Ride On
- Prince George's County *TheBus*
- Falls Church GEORGE buses

### 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 Air Quality Action Days radio campaigns and workplace-based public outreach programs. Other activities include sponsoring Air-Watch.net, the Ozone Map on Baltimore and Washington TV, radio ads, and distribution of Air Quality Action Days materials at state, local, and company fairs.

- Air-Watch.net was developed by the Maryland Department of Environmental Protection. This website is a source of current and historical air quality data from monitors in the Baltimore/Washington Region. In addition, individuals may sign up to receive AirAlerts; an email notification when air quality reaches unhealthy levels.
- Ozone and Particle Pollution Maps are provided on [www.airnow.gov](http://www.airnow.gov) in real-time to the media to download for instant viewing and access. The maps 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, hand fans, and Captain AirSmart activity books that are provided to members free of charge.
- Services provided to participating employers that include fax and e-mail alerts on all Air Quality Action Days. 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 and air quality information are available for viewing on the Clean Air Partners web site. The web site displays the current and next day forecasts, for Baltimore, MD and Washington, DC.

#### Weaknesses

- Most of the population does not understand that problems from air pollution can be contained by their individual actions.
- On Code 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 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.

#### Opportunities

All of these activities have led to the recruitment of more than 600 participants for the Air Quality Action Days program in the Baltimore/Washington area. Participants, such as Fairfax County, the National Parks Service, and Loudoun County, 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 reward could be free rides on Metro on Code Red Days, etc.

#### 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.

In June 2005, EPA's new (lower) standard for ground-level ozone went into effect. EPA set the new standard to coincide with the Code Orange Air Quality Index level based on new research demonstrating that lower levels of ozone exposure over longer period of time affect the health of "*sensitive groups*" (children, older adults, and those with heart or lung diseases). As a result, there will likely be 20 or more days per year that exceed the new standard, compared to an average of 1-2 days per year for the past several years. Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in cleaning the air when they may be called upon to take action on 20 days per year.

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

**LIVE NEAR YOU WORK**

*Placeholder*

## **NURIDE**

www.nuride.com

### Product Profile

NuRide is the nation's first ride network that pays people to rideshare. Unlike traditional carpool formation, NuRide does not require consistent morning and evening departure times and locations, or even the same participants each day. Rather, through a system similar to online airline ticket services such as Expedia and Orbitz, NuRiders plan individual trips and can find unique matches each day. Members can also use NuRide to plan non-commute trips, helping reduce traffic congestion for concerts, sporting events and other activities.

NuRide also offers an incentive program to reward members who share rides. For each ride planned and confirmed in the NuRide system, members earn points that can be redeemed for cash-based rewards at national retailers such as Home Depot, Target, Starbucks and others. NuRide members can earn reward points worth \$1.00 for a trip with two participants and as much as \$2.00 for a trip with four or more participants.

NuRide was launched in March of 2004 and as of July 2004 the system had over 1,200 members who work at 94 different companies.

### Assets

NuRide is a tremendously flexible transportation alternative that rewards participants with up to \$1,000 a year in rewards good at national retailers. Other advantages include:

- The web-based system facilitates the most flexible commutes possible, allowing participants and departure times and locations to vary each day. Members may plan and edit trips instantly during the workday.
- Immediate communication with potential ride partners is made possible through integration with email and Instant Messenger technologies.
- The incentive program encourages SOV commuters to try ridesharing for the first time and adds a positive element to an unpleasant part of the workday.
- All members of NuRide must have an email address associated with their employer. This employment verification process makes members feel more comfortable riding with people they did not know prior to using NuRide.
- NuRide's eBay-style ratings system allows members to make an informed selection of ridesharing partners.
- The service is available in outlying locations that lack pervasive public transportation systems.
- During a portion of their workday that is often stressful and lengthy, members enjoy the opportunity to improve their commute by meeting new people and making social connections.
- NuRide members are eligible to take advantage of the free Guaranteed Ride Home program (GRH) through Commuter Connections. This allays commuters' fears of finding a ride home when they carpool and are faced with an unexpected emergency throughout the day or unscheduled overtime. The GRH program is available to commuters who regularly carpool twice a week who work in the Washington area and is available up to four times a year.

### Deficiencies

- NuRide membership is limited and is still growing in the Washington DC area. At this time, most members can find rides, but not necessarily with persons who fit their ideal travel criteria.
- NuRide is not available to those without Internet access at work.
- NuRide is not available to those who do not have a work email address.

### Prospects

- NuRide will continue working with Washington DC area employers and governments to increase membership throughout the region. These efforts include lunch sessions that provide employees with information about the NuRide program and training in the use of the website.

### Threats

- Some commuters are skeptical about riding with new acquaintances.
- Some commuters are uncomfortable using internet-based services.

## CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

Below are descriptions of marketing activities produced by regional partners.

### ***ALEXANDRIA RIDESHARE***

**www.alexandriava.gov**

Marketing Budget FY 2006: \$50,000

Alexandria Rideshare actively promotes the use of efficient and environmentally friendly modes of transportation, which includes carpools, vanpools, mass transit, walking, biking, and telework, to City of Alexandria residents, businesses, and City employees. Alexandria Rideshare aims to increase the use of alternative transportation modes to improve the economic viability of City employers 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 through SmartBenefits and/or MetroChek.
- **Transportation Benefits Match Program:** As an incentive for employers to begin a transportation benefits program, the City will reimburse an employer for six months worth of expenses for each employee receiving a direct subsidy during the course of a one-year program.
- **AlexRide.org:** www.AlexRide.org is a Web site that offers news and tools for traveling to, from, and within 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, Guaranteed Ride Home, Commuter Connections, and other resources.
- **Commuter Connection:** The City's alternative transportation options newsletter is mailed quarterly to all Alexandria businesses, households, and City employees. There are approximately 77,000 businesses and residential recipients. It is also distributed electronically to industry colleagues, accessible on alexride.org, and given out at City Hall, the Old Town Transit Shop, and exhibitor events.
- **Air Quality Action Days:** Alexandria Rideshare coordinates with the City's Environmental Services Division to increase employer participation in Air Quality Action Days through mailings and announcements. Each year several newspaper ads are placed to encourage citizens to ride the bus on Air Quality Code Red Days. In addition, employers are asked to provide information to their employees about Air Quality Action Days.
- **Promotional Events:** Conduct transportation fairs for employers upon request. Past efforts have included, but are not limited to, Hoffman Town Center, Patent & Trademark Offices, Alexandria Hospital, and Oblon Spivak. Alexandria Rideshare also participates in health and benefits fairs, and those coordinated by TMP representatives, other TDM organizations, and federal government agencies. Alexandria Rideshare also coordinates Alexandria Bike to Work Day and Communities in Motion each year and promotes alternative transportation options at City events, such as the Alexandria Birthday Celebration, the Chirilagua Festival, Earth Day, and Alexandria Education Partnership activities.
- **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, and inserts with Air Quality Action Days and Old Town Transit Shop materials.

### **ALEXANDRIA TRANSIT COMPANY – DASH**

**www.dashbus.com**

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

- **21<sup>st</sup> Anniversary Celebration (includes employees and customers)** — Promote anniversary to public and employees. This is done through special events, promotions, and the media.
- **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.
- **Route and Schedule Brochure** — Redesign schedule to make it easier to read. Work with planner to update timetables and system map as needed. Print, produce and distribute to entire Alexandria area on a continuing basis.
- **Dash About Free Shuttle** — Regionally promote this free weekend service to tourists and residents of the metro area. This is done through a partnership with the local convention and visitors association. Campaign components include brochures, postcards, printed timetables, A-frame signs, posters, buttons, and print ads.
- **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, Dash About free shuttle, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites. Continue monthly drawing for a free pass.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Update as needed. Work with consultant to redesign/enhance webpage.
- **Programs** — New Neighbor, Education, Community Outreach, Air Quality Action Days, Summer Library Reading, Transportation Management Property.
- **Newsletters** — Employee/*Dash Flash*: produced in-house and features company news, special events, local and state rodeo 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.
- **Charter Services** — Work with local groups to encourage the use of our charter and shuttle service. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.

## ***ARLINGTON COUNTY***

**www.co.arlington.va.us**

*Marketing Budget for FY 2006* - \$900,000 for Commuter Services broken down as follows:

Arlington Transportation Partners - \$30,000.00

Arlington Metrobus - \$300,000.00

Commuter Stores, CommuterPage.com and CommuterDirect.com - \$60,000.00

Arlington Transit - \$110,000

Columbia Pike Bus Service Restructuring - \$400,000

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 and sponsorships
- Sponsorships of local community events
- Advertising in local retail and business directories
- Sponsorship of local community events
- Advertising in local retail and business directories
- Commuter Weekly and Journal Newspaper advertising
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts

## ***COMMUTER CONNECTIONS***

**www.commuterconnections.org**

*FY07 Media Placement Budget* \$865,000

The Commuter Connections regional marketing campaign for FY07 will begin with a competitive procurement process to select a TDM marketing contractor, with oversight from the state funding agencies. Implementation of the program will include input from an appointed Regional TDM Marketing Workgroup made up of TDM stakeholders from various jurisdictions within the National Capital region.

The marketing and communications program will provide continuous year round marketing awareness and build upon previous TDM marketing efforts. The plan will include the use of media and other forms of communication at high reach and frequency levels to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel. The campaign will deliver a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region. The Regional TDM marketing campaign will also aim to encourage current non-SOV populations to continue using alternative transportation modes. In addition, Commuter Connections marketing initiatives will encourage employers to provide alternative commuting benefits to their employees. The TDM marketing plan will include promotion/outreach of ridesharing, transit, Guaranteed Ride Home, teleworking, bicycling, car-sharing, Live Near You Work, and Employer Outreach program activities.

The marketing campaign highlights for FY07 will include the production of new radio spots in order to keep the message fresh and a new creative approach for the consumer mailer. Both will be supported by a re-vamped web site for Commuter Connections. Other activities include a



number of promotions at employment sites and PSA partnerships between COG and area transit agencies to promote incentives such as the GRH program to transit riders through transit cards and signage, as well as the distribution of brochures.

### **Recommended Strategy for Commuter Connections in FY 2007**

Specific components of the Commuter Connections FY07 marketing campaign and communications strategy may include the following:

- Day to day monitoring and management of the marketing/advertising/public relations contractor and the processing of media placements.
- New web design
- Research review and conduct new attitudinal research
- Public relations/media communications
- Extranet for posting marketing and advertising materials
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insertion
- Production of new radio spots to promote alternative mode use
- Incentive based loyalty program.
- Live Where you Work
- Car Sharing
- Web advertisement (banner ads and placement of keyword search engine sponsorships)
- Special event advertising (e.g. baseball games or other events).
- Telephone directories
- Bus and rail advertising
- Participate in on-site promotions at employment sites
- Promotion of Bike to Work Day
- Coordinate Employer Recognition Awards ceremony
- Telework Case Studies
- Maintain and update collateral materials
- Maintain website information
- Maintain Bulletin Board
- Track and report web activity
- Issue marketing campaign summaries
- Host Regional TDM Marketing Group meetings
- Update of the Regional TDM Strategic Marketing Plan and Resource Guide

### ***DATA- Dulles Corridor***

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

Marketing/Publication Budget for FY 2006- 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. The staff includes one full-time, and two part-time employees.

- Working under a contract with Fairfax County, DATA supports the Regional Employer Outreach effort in its area of operations. Nonmember employers participating in the Employer Services Program are offered a one-year free membership in DATA. The program is introduced at "Employer Breakfasts" for companies in cluster locations, and features presentations by public officials and senior executives of member firms.
- "Transportation Fairs" are held at employment sites and DATA staff participates in employee events to disseminate information and encourage commute alternatives.
- In July 1999, DATA began a 24-month expansion of the Commuters' Choice Campaign targeted at residential commuters in eastern Loudoun County. The program seeks to develop a personal, direct approach to induce suburban commuters to try alternatives to driving alone. DATA completed this program by producing a special demographic report in November 2003 working with the Northern Virginia Regional Commission. Copies are available to members; send an email request to [jlarsen@datatrans.org](mailto:jlarsen@datatrans.org) for more information.
- DATA distributes "DATA DETAILS" a monthly e-mail publication for member of the association that highlights transportation issues, legislation, and projects.
- 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.
- DATA is working with the Dulles Corridor Rail Association marketing efforts designed to support 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. Efforts included a telephone survey of area residents and an Internet survey of employees in the area. Results are applicable to regional employer outreach effort. Now that work is eminent on the preliminary engineering study, DATA will work closely with DCRA and the Virginia Department of Rail and Public Transportation to assist in providing public information events and promotional support in moving the project to its next stages of success.
- DATA conducts transportation seminars to inform businesses, landowners, employees, and residents on issues, opportunities, construction plans, schedules, and transit planning for the future. Eight seminars are planned for 2004-2005.
- DATA is conducting a year-long (2004-2005) business event promotion campaign with Fairfax and Loudoun County, VDRPT, and COG to promote telework!va and telecommuting to businesses in the region.

***DISTRICT OF COLUMBIA***

***www.ddot.dc.gov***

Employer Outreach Budget for FY 2006: \$77,454

- Bike to Work on Earth Day is a promotion that attracts DC employers.

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

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

**www.co.fairfax.va.us**

Marketing Budget for 2006: \$519,000

- 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. Fairfax County Employer Services is focusing marketing efforts on its 55 employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.
- The 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 6,000 commuters via the RideSources program. Some of the promotions they currently offer include Metrochek Match, VanSave, and Van Start. The public can take advantage of VanSave and VanStart.
- *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.
- *VanStart, VanSave* - 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. VanStart is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMA's 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 participate in include:

- Fairs at the Springfield Mall in Spring/Fall
- 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 in Fairfax Festival
- Fort Belvoir Oktoberfest

The County has been involved with advertising using cable TV with PSAs and public access, local newspaper ads, mailings to residents and employers, and posters on buses.

Fairfax Connector ridership has grown over 29 percent since 2001 and is expecting overwhelming response to their new south county bus plan that will serve the entire southern portion of Fairfax County with improved bus service. The signature bus route will be a limited-stop service called REX. Operated by WMATA, REX will travel between Fort Belvoir and King Street Station in Alexandria.

***FREDERICK COUNTY TRANSIT/RIDESHARE PROGRAMS***  
***www.co.frederick.md.us***

Marketing Budget for 2006: \$31,527

In FY07 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.
- Two on-line banners year round advertising Rideshare and TransIT.
- Advertise in local Spanish publication.
- Jumbotron ad appearing at the Frederick Keys baseball stadium for MTA and TransIT.
- 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 highlighters, note pads totes, etc. for certain campaigns.
- Participate in Chamber events.
- Attend the Frederick Fair, Fort Detrick Armed Forces Day, In The Street 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 fax, 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.

***LINK/RESTON TMA***  
***www.Linkinfo.org***

- Promotes the Fairfax Connector and RIBS buses by providing schedules to Reston outlets. This includes all grocery stores, regional libraries, community centers, and some apartments.
- Joins with various community organizations/events through out the year to promote transit and ridesharing.
- Developed and maintains a web site to provide bus schedules and maps for buses that serve greater Reston. Our web site has a digitized map that shows major employers and gives the transit information for each site. The information is also provided in Spanish.
- LINK's web site is advertised with stickers on bus schedules with an email address. Approximately 65,000 schedules are distributed annually.

### ***LOUDOUN COUNTY***

**www.loudoun.gov**

Marketing Budget for County Bus Service FY 2006: \$52,000

Loudoun County Office of Transportation Services markets a local bus service, and 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. 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**

Total Marketing Budget for MTA FY 2006: \$1,400,000 estimate.

Approximately \$750,000 is budgeted in FY '05 for a contracted advertising agency to develop a comprehensive marketing plan including strategy, advertising, limited public relations, design, and media placement services. Additionally, approximately \$400,000 is spent on development of in-house promotional campaigns, cross-promotional opportunities, special events, printing, premium items, service brochures, service ads, commuter benefits programs, sports service marketing, and special college student marketing.

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 Years Eve Care Bus, Christmas Holiday Bus, Black History Month Festivities, Martin Luther King Events, Thanksgiving Food Drive/Stuff-a-Bus, Fourth of July MARC Train to Washington, D.C., Special Baltimore Bus-Light Rail-Metro Subway Service to Inner Harbor Fireworks.
- Local Cultural Activities: Disney on Ice, Ringling Bros. Circus, Susan G. 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
  - Weekly/Monthly Passes valid on Seaport Taxi and Ed Kane's Water Taxi Service
  - Bus interior and exterior advertisements and PSA's
  - Commuter Choice Maryland Commuter Benefits Program featuring federal TEA 21 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, Rider Flyer, 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 Size System Maps

- MARC Train and Commuter Bus Transit Link Cards
- Bus Shelter Advertising Program
- Light Rail Double Tracking (Southern end complete 12/04, northern end complete fall '05)
- 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)
- Joint MDOT/MTA Commuter Choice MD (DC area) campaign (radio, print, TV, outdoor to kickoff Nov '04)

***MONTGOMERY COUNTY***

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

Marketing Budget for Montgomery County Commuter Services and Ride On for FY 2006 is in the range of \$280,000.

Montgomery County (MC) has a very large business base. It also has a large residential base. There are 257,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and 182,000 who leave the county for other destinations. Marketing activities within Montgomery County are focused on Silver Spring, Friendship Heights, Wheaton, Bethesda, North Bethesda, and Germantown.

**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 is planned in the Greater Shady Grove area. Employer, commuter and transit services are concentrated in these areas of high employment concentrations.
- **Promote Transit matching subsidy programs:** MC offers several matching programs-- Fare Share, Super Fare Share, and Wheaton/Montgomery Hills Fare Share. In FY06, the County will launch a new look, materials, and advertising to promote its Fare Share programs.
- **Promote Additional Incentive Programs:** MC promotes pre-tax Metrochek, Best Workplaces for Commuters, Maryland Commuter Tax Credit and the Maryland Telework Partnership with Employers 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, including the new FDA Headquarters in White Oak. In FY06, Montgomery County will build on the success of previous property management outreach campaign, where staff set-up large lobby displays and conducted lunchtime information sessions in over 25 county office buildings.

- Conduct Annual Commuter Survey: MC conducts an annual commuter survey of employers each Spring. Over 90,000 surveys are distributed to more than 500 employers.
- Produce Quarterly Countywide and area-specific newsletters.
- Sponsor Employer Recognition/Special Events: In FY05, Montgomery County presented its 19<sup>th</sup> Transportation Awards Ceremony; we anticipated conducting this event again in FY06. Staff will continue to promote the Best Workplaces for Commuters Campaign.

#### Promotional Materials:

- Continue to use Better Ways to Work Toolkit in employer meetings and presentations
- Produce and promote Guide to Commuter Services (Spanish and Chinese versions)
- 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 service available from each lot.
- Update and distribute Getting There Brochure: MC will continue to update and produce this guide to public transportation options and major retail and service facilities along the I-270 corridor. A new publication covering the US 29, Georgia Avenue and New Hampshire Avenue corridors is being prepared.
- Produce and distribute Silver Spring Bikeways map
- Upgrade, maintain and promote website: MC will continue to upgrade and refine communication strategies via the Better Ways to Work and Ride On websites. Explore options to convert existing forms, brochures, etc to an easy to use electronic format.

#### Advertising:

- Ads on cable, radio, in newspapers and website
- Chambers of Commerce: MC will continue to advertise its programs and services in local chamber publications, including membership directories, dining guides, and special publications
- Theatre Slides: MC will place theater slides in targeted areas
- Bus interior cards

#### Commuter Outreach/Programs/Services:

- Operate a transit store in Silver Spring adjacent to the Metro Station where Metro and Ride On fare media are available, along with transit information, maps, and schedules. Information on MARC and VRE is also available. Metrocheks can be exchanged for fare media.
- 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 2006. In FY05, five Bike To Work Day Pit Stops were hosted in Montgomery County at locations with heavy employee concentrations. Hundreds of Montgomery County cyclists participated in these events.
- Promote the 100% accessibility of the Ride On fleet to bikers along with the County's bike map of Montgomery County.
- Community outreach through the following events: Senior InfoExpo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Poolesville's Day, Takoma Park Festival, Happy Birthday Montgomery



County, Latino Festival, Old Town Gaithersburg Festival, Taste of Bethesda, Bethesda Literary Festival and Oktoberfest.

- Pedestrian programs including Walkable Communities workshops in North Bethesda

#### Transit Services:

- Continued to support 10-year \$1 billion “Go Montgomery! Transportation Plan for Our Future” initiative. A new bus route from Clarksburg and additional bus service on routes introduced in FY05 will continue to be promoted in FY06, as will the extension and restructuring of existing and additional routes in Germantown and frequency changes on many routes in FY05.
- Continue to support Montgomery College student program. With Student ID, students will be able to ride Ride On anytime on any route.
- Ongoing promotion of the new reduced rates of the Ride About Pass at \$10 and convenience of Ride On 20-Trip Ticket.
- Continued promotion of Kids Ride Free in Montgomery County (Monday through Friday 2 p.m. to 7 p.m.) Metrobus in Montgomery County added to the program.
- Promote better access to Park and Ride lot in Burtonsville
- Promotion of Van Go Shuttle in downtown Silver Spring
- Promotion of Bethesda 8 Shuttle in downtown Bethesda
- Promotion of Code Red Ride Free in Montgomery County Ride On
- Continue to promote feeder service to MARC
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees
- Promotion of shuttle between Strathmore/Grosvenor Metrorail station and the Rock Spring Park for major employers such as Marriott, Lockheed Martin, and NIH
- Promotion of new Compressed Natural Gas buses with low floors
- Additional new buses with ramps now mean 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.
- Upgrade bus shelters as part of program that will accept advertising
- Promote expansion of Montgomery County Government’s Transit Subsidy program for County employees
- Promotion of new alternative fuel buses, both CNG and Hybrid fuel vehicles
- Implement and promote new Ride On Route 21, serving the U.S. 29 Corridor
- Implement and promote increased service to the new FDA Headquarters in White Oak
- Introduction and promotion of SmarTrip fare boxes on the Ride On Transit System

#### ***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 Division of Travel and Transportation Services (DTTS), 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, 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 \$100.00 a month in commuter subsidies. 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 4,500 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 100,000 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. Vanpoolers also may participate in the NIH Transhare Program.

The Office of Research Services 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. The DTTS works closely with the NIH Bicycle Club to provide information on local bicycle routes and paths leading to the campus. 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 Transhare (PARTS) system that handles a wide range of functions and greatly streamlines the administration and management of the NIH parking and Transhare programs. These programs provide the NIH community with parking hangers for cars and Transhare 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.

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 DTTS 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 DTTS web sites that have been recently up-dated, will feature an e-mail Listserv for employees to receive current and up-to-date parking and transportation information.

To promote NIH's employee transportation options, posters, tabletop displays, desk-to-desk publications, campus wide e-mail, and the campus newsletters, *NIH Record* and *ORS News To Use* are utilized. NIH also has a monthly parking/transportation-working group. Throughout the year, the Employee Transportation Services Office sponsors or participates in various promotional events designed to provide commuting alternatives to employees.

The DTTS 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. Prior to September 11, 2001, the NIH campus was an open Government facility that allowed vehicles to enter through any portal. Immediately following the terrorist's attacks, the vehicle access to the NIH campus was restricted to a limited number of portals for employees and visitors.

The NIH, DTTS, 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 Worklife" 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

### ***NORTHERN VIRGINIA TRANSPORTATION COMMISSION***

**[www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org)**

Total Operating Budget FY 2006: \$1.1 million (Transit Assistance: \$110 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 1.5 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.

- 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).
- Coordinates a regional project with Northern Virginia bus systems to offer free fares on forecast air quality Code Red Ozone Alert days. Participating agencies include Fairfax

Connector, Metrobus (Northern Virginia only), Alexandria DASH, Arlington Transit (ART), Falls Church GEORGE Bus, Loudoun County Transit (LC Transit), OMNIRide, OMNILink and City of Fairfax CUE.

- Conducting an evaluation of the effectiveness of the Code Red Air Quality Action Days Free Bus Fare project.
- Coordinated the two-year demonstration of the Falls Church GEORGE bus project. WMATA operates two loop routes under contract with NVTC and 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 will reduce automobile vehicle miles and trips, reduce pollution, and ease the parking burden at stations. Ridership is currently at about 7,500 passengers per month. Falls Church GEORGE is now a fully funded project and has been turned over to the city of Falls Church for full time management and operation under contract with WMATA.
- Assists local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional over \$5 million per year in federal transit assistance.
- Facilitates the procurement and installation of bus shelters at highly utilized stops in Northern Virginia by administering a CMAQ grant of \$450,000.
- Promotes the growth and availability of electronic transit schedules available for download to cell phones, PDA's and hand held computers.
- Securing a contractor to provide real time bus information for suburban routes using GPS enabled mobile phones mounted on buses. Customers will access bus information via an interactive voice response system.
- Provides leadership for the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the commonwealth.
- Serves as the contract manager for 436 regional SmarTrip compatible fare boxes being procured for Northern Virginia jurisdictions.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares 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.
- Coordinates with all jurisdictions to develop regional incident response plans for transit systems in Northern Virginia.
- Coordinating a Senior Transportation study which will survey over 1,600 Northern Virginia residents age 75 and older in order to identify the special transportation needs of seniors.
- Coordinating TransAction 2030—the Northern Virginia Transportation Authority's update of the regional long range transportation plan – and managing consulting contracts of almost \$1 million.

**PRINCE GEORGE' S COUNTY**  
**www.goprincegeorgescounty.com**

Marketing Budget for FY 2006: Marketing Contract: \$108,000  
*TheBus* - \$100,000

Several large employers such as Lockheed Martin, Aetna, Giant Foods, Safeway, UPS, Kaiser Permanente and Home Depot 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. 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 with employers, telemarketing and conducting on-site sales presentations to employers are few of the many activities the County is engaged in. Employers are encouraged to participate in programs that include Metrochek, Telecommuting, Guaranteed Ride Home, and Parking Management. The new Ridesmart website to be launched in December will provide employers with relevant information.

Goals for FY 2006 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 2005.
3. A comparison of the provisional goals of the FY 2006 versus the execution of goals for FY 2005.

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

1. Increase employer participation in Prince George's County.
2. Raise participation in levels of active employers.
3. Decrease the actual number of trips by cars, especially for companies participating in carpooling, vanpooling Maryland Commuter Tax Credit, flextime, teleworking, biking, and walking by increasing employee awareness.
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 for FY 2007: \$250,000

PRTC is largely a residential area with several large employers in its five-jurisdictional region including Lockheed, IBM, GMU, AT&T and Strayer University, GEICO, AOL, and several large health care organizations. 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 for a quality life. PRTC complements its planning efforts by providing several types of bus operations, 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, Try Transit Week, 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 from 5:30 a.m. to 8:30 p.m.

### ***RADCO RIDESHARE PROGRAM***

**[www.radco.state.va.us/rideshare.htm](http://www.radco.state.va.us/rideshare.htm)**

RADCO Rideshare 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 2005.

- 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 295 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.

***RAPPAHANNOCK RAPIDAN REGIONAL COMMISSION - Commuter Services***  
**[www.rrregion.org](http://www.rrregion.org)**

Marketing Budget for FY 2006: \$9,500

- Primarily a residential area with a population of 148,000.
- 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 twelve vanpools with a round-trip range of 80 to 140 miles.
- They have eight official and four unofficial park and ride lots with some capacity available.
- Vanpools can get a startup subsidy from the Vanpool Assistance Program.

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

## Marketing Budget FY 2006- \$14,731

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 06 include:

- Regional Employee Commute Surveys distributed to employers who are willing to participate and begin Transportation Demand Management programs for their employees.
- Vanpool Coordination and Assistance to New Start-up vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
- Telecommuting / Telework activities and introduction of the TPE Program to employees and information included at fairs about Southern Maryland Telecenters.
- Metrochek Benefit Program information to employers and also to new vanpools and subscription bus companies in the area.
- 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.
- Employer Education Campaigns that assist employers in learning about the commuter tax alternatives, Metrochek benefits, and TPE Program through site visits and follow-up formats.
- 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.
- Radio Programs on local and regional stations that include information about commuter alternatives and employer TDM Programs.
- Conferences and Seminars which enable participation from a number of metropolitan Washington region members at stand alone transportation events in the Southern Maryland region.
- Bridge Bucks support efforts that increases the awareness of the commuters from Southern Maryland crossing the Woodrow Wilson Bridge about new transit subsidy and transportation alternatives to driving alone.
- 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.
- Television Spots through Comcast Cable and local stations that highlight the Maryland State Rideshare Commercial and the regional Guaranteed Ride Home program.
- Radio Ads both regional and local that highlight the Commuter Assistance and Employer Outreach programs of the Tri-County Council for Southern Maryland.
- Vanpool Owner/Operator newsletter that highlights information on safety, marketing and successful vanpooling techniques.
- 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.
- 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.



- Great Coupons mailers that include information on both TCC’s Commuter Assistance and Employer Outreach programs.
- Promotional events at employer sites and in high public transportation areas, such as shopping centers, post offices, and grocery stores.
- Subscription bus services start-up assistance and continued monitoring efforts given by the TCC staff.
- Southern Maryland Regional Transportation Coordination Committee - Commuter Sub Committee involvements on improvements and necessary changes to existing services from the user point of view.
- Postal and e-mail campaigns when appropriate to a number of past commuters who have allowed their Commuter Connections records to expire.

***TYTRAN***

**www.tytran.com**

Marketing Budget for FY 2006: \$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 is also working to complete the pedestrian network and is implementing a commuter shuttle pilot project that will 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 also operates a GRH program for member employees and maintains a website [www.tytran.com](http://www.tytran.com).

***VIRGINIA RAILWAY EXPRESS***

**www.VRE.org**

Marketing Budget for FY 2007: \$450,000

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 Lorton, Woodbridge and Rippon on the Fredericksburg line, and Backlick Road on the Manassas line.
- They accept Metrochek as payment.
- Top AM boarding stops were Manassas, 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**

Marketing Budget for FY 2006: \$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 two 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).
- BikeDC, the area's largest bicycle tour.

## **CALENDAR OF EVENTS FOR 2006-2007**

|                |   |
|----------------|---|
| August 2006    | ACT Conference in Boston  |
| September 2006 | Commuter Connections Marketing Contract Awarded   |
| October 2006   | Community in Motions Day  |
| December 2006  | ACT Chesapeake Chapter Awards Luncheon  |
| April 2007     | Earth Day   |
| May 2007       | Bike To Work Day, Third Friday in May<br>Clean Air Partners 10 Year Anniversary Celebration<br>Clean Commute Day (Virginia) |
| June 2007      | Commuter Connections Employer Recognition Awards<br>End of COG fiscal year  |

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

| <b>Central</b>                   | <b>District of Columbia</b>   | <b>Arlington County</b>  | <b>City of Alexandria</b>  |
|----------------------------------|---|--|--|
| <b>Impacted Activity Centers</b> | Downtown<br>Southwest Federal Center<br>Georgetown<br>Monumental Core   | Crystal City/Pentagon<br>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<br>I-66 (Theodore Roosevelt Bridge)<br>Rt. 50 (New York Avenue<br>Rt 1 (Rhode Island Ave & 14 <sup>th</sup> St)<br>Woodrow Wilson Bridge<br>All Major Arterials   | I-66<br>U.S. Rt. 1<br>I-395<br>Rt. 29<br>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<br>Car Sharing<br>Zipcar<br>Flexcar<br>Commuter Rail-VRE,<br>MARC<br>Cycling<br>Bike Racks on Sidewalks<br>Bike Racks on Buses<br>Bike on Rail<br>Bike Lanes & Trails<br>ADA-Bike Ramps<br>Home-based telecommuting<br>Housing close to employment, education, entertainment, recreation & shopping destinations<br>HOV lanes<br>InfoExpress Kiosks-<br>Union Station<br>Rental Cars<br>Transit<br>Local and | 3 Commuter Stores (Ballston, Crystal City, Rosslyn)<br>Arlington Metrobus<br>Arlington Transportation Partners employer services<br>ART- Arlington Transit<br>Bike Paths<br>Bike Racks/Lockers<br>CommuterDirect.com<br>CommuterPage.com<br>Carpools<br>HOV lanes<br>Metrorail<br>Park & Ride Lots<br>Telework centers<br>Telework!VA<br>Vanpools<br>VRE | <ul style="list-style-type: none"> <li>• Old Town Transit Shop</li> <li>• Alexandria Rideshare</li> <li>• AlexRide.org</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>• InfoExpress Kiosk</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> </ul> |

| Central   | District of Columbia  | Arlington County   | City of Alexandria   |
|---|---|--|--|
|   | <p>Express Buses<br/> Metrobus<br/> Metrorail<br/> Vanpools<br/> Taxicabs<br/> Union Station –<br/> Region’s premier<br/> intermodal<br/> transportation center<br/> Walking<br/> Wide, tree-lined<br/> sidewalks<br/> Count-down<br/> pedestrian<br/> signals being<br/> installed<br/> ADA-Bike Ramps</p>   |  |  |
| <p><b>Current Marketing Conducted Locally</b></p> | <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>• Kiosks</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> | <p>Advertising in local retail and business directories<br/> Advertising in local retail and business directories<br/> Arlington cable TV</p> <ul style="list-style-type: none"> <li>• Arlington Metrobus collateral</li> <li>• ART promotion ATP collateral</li> </ul> <p>Commuter Weekly and Journal Newspaper advertising<br/> Direct Mail Program<br/> Email alerts<br/> Internet co-ops and sponsorships<br/> On –Board bus interiors<br/> Quarterly newsletter and packages for top 400 employers<br/> Sponsorship of local community events<br/> Sponsorships of local community events<br/> Subway tunnel 2-sheets</p> | <ul style="list-style-type: none"> <li>• Alexandria Gazette and Alexandria Times newspaper ads</li> <li>• Alexandria Rideshare 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>DASH About</i> and <i>Commuter Connection</i> newsletters</li> <li>• Local television PSAs</li> <li>• Market Studies</li> <li>• Transportation fairs</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<br/>S.W. Federal Center</b>  |
| <b>Products</b>                       | <ul style="list-style-type: none"> <li>➤ Bicycling</li> <li>➤ Carpools</li> <li>➤ InfoExpress Kiosk at Union Station and USDA</li> <li>➤ Live-Near-Transit (Smart Commute Mortgage)</li> <li>➤ Mass Transit: Bus, Commuter rail, Metrorail</li> <li>➤ Metrochek/SmartBenefits</li> <li>➤ Vanpools</li> </ul>  |
| <b>Target Audiences</b>               | <p><i>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Patrons at Union Station</li> <li>• U.S.D.A. employees</li> </ul> <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> <li>• <i>Home End:</i> <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> </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> </ul> <p><b>InfoExpress Kiosk</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will have ambassadors available to help</li> </ul> |

|                              |  |
|------------------------------|--|
|                              | shoppers use the kiosks for 6 monthly promotions.  |
| <b>Language(s)</b>           | English<br>Spanish   |
| <b>Partners</b>              | BIDs<br>COG<br>DDOT<br>Fannie Mae<br>MARC<br>VRE<br>WABA<br>WMATA  |
| <b>Partner Contributions</b> | MARC & VRE donate space for GRH promotional materials<br>DDOT sales outreach, education  |
| <b>Evaluation</b>            | Evaluate call reports for 800-745-RIDE<br>Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a> |

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

| Impacted Activity Center              | Crystal City/Pentagon and Rosslyn/Ballston  |
|---------------------------------------|---|
| <b>Products</b>                       | <ul style="list-style-type: none"> <li>• ART Bus/Metrobus/Metrorail/VRE</li> <li>• Bicycling and walking</li> <li>• The Commuter Store in Crystal City</li> <li>• InfoExpress- Pentagon City Fashion Centre</li> <li>• Slug-lines</li> <li>• Telework!VA</li> <li>• Vanpools/Carpools/HOV</li> </ul>  |
| <b>Target Audiences</b>               | <p><i>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Pentagon Employees</li> </ul> <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, Commuter Choice Multi Media CD ROM, CommuterDirect.com Corporate Services and My Rewards web-based ETC retention tool 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, 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> <li>➢ Telework banner ads periodically on value-add web sites</li> <li>➢ Updated collateral</li> </ul> |



|                    |  |
|--------------------|--|
|                    | ➤ Support via Newsletter   |
| <b>Language(s)</b> | English  |
| <b>Partners</b>    | Arlington County Dept. of Economic Development<br>ART - Arlington Transit<br>Local Business Groups including Rosslyn Renaissance, Clarendon Alliance, Ballston Partnership and Columbia Pike Revitalization Organization<br>COG<br>NVTC, WMATA and ALL local transit and commuter bus providers<br>Slug-Lines.com<br>VDRPT<br>WABA |
| <b>Evaluation</b>  | Evaluate call reports for 800-745-RIDE<br>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>• Alexandria Rideshare</li> <li>• Walking/Bicycling</li> <li>• DASH</li> <li>• HOV</li> <li>• InfoExpress Kiosk, Hoffman Center</li> <li>• Metrobus and Metrorail</li> <li>• Telework!VA</li> <li>• VRE</li> <li>• Carshare Alexandria!</li> </ul>  |
| <b>Target Audiences</b>               | <p>Work End:<br/>Private Sector Employers with 100+ employees</p> <p>Home End:<br/>Residents in high SOV zip codes</p> <p>Other:<br/>Visitors</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, 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>➤ Communities in Motion 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 improve awareness of transportation options and the safety net of GRH and success stories achieved by enrolled users</li> <li>➤ Collect testimonials from those using alternative transportation modes for use in marketing material and Web site</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>Operations Center</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>➤ Update materials with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p>Telework</p> <ul style="list-style-type: none"> <li>➤ Updated materials</li> <li>➤ Support via newsletter</li> </ul> |
| <b>Language(s)</b>                    | English  |

|                              |   |
|------------------------------|---|
| <b>Partners</b>              | Alexandria Rideshare<br>Commuter Connections<br>COG<br>NVTC<br>VDRPT<br>VRE<br>WMATA<br>WABA<br>DASH  |
| <b>Partner Contributions</b> | Transportation Benefits Match Program - subsidy of up to 50% of employer direct transportation benefit program for 1 year.  |
| <b>Evaluation</b>            | Evaluate call reports for 800-745-RIDE<br>Evaluate Web hits for commuterconnections.org<br>Evaluate Web hits on alexride.org<br>Survey commuters who register with Commuter Connections<br>Survey residents that enroll in Carshare Alexandria! |

## 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>• Fairfax Center &amp; GMU</li> <li>• Dulles Corridor</li> <li>• I-95/Springfield</li> <li>• INOVA Fairfax Hospital</li> <li>• Tysons Corner</li> <li>• Merrifield/Dunn Loring</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> </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>• 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 City Cue</li> <li>• Fairfax Connector</li> <li>• HOV lanes</li> <li>• InfoExpress Kiosks at Fair Oaks, Reston Town Center, Springfield Mall, and Tysons Corner Centre</li> <li>• Metrorail &amp; Metrobus</li> <li>• Metrochek/Metrochek Match</li> <li>• Park-n-Rides</li> </ul> | <ul style="list-style-type: none"> <li>• Carpool</li> <li>• Cycling – W&amp;OD Trail to Route 7</li> <li>• DATA TMA</li> <li>• Flextime</li> <li>• Grant Program</li> <li>• GRH</li> <li>• Loudoun County Transit</li> <li>• Virginia Regional Transit</li> <li>• Park &amp; Ride</li> <li>• Telework!VA</li> <li>• TMA Services</li> <li>• Vanpool</li> <li>• InfoExpress Kiosk</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>• InfoExpress Kiosk at Manassas Mall</li> <li>• Metrochek</li> <li>• OmniRide, Metro Direct ,OmniMatch, OmniLink, Cross County Connector</li> </ul> |

|  | Fairfax County  | Loudoun County  | Prince William County   |
|--|---|---|---|
|  | <ul style="list-style-type: none"> <li>• Reston RIBS</li> <li>• Ridematching</li> <li>• Smart Tag</li> <li>• Springfield Interchange Newsletter</li> <li>• Telework Centers</li> <li>• TMAs (4)</li> <li>• Four Connector Stores</li> <li>• Telework! VA</li> <li>• Tysons GRH</li> <li>• Vanpools (42)</li> <li>• VanSave/Start</li> <li>• VRE</li> </ul>  | <ul style="list-style-type: none"> <li>• at Dulles Town Center</li> </ul>   | <ul style="list-style-type: none"> <li>• Park &amp; Ride</li> <li>• 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>• InfoExpress kiosks</li> <li>• Membership Meetings</li> <li>• Print ads in local newspapers</li> <li>• Promotions to Chambers of Commerce and Business Groups</li> <li>• Quarterly Newsletter</li> <li>• Radio Ads for DTR</li> <li>• Transportation Fairs</li> <li>• Open Houses /Supervisor’s Town Meetings/Public Mtgs</li> <li>• Transit Booklet</li> <li>• News releases</li> <li>• Direct mail to Community Organizations</li> <li>• Web Site</li> </ul> | <ul style="list-style-type: none"> <li>• Datalerts</li> <li>• Direct Mail to Residents</li> <li>• InfoExpress Kiosk</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>• Tabletop displays at Employer sites and Government facilities</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>• InfoExpress Kiosk</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>• Message on PWC Phone Info Line</li> <li>• Articles/ads in jurisdictional and HOA newsletters</li> <li>• Radio Ads</li> <li>• Return mail cards in water bills</li> <li>• Seat drops on all buses</li> <li>• Special promos: Earth Day; Manassas Rail; GSA and other Transit Fairs, Senior Community</li> </ul> |

|  | <b>Fairfax County</b> | <b>Loudoun County</b> | <b>Prince William County</b>  |
|--|-----------------------|-----------------------|---|
|  |                       |                       | <p>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> </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>• InfoExpress Kiosk</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>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Mall Patrons at Tysons Corner Center and Mitre employees</li> </ul> <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> <li>• Increase number of hits on Commuter Connections' site on kiosk</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>➤ Radio spot</li> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul> <p><b>InfoExpress Kiosks</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will have ambassadors available to help shoppers use the kiosks for 6 monthly promotions.</li> </ul> |
| <p><b>Language(s)</b></p>                    | <p>English</p>   |
| <p><b>Partners</b></p>                       | <p>COG<br/>DATA<br/>Health Fair Schedulers/Coordinators<br/>LINK<br/>NVTC<br/>TAGS<br/>TYTRAN<br/>VDRPT<br/>VPSI<br/>WMATA</p>   |
| <p><b>Partner Contributions</b></p>          | <p>Commuter Benefit program<br/>Coordination of marketing activity with TYTRAN for employer outreach<br/>Initiation of Vanpool TERM {WMATA}<br/>VanSave<br/>VanStart<br/>VPSI and ABS vanpooling sales effort</p>  |
| <p><b>Evaluation</b></p>                     | <p>Evaluate call reports for 800-745-RIDE<br/>Evaluate Web hits for commuterconnections.org<br/>Evaluate Kiosk hits and applications</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>• InfoExpress Kiosk at Fair Oaks Mall</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>Kiosk:</i><br/>Mall patrons at Fair Oaks</p> <p><i>Work End:</i><br/>Airport<br/>Chamber/Trade Organizations<br/>Private Sector employees with 100+ employees<br/>University Center<br/>Westfield's business park</p> <p><i>Home End:</i><br/>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> |

|  |  |
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| <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>➤ Radio spot</li> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul> <p><b>InfoExpress Kiosks</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will have ambassadors available to help shoppers use the kiosks for 6 monthly promotions.</li> </ul> |
| <p><b>Language(s)</b></p>                    | <p>English</p>   |
| <p><b>Partners</b></p>                       | <p>Fairfax CUE<br/> DATA<br/> Fairfax County Employer Services<br/> LINK<br/> COG<br/> VDRPT<br/> VPSI<br/> VRE<br/> WMATA<br/> WABA</p>   |
| <p><b>Partner Contributions</b></p>          | <p>GRH promotional materials on board Fairfax Connector &amp; Cue buses<br/> Metrochek Match<br/> VanStart</p>   |
| <p><b>Evaluation</b></p>                     | <p>Evaluate call reports for 800-745-RIDE<br/> Evaluate Web hits on commuterconnections.org<br/> Evaluate kiosk hits and applications</p>  |

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

|                                       |   |
|---------------------------------------|---|
| <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>• InfoExpress Kiosk</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>               | <p><i>Kiosk:</i></p> <ul style="list-style-type: none"> <li>• Mall patrons at Springfield Mall</li> </ul> <p><i>Work End:</i></p> <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>➤ Radio spot</li> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul> <p><b>InfoExpress Kiosk</b></p> <ul style="list-style-type: none"> <li>➤ Commuter Connections will have ambassadors available to help shoppers use the kiosks for 6 monthly promotions.</li> </ul> |

|                              |  |
|------------------------------|--|
| <b>Language(s)</b>           | English  |
| <b>Partners</b>              | American Legion Post 176<br>Fairfax County<br>COG<br>NVTC<br>TAGS<br>Springfield Mall<br>VDRPT<br>VRE<br>WMATA                 |
| <b>Partner Contributions</b> | GRH promotional materials on board VRE and Fairfax buses<br>Metrochek Match,<br>VanSave<br>VanStart                            |
| <b>Evaluation</b>            | Evaluate call reports for 800-745-RIDE<br>Evaluate Web hits on commuterconnections.org<br>Evaluate Kiosk hits and applications |

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

|                                       |  |
|---------------------------------------|--|
| <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 Association</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Vanpool</li> </ul>  |
| <b>Target Audiences</b>               | <p><i>Home End:</i><br/>Residences in high SOV zip codes</p> <p><i>Kiosks:</i><br/>InfoExpress at Dulles Town Center</p>   |
| <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>➤ Radio spot</li> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul> <p><b>InfoExpress Kiosk</b></p> <p>Commuter Connections will have ambassadors available to help shoppers use the kiosks for 6 monthly promotions.</p> |
| <b>Language(s)</b>                    | English  |
| <b>Partners</b>                       | DATA<br>Fairfax Connector  |

|                              |  |
|------------------------------|--|
|                              | Loudoun County Transit<br>Virginia Regional Transit Association<br>COG<br>VPSI                 |
| <b>Partner Contributions</b> | GRH promotional materials on board Loudoun County buses  |
| <b>Evaluation</b>            | Evaluate monthly call reports for 800-745-RIDE<br>Evaluate Web hits on commuterconnections.org |

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

|                                       |   |
|---------------------------------------|---|
| <b>Impacted Activity Centers</b>      | <b>Manassas</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>• InfoExpress Kiosk at Manassas Mall</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>Kiosks:</i></p> <ul style="list-style-type: none"> <li>• Patrons at Manassas Mall</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>                      | 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> </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> <li>➤ Telework banner ads periodically on value-add web sites</li> <li>➤ Updated collateral</li> <li>➤ Support via Newsletter</li> </ul> <p><b>InfoExpress Kiosk</b></p> <p>Commuter Connections will have ambassadors available to help shoppers use the kiosks for 6 monthly promotions.</p> |


|                              |  |
|------------------------------|--|
| <b>Language(s)</b>           | English  |
| <b>Partners</b>              | COG<br>OmniLink<br>OmniRide<br>PRTC<br>VPSI<br>VRE   |
| <b>Partner Contributions</b> | Free rides on OmniRide and OmniLink<br>Free rides on VRE   |
| <b>Evaluation</b>            | Evaluate call reports for 800-745-RIDE<br>Evaluate Web hits on commuterconnections.org<br>Evaluate Kiosk hits and applications |



**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>• Bethesda/Friendship Heights</li> <li>• Clarksburg</li> <li>• Gaithersburg</li> <li>• Germantown</li> <li>• NIH</li> <li>• Rockville/North Bethesda</li> <li>• Silver Spring/Takoma Park/Wheaton</li> </ul>  | <ul style="list-style-type: none"> <li>• Greenbelt/College Park/White Oak</li> <li>• New Carrollton/Largo</li> </ul>  |
| <b>Impacted Corridors</b>      | I-270<br>I-70<br>Rt. 15<br>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>• Rt. 29</li> </ul>  | I-495<br>I-95<br>MD 5<br>Rt. 50<br>B-W Parkway<br>US Route 1<br>MD Route 210<br>MD 458<br>MD 202<br>MD 4<br>MD 450<br>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> <li>• 4 Frederick MARC Stations</li> <li>• MTA 991 Bus to Shady Grove Metro</li> </ul> | <ul style="list-style-type: none"> <li>• 4 TMDs (Silver Spring, N. Bethesda, Bethesda, Friendship Heights)</li> <li>• Annual employee surveys</li> <li>• Bike Paths</li> <li>• Bike Racks</li> <li>• Brunswick MARC</li> <li>• Carpool parking in Silver Spring &amp; Bethesda</li> <li>• Commuter Stores</li> <li>• Express Bus</li> <li>• GRH</li> <li>• HOV lane</li> <li>• Metrorail</li> <li>• Park &amp; Ride</li> <li>• Personalized ride matching</li> </ul> | <ul style="list-style-type: none"> <li>• Bike Trails</li> <li>• Carpools/Vanpools</li> <li>• Code Red Days-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 Matching</li> <li>• Telework Centers</li> <li>• TPE Program</li> <li>• <i>TheBus</i></li> </ul> |

|  | Frederick County | Montgomery County  | Prince George's County |
|--|------------------|--|------------------------|
|  |                  | <ul style="list-style-type: none"> <li>• Super Fare Share and Fare Share</li> <li>• MTA bus service including 991.</li> <li>• Ride free on Code Red</li> <li>• Ride On</li> <li>• TPE program</li> <li>• MD Commuter Tax Credit</li> <li>•  Transportation Fairs &amp; Commuter Information Days</li> </ul> |                        |

|   | Frederick County  | Montgomery County  | Prince George's County   |
|---|---|--|--|
| <p><b>Current Marketing Conducted Locally</b></p>                                 | <p><i>September - November</i><br/>Local Radio Key 103.1 A.M. &amp; P.M. traffic sponsorship</p> <p><i>September</i><br/>County Fair<br/>Business Appreciation Week</p> <p><i>October</i><br/>Communities in Motion Day<br/>In the Street Community Fair</p> <p><i>January</i><br/>State Legislative Reception- Annapolis<br/>Health &amp; Human Services Day</p> <p><i>February through May</i><br/>Local Radio WFMD ad</p> <p><i>April</i><br/>Ft. Detrick Earth Day<br/>Frederick Community College Transitioning Fair</p> <p><i>May</i><br/>Frederick Senior Center Carnival<br/>Armed Forces Day</p> <p><i>June</i><br/>Family Expo<br/>Office of Economic Development's Job Fair<br/>NIH Transportation Fair</p> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>• Television Ads on county's public access channel for transit</li> <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> <li>• TPE program</li> </ul> | <p><i>June</i></p> <ul style="list-style-type: none"> <li>• Clean Air Partners</li> <li>• Ride On Rodeo</li> </ul> <p><i>August</i></p> <ul style="list-style-type: none"> <li>• County Fair</li> <li>• Ethnic Heritage Event</li> </ul> <p><i>September</i></p> <ul style="list-style-type: none"> <li>• Ride Share Week</li> </ul> <p><i>October</i></p> <ul style="list-style-type: none"> <li>• Print/Radio ads Fare Share programs</li> <li>• Radio Ads on GRH</li> </ul> <p><i>January</i></p> <ul style="list-style-type: none"> <li>• Ride On Service Improvements</li> </ul> <p><i>April</i></p> <ul style="list-style-type: none"> <li>• Earth Day</li> </ul> <p><i>May</i></p> <ul style="list-style-type: none"> <li>• Annual Commuter Survey</li> <li>• Transportation Awards Ceremony</li> <li>• Bike to Work Day</li> </ul> <p><b>Throughout the year:</b></p> <ul style="list-style-type: none"> <li>• Print/Radio Ads</li> <li>• Chamber Ads</li> <li>• Commuter Information Day</li> <li>• Community Outreach Events</li> <li>• TPE Program</li> </ul> | <ul style="list-style-type: none"> <li>• Commuter fairs at business parks</li> <li>• <i>TheBus</i> specific marketing</li> <li>• Employer Outreach coordination with employers with 10 employees</li> <li>• Print/Radio Ads</li> <li>• Theater Slides</li> <li>• TPE program</li> <li>• Try Transit Week Activities</li> </ul> |
| <p><b>TDM Resource Guide and Strategic Marketing Plan – FY07 Draft Report</b></p> |   |  | <p>98</p>  |

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

|                                       |   |
|---------------------------------------|---|
| <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>➤ Radio spot</li> <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>                       | COG<br>Frederick County<br>MARC<br>VPSI   |
| <b>Partner Contributions</b>          | GRH promotional materials on TransIT  |
| <b>Evaluation</b>                     | Evaluate call reports for 800-745-RIDE<br>Evaluate Web hits on <a href="http://commuterconnections.org">commuterconnections.org</a>   |

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

|                                       |   |
|---------------------------------------|---|
| <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 in Silver Spring</li> <li>• Commuter Express Transit Store adjoining Silver Spring Metro</li> <li>• Fare Share/Super FareShare</li> <li>• HOV lanes</li> <li>• Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle</li> <li>• Silver Spring TMD</li> <li>• North Bethesda TMD operated by TAP</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> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes in Silver Spring/Takoma Park/Wheaton &amp; Gaithersburg</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 and 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 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>➤ Ads in phone book</li> </ul>   |

|                              |   |
|------------------------------|---|
|                              | <ul style="list-style-type: none"> <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 by BUP<br/> COG<br/> Friendship Heights TMD<br/> MARC<br/> MDOT<br/> M-NCPPC<br/> MTA<br/> Montgomery County Commuter Services<br/> North Bethesda TMD operated by TAP<br/> City of Rockville<br/> City of Takoma Park<br/> RIDE ON<br/> Silver Spring TMD<br/> VPSI<br/> WMATA<br/> WABA</p>                  |
| <b>Language(s)</b>           | English, Spanish, Chinese   |
| <b>Partner Contributions</b> | <p>Fare Share and Super Fare Share transit subsidy<br/> GRH promotional materials on Ride On and MARC</p>   |
| <b>Evaluation</b>            | <p>Evaluate call reports for 800-745-RIDE<br/> 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> </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>➤ <b>Radio spot</b></li> <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, with Spanish in Langley Park area  |
| <b>Partners</b>                       | WMATA<br>Prince George's County Rideshare Division<br><i>TheBus</i><br>COG  |
| <b>Partner Contributions</b>          | GRH writeup 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 1999 to 2005.

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:**

- DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY (MARCH 2001)
- COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY (JULY 2002)
- REGIONAL HOV FACILITIES MONITORING REPORT (AUGUST 2002)
- SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER RESEARCH  
VDOT (JANUARY 2003)
- METROPOLITAN WASHINGTON REGION VANPOOL SURVEY (APRIL 2003)
- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR  
MARKETING TERM (JULY 2003)
- GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY  
(MAY 2004)
- GRH PARTICIPANT SURVEY REPORT (SEPTEMBER 2004)
- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR  
SURVEY (SEPTEMBER 2004)
- STATE-OF-THE-COMMUTE SUMMARY – FY 2004 (SEPTEMBER 2004)
- EMPLOYER SATISFACTION SURVEY (JANUARY 2005)
- TDM ANALYSIS REPORT -FY 2005 PLACEMENT SURVEYS (MAY 2005)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (MAY 2005)
- 2004 PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES  
FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION  
(OCTOBER 2005)



## **MARCH 2001**

### **DULLES CORRIDOR TRANSIT MARKET RESEARCH STUDY DULLES CORRIDOR RAIL ASSOCIATION (DCRA)**

The overall goal of the study was to assess reactions to new transit options among commuters who live or work in the Corridor, particularly those who currently drive alone to work. The Dulles Corridor includes Tysons Corner (McLean, Vienna and Western Falls Church), Reston/Herndon and Eastern Loudoun County. The Dulles Corridor Transportation Needs Study includes two surveys, a survey of residents and a survey of employees. Both surveys utilized the same questionnaire although the residential survey was conducted by telephone and the employee survey was conducted on the Internet. During July 2000, QS&A conducted a telephone survey of 493 Corridor residents who commute to work on a regular basis. DCRA and Dulles Area Transit Association (DATA) staff contacted a sample of employers and invited them to ask their employees to participate in an Internet survey. A total of 3,150 employees in 41 companies participated in this Internet survey.

#### **Demographic Characteristics**

- The Dulles Corridor is one of the most affluent areas in the nation, and both residents and the employees who work there have very high incomes. Consistent with the area's burgeoning high technology industries, employees tend to be new to the area, comparatively young and even better educated than residents of the area. The government sector employs one-quarter of residents but just 3% of employees surveyed via the Internet.

#### **Geographic Commute Patterns**

- About half of residents commute to workplaces outside the Corridor, primarily to other parts of Fairfax County and to the District of Columbia, and half of employees live outside the Corridor. These employees are most likely to live in Fairfax County and then Montgomery County.
- Employees, who live outside the Corridor, account for much of the westward traffic during morning commutes. Residents are much more likely to travel east than west.
- About eight in ten employees and six in ten residents commute to their regular work place at least five days a week.

#### **Commute Modes**

- About nine in ten of both residents and employees drove a private vehicle alone for at least part of their trip the last time they commuted to their regular workplace. Just 8% of residents and 6% of employees used Metrorail as one of their travel modes, while 6% and 4%, respectively, used the bus. Most residents who used transit commute to the DC Core.
- Among residents, it is the upper middle-income commuters who are most likely to take both Metrorail and the bus. This finding is significant because it shows that there is a precedent for affluent people taking transit in the Dulles Corridor.

#### **Commute Times**

- Transit users spend an average of 17 minutes (employees) to 20 minutes (residents) longer than it takes drivers to commute to work. However, for residents, this discrepancy is due largely to the fact that transit users travel further to work. Almost all residents who use transit work in the DC Core, and when route-by-route comparisons are made, it takes

little if any extra time to take transit from points along the Corridor into the DC Core. However, transit does take longer for employees traveling into the Corridor from the DC Core and other areas, suggesting that they do have less efficient transit options.

- However, transit non-users believe that it would take a lot longer to take transit than to drive.

#### **Reasons for Taking and Not Taking Transit**

- There are three key reasons commuters choose transit over driving:
  - Ability to use their commute time productively, whether by working, reading or sleeping;
  - A lower stress level than driving;
  - The unpredictability of commute drive times and the possibility that driving will take longer than transit
- The most important reason for driving to work rather than taking transit is the belief that taking transit takes more time. Transit is also seen as less convenient for a variety of reasons, including unpredictable schedule (particularly for employees), the need to work late, lack of transit stations or stops near home and the need for a car during the day, either for emergencies or errands. However, preference for driving is also important. About one-half of residents and one-quarter of employees said they drive because they prefer driving to transit.

#### **Willingness of Switch to Transit**

- Time is of the essence. As many as half of residents and four in ten employees said they would *consider* taking transit if it took the same amount of time as driving, and more residents (13%) and employees (14%) said they would consider it if it saved them 10 minutes.
- Transit incentives could also encourage ridership. In general, respondents reacted more favorably to a monthly transit benefit (44% of residents and 38% of employees) and a guaranteed ride home (42% and 38%) than to either flextime (36% and 35%) or transit route and schedule information (37% and 28%).

#### **Reported Likelihood of Using New Transit**

- Both residents and employees were much more likely to say they could and would use the proposed rail extension than either BRT or express buses. Fifty-nine percent of residents indicated they were either likely (7 to 9 on the 10-point scale) or certain (10) to use the rail extension, compared to 34% for BRT to a proposed new Metrorail station at Tysons corner and 29% for BRT to the existing Metrorail station at West Falls Church. Fewer said they would take express buses to either Tysons Corner (21%) or the West Falls Church Metrorail (26%). The same pattern holds for employees, although employees are less likely than residents to say they would use the new transit services.
- In general, residents and employees were most likely to say they would use the rail extension to go to the District of Columbia or Washington Dulles International Airport.

#### **Improvements That Could Increase Ridership**

- Thirty-four possible new transit improvements were tested, including expanded bus

service, new technologies that would improve bus service, on-board amenities, payment options and improvements to parking lots, parking garages and transit stations. Of these, 11 received ratings of “7” or more on a 10-point scale indicating at least moderate importance. These improvements indicate that both residents and employees place a high priority on:

- Being sure they will be able to park at transit pick up points;
- Being sure they will have a comfortable ride;
- Feeling safe in parking lots and garages;
- Having technologies and payment options that allow them to travel faster and more efficiently;
- Information that gives them a greater sense of control in trip planning.

## **JUNE 2002 REGIONAL BUS STUDY UPDATE WMATA**

Metro’s Regional Bus Study, which analyzed both Metrobus and the bus services operated by local jurisdictions, was designed to assess the needs of a region that has decentralized and grown rapidly. The two-year study was conducted as a follow-up to the work of the Regional Mobility Panel that met in the late 1990’s to identify how to meet and finance future bus service needs.

The purpose and goal of the Regional Bus Study:

- Create a more integrated transit network of Metrobus, Metrorail and local bus systems.
- Improve system quality and image.
- Implement Board policy of doubled ridership by 2025.
- Focus on “Family of Services” to meet under-served and un-served market needs.
- Develop priority and strategic corridor concepts.

### **What We Learned**

#### Understanding the System

- Operations analysis determined that current weekday service and coverage is good in urban areas, the inner suburbs, and areas with large numbers of people dependent on transit.
- Several key improvements to increase the viability and productivity of current routes were identified:
  - Alleviate crowding on many routes in the District.
  - Expand the hours of service operation, including weekends.
  - Expand coverage in the outer suburbs.
  - Improve frequency and travel time on certain routes.
  - Improve service reliability throughout the system.

#### Defining the Market

- During the course of the study, bus customers and non-riders were consulted to identify service improvements that would expand ridership among the former group and attract new customers from the latter.

- More than 40,000 bus riders in all jurisdictions were surveyed during the late spring and summer 2000. The survey provided a better understanding of transit users, their travel patterns, and their views of both bus and rail service.
- Improvements desired by bus customers:
  - On-time arrival – 49%
  - More frequent service – 31%
  - Longer hours – 25%
  - Less crowding – 22%
- Improvements desired by non-riders:
  - Better information – 30%
  - Better shelters – 21%
  - More convenient stops – 18%
  - Faster service/more frequent service – 16%

## **Future Moves for the Region**

- High-quality bus service in the Washington region will rely on successfully linking all of the transit elements into a single, seamless system. The draft plan envisions a regional bus system with service and facility improvements that:
  - Provide a seamless, easy to use transit system across the region, with coordinated fares, routes, schedules information, and marketing among Metrobus, Metrorail, local bus operators, and commuter rail systems.
  - Reflect a range of quality services – referred to as a Family of Services – that are tailored to the needs of the different markets in this highly complex, cosmopolitan region.
  - Improve access to and within regional activity centers, such as Tysons Corner, downtown D.C., and Bethesda, for example.
  - Provide more reliable service.
  - Provide bus service to relieve rail system crowding.
- On Selected high-use routes, a new type of service called RapidBus is proposed that offers a quality of service comparable to rail transit without the need for tracks. It is designed to provide very frequent service using special buses, operating on exclusive rights-of-way to the extent possible, and to provide up-to-the-minute transit service information at attractive stations.
- Near Term improvements (from 2004 to 2010) will meet immediate needs with fairly easy-to make investments, such as new vehicles for neighborhood circulators or improved bus stop information.
- Long Term improvements (from 2011 to 2025) that require more time or significant investments – such as separate rights-of-way – will be phased in over a longer period.

## **JULY 2002**

### **2001 COUNT OF RADIAL TRANSPORTATION FACILITIES CROSSING THE CAPITAL BELTWAY TPB TRAVEL MONITORING SUB-COMMITTEE**

#### Major Findings

The report contains peak period vehicular and passenger traffic crossing the Capital Beltway. Data presented in the report were collected in the months of March, April, May, and June 2001. The report includes an analysis of trends and changes in travel patterns between 1998, when similar counts were last performed, and 2001.

#### **Trends in Person Travel**

##### Inbound A.M. Travel

- Inbound travel across the Beltway during 6:30 to 9:30 A.M. peak period in 2001 increased over 1998 by approximately one percent to 513,000 trips.
- During the 5:00 to 10:00 A.M. monitoring period, inbound total person trips increased by 2 percent to 669,000.
- There was an increase in overall inbound transit usage crossing the Beltway in 2001, of 16 percent, to 73,000 persons.
  - Metrorail usage grew by 9 percent (3,400 passengers).
  - Commuter Rail grew by 7 percent (700 riders).
  - Both transit bus and commuter bus usage increased by 23 percent (2,200 riders) and 110 percent (3,800 riders), respectively.

##### Outbound P.M. Travel

- The total number of persons traveling outbound across the Beltway during the 3:30 to 6:30 P.M. peak period in 2001 increased from 1998 by 5 percent to 560,000 persons.
- Overall outbound transit usage increased by 17,000 persons.
- During the 3:00 to 8:00 P.M. monitoring period, outbound total person trips increased by 5 percent to 822,00.

#### Trends in Vehicle Travel

##### Inbound A.M. Travel

- A total of 386,000 vehicles crossed the Beltway inbound in the 6:30 to 9:30 A.M. peak period in 2001, essentially unchanged from 1998.
  - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
  - The balance is split between trucks and buses, plus a small number of motorcycles.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 62 percent in Maryland and 38 percent in Virginia.
- During the 5:00 to 10:00 A.M. monitoring period, inbound vehicular travel increased by just over one percent to 516,000.
  - Automobiles and other 4-wheel vehicles account for 96 percent of the Beltway traffic in 2001, down from 97 percent in 1998.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained unchanged from 1998 to 2001, with 61 percent in Maryland and 39 percent in Virginia.

##### Outbound P.M. Travel

- In the 3:30 to 6:30 P.M. peak period, a total of 401,000 vehicles crossed the beltway outbound in 2001, and increase of 12,000 (or 3 percent) from 1998.
  - The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic both years.
  - The balance is split between trucks and buses , plus a small number of motorcycles.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (62 percent and 38 percent in 1998; 63 percent and 37 percent in 2001).
- During the 3:00 to 8:00 P.M. monitoring period, 599,000 vehicles crossed the Beltway outbound in 2001, and increase of 22,000 (or 4 percent) from 1998.
  - The predominant vehicle type was the automobile, accounting for 98 percent of all outbound vehicular traffic in 1998 and 2001.
  - The split between the total number of vehicles crossing the Beltway in Maryland and Virginia remained about the same from (61 percent and 39 percent in 1998; 62 percent and 38 percent in 2001).

#### **Trends in Automobile Occupancy**

- Average auto occupancy during the inbound 6:30 to 9:30 A.M. peak period declined slightly from 1.19 in 1998 to 1.18 in 2001.
- In the outbound 3:30 to 6:30 P.M. peak period, increases in the total number of persons in automobiles and the total number of autos were observed. The increase in autos was larger than the increase in persons, resulting in a decline in average auto occupancy from 1.26 persons per vehicle in 1998 to 1.25 persons per vehicle in 2001.

**AUGUST 2002**  
**1999 REGIONAL HOV FACILITIES MONITORING REPORT**  
**HOV CORRIDOR DATA**

Presented in this report is information developed from data collected in fall 1999 along four operational and one future high-occupancy vehicle (HOV) corridor 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 fall, 1999:

- I-95/I-395 (Shirley Highway) in Northern Virginia
- I-66 inside the Capital Beltway in Fairfax and Arlington Counties
- I-66 outside the Beltway in Fairfax and Prince William Counties
- I-270 and the I-270 Spur in Montgomery County, Maryland
- Va. 267 (Dulles Toll Road)
- U.S. 50

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

- All of the HOV lanes were observed to carry more persons per lane during the HOV-restricted periods than the adjacent non-HOV lanes, with the exception of the new concurrent-flow HOV lane on Va. 267 in the westbound (P.M. peak) direction only, where per-lane person movements were found to be approximately the same in the HOV and non-HOV lanes.
- Usage in the two I-395 HOV lanes declined from 25,400 person trips during the HOV restricted period in 1998 to about 22,500 in 1999. The four adjacent non-HOV lanes carried about 26,400 person trips in 1999.
- 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.
- HOV travel times and levels-of-service have deteriorated along concurrent-flow HOV lanes on the I-66 and I-270 during the A.M. HOV-restricted period, due at least in part to traffic that is stopped or moving very slowly in the adjoining non-HOV lanes to the right of the HOV-restricted lane.



**JANUARY 2003**  
**SPRINGFIELD INTERCHANGE CONSTRUCTION PROJECT COMMUTER**  
**RESEARCH**  
**VDOT**

A telephone survey was conducted among commuters in Northern Virginia who travel through the Springfield Interchange to assess commuter reaction to on-going construction at the Springfield Interchange.

It is a follow-up study to one conducted prior to start of the construction in the spring of 1998.

All respondents:

- Had to be at least 18 years of age
- Had to travel in a single occupancy vehicle, carpool, vanpool, train, bus or could telework
- Interviews were conducted from August 26 - November 17

This research is designed to meet the following objectives:

- Determine current imagery of the project
- Assess the extent to which the construction project has necessitated commuting changes
- Identify, to the extent possible, the “trigger” of behavioral changes
- Assess the extent to which there have been changes in commuters’ decision-making priorities
- Assess expectations about the future impact of the project
- Assess the perceived importance of and support for the construction project
- Determine perceptions of VDOT’s management of the project and communication of the project

**Conclusions and Strategic Implications**

**Conclusion:** Commuters in Northern Virginia have made changes in the way they commute through the Springfield Interchange area. More than one out of every ten – 14% – of commuters who travel regularly through the Springfield Interchange have switched travel modes to adjust to the construction.

These changes have occurred at a variety of different times. Some commuters anticipated the start of the construction and switched prior to the onset of construction. Others were triggered to switch by the start of construction. Still others appeared to need to experience the discomfort caused by the construction before changing their mode of travel. These commuters switched after the construction began.

**Implication:** Commuters will change their commute behavior – given the right situation, a reason for changing and useful information. But, change does not occur automatically or instantaneously. Anticipate future transportation mode changes – given that commuters perceive that they have a reason to change.

**Conclusion:** Springfield Interchange commuters have relied upon a variety of different types of commuter options in adjusting to the construction at the Interchange. No one type of transportation meets the needs of all commuters.

**Implication:** In order to maximize the number of commuters who switch to an alternative form of transportation, continue to develop and market a variety of different types of transportation alternatives. Identifying and understanding the needs and preferences of commuters are essential to offering the right transportation options and programs.

**Conclusion:** New programs and transportation options have helped to bring about change. Park-and-Ride lots, commuter parking, new train and bus service, a reduced cost rail pass, and new OmniRide Express bus service have all helped commuters to adopt new transportation alternatives.

**Implication:** Continue to introduce new services and programs that make alternative transportation choices attractive to commuters. Ensure that new services and programs align with the needs and preferences of commuters. A “layered” approach consisting of numerous transportation options and incentives is necessary to meet the diverse needs and preferences of this commuter universe.

**Conclusion:** While commuters who have opted for an alternative commute mode often cite pragmatic reasons for doing so (e.g., it saves time and can use the HOV lanes), they also seem to be sensitive to traffic congestion in and of itself. They often cite “traffic” itself as the reason for their choice. Others cite the need to decrease the traffic volume. Still others express a need to “escape” from the traffic congestion.

**Implication:** Explore commuter perceptions of the impact of traffic congestion on them as individuals and on “society.” Assess the extent to which response to traffic itself may provide a foundation for message development. It may be that a form of “traffic consciousness” is developing. Explore the extent to which this perspective is growing in Northern Virginia. Assess the power of this idea or other “traffic congestion” perspectives in convincing commuters to try alternate forms of transportation.

**Conclusion:** Delays caused by the construction at the Springfield Interchange do not seem to be as severe as anticipated by commuters. In 1998, prior to start of the construction, nearly one-half (49%) of Springfield Interchange commuters thought their commute would increase by at least 30 minutes. Today, only 23% say their commute has increased by at least 30 minutes.

**Implication:** Explore ways to use this “positive” experience to enhance the appeal of alternative transportation. Explore ways that this information can be used to enhance the image of VDOT and VDOT communications.

**Conclusion:** Commuters do not seem to recognize completely the eventual benefits of the construction. They rate the construction project only moderately favorably in terms of its potential for easing traffic congestion, increasing safety and making it easier to travel through the area.

**Implication:** Recognize that traffic congestion in Northern Virginia may be such a constant that it is difficult for commuters to imagine it to be any other way. Explore ways that communications can be used to build support for the project – and belief in the value it will contribute.

**Conclusion:** Commuters want to be informed about traffic issues, particularly in regard to the Springfield Interchange project. In fact, over half (53%) of commuters believe that it is very important that VDOT keep them informed about the construction.

**Implication:** Continue to talk to commuters, as well as other Northern Virginia residents. Messages should include: transportation options and opportunities, progress and stages of the construction, VDOT's role in communicating to the public, and the value of the project to the community.

**Conclusion:** Commuters rely on a variety of media for transportation and commuting information. Radio, television, newspaper and highway advisory radio are all used by commuters.

**Implication:** Do not rely on one medium to reach commuters. Instead, recognize the value of layering communications through a variety of media to build a consistent and persistent communications program.

**Conclusion:** The commuter information store at the Springfield Mall is filling an important commuter need and plays a key role in disseminating information about the construction and transportation choices. Commuters who have visited the store report that it has provided them with useful information. It has played a role in helping commuters make transportation mode switching decisions. Its reach is localized in that those who have visited the store are more likely to reside in Fairfax County than in areas more distant.

**Implication:** Recognize the important role of the commuter store in reaching and informing commuters about their options. Continue to support the store and learn from its success. Explore ways of growing the "store concept" by establishing comparable stores to meet commuter needs and impact commuter choices in similar situations.

**Conclusion:** Telework is an attractive option to commuters in Northern Virginia. Nearly one out of ten commuters (8%) have opted to telework – at least part of the time. There is additional potential for adoption of telework. Forty-four percent (44%) of commuters are interested in telework and work for employers who would permit teleworking. Thirty-three percent (33%) say they are not interested in telework, but work for employers who permit teleworking.

**Implication:** Explore ways to convert commuters to teleworking. Identify and market to the "triggers" that would convince those who are already interested in teleworking. Identify what is needed to convert those not currently interested in teleworking but work for employers who permit the option.

**APRIL 2003**  
**METROPOLITAN WASHINGTON REGION VANPOOL SURVEY**  
**COMMUTER CONNECTIONS**

Commuter Connections recently completed its 2002 survey of area vanpool operators in order to analyze vanpooling practices and trends since the last survey conducted in 1989. Surveys were mailed to 736 Washington-area vanpool operators/drivers and 440 surveys (approximately 60 percent) were returned completed. 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 8.4 years and vanpool drivers have been driving their vans an average of 6.4 years. Many vanpools have been in operation for 20–25 years. A majority of vans are owned by leasing agencies. Van owners pay for insurance at an average annual cost of \$1,722. The average vanpool capacity is 13.4 people.

Use and Travel Patterns

About half of those surveyed ride in vanpools of 12 or more regular members. The mean number of regular members is 10.7 and the mean number of riders on a typical weekday is 9.5.

Drivers' average one-way distance from home to work is 48 miles, up from 37.2 miles in 1989. 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 miles. More than three out of four vanpools use an HOV lane during the commute. Eighty percent of surveyed vanpools originate in Virginia. Fifty seven percent travel to D.C., 34 percent to Northern Virginia, and nine percent to Maryland.

*Availability and Use of Assistance and Support Services*

Ten percent of respondents received employer assistance in forming their vanpools; 60 percent received no assistance. The vast majority—87 percent—receive one or more commuter-support services. These include subsidies, Metrochek, flexible hours, and priority parking. Free parking at work is enjoyed by 60 percent of respondents. Ten percent pay less than \$100 per month for parking.

Following a national trend, regional vanpooling declined in the 1990s, probably because of expanded Metrorail and commuter bus service as well as an increase in flexible work schedules, which make finding several people with the same commuting needs more difficult.

### *Issues of Potential Concern*

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

### *Benefits*

- The vanpool has adult seating capacity for more than six passengers, excluding the driver; Riders are eligible for the commuter transit benefit in the form of a pre-tax subsidy or direct subsidy of \$100 per month, \$1200 per year, offered to transit riders by their employer under Section 129 of the Federal Tax Code. Many vanpool drivers accept employer subsidies or pre-tax employee set-asides as payment via Metrochek. To qualify for the tax-favored payments, the following conditions must apply:
  - At least 80 percent of the vanpool's mileage is for commuting purposes;
  - The number of commuters in the vanpool equals at least half the seating capacity.

Several counties have implemented subsidy programs to assist with vanpool start-ups, covering up to \$1225 in vanpool costs. Participating counties include Prince George's County and Frederick County in Maryland, and Prince William County in Virginia.

**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.

## **MAY 2004**

### **GUARANTEED RIDE HOME PROGRAM CUSTOMER SATISFACTION SURVEY COMMUTER CONNECTIONS**

In 2003, Commuter Connections conducted its sixth annual Guaranteed Ride Home (GRH) Customer Satisfaction Survey. The survey measured customer satisfaction with the GRH program and the services provided by Commuter Connections at the Metropolitan Washington Council of Governments (COG).

All participants in the program who received services from the regional GRH program received a questionnaire. Responses were overwhelmingly positive and show that satisfaction with the program has steadily increased over the last five years.

#### *Increased Response Rate*

In fiscal year 2003, 2,906 surveys were distributed via direct mail with four questions regarding service and a comment area; 781 or 26.9% of responses were received, which represents an increase in responses from FY 2002. The vast majority, ( 96%) rated the overall service either good or excellent, with excellent responses occurring four times greater than good responses. More than half (55%) of the written feedback were compliments and 31% were comments and suggestions. The majority of complaints centered mostly on concerns about the reservation response time or taxi services themselves. Although these issues are beyond Commuter Connections' direct control, they have been addressed with the contracted taxi companies.

In order to make direct comparisons over time, the same questionnaire has been utilized each year. A cover letter informed each recipient of the purpose of the survey, the confidentiality of the research, and the voluntary nature of their participation. To increase the likelihood that the questionnaire would be returned, it was printed on a postage-paid mailer card.

Overall, the majority of individuals accepting rides from the Guaranteed Ride Home program indicated that their experience was excellent. In every category, satisfaction is greater than in years past. These trends indicate a continued higher level of satisfaction with the GRH program, services, and staff.



**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.

**SEPTEMBER 2004  
STATE-OF-THE-COMMUTE SUMMARY – FY 2004  
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, 600 per each of the 12 counties comprising the Washington metropolitan region, weighted to the regional population of workers.

A primary function of the SOC 2004 survey was to examine regional trends in commute behavior, awareness and attitudes.

**Current mode split – Percentage of weekly commute trips**

|                          | <b>2004</b> | <b>2001</b> |
|--------------------------|-------------|-------------|
| DriveAlone/Motorcycle    | 71.4%       | 70.3%       |
| Carpool                  | 5.6%        | 6.9%        |
| Vanpool                  | 0.3%        | 0.5%        |
| Bus                      | 4.4%        | 4.5%        |
| Metrorail                | 11.5%       | 11.5%       |
| Commuter Rail            | 1.0%        | 0.8%        |
| Bike/walk                | 2.2%        | 2.3%        |
| Compressed Work Schedule | 0.7%        | 0.9%        |
| Telework                 | 2.9%        | 2.3%        |

**Reasons for using alt modes – regional commuters who currently use alternative modes**

|                      | <b>2004</b> | <b>2001</b> |
|----------------------|-------------|-------------|
| Save time            | 18%         | 20%         |
| Changed jobs         | 16%         | 5%          |
| Save money           | 14%         | 21%         |
| No vehicle available | 11%         | 19%         |
| Moved residence      | 9%          | 3%          |
| Avoid congestion     | 7%          | 8%          |
| Always used          | 7%          | 2%          |
| Tired of driving     | 6%          | 8%          |

**Key findings regarding commute patterns**

- Use of drive alone appears to have grown since 2001 at the expense of carpool/vanpool.
- Regional commuters continue to try new alternative modes
- A large portion of commuters who use alternative modes are long-time users of these modes.
- A sizeable portion of commuters who use alternative mode drive alone part of the trip.

**Awareness and attitudes toward transportation options and commute assistance programs**

- *The survey results show that public transportation is widely available in the region. 68% said public transportation was available in their home and work areas, slightly more than in 1999 (65%).*

- *Over a quarter of respondents (29%) have access to HOV lanes for their commute.* About a quarter of commuters who had access to HOV lanes used them and more than half (58%) of these respondents said availability of the HOV lane influenced their decision to use an alternative mode for commuting. Respondents who used the lanes said they saved an average of 25 minutes for each one-way trip. This might be an overestimation of the actual time saving, since 27% said the time saving was equal to or greater than the total length of their commute.
- *Commuter's reasons for not using public transit or ridesharing varied by mode.* The majority of respondents who did not use the bus for commuting said that the bus “takes too much time” (32%); “No service available” was the primary reasons for not using the train (37%); The overwhelming reason that commuters did not carpool was that they “didn’t know anyone to carpool/vanpool with” (47%).
- *Commute information advertising appears to be widely recognized and a motivator to adoption of ridesharing.* Over half (55%) 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. 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. More than two-thirds (69%) 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. Nearly half (46%) of respondents said they knew of a telephone number or website they could use to obtain commute information. This was considerably higher than the 33% of respondents who knew of these resources in 2001.
- *Two-thirds (66%) of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections.* Respondents were more likely to know about Commuter Connections if they worked for a large employer and if their employer offered some types of commute services at the worksite.

### **Commuter assistance services provided by employers**

- *Availability of worksite commuter assistance services has gone up since 2001.* Over half of respondents (53%) said their employers offered one or more alternative mode incentives or support services to employees at their worksites. The most commonly offered services were Metrochek/transit/vanpool subsidies (31% of employers) and commute information (22% of employers). About one in six respondents said their employers offered preferential parking (16%), services for bikers and walkers (14%), or GRH (12%).
- *The majority of respondents (66%) said their employers offered free, on-site or off-site parking, about the same percentage as that reported in 2001 (65%).*
- *Worksite commuter assistance services appear to encourage use of alternative modes.* Driving alone was less common for commuters who had access to incentive/support services. Only 63% of commuters with these services drove alone to work, compared with 81% of commuters whose employers did not provide these services.

## **Telecommuting**

- *Telecommuting has increased since 2001 and potential exists for additional telecommuting growth.* About 12.3% of total survey respondents said they telecommuted at least occasionally. These telecommuters accounted for 12.8% of regional commuters, workers who were not self-employed and would otherwise travel to a worksite outside their homes if not telecommuting. The percentage of regional telecommuting, 12.8% of regional commuters, increased from the 2001 level of 11.3%.
- The 2004 survey also showed that an additional 18% of commuters who do not telecommute today “would and could” 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.”
- *Telecommuting is concentrated in certain demographic and employment groups.* Telecommuters were statistically more likely to be: male, of white ethnic background, with incomes greater than \$60,000, and commute distance more than 30 miles. Telecommuters 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.
- *“Informal” telecommuting arrangements (20%) still exceed formal programs (15%), but the gap is closing. Employers appear more supportive of formal telecommuting programs than in the past.*
- *Most telecommuters (95%) telecommute from home.*
- *The average frequency of telecommuting seems to have increased from 2001 to 1.3 days per week from 1.1 days per week*

## **Regional Guaranteed Ride Home Program**

### **Awareness of GRH has grown dramatically since 2001.**

- Nearly six in ten (59%) respondents knew that there was a regional GRH program. This was a large increase from the 20% who said they knew of such a program in 2001.

## **InfoExpress Kiosks**

- *Information kiosks offer commuters an additional outlet for transportation information.* 11% of six respondents (17%) who had used a kiosk said the information had influenced their decision to try a new alternative mode.

## **Commute patterns**

- *Current use of alternative modes.* About a quarter (24.3%) of regional commuters said they used an alternative mode (carpool, vanpool, public bus, buspool, subway, commuter rail, bicycle, or walk) “regularly,” that is, three or more days per week for commuting. An additional 3.8% of commuters used an alternative mode one or two days per week, resulting in almost three in ten (28.1%) of commuters using an alternative at least once per week.
  - *Commuters who use alternative modes do so longer than had previously been assumed.*
  - *29% of commuters who use an alternative mode drive alone part of the trip.*
  - *Commute lengths are increasing overall from 15.5 miles each way in 2001 to 16.5 miles in 2004.*
  - *Commute times have increased from 32 minutes each way in 2001 to 34 minutes in 2004.*

**MAY 2005**

**EMPLOYER METROCHECK SURVEY RESULTS SUMMARY  
WMATA**

The Metropolitan Washington Council of Governments (COG) conducted an Employer Metrocheck/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 Metrocheck/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 Metrocheck/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%).

**Metrocheck/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.

**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 NOx 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.”