

**WASHINGTON METROPOLITAN REGION  
TRANSPORTATION DEMAND MANAGEMENT**

**RESOURCE GUIDE  
AND  
STRATEGIC MARKETING PLAN**

**Version 14.0**

*FY 2011 Final Report*

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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 2003, *Commuter Connections* expanded its marketing efforts through the implementation of a regional mass marketing measure. The purpose of the measure was to brand the *Commuter Connections* name as the umbrella organization for commuter transportation information in the Washington Metropolitan area and to subsequently increase the use of alternative forms of commuting. In 2010 *Commuter Connections* expanded its Guaranteed Ride Home program to include the Baltimore region and St. Mary's County.

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

The following agencies share the regional commuter database, provide ridematching services and share information and resources: Alexandria Local Motion, Annapolis Regional Transportation Management Association, Army National Guard Readiness Center, Baltimore Metropolitan Council, BWI Partnership, City of Baltimore, Bethesda Transportation Solutions, Fairfax County RideSources, Frederick County's Transit Services, Food & Drug Administration, GWRideConnect, Harford County, Howard County, LINK/Reston Transportation Management Association, Loudoun County, Metropolitan Washington Council of Governments, Montgomery County Commuter Services, Maryland Transit Administration, National Institutes of Health-Bethesda, National Naval Medical Center, North Bethesda Transportation Center, Northern Neck Planning District Commission, Northern Shenandoah Valley Regional Commission, Prince George's County, Potomac and Rappahannock Transportation Commission, Rappahannock-Rapidan Rideshare, and Tri-County Council for Southern Maryland. COG provides ridematching services directly for Arlington County, the District of Columbia, and to residents in other jurisdictions in both Maryland and Virginia not listed above.

*Commuter Connections* is a program of the National Capital Region Transportation Planning Board, the region's designated Metropolitan Planning Organization (MPO) at the Metropolitan Washington Council of Governments, and is funded through the District of Columbia, Maryland and Virginia Departments of Transportation, and the U.S. Department of Transportation. Other entities that play a major role in the delivery of Transportation Demand Management (TDM) products, services, and messages in the Washington region include transit agencies, local governments, business partnerships, bicycle associations, and transportation management associations.

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

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

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

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

## EXECUTIVE SUMMARY

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

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

The 2000 Census figures indicates that the number of Washington area residents who drive alone to work each day increased by nearly half-a-million during the 1990s. Since 2000, commuters who drove alone have increased by another 300,000. During the 1990s, as the region's employment sprawled outward with its population, the percentage of people who carpooled, took transit, or walked to work decreased. Since 2000, carpooling has continued to decline, but transit shares have rebounded slightly and the walk share has remained steady. However, it should be noted that the Washington D.C. region still boasts one of the highest rideshare and transit rates in the country, but also some of the worst congestion in the country.

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

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

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

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

Focus groups conducted for the Mass Marketing on behalf of Commuter Connections found that commuters are looking for a solution to the frustration resulting from their commute, and the morning commute to work

appears to be more of a stressor than the evening commute home. Additionally, commuters need flexibility in their choice of commute options; therefore the advertising messages should underscore the fact that commuters can make ridesharing a part-time option, rather than a full-time commitment. Carpooling is not attractive for many due to the need to have an automobile available for work responsibilities and personal errands. In the 2007 State of the Commute Survey Report, nearly half of respondents (48%) stated that they did not know anyone with whom they could carpool or vanpool with.

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

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

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

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

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

## Metropolitan Washington Regional Activity Centers

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

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

**Central:** *Arlington County* - Rosslyn/Ballston Corridor, Pentagon/Reagan Airport  
*City of Alexandria* - Alexandria Area  
*District of Columbia* - Downtown Washington

**Northern Virginia:** *Fairfax County* - Bailey's Crossroads Area, Dulles Corridor, Fairfax Center/City Of Fairfax/GMU, I-95/Springfield Area, Merrifield / Dunn Loring, South Dulles Area, Tysons Corner Area  
*Loudoun County* - North Dulles Area, Leesburg Area  
*Prince William County* - Manassas Area, Potomac Mills/Woodbridge Area

**Suburban Maryland:** *Charles County* - Waldorf Commercial  
*Frederick County* - Frederick Area  
*Montgomery County* - Bethesda/Friendship Heights, Gaithersburg/Life Sciences Center, Germantown/Clarksburg, Rockville/North Bethesda, Silver Spring/Takoma Park/Wheaton, White Oak  
*Prince George's County* - Greenbelt/College Park Area, Konterra/Route 1, New Carrollton/Largo Area

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

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

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

## KEY FINDINGS AND STRATEGIC IMPLICATIONS

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

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

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

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

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

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

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

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

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

- Driving alone is down to 71.0%, down from 74.1% in 2004, and 72.6% in 2001.
- All other modes, including train, carpool/vanpool, bus, and bike/walk are all up from 2004.
- It is impressive that one in every three trips is made (or avoided) with alternatives to driving alone
- Sex: Women and men are very similar in their likeliness to use alternative transportation options.
- Top reasons for using alternative mode:
  - Save money 18%
  - Changed jobs/work hours 18%
  - Save time 13%
- The most persuasive messages appealed to respondents’ interest in saving the environment, saving money, or reducing congestion.
- By far, the most prominent service sought by respondents was transit information, sought by 60% of respondents who contacted a local program.

- About four percent of respondents said they would definitely try carpooling if offered a financial incentive and another 10% said they would probably try carpooling to receive the \$25 gift card. A slight increase was noted in respondents' interest; at the \$50 level.

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

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

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

### ***Qualitative Research Findings, 2010***

Travel Choice Factors: Respondents' most common travel mode motivation was saving money/affordability. Carpooling was the most likely choice if driving alone was not an option. Respondents were most likely to stop driving alone if the prospective carpool partner was a family member or friend, but they were most unlikely to carpool if the prospective partner was someone previously unknown. Among respondents who used to drive alone, their top reasons for changing were: avoid congestion; save money; changed job/work hours.

## SUMMARY OF PROPOSED STRATEGY FOR FY11

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

Increasing traffic congestion, higher gasoline prices and a difficult economy have helped drive single occupant vehicles to their lowest share in ten years. Telework is no longer simply a commute option, it is a cornerstone of the new “intelligent working” method being adopted by many public and private employers in the region. Transportation and commuting news in metropolitan Washington garners front page coverage in the region’s newspapers. Smart phones and mobile social media provide new opportunities to reach customers with timely, relevant information. Overall, the environment for Commuter Connections to further increase registrations and build awareness in FY11 is very positive.

During FY11, Commuter Connections will build awareness of key products (Guaranteed Ride Home, ridematching services) with promotion-minded radio advertising and transit signage while also increasing access to the products and information through internet advertising and social media strategies. The FY11 campaign will increase registrations in the programs while also enhancing customer engagement through interactive online experiences and regional events. A key goal of the FY11 will be to improve the results of the Mass Marketing and Guaranteed Ride Home programs as reported in the TERM Analysis Report.

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

The overall marketing program will focus on changing the commute behavior of the region’s commuters who are still driving alone. The Rideshare program will place a particular focus on those in the “outer ring” area (Calvary, Charles, Frederick, Loudoun, and Prince William Counties), who have the best access to High Occupancy Vehicle lanes and can also benefit the most from using them. The target for Rideshare marketing (as determined from the FY09 Applicant Database Annual Placement Survey Report) will include adults 25-54 with a commute of more than 20 miles. The Guaranteed Ride program will be promoted to a subset of this group, travelers who are slightly older (35+) and with a longer (30+ miles) commute (from the 2007 GRH Survey Report).

Employer outreach will target employers with 250 or more employees, and Federal agencies (FY 2009 Applicant Database Placement Survey Report).

The FY11 Rideshare campaign message will include the availability and benefits of commute options in metropolitan Washington. Guaranteed Ride Home campaign materials will promote peace of mind to the customer, addressing and removing any concerns about being stranded due to non-SOV commute options.

Radio, print advertising and transit signage will be used to raise general awareness and drive traffic to the website. Public relations will validate the choice to rideshare and use the Guaranteed Ride Home program by placing testimonials of successful ridesharing commuters and GRH users in key media. Direct mail, geo-targeted web advertising and mobile media will focus messages on targeted geographic areas. The region’s Hispanic population will be reached through print and radio.

Special events such as Bike to Work Day and Car Free Day will be promoted through partnerships (with media, participant groups, employers, sponsors), radio advertising, collateral, Earned Media, social networks, text messaging, facebook, web support and public relations and press outreach. ‘Pool Rewards will promote cash incentives for carpooling through targeted public relations and press outreach, direct mail to employers in conjunction with a contest, web advertising on facebook and email blasts.

Marketing strategies to be utilized during FY11 include the following:

- Use the Guaranteed Ride Home message of “peace of mind” to lower resistance to choosing an alternative to driving alone to work (improving receptivity to the Rideshare marketing message)
- Emphasize the existing base of ridesharers and Teleworkers to validate the choice and prompt others to join them.
- Target messages geographically to leverage those areas with greatest access to HOV lanes, transit, bicycle or other campaign-themed message.
- Leverage an increase in participants in special events to spur increased registrations into the rideshare and guaranteed ride home programs.

Commuter Connections’ online presence will be enhanced both through enhancing commuters’ access to information as well as engaging commuters in social media outlets that have become their key method of connecting to others. Options will be sought to elevate Commuter Connections’ placement in browser search results. A mobile site will be explored to provide smart phone users with immediate access to Commuter Connections and its key website features wherever and whenever they wish. Creative strategies will be developed to integrate marketing campaigns and promotions with existing Facebook pages and Twitter accounts, as well as other local and universal social media outlets.

Commuter Connections will continue to create opportunities to educate the media on the importance of transportation demand management as a means to reduce traffic congestion. The newsletter will highlight the work of network members , regional studies and activities, and other TDM-focused topics with a focus on best practice examples and tools to assist employers in developing their own commute programs.

A Marketing Communications Brief was issued in September 2010 by COG/TPB staff which outlined the media strategy to be utilized for FY2011. The Commuter Connections Marketing Work Group will assist in the development and design of copy and creative materials by providing feedback and input.

## 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.

After modest growth in the 1970s and early 1980s, the region's population grew rapidly in the late 1980s. During the 1990s, the population reached nearly 5.0 million residents in 2005. Regional population is anticipated to increase by 38 percent during the forecast period, reaching nearly 6.8 million in 2040. This will add nearly 1.9 million people to the region by 2040, which is slightly less than added during the previous 30-year period. Regional employment, projected to increase nearly 49 percent from 2005 to 2040, will experience a slightly higher rate of growth than both population and households.

Employment growth would be the greatest during the 2005 to 2010 time period, when an average of 60,000 new jobs are anticipated per year—slightly more than the amount of jobs added from 2010 to 2015. Two-thirds of all new jobs are anticipated in service industries such as engineering, computer and data processing, business services, and medical research. Job growth in Northern Virginia (53%) will outpace the growth anticipated in the Maryland suburbs (33%), and the District of Columbia (14%).

Fairfax County, Montgomery County, and the District of Columbia would add the largest numbers of new jobs to the region's employment base during the 2005 to 2040 forecast period, followed by Prince George's and Loudoun counties. Collectively, the region's inner suburbs will add the largest number of new jobs, 688,200, by 2040. As with population and household growth, the largest percentage increases in employment will occur in the outer suburbs of Virginia and Maryland. Together, these outer jurisdictions will add 451,500 jobs to the region's base, and will grow their number of jobs 86 percent by 2040. Despite the tremendous growth in suburban employment shown in the forecasts, the District of Columbia will continue to have the largest number of jobs of any single jurisdiction and would account for a fifth of the region's employment in 2030. Collectively, the central jurisdictions will account for 24 percent of regional employment.

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

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

The region's population is expected to grow steadily through the forecast period, adding an average of approximately 69,000 persons a year. Population will be spurred by the long term strength of the region's economy, high rates of in-migration and international immigration, and declines in average household size less rapid than previously anticipated. The region's population 65 years of age and older will more than double from 2000 to 2030, while the number of children will increase by about 30 percent during the period. Most of the population growth will be in Fairfax, Montgomery, and Prince William counties. The outer jurisdictions will experience the fastest rates of growth, led by Stafford (136 percent), Loudoun (85 percent), and Frederick (84 percent) counties. The region's central jurisdictions will grow more slowly. In the City of Alexandria and

Arlington County, population will increase by 31 and 24 percent, respectively. The District of Columbia will experience an end of short-term population loss and will grow by 36 percent during the forecast period.

Regional activity clusters are based on aggregated regional activity centers that were delineated to both simplify the regional activity center map and to describe the related or companion areas within the major transportation corridors. Clusters were created by selecting the Traffic Analysis Zones (TAZ) that are directly adjacent to the activity centers with special consideration given to those TAZs that follow major transportation corridors.

In 2005, 73 percent of the region's jobs were located in regional activity clusters. During the 2005 to 2040 forecast period, 74 percent of job growth will be concentrated in activity clusters. The highest percentages of jobs located in regional activity clusters in 2040 will be found in the Central Jurisdictions; the City of Alexandria (91 percent), the District of Columbia (87 percent), and Arlington County (87 percent). Households in regional activity clusters account for 41 percent of the region's total households in 2005. From 2005 to 2040, 56 percent of the household growth is projected to occur in regional activity clusters. In 2040 the highest percentages of households located in regional activity clusters will be in the Central Jurisdictions; City of Alexandria (84 percent), Arlington County (70 percent), and the District of Columbia (64 percent).

The following information reflects the performance of the 2009 Update to the Constrained Long-Range Plan (CLRP). While our region grows to accommodate more jobs and more people and as jobs and households become increasingly further apart, greater demands will be placed on the transportation system. However, funding—even for rehabilitation and maintenance—will continue to remain in short supply. The result will be more cars squeezed onto our roads and more people squeezed into our buses and trains.

#### Highway Congestion

By 2030, congested traffic flow is expected to be prevalent throughout the entire region, not just in isolated areas. However, in 2030, there are some areas of forecasted improvement, such as the Virginia portion of I-95 south of the beltway, which will benefit from the 36-mile HOT lane project currently in the 2008 CLRP.

Transit is also forecast to become increasingly congested and is even projected to reach capacity. Due to a lack of funding for capacity enhancement projects identified to accommodate all of the projected ridership growth, the Metrorail system will gradually approach capacity on trips “to and through” the regional core. According to a WMATA study, in 2010, 50% of the trains will be running with 8-cars, which will bring relief to peak crowding on all lines; however, without additional railcars beyond what is currently funded, the Orange Line and future Dulles Rail Line between Courthouse and Rosslyn stations are expected to exceed capacity by 2020, and the entire Metrorail system will approach capacity by 2030.

WMATA defines line capacity as an average of 120 passengers per car at the maximum load segment in the peak direction during the peak hour; however, passengers on individual trains during the peak of the peak hour may experience crowding beyond 120 passengers per car. To help put things in perspective, a Metrorail car generally provides about 70 seats, and the crush load for a car is around 180 passengers.

## **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. Summary of Bus Activity
  - b. Summary of Rail Activity
  - c. Summary of Park and Ride Lots
4. Telework
5. Bicycling
6. Bike Sharing
7. Car Sharing

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

1. Guaranteed Ride Home
2. Commuter Benefit Programs (Commuter Choice, SmartBenefits)
3. Clean Air Partners
4. 'Pool Rewards

## **CARPOOLS AND VANPOOLS**

### Product Profile

Carpools are a highly used form of alternative commuting. HOV lanes provide an additional benefit for carpools and vanpools – time savings. In areas not served by HOV lanes, cost savings and reduced stress (from not driving everyday) are the most important benefits. Commuter Connections assists commuters in finding suitable ridesharing arrangements through a new and improved on-line ridematching capability that was released in FY 2009. Commuters simply set up an account through the Commuter Connections web site and then sign up for ridematching and are able to obtain a map and a “matchlist”. Both the map and the matchlist indicate potential carpool drivers or passengers, and available vanpools that have the same or similar route and schedule.

The Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments (COG) conducted a Household Travel Survey in 2007/2008, collecting data from 11,000 households in the Washington region and adjacent areas. The survey collected demographic information as well as detailed trip data for a full weekday for each member of each household. The survey indicated that the number of commuters riding in a private vehicle over the past decade has been on the decline. The survey findings showed that commuters who are auto-passengers now represent approximately 5% of the overall commuting population within the metropolitan region. In contrast, according to the survey, transit is on the rise, now representing 18% of the overall commuting population.

Many of the vanpool operators, including VPSI and ABS vanpools, accept SmartBenefits® as fare payment. Vanpools typically travel greater distances than carpools. The majority of vanpools in the Washington region originate in Virginia, mostly in Prince William, Spotsylvania, and Stafford counties. The primary destinations of vanpools are the District of Columbia, Arlington, and Fairfax County. There are several vanpool operators in Virginia, and a large number of single owner operated vans. In the Commonwealth of Virginia offers the AdVANTage Vanpool Self-Insurance program through the Division of Risk Management (DRM), a division of the Virginia Department of the Treasury. A vanpool self-insurance pool is a group of vanpool owners who contribute annual membership fees used to self-insure their commuter vanpools. Through the pool, vanpool owners share common risks via a combination of self-funding and insurance.

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

- Government downsizing in the 1990’s
- 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 in the 1990’s

### Current Strategies

- Encourage ridesharing as solution to high gas prices
- Encourage greater carpools and vanpools through placement of highway signs with the Commuter Connections phone number and web site in Maryland, Virginia and the District of Columbia.
- Promote new ridematching software offered by Commuter Connections through the broadcast and direct mail campaigns

- Educate commuters on the ‘Pool Rewards incentive program
- Educate commuters that Prince William County, through PRTC, offers personal property tax relief for vans used for not-for-profit ridesharing purposes
- Educate commuters that PRTC redeems SmartBenefits for all vanpools in Prince William County and the Cities of Manassas and Manassas Park.
- Educate commuters that all Northern Virginia rideshare agencies offer temporary financial assistance to new vanpools or vanpools experiencing emergency loss of ridership that threatens the survival of the ridesharing arrangement through the Van Start/Van Save program.
- Educate commuters that Fairfax County offers a personal property tax reduction for large vanpools that are "privately owned," and the VanSave/Start subsidy for vanpool support.
- Educate commuters that GWRideconnect redeems SmartBenefits for all vanpools in the Fredericksburg region.
- Educate commuters that Prince George's County offers 100% subsidy for first month, 50% for second month and 25% for third month of newly formed vanpools with a minimum of eight passengers in a 12-15 passenger van, or with five passengers in 9 passenger vans.
- Educate commuters that Frederick County provides start-up funds for new vanpools for the first year of operation.

### Strengths

- Cost savings from high gas prices, and lower maintenance costs due to less wear and tear on personal vehicles
- It is very simple, it’s free and quick to set-up an commuter account with Commuter Connections for ridematching services on a new regional “state-of-the-art” on-line ridematching system.
- If using HOV lanes, substantial time-savings may be enjoyed
- Addresses the suburb-to-suburb commute more efficiently than public transit.
- Reduces maintenance of parking lots or leasing costs for employers.
- Employers can give \$230 tax-free subsidy to vanpoolers each month via SmartBenefits® or other Transit Voucher.
- Reduces the stress of daily driving.
- Allows commuters to relax, read, or use lap top during the commute.
- GRH supported.
- The vanpool riders determine their route and schedule based on their needs, making vanpooling very flexible.
- Reduces the need for families to have an additional vehicle.
- Increasing gasoline prices makes ridesharing an attractive option with its associated cost-savings.
- ‘Pool Rewards carpool start-up incentive of \$130 over a 90-day period.

### Deficiencies

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

### Promotional Strategy

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

### Challenges

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

## HOV LANES

### Product Profile

HOV or High Occupancy Lanes started on Shirley Highway in 1969 for bus use only. Currently all HOV lanes include car and vanpools, buses and motorcycles. In 1975 Shirley Highway went to HOV-4 and later on was lowered to HOV-3. The Shirley HOV lanes extended to Prince William County in 1990's. HOV Lanes on I-66 inside Beltway opened in 1982 (HOV-4 then, lowered to HOV-3 and now HOV-2). The first HOV lanes in Maryland appeared on I-270, the first segment in 1993. U.S. 50 concurrent-flow HOV opened in 2002 – the only 24/7 HOV in the region.

In the Washington area, there are five high-occupancy vehicle (HOV) facilities on highways functionally classified as freeways. These are:

- I-95/I-395 (Shirley Highway) in the Northern Virginia counties of Prince William, Fairfax and Arlington, and the City of Alexandria;
- I-66, also in the Virginia counties of Prince William, Fairfax and Arlington (this HOV system includes a section of the Dulles Connector in McLean, connecting to Va. 267's HOV lanes (see below));
- I-270 and the I-270 Spur in Montgomery County, Maryland;
- Virginia Route 267 (Dulles Toll Road), connecting to I-66 via the Dulles Connector; and
- U.S. 50 (John Hanson Highway) in Prince George's County, Maryland.

According to a 2007 COG study of performance of HOV lanes in the Washington region, HOV Lanes carry a significant number of more persons per lane per hour than adjacent non-HOV lanes, not including transit.

- I-395 (HOV 2.5 passengers vs. non-HOV 1.1)
- I-95 (HOV 2.6 passengers vs. non-HOV 1.0)
- I-66 outside Beltway (HOV 1.9 passengers vs. non-HOV 1.2)
- I-270 spur at Democracy Blvd. (HOV 1.8 passengers vs. non-HOV 1.1)
- Va. 267 (HOV 1.8 passengers vs. non-HOV 1.0)
- U.S. 50 westbound side (HOV 1.9 passengers vs. non-HOV 1.0)

In Northern Virginia, there are approximately 75 miles of HOV lanes, including a 28-mile two-lane reversible HOV facility located on Interstate 95 and 395 between Quantico Creek and the District of Columbia. These lanes are northbound between 6:00 a.m. and 9:00 a.m. and restricted southbound between 3:30 p.m. and 6:00 p.m. It is restricted to 3-person carpools, vanpools, buses, motorcycles, and taxicabs.

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

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

Hybrids with the appropriate clean fuel plates may use the HOV lanes in Virginia, regardless of vehicle occupancy. Not all hybrids qualify for clean fuel license plates. SmartCars are not hybrids and do not qualify. The hybrid provision will expire on June 30, 2011, but could be extended by the Virginia General Assembly.

The 2006 General Assembly added the provision that clean fuel vehicles registered after June 30, 2006, could only use I-395/95 with the required occupancy of 3+ people. They can continue to use the I-66 HOV lanes and the Dulles Toll Road HOV lanes without the required number of occupants.

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

**Current HOV Lanes in Northern Virginia:**

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

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.		
Capital Beltway (not including Wilson Bridge)	N/A	N/A	N/A	N/A	HOT lanes presently under construction between I-95 (Springfield Interchange) and Va. 193 (Georgetown Pike). Express Toll Lanes (no HOV provision) under study on the Maryland portion of the Beltway
I-95/I-495 Cap. Beltway at Woodrow Wilson Bridge	Concurrent-flow HOV or transit lanes on bridge and approaches to bridge		To be determined	To be determined.	One lane in each direction reserved for HOV and bus traffic; or for a rail line.
Route 1	Concurrent-flow curb lane on Route 1 in City of Alexandria		HOV-2, motorcycles and transit buses.	NB: 7:00 – 9:00 a.m. SB: 4:00 to 6:00 P.M.	

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

<i>LOCATION</i>	<i>TYPE</i>	<i>MILES</i>	<i>USERS</i>	<i>HOURS OF OPERATION</i>	<i>COMMENTS</i>
			use HOV lanes when responding to emergency calls.		
I-66 (inside 495) Without required occupancy	Two lanes in peak commute directions between the Beltway to Rosslyn	9	HOV-2, buses, taxis with 2 or more people, hybrid vehicles with appropriate registration plates, emergency vehicles (fire, ambulance, rescue) and law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls.	EB: 6:30-9:00 a.m. WB: 4:00 –6:30 p.m.	<ul style="list-style-type: none"> <li>• HOV: 1.72 AVO in AM 1.69 AVO in PM</li> <li>• Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours.</li> </ul>

**Current HOV Lanes in Maryland:**

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

**FUTURE HOV PLANS:**

The projects shown here are major transit and High-Occupancy Vehicle improvements reflective of the 2009 update to the Constrained Long Range Plan, as adopted by the National Capital Region Transportation Planning Board on July 2009 and amended on October 2009.

Maryland

I-270/US 15 Corridor, Shady Grove to I-70, HOV, 2030

Virginia

Fairfax County Parkway HOV, widen and upgrade, 6 to 8 lanes, 2010, 2015

Fairfax County Parkway HOV, construct 2 lanes, 2015

Franconia/Springfield Parkway HOV, 2010, 2020

I-495 High Occupancy/Toll (HOT) lanes, Transit Service, 2013, 2020, 2030

I-495, construct 2 HOT lanes, 2030

I-66 HOV, widen to 8-lanes, 2009, includes interchange reconstruction at US 15, 2020

I-95/395 HOT Lanes, widen, construct 2, 3 lanes with new ramps, 2012, 2014

Assets

- Increases the average number of persons per motor vehicle using a highway over conventional (non-HOV) lanes or roadways.
- Preserves the person-moving capacity of a lane or roadway as demands for transportation capacity increase.
- Enhances bus transit operations.
- Supports air quality goals.
- Serves a variety of employment centers in urban and suburban areas.

- Provides more predictable travel times, even during periods of high demand
- No cost to the user

#### Deficiencies

- These lanes are, for the most part, single lanes (along I-270, I-66 outside the Capital Beltway, Route 1 and Washington Street in Alexandria). They do not allow for passing.
- Hours of operation are tailored to each corridor; they are not consistent throughout the region. (See I-66 inside and outside 495 hours).
- Number of passengers required is not consistent for all HOV lanes in the region.
- HOV enforcement is partly dependent on supplemental overtime grants from state DOTs.
- Misuse by SOV drivers using HOV lanes in Maryland is more prevalent due to the lack of barrier separation.
- Perception of enforcement of HOV rules is lax; penalties may be too low to discourage HOV violators in Maryland.

#### Advertising/Promotional Strategy

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

#### Threats

- Accidents/overuse that will reduce time savings.
- Legal use of HOV lanes in Virginia has reduced speeds.
- A faction of the general public does not perceive the time savings.
- In some instances, the public perceives that general purpose-lanes are being taken away by dedicating them to HOV.
- Slowdowns and/or traffic congestion can occur due to enforcement of the lanes.
- Performance of concurrent flow HOV lanes on I-270 and I-66 (outside Beltway) are impacted by severe congestion in non-HOV lanes.
- Hybrid resentment is present by those who feel HOV lanes were introduced as a congestion management issue, designed exclusively to encourage carpooling not for environmental purposes.

## **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 106 miles of track and 86 stations. Metrobus operates in the core District and in the outlying suburbs, as does Metrorail. Metrorail does not currently connect to Dulles Airport.

### Product Profile

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

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

The factors influencing transit use include:

### Automobile-Related

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

### Travel-Related

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

### Human-Related

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

### Transit System-Related

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

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

**Summary of Bus Activity**

<i>TRANSIT AGENCY</i>	<i>BUS ROUTES</i>	<i>CAPACITY</i>	<i>TYPE OF SERVICE</i>	<i>ROUTES CLOSE TO CAPACITY<sup>1</sup></i>	<i>ROUTES IN NEED OF RIDERSHIP INCREASES</i>
WMATA System Total	154 (Lines)	Range of seats per bus between 20-66  13,850 Wkdy. Trips 574,775 Wkdy. Seats	Peak and Non peak	36 Lines	44 Lines
WMATA DC Service	59	Range of seats per bus between 20-66  7,229 Wkdy. Trips 300,004 Wkdy. Seats	Peak and Non peak	B2; D1,3,6; 52,53,54; X1,3; H1; 79; U5,6; W4; X2; 90,92,93; 80; 70,71; U8; S1;S2,4; 32,36;	E6; M2; K2; B8,9; D4; N8; M8,9; K1; X8; G2; H6; V5; 60,64; M4
WMATA MD Service	54	Range of seats per bus between 20-66  3,710 Wkdy. Trips 153,965 Wkdy. Seats	Peak and Non peak	84; D12,13,14; F14; R1,2,5; Z2; K6; T18; R12; Y5,7,8,9; F4,6; Q2; C2,4; P12	B27; NH1; C12,14; B29,31; F12; H11,12,13; B21,22; J5; J11,12,13; C28; B30; J7,9; C11,13
WMATA VA Service	41	Range of seats per bus between 20-66  2,911 Wkdy. Trips 120,807 Wkdy. Seats	Peak and Non peak	1A-Z; 16A-P; 16Y; 16L; 23A,C; 28A,B; 29K,N	15M; 17A,B,F,M; 24T; S80,91; 18E,F; 18P,R,S; 3T; 29C,E,G,H,X; 28T; 9S; 13A,B,F,G; 2T; 25A,C,D; 9A,E; 8S,W,X,Z; 15K,L; 14A,B,E,H

Alexandria DASH	9 routes	62	Local peak and non peak, peak to Pentagon HOV: AT3, AT4	#2, #8, #10, (#6 - when NVCC is session)	#7 , # ¾ loop
Fairfax Connector	63 routes	29-55	Peak and Non-peak service. HOV:	151, 152, 171 401, 623 950, 980	231, 232, 301, 304, 307, 331, 574, 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 route structures encompassing 72 morning and 69 evening trips.  Began service to Tyson’s Corner in summer 2010.	55-67	Peak service	75% to 80% on most routes  Ashburn North and Christian Fellowship has ample parking and seating.	Cascades/Lowes Island to West Falls Church, WFC to Loudoun County and Ashburn North/Christian Fellowship to Washington, D.C. and Loudoun to Tyson’s Corner
MTA Commuter Buses	18 routes in Maryland	55	AM & PM Peak Hours Service Only	410,411,901, 902,903,904, 905,907,915, 929,991,995	320

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

### Assets (for bus only)

- Bus is the least expensive commute mode; a number of passes available for reduced fares
- Attractive alternative to commuters without vehicles
- In addition to publicly-owned transit, there are a number of private commuter bus services
- Convenient to many home destinations, shopping centers and business centers
- Benefits from the GRH program
- Faster than SOVs when their route includes HOV lanes
- Allows passengers to relax
- Commuter Stores, plus on-line ability to purchase bus fares via CommuterPage.com; Montgomery County's web site, and Fare Media by Mail.
- Costs savings for commuters compared to driving alone

### Deficiencies

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

### Prospects

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

### Challenges

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

## Summary of Rail Activity

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

### Assets (for Rail only)

- Although Commuter Stores are not run by WMATA, they provide an excellent sales vehicle for merchandise and tickets

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

#### Deficiencies

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

#### Prospects

- Provides attractive transportation option to commuters of all income ranges
- Provides an opportunity to its riders to relax during the commute
- In November 2010, average daily ridership was 17,700, up from roughly 16,600 the year before.

#### Threats

- Fare increases
- System delays and bad press has plagued both VRE and MARC in 2010.
- The system is rapidly reaching its maximum capacity of roughly 20,000 as it hit its highest ridership day ever on November 9, 2010 with 19,540 riders.

## Summary of Park & Ride Activity

<i>LOCATION</i>	<i>NUMBER</i>	<i>PAY</i>	<i>TYPE</i>	<i>CAPACITY</i>	<i>USED</i>	<i>% Used</i>
District of Columbia	2	No	Official	1,148	1,010	88%
	5	Yes	WMATA	2,083	1,610	77%
Frederick	9	No	SHA	1,058	577	55%
	4	No	MARC	2200	1650	75%
Montgomery County	14	No	Official	3,524	1,868	53%
	3	No	SHA	1,019	256	25%
	9	No	MARC	1855	1788	96%
	8	Yes	WMATA	13,884	12,079	87%
Prince George's	16	No	Official	4,656	4,180	90%
	4	No	SHA	848	386	45%
	5		Private	450	53	12%
	5	No	MARC	2200	2200	100%
	15	Yes	WMATA	24,383	21,091	87%
Arlington	3	2 No 1 Yes	County	880	94	11%
	1	Yes	WMATA	422	422	100%
Alexandria	1	Yes	WMATA	361	357	99%
Fairfax (City)	1	1 No	1 City	15	0	0%
Fairfax County	20	No	Official	6,539	4,919	75%
	5	Yes	WMATA	17,190	17,541	98%
	5	No	VRE	2,671	1,822	68.2%
	8		Other Private	1,141	841	74%
Loudoun County	3	No	Official	1,631	1,323	81%
	17	No	Private	1,459	589	40%
Prince William	15	No	Official	7,427	5,103	69%
	14	No	Private	2,274	1,381	61%
	6	No	VRE	3,843	3,297	85.8%
Fredericksburg	1	No	VRE	644	644	100%
Stafford	2	No	VRE	1,151	1,145	99.5%

*Official lots include VDOT and County owned lots.*

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

Park and Ride lots support mass transit, carpools, and vanpools. With the exception of Metrorail lots and a few others, the overwhelming majority of commuter parking is free within the Washington metropolitan region. Most rail parking for MARC and VRE in the region is free, while most Metrorail parking lots require paid parking through mandatory SmarTrip® cards. Metered spaces are also offered at most of the Metrorail parking lots. At several Metrorail park and ride lots, there are specially designed parking spaces for car/vanpool vehicles. These include the Huntington, Shady Grove and New Carrollton lots. The Huntington and Shady

Grove lots have random monitoring to insure that pool vehicles exclusively use the designated spaces. In Montgomery County, there are discounts for monthly parking in the facilities in Silver Spring and Bethesda for carpools and vanpools. Five person carpools are given greater discounts.

#### Assets

- Allows for more commuters to use transit
- Safe and convenient
- Used as a meeting point for car and vanpools
- Many offer both local and commuter bus service
- Many provide bike racks and some also offer secured covered bicycle lockers

#### Deficiencies

- Increases the cost of commuting on Metrorail
- Some lots are at maximum capacity on a daily basis
- WMATA requires a SmarTrip card to exit most Metrorail parking lots

#### Prospects

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

#### Threats

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

## **TELEWORK**

### Product Profile

One of the few alternative modes that has experienced increased use is telecommuting or teleworking; either home based or teleworking from specific centers. Based on the Commuter Connections 2007 State of the Commute Survey Report, almost 19% of regional commuters said they teleworked an average of 1.5 days per week, a substantial increase from the 2004 level of 13%. This percentage equates to approximately 456,000 teleworkers in the region. Teleworking grew in nearly every demographic and employer segment in which telework is feasible. Teleworking among federal agency workers continues to grow. In 2007, 16% of respondents who worked for federal agencies teleworked, compared to 12% in 2004 and only seven percent in 2001.

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

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

COG began helping businesses start or expand telework programs in 1996 through the establishment of the Telework Transportation Emission Reduction Measure (TERM) via the Commuter Connections program. Throughout the years, COG has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Beginning in FY09, telework has been supported by COG in Maryland via collateral, employer support and online case studies. Commuter Connections network members will also provide local marketing support and outreach activities to employers as needed.

### Employer-Based Promotions

- **TPE-** The Telework Partnership with Employers program provides free consulting services to employers in Maryland’s Baltimore region and is an initiative of the Maryland Department of Transportation (MDOT) in collaboration with the Metropolitan Council.
- **Telework!VA-** The Telework!VA program is an initiative of the Virginia Department of Rail and Public Transportation (VDRPT) that began in 2001, designed to help reduce traffic congestion in Northern Virginia. The program provides financial incentives and expert assistance to companies to help them start or expand a telework program. In 2007, VDRPT expanded the program statewide. VDRPT is partnering with the Virginia Department of Transportation (VDOT) on marketing efforts in FY2011. In addition to providing assistance and training to employers, Telework!VA reimburses eligible participating employers for agreed upon costs related to IT equipment leases, consultant and installation costs and telework center use.

### Other telework resources available in the area include:

- Office of Workplace Initiatives for Federal Employees, managed by GSA.gov
- 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)

- Telework Exchange

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.

#### Strengths

- 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

#### Weaknesses

- 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

#### Opportunities

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

#### Challenges

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 employee's needs 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. Additionally, recent downturns in the economy may force employer to retract or reduce telework programs.

## **BICYCLING**

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

According to the 2007 State of the Commute Survey Report:

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

According to the U.S. Census, bicycling to work is most common in the urban core jurisdictions of the District of Columbia, Arlington County, Alexandria, and inner Montgomery County, and in census tracts adjacent to major bicycle trails. Bicycling in the urban core increased from 1990 to 2000. While bicycling may have declined in the outer suburban areas during the same period, requests for adequate bike facilities in these areas have increased. Employers located in bicycle-friendly communities or near major bicycle trails are more likely to succeed in persuading employees to ride to work than employers located in areas where the infrastructure does not support cycling.

The following are findings from the 2007/2008 Household Travel Survey of 11,000 randomly selected households in the TPB region and adjacent areas (+3,500 Baltimore region samples) on walk and bike travel. The study took place between February 2007 and March 2008. It indicated a change in bicycle commuting modal share from 0.7% in 1994 to 1.0% in 2007/2008. The bike commuting share by jurisdiction of residence indicated across the board increases with more significant increases of 1 and 2% in the District of Columbia and Alexandria respectively. The most prevalent purposes for daily travel by bike were work-related trips at 30%, followed by social/recreational at 20%, shopping/meals at 15%, and school at 13%.

In a 2009 study by the District Department of Transportation, average hourly bike counts since 2004 for 19 consistently measured District of Columbia locations has increased by 24.5%, from 28.6 bicycles per hour in 2004 to 35.6 bicycles per hour in 2009. The average peak-hour bike count has increased by 80.5% since 2004, from 34.5 bicycles per peak-hour to 62.3 bicycles per peak-hour in 2009. The percentage of bicycle helmets worn has increased by 5.8%, from 71.7% in 2004 to 77.5% in 2009.

### Assets

- Avoiding rush hour traffic or transit delays
- Arrive at work invigorated and refreshed; combines exercise and drive "time."
- Improved productivity
- Improved overall health of employees
- Significantly reducing overall commuting costs with less gas use and wear on automobile
- Bicycle commuters annually save on average \$1,825 in auto-related costs, reduce their carbon emissions by 128 pounds, conserve 145 gallons of gasoline, and avoid 50 hours of gridlock traffic.

### Features

- Bicycle commuter benefit introduced in 2009 provides \$20 per month
- DDOT will help District employers select, locate and install bicycle racks garages or on surface parking lots; and will pay for the racks and provide a free bicycle parking sign if employer pays an installation charge.
- Metro Stations have free bike racks.
- Bikes are allowed on Metrorail during off-peak hours.
- Bike lockers are available for lease for \$200/yr + \$10 deposit at about 50 Metrorail stations
- All Metro buses, Arlington Transit Buses, Fairfax Connector buses, Montgomery County Ride On buses, PRTC OmniLink, and Annapolis Transit buses have bike racks on the front of the bus.
- Free rack parking at state and local Park & Ride lots.
- All VRE Stations have bicycle parking and permit a limited number of bicycles on board in designated rail cars.
- 2,000 more racks are being installed in Maryland and Virginia in public spaces, 300 in the District of Columbia. The District of Columbia now requires bicycle parking in any building with motor vehicle parking. Montgomery County is considering modifying its zoning ordinance to require bicycle parking.
- Bike Maps for the region can be purchased at [www.adcmap.com](http://www.adcmap.com) or [www.waba.org](http://www.waba.org); targeted bike maps available from Montgomery County; Arlington County; Fairfax County; the District of Columbia; and the College Park area. Numerous trail maps and commuter and safety guides are available through the Washington Area Bicyclist Association. State maps are available through Maryland and Virginia.
- Over 40% of Washington residents bicycle for recreation.
- WABA provides an online commuter mentor program matching experienced bicycle commuters with first time bicycle commuters.
- Region's trail network is expanding rapidly over the next 10 years, providing links to employment centers.
- Scores of miles of new on-street bicycle lanes have been added recently in the District of Columbia, Montgomery County, and Arlington County. Hundreds of miles of bike lanes will eventually be added across the region.
- Bike Sharing was introduced in DC in 2008 and is scheduled to launch in Arlington by the end of the 2009.
- The VDOT Bicycle Locker Program at state owned Park & Ride lots. Cost is \$60/yr, \$40 deposit.
- Fairfax Bicycle Locker Program located at County owned Park & Ride lots.
- Commuter Connections provides free Biking to Work in the Washington Area guides which double as Employer and Employee guides. The guide is also available online as well.
- Commuter Connections launched an online bicycle routing system in FY2009 to help commuters map out the safest or fastest routes.
- Capital Bikeshare contains 1,100 heavy duty durable bikes at 100 stations in the District and 14 stations in Arlington County and are available 24 hours a day, 365 days a year.

### Deficiencies

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

- General public lacks bicycling education and skills needed to bicycle safely in traffic
- Many motorists lack the proper education and understanding of sharing roadways with cyclists.

### Prospects

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

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

Bike to Work Day has been a tradition in the Washington metropolitan region for many years. In 2000, Commuter Connections began to lend its support to WABA as part of its effort to encourage employers to promote bicycling to work. This grew the event from a primarily downtown D.C. happening to a truly regional one, with over twenty pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials. The Steering Committee for the event includes representatives from the bicycle and TDM community. The event has grown tremendously over the past ten years to 35 pit stops throughout the region. This cooperative effort has resulted in an increase of registrants every year. In 2010 the event reached 9,200 registrants, a 17% increase over 2009. T

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

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

Bike DC was reintroduced in 2008 for the first time in years. The family oriented event offers 20 miles of weekend car-free biking from Washington DC to Arlington.

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

A federal tax benefit for bicycle commuters enacted in 2009 allows bicycle commuters to deduct \$20 per month, pre-tax, from their paychecks to cover bicycling related expenses. As with the train, bus and vanpool benefit, employers save by not paying payroll taxes on the pre-tax portion of their employees' paycheck.

### Challenges

While progress has been made in all jurisdictions, the lack of infrastructure in the region to support cycling to work appears to be the primary reason preventing adoption of this mode. A Regional Bike plan has been

adopted by the National Capital Region Transportation Planning Board (TPB) in an effort to address improvement of bikeways and parking throughout the region.

In order for marketing efforts in bicycling to become more successful, commuters' attitudes must change in regard to the detriments or weaknesses of bicycling (traffic danger, logistics, employer parking, etc.). Motorists need to be more educated on responsibilities of 'sharing the road' with bicycles to create a more bicycling friendly community.

Bicyclists need to observe the same rules of the road as motorists, such as coming to complete stops at red lights and stop signs.

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

## **BIKE SHARING**

### Product Profile

Bike sharing is an automated, public, bicycle rental system and was first introduced by the District in 2008 under the moniker of SmartBikeDC, the District's 100-bike system run by ClearChannel Outdoor . The success of the SmartBike program helped to lead for further demand for more bicycles and stations. In response, DC and Arlington County launched a new bike sharing system in fall of 2010 called Capital Bikeshare. Capital Bikeshare launched on September 20, 2010 through a partnership between the District Department of Transportation and Arlington County. Alta Bikeshare was hired to operate the system adapted from Montreal's popular Bixi system. The program initially launched with 1,100 bikes and 114 stations throughout the District and the Crystal City area of Arlington County.

Users can choose to purchase a day, month or annual membership priced at \$5, \$25, and \$50 respectively. Monthly and annual memberships can be purchase on the website at [www.CapitalBikeshare.com](http://www.CapitalBikeshare.com) and members are sent a key fob that allows access to all of the bikes throughout the entire system. Daily memberships can be purchased at any bikeshare station. All members are given thirty minutes of every trip free of charge. If a bike is kept longer than 30 minutes, the member will incur fees for every additional 30 minutes that the bicycle is used. This pricing model is designed to keep the bikes in the system so that they are always available for others to use. Helmets are encouraged but not required or supplied.

Capital Bikeshare marked its official launch at a press conference behind the U.S. Department of Transportation Headquarters with dignitaries from both the District and Arlington. The inaugural ride followed the ceremony as nearly two hundred members hopped on the brand new bicycles en route to various stations. Numerous major media outlets covered the event helping to fuel the early success of the program. Within two weeks of the initial launch, Capital Bikeshare recorded a total of 4,000 trips. Within one month and a half after the launch, the annual member count had reached nearly 4,500.

One aim for the new system is to lay groundwork for future expansion throughout other parts of the region, in order to form a cohesive regional bikesharing system. Capital Bikeshare is partnering with area bicycle stores to provide discounts on helmets.

## **CAR SHARING**

### **Product Profile**

Car Sharing is a viable alternative to individual car ownership, with positive economic and environmental impacts on communities. Car sharing companies, such as Zipcar and Connect by Hertz, have positioned hundreds of vehicles in the neighborhoods of greater Washington DC area. With a fully automated online reservation and vehicle locating system, one membership can reserve and drive any available vehicle in any of the Zipcar cities in the United States, Canada or UK. Once reserved by a member, vehicles are unlocked using a personal access card that the member obtains upon joining the car sharing service. All rental rates for a Zipcar include gas and insurance, as well as a reserved home parking space for the car. Vehicle types range from low-emissions Hybrid cars and Cooper Convertibles to small pickup trucks and BMWs.

On average, Zipcar members state they save more than \$600/month or \$7,200/year after joining Zipcar. Likewise, each Zipcar takes 15-20 personally owned vehicles off the road. Zipcar studies have also shown that members drive an average of 2,500 less miles per year after joining Zipcar. Having to walk a block or pay for a vehicle by the hour changes member's behavior patterns, making them more efficient with their driving choices. As a result, the average Zipcar member drives 2,500 fewer miles per year, saving 219 gallons of gasoline over that period. At current membership levels, Zipcar members will save 16 million gallons of gasoline and 150 million pounds of CO2 annually.

Zipcar is available in the greater Washington D.C. metropolitan area including Washington, D.C., Alexandria, Arlington, Fairfax, Montgomery, and Prince George's County. Not only do thousands of Zipcar members take advantage of the convenience of car sharing but many businesses, universities and government agencies do as well. Zipcars have been available in the Washington, D.C. area since 2001, and currently there are over 500,000 members reserving 7000 cars in all of its Zipcar cities.

To join Zipcar, there is a \$25 application fee plus a \$60 annual fee. Rates range from \$7 to \$14.50 per hour, with 180 miles of gasoline included in these rates. The maximum daily rate varies depending on car type, costing anywhere from \$69 - \$105 per day. Businesses and non-profit organizations can take advantage of special "Z4B" rates that have reduced hourly costs for reservations during the week.

Connect by Hertz is a new venture of the car rental giant which was launched in December 2008. With a fleet of 300, the service operates in New York City, London, Paris and a handful of universities. In April 2009, Marriott's Bethesda headquarters became the first corporate customer in the Washington area to join, Connect by Hertz. The vehicles can be used by employees during the day for errands or off-site meetings. The intention is that by making carsharing available on-site, it will encourage employees to leave their cars at home and instead carpool, bike and use public transportation to travel to work. After enrolling in the club online, employees can reserve vehicles anytime, 24/7. After reserving a car, members receive an email confirmation and text message with the car's license plate and location. To unlock and engage the vehicle, members swipe their card over an identification reader and then pay an hourly rate that includes gas, maintenance and insurance. Marriott and Hertz vehicle use by other businesses and residents located nearby.

### Advantages

- Maintenance, insurance, fuel and parking costs are included in rate
- Less expensive than car ownership for occasional personal or business use
- Can assist employers in augmented company vehicle fleets (or help eliminate them altogether.) Increased transparency and employee accountability of vehicle use.
- Easy online reservation system that requires less than 1 minutes to locate and reserve a vehicle
- Many cars located at Metro stations all around D.C.
  - Ideal for those who don't own a car or who occasionally need a second car. Less expensive for businesses than maintaining a fleet of vehicles
- Zipcar maintains a high MPG standard for its fleet; 10 percent of the fleet is hybrid.
- Zipcar members who sell their cars report saving over \$600 per month by not having a lease payment, or parking, maintenance, insurance, registration and gas costs.
- According to a 2008 Carshare Survey by the National Capital Region Transportation Planning Board's Commuter Connections program:
  - About 18% of commuting respondents said they had started or increased use of alternative modes since joining carshare. Most of these changes were to transit or to bicycle/walk.
  - Before joining carsharing, respondents owned or leased an average of 0.71 vehicles per household. After joining carsharing, the average vehicles per household dropped to 0.47.
  - Carshare users appear to reduce their total annual driving miles, for all trip purposes, by about 1,675 miles per carshare user.

### Prospects

- Can serve as a GRH alternative for some companies
- Zipcar has over 350 locations and over 800 cars located throughout the Washington metropolitan region. The company averages thousands of new members per month.
- Zipcar maintains strong alliances with DDOT, WMATA, Arlington Alexandria, City of Rockville, and Mt. Rainier.
- Employers can use car sharing to augment their vehicle fleets and for business trip purposes.
- Although a direct correlation cannot be attributed to Car Sharing, vehicle registrations dropped by 5.8% in DC between 2005 and 2008, even as population rose slightly.

### Challenges

- Carsharing has not been statistically proven to reduce traffic congestion and improve air quality to any significant degree.

## SUPPORT SERVICES FOR ALTERNATIVE COMMUTING

### GUARANTEED RIDE HOME PROGRAM

#### Product Profile

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

#### Assets

- Low-cost benefit with high perceived value by both employee and employer
- Assists in overcoming commuter anxiety of being stranded
- Assured ride allows greater participation in alternative transportation programs
- GRH has been expanded to include the Greater Baltimore area in October 2010

#### 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. The GRH program has been expanded in FY 2011 to include the Baltimore Metropolitan region and St. Mary’s County.

#### Challenges

- 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.
- Streamlined marketing has resulted in significantly lower recall of the program and registration numbers.

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

Product Profile

In the Baltimore/Washington region, the Maryland Transit Administration's Commuter Choice Maryland commuter benefits program and the Washington Metropolitan Area Transit Authority's SmartBenefits program offer employees the ability to ride transit or vanpools to work for less than full fare. And for employers who contribute to their employees' monthly commuting costs, they have the opportunity to take federal and state tax deductions and a Maryland Commuter Tax Credit when they contribute to the cost of employees' monthly commuting expenses.

The current tax-free employee transportation fringe benefit amount is \$230 per month through the end of calendar year 2010 and could revert back to \$120 per month for 2010 (with indexing for inflation). Federal agencies in the Washington, D.C. National Capital Region can provide employees with the same tax-free transit benefits to cover commuting costs up to the maximum allowed by law. These same federal benefits are also extended beyond the National Capital Region to employees who work for the legislative and judicial branches or for independent agencies.

Employers in the Baltimore, Maryland area can join the Commuter Choice Maryland commuter benefits program offered by the Maryland Transit Administration (MTA). Employers in the Washington, D.C. area can join the SmartBenefits<sup>®</sup> program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or SmartBenefits<sup>®</sup> tax-free benefit of up to \$230 (currently until 1/1/11) 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 deduction benefit. When employers provide Commuter Choice Maryland or SmartBenefits<sup>®</sup> to employees, there are opportunities for tax savings for both employers and employees.

In Maryland, the Maryland Commuter Tax Credit makes it possible for Maryland employers that pay for part or all of the eligible monthly commuting expenses of their employees can 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. Employers register each year to qualify for the tax credit. The tax credit can be taken against the personal or corporate income tax or the insurance premium tax.

WMATA SmartBenefits<sup>®</sup> offers two fare payment instruments, the SmarTrip<sup>®</sup> Card, a credit-card sized smart card embedded with a computer chip to keep track of the cash value on the card, and SmartBenefits<sup>®</sup> vouchers which can be redeemed toward the cost of transit fare media and rides in vanpools. CharmCard<sup>®</sup> is the MTA's new way to pay that makes traveling by Local Bus, Light Rail and Metro Subway easy. CharmCard<sup>®</sup> also works in Washington, DC Montgomery County, Northern Virginia, and anywhere the SmarTrip<sup>®</sup> logo is displayed.

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

### Product Profile

The MTA's Commuter Choice Maryland Program consists of two sub-programs. The first sub-program is federal commuter transportation fringe benefits, which feature three tax-saving methods for employers to distribute passes and vouchers to employees – the *employer-supported method*, the *pre-tax salary deduction method*, and the *combination method*. The second sub-program is the Maryland Commuter Tax Credit, which allows employers who provide commuter transportation 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 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 week of each month to the worksite. Passes are valid for unlimited monthly travel on MTA Local Buses, Light Rail, and Metro Subway. Unsold passes are turned back into the MTA along with a check for the previous month's pass sales along with a reconciliation sheet. Twenty employees must be signed up to be in the formal program. Employers with less than 20 employees signed up can still participate, but the employer must pick up passes from the MTA Transit Store or an MTA pass sales outlet in advance of distributing them to employees.

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

In the Baltimore region, more than 500 public and private sector employers provide Commuter Choice Maryland benefits to greater than 20,000 participating employees.

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

### Product Profile

In the Washington, D.C. region, nearly 5,500 public and private sector employers provide SmartBenefits® to more than 200,000 employees. Employers who participate in the SmartBenefits® program include federal and local government agencies, and a broad spectrum of private sector for-profit and non-profit (association) employers.

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

As of January 2011, the SmartBenefits® program is implementing a new process for employee transit and parking benefits. Metro's new system will divide commuter benefits into two "purses" on employees' SmarTrip® cards; transit and parking. Funds will be parsed out based on an employee's monthly transit and parking allotments. Employees can add to their stored value purse at any time and any funds remaining on an employee's SmarTrip® card as of December 31, 2010, will be allocated to the stored value purse. In scenarios where there are deficient commuter benefit funds at the time of boarding a bus, exiting turnstiles or parking facilities, funds in the stored value purse can be used. Based on employer election, commuter benefit subsidies will be credited back to the employer should an employee not exhaust all of their monthly benefit funds. Employers who provide commuter benefits as a pre-tax option may either receive a credit for employee surplus amounts or simply let the amount rollover onto the employees' SmartBenefits® account. Migration to the new SmartBenefits® program will start in January 2011 and occur over the course of four to six months, beginning with customers who receive both parking and transit benefits first. Program administrators will receive notification and instructions from Metro at least six weeks prior to their scheduled migration date.

### Assets

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

- Combined, there are over 150 Giant Food and CVS Pharmacy locations in the region that sell and reload SmarTrip cards.
- Connector stores in Fairfax County and Commuter Stores in Arlington County also sell and reload SmarTrip cards. The new SmartBenefits®
- AnyTime feature introduced in 2011 enables employers to assign benefits to an employee after the standard cutoff date so that they won't have to wait until the next enrollment period to receive benefits.

### Current Promotional Strategy

Traffic congestion and automobile-generated pollution are ever-increasing problems that plague the greater Baltimore-Washington region. Employers who participate in the Commuter Choice Maryland and SmartBenefits® programs are part of the solution. These employers encourage their employees to use public transportation for their work commute. This helps take cars off the road while providing a less stressful way for employees to arrive at work on time, ready to maximize their potential for productivity. MTA and WMATA market Commuter Choice Maryland and SmartBenefits® via advertising (car cards on bus and rail, rail station posters and dioramas, bus exterior posters, newspapers, radio), seminars, and workshops for employers, the Internet, and outreach events at rail stations, bus stops, and public places throughout the Baltimore and Washington area. TEA 21 gives employers flexibility in developing and implementing a transit benefit program. It is no longer a question of “will” an employer implement a transit benefit program. It’s now just a question of “when.”

### Challenges

- 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.
- Changes to recent IRS regulations have prompted changes to how employers will be able to distribute SmartBenefits® related to transit and parking benefits. The changes will take effect January 2011.
- Not all users register SmarTrip® cards.
- Cost of employer-subsidized benefit for large employers can be high, if provided only as a direct (free) benefit.
- Communication to all employers regarding the important IRS mandated changes effective January 2011.

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

Product Profile

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

Promotional Campaign

- Clean Air Partners' website continues to be the primary mechanism to communicate air quality information to the public. The number of hits to the web was 805,000 for the 2009 ozone season, and the number of participants increased slightly (300 new subscribers) bringing the total to nearly 3,000 participants.
- Clean Air Partners expanded its outreach efforts to include social media presence on Facebook, Twitter, and YouTube.
- Clean Air Partners joined with the U.S. Environmental Protection Agency's (EPA) [ENERGY STAR](#)<sup>®</sup> program to extend their commitment to protect public health, improve air quality, and reduce greenhouse gas emissions by launching the [Clean Air Pledge](#). The Pledge was promoted through Earth Day 2010.
- In May 2010, Clean Air Partners recognized local students during its annual poster contest award ceremony. The awards event took place at the Maryland Science Center on May 20<sup>th</sup>.
- The 2010 season included extended day forecasts for ozone and particle pollution for the Washington Metro Region, the Baltimore Metro Region, Western Maryland, and Eastern Shore.
- Even as the region's air quality improves, EPA has proposed adopting an even stricter national standard for ozone because many scientific studies now link much smaller amounts of ozone pollution to serious respiratory problems. EPA announced, in September 2009, that the Agency will reconsider the national ozone standard adopted in 2008 (0.075 parts per million) to ensure they are clearly grounded in science, protect public health with an adequate margin of safety, and are sufficient to protect the environment. EPA is scheduled to issue the final standards by August 2010.
- Brochures, which include information on ozone and particle pollution and the air quality action guide, were updated and distributed to Clean Air Partners participants and members. The brochures were also distributed at various outreach events across the region and at Metro stations.
- A media campaign on radio was conducted in June and July 2010 with a message of personal tips to prevent air pollution. Listeners were urged to visit the web site to sign up for AirAlerts. Two 60 second radio ads were rotated through out the campaign period.

- Transit ads were on display during the summer months in Metro stations and on Frederick County TransIT, City of Fairfax, and Prince George's County buses. The messaging drove the public to the website to sign up for AirAlerts.
- Online ads were run on the Washington Times and Baltimore Sun websites for two weeks in July. The ads drove visitors to the website to sign up for AirAlerts.
- As part of the media campaign, radio stations in the Baltimore/Washington region hosted promotional events including an after-dark tank party, electric lawnmower contest, and free metro passes.
- Clean Air Partners continued to educate students through *On the Air: Exploring Air Pollution Sources and Solutions*. *On the Air* education curriculum engages students in the exploration of their environment as they study important air pollution topics such as Criteria Air Pollutants, the Air Quality Index, Ozone, Particulate Matter, Our Lungs and Health, Community Sources and Solutions, and Climate Change. Over 3,640 students used the curriculum since its launch in 2007.
- Clean Air Partners and the Maryland Department of the Environment are conducting a one-day lawnmower exchange event. The event will take place at Camden Yards on August 14, 2010. Residents will receive a deep discount when trading in a gas-powered mower for a new electric mower.
- Commuter Connections supports Clean Air Partners through an annual sponsorship.

### Strengths

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

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

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

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

#### Weaknesses

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

#### Opportunities

All of these activities have led to the recruitment of more than 3,000 participants in the Clean Air Partners program in the Baltimore/Washington area. Participants have distributed thousands of pieces of literature on behalf of Clean Air Partners.

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

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

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

#### Challenges

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

Despite improvements in the region's air quality, new challenges lie ahead. In March 2008, EPA announced a new standard for ground-level ozone which took effect in May 2008. EPA lowered the standard based on new research demonstrating that lower levels of exposure to ozone over longer period of time may affect the health of "sensitive groups" (people with lung disease such as asthma, children and older adults, and people who active outdoors). ). The new standard coincides with the Code Orange Air Quality Index level. EPA announced, in September 2009, that the Agency will reconsider the national ozone standard adopted in 2008 (0.075 parts per million) to ensure they are clearly grounded in science, protect public health with an adequate margin of safety, and are sufficient to protect the environment. EPA is scheduled to issue the final standards by August 2010. ***As a result, the region may see an increase in the number of days per year that exceed the new standard.*** Clean Air Partners faces some difficult challenges in its purpose to encourage employers and individuals to take voluntary action in clearing the air when they may be called upon more frequently to take action.. With the possibility of more Code Orange and Red days, Clean Air Partners will continue to face the challenge of securing employer commitments to take voluntary actions.

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

## **‘POOL REWARDS**

Commuter Connections rolled out a carpool incentive demonstration project in October 2009 in the Washington region. The program aimed to encourage solo drivers to try carpooling through financial incentives. Underlying such programs is the belief that solo commuters are more likely to change their driving habits when offered incentives to carpool. The program branded as ‘Pool Rewards offered cash to commuters who were previously driving alone to work through one of three specific corridors in the Washington region (later expanded) when they agreed to start or join a new carpool.

The initial corridors selected for trial demonstration project were as follows:

- I-495: Bethesda to Tyson’s Corner (west bound in the morning, east bound in the evening). At a minimum, the carpool must be traveling on this corridor anywhere between MD-190 (River Road) and VA-123 (Chain Bridge Rd).
- I-495: MD-295 (Baltimore-Washington Parkway) to I-270 (west bound in the morning, east bound in the evening). At a minimum, the carpool must be traveling on this corridor anywhere between MD-295 to I-270.
- I-395: Washington, D.C. to Northern Virginia (south bound in the morning, north bound in the evening). At a minimum, the carpool must be using the 14th Street Bridge (I-395) to travel between the District of Columbia and Virginia.

In February 2010, the boundaries restrictions were lifted and the program was opened up to include all roadways within the region.

‘Pool Rewards encourages current drive alone commuters to try carpooling and if eligible commuters earned \$2 per day (\$1 each way) for each day they carpool to work over a consecutive 90-day period as assigned by Commuter Connections. The maximum incentive for the 90-day period is \$130 in exchange for going online and logging travel information and for completing surveys about the experience.

Each new carpool must have commuted to work an average of two or more weekdays for the duration of the 90-day program. Applicants must not have used an alternative commute mode (i.e., carpool, vanpool, transit, bicycle, walk) more than three days in the 30 days prior to applying for ‘Pool Rewards. The focus is on commuters and carpools only, so neither vanpools nor students are eligible. Participants must read all guidelines before being considered for participation.

In FY2011, the demonstration project participants were surveyed and more than 70 percent of the initial 100-plus participants identified ‘Pool Rewards as a valuable motivator to get them out of driving alone to and from work in their cars and into carpools. Encouraging results led to the re-launch of the incentive project in October 2010.

### Promotional Strategy

#### Target Market

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)

- \$80,000+ annual household income (68%)
- Commute of more than 20 miles / 30 minutes
- Live in Virginia (65%) or Maryland (33%); work in D.C (49%) or Virginia (34%)
- Work for employers with 100+ employees (71%), work for employers with 1,000 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

The marketing strategy for ‘Pool Rewards built upon the recognition of the Commuter Connections brand as an umbrella resource committed to improving traffic congestion and air quality in the metropolitan Washington DC region.

The FY 2011 campaign included outreach to the region’s Employee Transportation Coordinators (ETC) as well as promotion to the region’s commuters. For each employee that applied and was accepted into the ‘Pool Rewards program, the ETC received a chance in a prize drawing for a \$200 VISA gift card and other prizes such as auto safety kits, rolling insulated coolers and gourmet coffee gift cards

The strategy for the ‘Pool Rewards marketing campaign included the following:

- Informing and engaging the public and media was seen as critical to the identification of participants for this program. A press release was issued on November 8, 2010 preceded by media outreach. Media placements for the ‘Pool Rewards program are included in the Appendix.
- Interviews with Commuter Connections were conducted by the following news organizations:
  - o Gazette Newspapers
  - o WMAL
  - o Local News Service – Serving NBC, FOX and WUSA
- Marketing outreach to area commuters included live radio reads on WTOP and Facebook ads. The program was promoted on the Commuter Connections Facebook page and was tweeted by local media outlets on Twitter.
- 9” x 6” postcards were sent to Employee Transportation Coordinators to encourage them to promote the program to employees. Details were also included in the Fall Commuter Connections newsletter.

#### Opportunities

Based on evaluation results, program was extended into FY 2011.

The goal is to register at least 1,000 participants in the program by March 1, 2010.

#### Challenges

Low level of participation

## CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

### *LOCAL MOTION – City of Alexandria*

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

*Marketing Budget: \$50,000*

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

Ongoing employer outreach marketing and promotional activities include:

- **Employer Consultations:** Meetings with Alexandria employers to discuss transportation and telework options for employees. These meetings encourage employers to offer a transportation benefits program that includes SmartBenefits and Telework!VA and ridesharing.
- **Local Motion Web site:** [www.alexandriava.gov/localmotion](http://www.alexandriava.gov/localmotion) is the program Web site that offers news and tools for traveling to, from, and through the City. The site is promoted to residents, businesses, and visitors via brochures, displays, newsletters, partner Web sites, and giveaway items. The site provides information about public transportation, ridesharing, walking/bicycling, telework, Carshare Alexandria!, Guaranteed Ride Home, , upcoming meetings and events, nuRide and and other information.
- **Promotional Events:** Conduct outreach at worksites and residential communities. Local Motion also participates in health and benefits fairs, and events coordinated by TMP representatives, other TDM organizations, and government agencies. Local Motion organizes and markets the Alexandria Bike to Work Day pit stop. Local Motion Ambassadors, resident transportation workshops, and other events as needed. Local Motion participates in City events, such as the Alexandria Red Cross Waterfront Festival, the Alexandria Birthday Celebration, Earth Day, Alexandria Education Partnership activities, Chamber of Commerce events, and others.
- **Marketing efforts:** Other marketing initiatives include an ad in the Your Community PhoneBook book, newspaper ads, public access television public service announcements, direct mail, newsletter articles in City civic organizations publications.

### *ALEXANDRIA TRANSIT COMPANY – DASH*

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

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

- **SmarTrip Promotion** — SmarTrip available on entire fleet – continuing promotion and education to increase usage.
- **Joint Promotional Activities** — with local businesses and employers.
- **25th Anniversary Celebration** — Promote anniversary to public and employees. This is done through special events, promotions, and the media. Themed months, different promotions throughout the year.
- **Old Town Transit Shop** — Continue to promote this shop as a convenient location to purchase a variety of passes, obtain schedules, get specific route information to plan daily trips, buy tokens and

other fare media. This includes all fare media, not just DASH. Also promoting it as a location to add value to SmarTrip.

- **Route and Schedule Brochure** — Schedule redesigned early 2007 to make it easier to read and plan for expanded information. Update, print, produce, and distribute to entire Alexandria area on a continuing basis.
- **Promotional Material** — Buy specific items or create pieces to meet needs of a target audience or special event.
- **Print Advertising** — Place advertisements in publications that will educate, create awareness and visibility for DASH bus, Old Town Transit Shop, and employment opportunities for operators.
- **DASH Pass** — Educate current customers about our money-saving economical pass. Increase consignment sites.
- **DASH Transfer** — promote our **free** transfer that is good for 4-hours on any DASH bus route.
- **Webpage** — Website redesigned and launched spring 2009. Increased functionality and features to include subscription to electronic alert and news notifications, Google trip planner, and more.
- **Programs** — New Neighbor, Education, Community Outreach, School Supply Drive, Transportation Management Property.
- **Newsletters** — *Employee/Dash Flash*: produced in-house and features company news, special events, local and state road information, and community activities. *Customer/DASH About*: produced in-house and distributed on buses. Includes information about the company and its policies. Also features operator news and special announcements.
- **In-house Communications**— Ongoing, wide range of activities from updating bulletin boards to posting signage for meetings and events.
- **Customized Schedules** — Design site-specific timetables for various businesses and communities.
- **Associations/Committees** — Actively participate in APTA and VTA. Join community groups and organizations.
- **Special Services** — Work with local groups to encourage the use of our special services. This includes events like First Night Alexandria, the Breast Cancer Awareness Walk, the George Washington birthday parade and more.
- **Community & Employer Outreach** – Educational sessions with local schools, apartment complexes, and employer sites educating about the use of transit, and specifics about using the DASH bus system.
- **Transit Fairs** – participation in transit fairs across the City throughout the year, educating the public about transit and the specifics of using the DASH bus system.

## **ARLINGTON COUNTY**

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

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

Arlington Transportation Partners - \$50,000.00

Umbrella campaign - \$640,000.00

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

Arlington Transit - \$110,000

Arlington County Commuter Services will do the following:

- Direct Mail Program to Arlington households
- Arlington cable TV
- On –Board bus interiors
- Subway tunnel 2-sheets

- Internet co-ops, sponsorships, and blogs
- Sponsorships of local community events
- Advertising in local retail and business directories
- Retail kiosks and point-of-purchase displays
- Newspaper advertising
- Street team activities
- Quarterly newsletter and packages for top 400 employers
- E-mail alerts and newsletters
- Websites
- Social marketing such as Facebook and Twitter

### ***COMMUTER CONNECTIONS***

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

FY 2011 Media Budget \$930,807

*(from Work Program for the Commuter Connections Program for the Greater Washington Metropolitan Region)*

The Commuter Connections regional marketing campaign for FY11 will continue to support the region's transportation demand management companies, transit operators, and local city, state and county governing agencies by providing an umbrella campaign that promotes all alternatives to driving alone and the regional support services designed to ease commuters' use of these alternatives. Campaign direction was based in part on input from the Regional TDM Marketing Workgroup made up of TDM stakeholders from various jurisdictions within the National Capital region.

Marketing will provide frequent regional promotion of alternative commute options including; car/vanpooling, teleworking, bicycling, walking, and mass transit; support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services, and special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. The FY11 marketing program will raise commuter awareness of commuting choices available in the Washington metropolitan region and support the Commuter Connections network in persuading commuters to choose, and continue to use, alternatives to driving alone to work.

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

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

Internal reports and surveys are the cornerstone for the FY2011 Marketing Brief. These reports provide quantitative and qualitative measurement of commute behavior by workers throughout the Washington metropolitan region and the results of this behavior on air quality and congestion. In particular, the FY2011 marketing campaign will be looking to bolster the results of the Mass Marketing and Guaranteed Ride Home programs as reported in the TERM Analysis Report.

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

Creative direction for the campaign was also based in part on input from new additional customer research conducted during FY 2011. The research used an online survey format, delivered via email invitation. Respondents were recruited using an online panel, selecting for geography, employment and age. The survey was fielded November 2-7, 2010. A total of 591 qualified, complete surveys were received. The purpose of the survey was twofold: (1) concept and awareness testing for Rideshare and Guaranteed Ride Home campaigns, and (2) Commuter Connections audience profile, including demographic, behavioral and attitudinal measures. All respondents received the demographic, behavioral and attitudinal profiling questions. The ad concept and awareness section was divided into five “branches”; each containing three ads. Respondents were randomly assigned to one branch. The concepts tested in the research include the three concepts developed for the spring Rideshare and GRH campaigns as well as the Commuter Connections TV spot and Rideshare and GRH spots from the Spring 2010 campaign. Results and input from the research were used in the development of the concepts for the Spring 2011 campaign.

The FY2011 campaign will continue to promote awareness of commute options and the benefits these options offer the SOV driver. The Guaranteed Ride Home message will continue to focus on peace of mind, addressing and removing any concerns about being stranded due to non-SOV commute options. In addition to paid and earned media, the regional effort will include special events including Car Free Day and Bike to Work Day. The mission of these events is to encourage SOV drivers and commuters respectively, to commit to trying an alternative mode with the intention of altering SOV commute behavior to incorporate alternative modes as part of their drive or commute behavior.

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

- Increase awareness of the Guaranteed Ride Home program to SOV commuters, removing a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Strategies and media will be investigated to enable enrollment with no, or minimal, additional effort required.
- Use the number of people who use alternatives to driving alone or telework to encourage others to follow suit. Social psychology experiments have shown people will conform to what others are doing. Commuters may be more likely to choose an alternative to driving alone if they know that many of their co-workers and fellow commuters already have. By reinforcing the idea that hundreds of thousands of commuters in the Washington DC region are already saving money on their commute, others may feel compelled to join the trend.
- Targeted marketing messages will be used to reflect jurisdictional commute options and norms for regional activity centers and clusters in the Washington DC region.
- Increase the number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.
- Provide renewed focus and promotion of teleworking or coworking as an economically sound and environmentally friendly solution to traffic congestion.

Car Free Day, Bike to Work Day, ‘Pool Rewards and any other program or event. These reports identify specific media that are best suited for each target audience. The report information is considered along with the cost of each media option and results from previous Commuter Connections campaigns.

For FY2011, **radio** will serve as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency when they are engaged in their possibly stressful, frustrating, costly and time consuming commutes.

**Print** creative is important to provide visual, repetitive communication and reinforcement of messages delivered through radio spots. FY2011's marketing strategy will include well placed print across the geographical region. Outdoor print, online print, and cable TV will be evaluated as visual elements for the campaign.

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

In addition to traditional media, the marketing team will look to further expand the use of social media. Building upon Commuter Connections' existing pages on Facebook (Commuter Connections, Telework, Bike to Work Day, and Car Free Day) and accounts on Twitter (Bike to Work Day and Car Free Day), the marketing team will investigate additional strategies to increase engagement and integrate social media activities with other marketing approaches. In addition, the marketing team will investigate options to provide smart phone users access to Commuter Connections and commute option information and benefits.

Existing creative will be used for the fall campaign; results of the complete 2010 campaign will be studied in August 2010 and best practices will be carried forward for the FY11 campaign. The creative team will consider the results of the FY10 campaign along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2011.

The marketing communications plan and media buying strategies will effectively and efficiently reach its target markets based on a review and analysis of third party media data from Strata, Scarborough and Arbitron as monitored by a professional media buying firm. Reach and frequency of the target demographic will be calculated using a cost/value proposition for each media option.

### **Guaranteed Ride Home**

**Objective:** Increase the number of applicants in the GRH database by promoting GRH and eliminating a barrier to using transit, carpooling, vanpooling, bicycling, and walking to work.

**Target market** (from 2009 GRH Survey Report)

- 35-54 years old, secondarily 25-64
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income
- Commute average of 36.5 miles / 67 minutes
- Live in Virginia (65%) or Maryland (32%), with a special emphasis on Prince William (17%) and Fairfax Counties (13%); work in D.C (63%) and Virginia (26%)

**Tactics:**

- Radio advertising to increase GRH awareness, applications

- Public relations/media communications to provide testimonials of GRH success stories and broaden awareness and registrations for the program
- Evaluate web advertisement (banner ads), geared directly toward generating registrations
- Evaluate print and/or transit signage to increase awareness
- Continuously update website information
- Direct Mail (Allocation equals 50% of Work Program budget)
- Investigate use of mobile media and “point of sale” placement to increase registrations
- A component (print, radio, or TV) will be used to reach out to the region’s Hispanic population.

**GRH Media Allocation:** Approximately 45 percent of media budget.

### **Rideshare**

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

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

- 25-54 years old (82%), 35-54 years old (63%)
- Caucasian (64%) and African-American (20%)
- \$80,000+ annual household income (68%)
- Commute of more than 20 miles/30 minutes
- Live in Virginia (65%) or Maryland (33%); work in D.C. (49%) or Virginia (34%)
- Work for employers with 100+ employees (71%), work for employers with 1000 or more employees (41%)
- Work for federal agencies (50%) and private sector (31%)
- Professional (37%), Executive/managerial (30%), and administrative (16%)

### **Tactics:**

- Radio advertising to increase awareness of services, applications and conversions
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Evaluate web advertisement (banner ads) for the ridesharing database, geared directly toward generating registrations
- Evaluate print and/or transit signage to reinforce the marketing message
- Continuously update website information
- Direct mail (Allocation equals 50% of Work Program budget)
- A component (print, radio, or TV) will be used to reach out to the region’s Hispanic population.

**Rideshare Media Allocation:** Approximately 45 percent of media budget.

### **Pool Rewards**

**Objectives:** Recruit and retain commuters in a carpool through cash or other incentives. This activity will be contingent upon continuation of the ‘Pool Rewards program.

## **Target Market**

- Rideshare demographics

## **Tactics:**

- Media and public outreach to build awareness
- Direct mail to area residents
- Geo-targeted internet ads, social media
- Investigate additional region-specific marketing including billboards

**Pool Rewards Media Allocation:** Approximately 2 percent of media budget.

## **Special Events**

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

## **Target Market**

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

## **Tactics:**

- Bike to Work Day (BTWD)
  - Sponsor BTWD, May 20, 2011 (tentative date)
  - Secure corporate and other sponsorships for BTWD
  - Use radio advertising to increase awareness of BTWD
  - Provide additional marketing collateral including t-shirts, posters, rack cards, and possible pit stop banners and Circulator bus cards
  - Earned Media
  - Social networking sites such as Twitter and Facebook
  - Coordination and support to WABA for BTWD web site
- Car Free Day (CFD)
  - Coordinate CFD, September 22, 2010
  - Use radio advertising to increase awareness of CFD and drive listeners to [carfreemetrodc.com](http://carfreemetrodc.com)
  - Provide marketing collateral such as posters
  - Transit /outdoor signage (bus exterior and bus shelter ads)
  - Text messaging
  - Social networking sites such as Twitter and Facebook
  - Support for Car Free Day web site
- Employer Recognition Awards
  - Coordinate the Employer Recognition Awards ceremony, June 2011
  - Provide marketing collateral in support of the application process; online application and email blast to potential nominees
  - Marketing collateral for the event including invitations, program brochure, and podium sign, and promotional giveaways.

- Print advertisement highlighting local companies who voluntarily implement innovative employee commute and telework programs

**Special Events Media Allocation:** Approximately 2.7 percent of media budget for BTWD, 4.3 percent of media budget for CFD, and less than 1 percent of media budget for Employer Recognition Awards event.

### **Employer Outreach**

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

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

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

### **Tactics:**

- Update web content as required and other social media applications for Telework such as Facebook
- Quarterly employer newsletter
- Quarterly Federal Employee Transportation Coordinator (ETC) newsletter insert
- Email marketing and mailings
- Continuously update Federal ETC website information

**Employer Outreach Media Allocation:** 0 percent of media budget.

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

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

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

The Dulles Area Transportation Association (DATA) is a transportation management association (TMA) that serves a 160-square mile area around Dulles Airport working with Loudoun County, Fairfax County, and Prince William County along the I-66 corridor to the south. Its 150 paid and advisory members include employers, local governments, public officials, property owners, and honorary members from appropriate government entities interested in transportation mobility in the Greater Dulles Area. The staff includes one full-time Executive Director, one part time Director of Sales and Marketing, one part time Business Services Manager (employer outreach), and one part time employer outreach Database Manager.

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

These are some of DATA's specific projects:

DATA's Employer Council (composed of human resource professionals and/or ETCs appointed to work with DATA to further congestion mitigation efforts) is now in its fourth year. In addition to quarterly meetings

focusing on mobility management strategies like teleworking, transit benefits and ridesharing, DATA has established an Employer Council blog to facilitate the sharing of information among Council members.

DATA regularly hosts “Employer Breakfasts/Lunches” for companies in cluster locations. These feature presentations by public officials and/or senior executives of member firms and focus on developments in TDM that affect employers and employees. This year DATA is scheduling a “Transportation Summit” to engage key employers in the Westfields business park in developing a comprehensive mobility management plan for this important campus. Additionally, DATA participates in Transportation and Employee Benefit Fairs at employment sites – most recently at Oracle and the Aerospace Corporation - to spotlight transportation alternatives and encourage employee use of commuting modes other than the single occupancy vehicle.

DATA continues to maintain an active seminar schedule in cooperation with peer organizations and major employers. Topics range from teleworking to more provocative topics like the role of public-private partnership in improving mobility. DATA will again team up with AAA Mid-Atlantic and the George Washington University Virginia Science and Technology Campus to afford its members and the business/citizen community more opportunities to keep informed on transportation options and opportunities.

This year, with the increased emphasis on the role mobility management strategies play in “going green” DATA partnered with Loudoun County’s “Green Challenge” to offer a seminar exploring how alternative transportation modes can affect an employer’s carbon footprint. Integral to that effort is DATA’s landmark E3Calc, the most robust greenhouse gas calculator for businesses. Developed under a grant and beta tested at DATA member worksites in 2010, E3Calc enables a business to determine its existing carbon footprint related to the commuting modes of its employees, suggest how that footprint might be reduced by strategies like car and van pool formation, teleworking, etc. and measure the actual impact of the adoption of those strategies. DATA has also received an addition grant to expand and improve E3Calc to include cost/benefit and fleet monitoring modules.

Another DRPT grant is enabling DATA to conduct a pilot program among hotels in proximity to Dulles Airport. The Rotating Rideshare Coordinator will provided bilingual (English/Spanish) assistance to hotel employees in locating car sharing opportunities and in forming car and van pools. A preliminary meeting indicated strong interest among the hotels both in supporting the program and in sustaining it if it proves beneficial.

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

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

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

- DDOT’s transportation demand management program operates as goDCgo.
- goDCgo became a full service TDM program in March 2010

#### **Additional Activities**

- Relunched [www.goDCgo.com](http://www.goDCgo.com) in August 2010. goDCgo.com is a website dedicated to moving people into and throughout the District without driving alone. The website offers an interactive map that

- provides users with all of the available transportation options in the District including bike lanes, the DC Circulator, Metro, Capital Bikeshare locations and more. The site provides regional transportation information for employees and visitors coming into the District. goDCgo also uses a monthly newsletter, Facebook page and blog to communicate.
- goDCgo Employer Services offers organizations in the District complimentary consulting in the implementation and expansion of transportation benefits programs. In addition, the employer services program provides free internal marketing support to promote these programs and regularly attends employer-sponsored events to encourage use of sustainable modes by employees.

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

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

*Marketing Budget: \$870,000*

- With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County has invested time and funds to encourage employers and commuters to reduce their drive alone habits. The County has been involved with the distribution of materials at Metro stations, grocery stores, post offices, libraries, rental offices, government centers - over 100 locations. They use direct mail flyers and utilize a sales packet at their personal visits with employers. Their target market includes employers with 100 or more employees, but they also respond to requests from smaller employers. Fairfax County Employer Services is focusing marketing efforts on major employer sites within the County. The County provides funds to one TMA (DATA) to implement employee transportation programs in the Dulles corridor.
- Fairfax County has implemented a Community Residential Program that partners with residential developments, multi-family complexes and associations to promote use of alternative modes of transportation. The Community Residential Program is dedicated to encouraging people who live, work or commute in/or through Fairfax County to use mass transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.
- Assisted over 3663 commuters via the RideSources program. Some of the promotions they currently offer include Transportation Fairs, SmartBenefits Match Program, Van Start/Van Save. Vanpools which are just organizing and are looking for a few more riders, and vanpools which may have lost 1-4 riders can take advantage of Van Start/Van Save, which funds empty seats for a limited time.
- *Match Program* - Employers will receive a 50% match for each participating employee. Employers can participate in the Match Program for up to six months and must agree to extend the benefit to their employees for an additional six months.
- *Van Start/ Van Save* - Fairfax County offers a vanpool subsidy program in order for vanpools to get started and to withstand temporary decreases in the number of commuters in the van. Van Start/Van Save is designed to support 4 empty seats on a descending scale for four months. The program is available to individuals, vanpool operators, and TMAs in the Fairfax County region.
- *Property tax relief* is offered to vanpool owners with 12 or 15 person vanpools.

- Fairfax County Employer Services also offers Employee Density plots, Commuter Surveys, *ETC (Employee Transportation Champion) Training Manuals* and establishes Transportation Information Centers at major employment sites.
- *Telework! VA* – A state subsidy is offered to employers that start telework programs. This incentive is available to all employers regardless of size.

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

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

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

***FREDERICK COUNTY, TRANSIT SERVICES OF***

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

*Marketing Budget: \$57,000*

To promote transit and ridesharing Frederick County will:

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

*Marketing Budget - \$195,000*

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

In order to accomplish our mission, the following activities will be conducted:

- 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 392 vanpools in the George Washington region
- Provide vanpool assistance through the Van Start and Van Save programs
- Promote and continue to operate ADVANTAGE, the self-insurance vanpool liability protection pool program
- Redeem Smart Benefit Transit Vouchers 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
- Lease commuter parking spaces from private property owners
- 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 George Washington 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:

- Rotating display ads will be placed every Wednesday and Sunday near the commuter page in the Fredericksburg Free Lance – Star newspaper.
- GWRideConnect is updating the website so that it is more user friendly and valuable to commuters.
- For FY11 GWRideConnect will be sponsoring the Snow Watch Update through B101.
- GWRideConnect will run the following advertising campaigns for FY 11: Winter Advertising Campaign, Spring / Summer Campaigns. These campaigns will utilize radio advertising and print media in all local newspapers.

- GWRideConnect's Website promotes all modes of transit and offers additional information relating to vanpools, carpools, and a GWRideBoard, an electronic board used by residents for local commuting.
- GWRideConnect works with local employers to promote TDM techniques at the workplace.
- GWRideConnect promotes awareness of the program through job fairs. Rideshare provides GEICO with flyers and information that is inserted in all new employee packets.
- GWRideConnect currently works with local realtors and developers in distributing information to new home buyers.

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

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

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

### ***LOUDOUN COUNTY***

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

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

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

### ***MARYLAND TRANSIT ADMINISTRATION***

[www.mta.maryland.gov](http://www.mta.maryland.gov)

Total Marketing Budget: \$1,500,000

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

- Sports events – Orioles baseball, Ravens football, and Preakness (horse racing), Lacrosse World Championships (M&T Bank Stadium), Indy Car Grand Prix of Baltimore (August 2011), Susan G. Komen Race for the Cure and Baltimore Marathon.
- Back-to-School Safety Awareness Campaign
- Special Holiday Service – New Year’s Eve service to Inner Harbor fireworks celebration, Thanksgiving Food Drive/Stuff-a-Bus, July 4<sup>th</sup> service to Inner Harbor fireworks celebration, Black History Month festivities (February), Martin Luther King, Jr. Day events.
- Local Cultural Activities – Motor Trend International Auto Show, Disney on Ice, Ringling Brothers Circus, Artscape Music and Art Festival, Pier Six concerts, Maryland State Fair, Clean Commute Week, Bike to Work Day, African American Heritage Festival, Tour de Port (bike event), and U2 Concert at M&T Bank Stadium (June 2011).

MTA offers the following products and services:

- Local, Express and Commuter Bus
- Light Rail
- Metro Subway
- MARC Train
- Mobility (Paratransit)
- Taxi Access
- Neighborhood Shuttles (Mondawmin & Hampden)
- All Access College Pass program
- MARC Train Student Advantage program
- Statewide Ridesharing program
- Commuter Choice Maryland commuter benefits program
- Maryland Commuter Tax Credit
- Guaranteed Ride Home program marketing
- Ride, Read, Relax Kids program
- Transit Advertising
- Business Outreach
- MTA Transit Team Reports
- MTA *Commuter Connections* TV Show
- This Week with the MTA Radio Show
- CharmCard® fare payment smart card
- Reduced Fare CharmCard® fare payment smart card
- *Transit Lines, On Your MARC, Wheels, Commuter Buzz* newsletters
- E-mail Notification service
- Online Pass Sales
- Local Pass Sale Outlets
- MTA Transit Store
- VIP Pass sales
- Brochure racks in hotels, corporate buildings, public buildings, welcome centers, shopping centers, military installations, hospitals, travel facilities, sports facilities, and colleges
- Info Boxes at major bus stops
- Maps and schedules at Bus Shelters, Light Rail stops, Metro Subway stations and MARC Train stations
- Transit Information hot line
- Information website

MTA Ongoing Marketing Activities:

- Local Bus, Light Rail and Metro Subway service to Orioles and Ravens games and Preakness horseracing
- Orioles, Ravens and Preakness info brochures
- MTA-Ravens Season Transit Pass
- Transit ads (self promotion)
- Commuter Choice Maryland commuter benefits employer/employee outreach campaign
- Maryland Commuter Tax Credit marketing campaign
- All Access College Pass campaign
- MARC Train Student Advantage campaign
- Publications: Annual Report, Transit Lines, On Your MARC, Commuter Buzz
- Verizon, Yellow Book advertising
- Special Events: Artscape, State Fair, African American Heritage Festival, Tour de Port, Earth Day, Motor Trend International Auto Show, Metro Movie Night
- CharmCard® marketing campaign
- Guaranteed Ride Home marketing campaign
- English and Spanish System Maps distribution
- Collateral materials distribution
- Bus Shelter Maps development and installations
- Civility campaign
- Safety campaign
- Ride, Respect, Relax campaign
- MTA Commuter Connections TV Show
- This Week with the MTA Radio Show
- I-83 Outdoor Sign
- Bus Shelter info frames and map case
- Major Bus Shelter Info Boxes
- Transportation and Benefits Fairs
- Presentations before various civic, fraternal and business groups

## ***MONTGOMERY COUNTY***

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

Marketing Budget for FY 2011 is in the range of \$200,000 (Montgomery County Commuter Services and Ride On).

Montgomery County (MC) has a very large business base. It also has a large residential base. There are 315,000 commuters who live and work in MC, 203,000 who travel into the County from other jurisdictions, and

211,000 who leave the county for other destinations. Marketing activities are countywide with emphasis on those areas in Montgomery County with high concentrations of employment and transit: Silver Spring, Friendship Heights, Wheaton, Bethesda, North Bethesda and, Rockville.

### **Employer Outreach/Programs/Services:**

- **Conduct Employer Meetings and Presentations:** Montgomery County conducts meetings and presentations with County employers to persuade them to adopt high-level commuter benefits programs and adopt Traffic Mitigation Plans.
- **Offer Concentrated Demand Management Services:** The County operates four Transportation Management Districts (TMDs): Silver Spring, Bethesda, North Bethesda, and Friendship Heights. A TMD has been adopted for Greater Shady Grove and will be implemented in the future. Employer, commuter and transit services outreach efforts are concentrated in these areas of high employment concentrations.
- **In FY10 the County conducted a series of training sessions to assist employers with SmartBenefits and Super FareShare.** In FY11 MC will continue to provide training and support to assist employers with the the use of SmartBenefits.
- **Promote Additional Incentive Programs:** MC promotes the Maryland Commuter Tax Credit and the Montgomery County Home Computer Telecommuting Incentive Tax Credit to encourage employers to adopt high-level TDM programs.
- **Conduct On-Site Transportation Fairs:** Staff conducts commuter information fairs at employment sites and the lobbies of multi-tenant facilities. In FY10, staff conducted 180 commuter information fairs, generating 985 ridematching applications. In FY11, Montgomery County will build on the success of previous property management outreach campaigns, where staff set-up large lobby displays and conducted commuter information sessions at work sites throughout the county.
- **Conduct Annual Commuter Survey:** MC conducts an annual commuter survey of employers each Spring. In FY10 surveys were distributed to more than 115,000 employees through more than 200 employers.
- **Produce Quarterly Countywide and periodic area-specific newsletters.** In FY09, MC issued its newsletter, *Better Ways to Work*, in electronic format, distributed to subscribers via e-mail. Area-specific electronic newsletters were distributed for the Bethesda and North Bethesda TMDs. **Sponsor Employer Recognition/Special Events:** In FY07, Montgomery County presented its 20<sup>th</sup> Transportation Awards Ceremony, featuring remarks by the County Executive and the Governor of Maryland. More than 240 people were in attendance to honor the efforts of 21 employers and individuals for their efforts to promote Better Ways to Work. In FY09, Montgomery County conducted a series of employer recognition events, the Transportation A<sup>2</sup>CE Awards (Advocates for Alternative Commuting Excellence). The Transportation A<sup>2</sup>CE Awards are presented to businesses in Montgomery County who provide outstanding programs to promote alternatives to drive-alone commuting by their employees. These businesses are partnering with the County to address traffic congestion and

air quality challenges, and contributing to a more sustainable and environmentally-friendly community, while at the same time helping their employees get to work in a less stressful and more cost-effective manner.

- MC uses the ACT! for Web CRM database to track and manage contacts and relationships with approximately 3,900 employers in the County.
- Working with marketing services consultants to develop and implement marketing plans for pre-tax and direct transit benefits programs, mid- and long-term marketing strategies and partnering opportunities, and re-branding of the Commuter Express store as **TRiPS** – *Transportation Resources, Information & Places to See*.
- In FY09, MC implemented a new on-line system for the filing of Transportation Management Plans (TMP) and TMP Annual Reports by TMD employers.
- In FY10, CSS and the North Bethesda and Bethesda TMDs sponsored a Live Near Your Work/Sustainable Commuting Workshop for employers with nearly 100 in attendance.

#### Promotional Materials:

- Continue to use Better Ways to Work Toolkit in employer meetings and presentations. Design and production of a new employer toolkit is underway and will be introduced in FY11
- Produce and promote Guide to Commuter Services (including Spanish and Chinese versions; translation into other languages will also be considered)
- Park and Ride Lot Brochure: MC will continue to update and produce a Park and Ride brochure with all P&R lots in Montgomery and adjoining counties, including transit services available from each lot.
- Created, produced and distributed an updated “Silver Spring Bikeways Map” and new “White Oak & Vicinity Bicycle and Pedestrian” and “Medical Center & Vicinity Bike, Pedestrian and Transit” maps which are available in hard copy and portable document format (PDF).
- Upgrade, maintain and promote website: MC and the TMDs will continue to upgrade and refine communication strategies via the Better Ways to Work (<http://www.montgomerycountymd.gov/commute>) and Ride On (<http://www.montgomerycountymd.gov/rideon>), Bethesda Transportation Solutions (<http://www.bethesdatransit.org/> and North Bethesda TMD (<http://www.nbtc.org>) websites.
- Explore options to convert existing forms, brochures, maps, etc. to easier-to-use electronic format.
- Working with marketing services consultants to develop new or revised promotional materials as need to support employer outreach efforts.

#### Advertising:

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

#### Commuter Outreach/Programs/Services:

- In FY08, MC rebranded and renamed the Commuter Express Store as **TRiPS** – “*Transportation Resources, Information and Places to See*.” The **TRiPS** store sells Metro and Ride On fare media, and provides transit information, maps, and schedules to commuters and visitors. Information on MARC and VRE is also available. SmartBenefits vouchers provided by employers to employees under transit subsidy programs can be exchanged for fare media. In September 2008 the TRiPS store moved to

8413 Ramsey Avenue, Silver Spring, a location in closer proximity to the interim bus operations area while the Silver Spring Transit Center is under construction. Commuter Services and *TRiPS* will coordinate with other agencies to provide the increased information and assistance to commuters that will be necessary during the construction period. In FY10, a new *TRiPS* store opened at 17 Wisconsin Circle, adjacent to the Friendship Heights Metro Station.

- Operate the Transit Information Center in Rockville where Ride On fare media is sold.
- Offer discounted car/vanpool parking in Bethesda and Silver Spring. The Bethesda and Silver Spring Transportation Management Districts certify car/vanpools to qualify for significant parking discounts.
- Participate in Bike To Work Day 2011. In FY10, nearly 2,200 Montgomery County bike commuters participated at one of seven Bike To Work Day Pit Stops hosted at Montgomery County locations with high employee concentrations. Locations included the downtown areas of Silver Spring, Bethesda, as well as North Bethesda, NIH Main Campus, FDA White Oak and two Rockville locations.
- In 2008, 2009 and 2010 MC participated in the promotion of the regional Car Free Day at several locations with high concentrations of transit commuters. MC featured promotional item giveaways, ridesharing applications and non-SOV commuting information.
- Promote the 100% accessibility of the Ride On fleet to bicyclists along with the County's series of County bike maps.
- Community outreach through some or all of the following events: Earth Day, Senior InfoExpo, Wheaton and Silver Spring Summer Concerts, Strathmore Hall Summer Concert Series, Montgomery County Agricultural Fair, Taste of Bethesda, Taste of Wheaton, Bethesda Literary Festival, Accessible Public Transportation Options Expo, Oktoberfest, Diversity Days, Health and Benefits Fairs, and Car Free Day.

#### Transit Services:

- Communicate to transit riders any changes to bus stop locations during construction of the Silver Spring Transit Center
- Complete the redesign of all timetables to improve readability, especially route maps.
- Continue to support Montgomery College student program. With Student ID, Montgomery College students are able to ride Ride On anytime on any route.
- Promote new monthly pass. Ongoing promotion of SmarTrip, especially when paper transfers are eliminated in early 2009
- Promotion of Van Go Shuttle in downtown Silver Spring.
- Promote availability of new Senior SmarTrip with special identity now sold at MC Public Libraries.
- Promotion of Seniors and People with Disabilities Ride Free on Ride On and Metrobus in MC between 9:30am and 3:00pm. Monday to Friday..
- Continue to promote feeder service to MARC
- Promotion of Twinbrook Shuttle serving a large population of Health and Human Services employees
- Promotion of new clean diesel, hybrid electric-diesel and compressed natural gas (CNG) buses with low floors
- Additional new buses with ramps now means Ride On is 100% accessible to persons with disabilities.
- Promote Metro's program for MetroAccess customers who are able to ride free with a companion on Ride On and Metro buses and rail.
- Implement a comprehensive program to install upgraded bus shelters and related pedestrian access and amenities throughout the County. This program came about in part as a result of a legal settlement which requires a private sector vendor to provide shelters in return for the County accepting advertising on many of those shelters. Specific route and neighborhood information has been posted in many of the shelters.

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

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

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

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

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

Carpool lots have been established in preferred parking lots located in close proximity to the buildings. Carpool parking spaces are reserved until 9:30 a.m. As an added benefit, registered vanpools may obtain a reserved space in the lot of their choice. NIH has over 112 riders in 12 vanpools. Vanpoolers also may participate in the NIH Transhare Program.

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

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

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

The ORS, in conjunction with the Office of Facilities Planning (ORF) is responsible for providing shower and locker facilities in 9 campus buildings and 4 off-campus locations. Bicyclists and employees who opt to walk to work use these facilities. Bicycle racks and lockers accommodate 600 bicycles. NIH has a large and active NIH Bike Club whose slogan reads "Non-polluter, Commuter." The NIH Bike Club members volunteer to clean bike trails and supports DATS with promoting bicycling as a healthy commuter option. NIH has won the award from the Washington Metropolitan Council of Governments for the most participants in the regional Bike-to-Work Day

(BTWD) contest for years 2006, 2007, 2008, 2009, and 2010. In 2010, NIH had 635 cyclists participate in the BTWD. Also, the pedestrian friendly campus provides well-lit pathways for its walking commuters.

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

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

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

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

The DATS web sites feature an e-mail Listserv for employees to receive current and up-to-date parking and transportation information. There are currently over 1200 employees subscribed to this new feature.

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

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

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

- "Best Workplaces for Commuters" presented by The United States Environmental Protection Agency
- "Outstanding Participation and Support in the Federal Transit Benefit Program" presented by the Washington Metropolitan Area Transit Authority
- "Quality of Work Life" presented by the National Institutes of Health

- “Golden M Award for Metrochek Leadership” presented by the Washington Metropolitan Area Transit Authority
- “Outstanding Service Award” presented by the Washington Metropolitan Area Transit Authority
- “MWCOG Bike to Work Day Award” for the highest employee Bike to Work Day Participation

Information regarding the DATS/ETSO can be found at the following web address:

<http://dats.ors.od.nih.gov/transportation.htm> or by contacting us at 301-402-7433.

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

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

*Total FY2011 Operating Budget: \$1.2 million (Transit Assistance: \$200 million including funds from the Motor Vehicle Fuel Sales Tax.)*

Serves Arlington, Fairfax and Loudoun counties and the cities of Alexandria, Fairfax, and Falls Church, with a population of over 1.6 million covering 1,000 square miles. NVTC's 20 commissioners are locally elected officials and members of Virginia's General Assembly, plus the director of the Virginia Department of Rail and Public Transportation. The commission coordinates public transit policies within Northern Virginia and exercises leadership on issues relating to governance of the Virginia Railway Express (VRE), which the commission co-owns, and the Washington Metropolitan Area Transit Authority (WMATA). NVTC co-owns VRE (with assets of \$302 million) and appoints Virginia's members of the WMATA Board of Directors.

- Prepares the *Annual Transportation Update* series, which includes a compendium of performance data from the region's transit systems.
- Maintains a key word searchable web site that includes information about NVTC, on-line library of research and studies, historical transportation information, and detailed kits for monthly meetings and agendas at [www.thinkoutsidethecar.org](http://www.thinkoutsidethecar.org).
- Using VDOT funds, MWCOG conducts traffic counts each year at screen lines on major commuting corridors. NVTC coordinates the inclusion of transit data to permit accurate mode shares to be determined.
- Coordinated the two-year demonstration of the Falls Church GEORGE bus project. Arlington County now operates routes under contract with Falls Church, using 30-foot clean diesel buses. The buses are equipped with state-of-the-art exhaust gas recirculation filters that provide for substantially reduced emissions. The routes link Falls Church neighborhoods and businesses within the city and connect to the nearby West and East Falls Church Metrorail stations. The project reduces automobile vehicle miles and trips, cuts pollution and greenhouse gas emissions, and eases the parking burden at stations. Due to budget shortfalls, GEORGE service was reduced for FY 2010 and the city has convened a committee to look more closely at the GEORGE service and to provide guidance for next steps. NVTC staff will serve in an advisory role.
- Assists local Northern Virginia transit systems with National Transit Database reporting enabling the region to receive an additional \$7 million per year in federal transit assistance.
- Promotes the growth and availability of electronic transit schedules (e-schedules) available for download to cell phones, PDA's and hand held computers. This service is hosted at [www.commuterpage.com/handheld](http://www.commuterpage.com/handheld).
- Worked with a contractor to provide real time bus information for suburban routes using GPS enabled mobile phones mounted on buses (MARTHA Project). Customers can access bus information via an interactive voice response system. System was demonstrated on GEORGE bus routes and will be available soon for use by other systems.

- Provides leadership for the Virginia Transit Association (VTA) legislative and marketing committees and the annual conference for transit properties throughout the commonwealth.
- Served as the contract manager for \$6.9 million procurement of 484 SmarTrip compatible fare boxes that have been installed on local bus systems in Northern Virginia.
- Manages/conducts studies on such topics as air quality, improved transit service, transit performance measures, mode shares, telework and transit technologies.
- Promotes legislative agenda that is favorable to transportation, seeking a stable and reliable source of funding for public transportation providers such as WMATA and VRE. While the General Assembly is in session, electronically distributes legislative updates on developments in Richmond.
- Testifies annually before the Commonwealth Transportation Board regarding allocation of transit funds.
- Coordinated with all jurisdictions to develop regional incident response plans for transit systems in Northern Virginia.
- Coordinated TransAction 2030—the Northern Virginia Transportation Authority’s (NVTA) update of the regional long range transportation plan – and managed consulting contracts of almost \$1 million. Will again manage consulting contracts for the plan update for 2040.
- Provides staff support (Public Outreach, Accounting, Technical Assistance and Planning) for the Northern Virginia Transportation Authority (NVTA) on an as needed basis.
- Manage federally funded projects and obtain federal grants for NVTC’s jurisdictions. An example is a real-time bus arrival system for Alexandria’s DASH bus system.
- Work with the Virginia Department of Taxation to ensure accurate collection of a two-percent motor fuels tax used to support WMATA. As of January, 2010, the tax rate will increase to 2.1% and be assessed at the distributor level. NVTC is cooperating in the process of revising regulations and informing taxpayers.
- NVTC assists jurisdictions in coordinating responses to major corridor studies (e.g. I-95/395 HOT lanes).

### ***PRINCE GEORGE’S COUNTY***

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

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

*TheBus - \$100,000*

Several large employers such as Gaylord National Resort, Giant Foods, Safeway, UPS, Kaiser Permanente and FedEx are located in Prince George's County. Domain7 Solutions has been contracted by Prince George’s County to provide direct assistance to employers in their respective service area through a coordinated Employer Outreach Program. Prince George’s County will provide daily employer outreach services for employers in their service area, which will help promote voluntary commute alternatives in ways that best suit their businesses. Developing direct mail pieces to employers, organizing seminars, telemarketing and conducting on-site sales presentations to employers are a few of the many activities the County promotes. Employers are encouraged to participate in programs that include Metrochek, telecommuting, The Guaranteed Ride Home Program, and parking management. The RideSmart website at RideSmartSolutions.com provides employers with relevant information.

Goals 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 Programs’ past performance.
3. A comparison of the provisional goals for new fiscal year versus the execution of goals of the previous fiscal year.

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

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

### **POTOMAC AND RAPPAHANNOCK TRANSPORTATION COMMISSION**

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

*Marketing Budget: \$700,000*

PRTC is headquartered in a largely residential area with several large employers in its six-jurisdictional regions including Lockheed, IBM, GMU, AT&T, Strayer University, GEICO, AOL and several large health care organizations. As a result of the BRAC initiative, many new employers are expected to open offices near the Quantico Marine Base within PRTC's service area. PRTC takes advantage of two major shopping malls, Potomac Mills and Manassas Mall as its two local bus hubs, with the transfer activity in eastern Prince William County taking place at the PRTC Transit Center. The focus of the organization and its marketing program is to provide sound transportation alternatives to the SOV that meet the travel needs of Prince William, Manassas, and Manassas Park residents. In addition to four distinct bus services, PRTC also co-sponsors the Virginia Railway Express, and performs essential ride matching and vanpool subsidy initiatives. PRTC marketing budget funds rider education initiatives, awareness media advertisement, trial-coupon programs, employer and consumer group presentations, print ads, brochures, printed bus schedules in English and Spanish, an interactive web site, transportation fairs, a wide variety of community outreach activities, and a Welcome Aboard program for new residents. PRTC has established transit information displays at key stops. Bus riders can subscribe to an e-mail service, Rider Express, which provides service alerts. The Customer Service office provides service Monday-Friday, from 5:30 a.m. to 8:30 p.m., except for some holidays.

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

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

*Marketing Budget: \$10,000*

- Primarily a residential area with a population of 170,000.
- RRRC has been relying on referrals, highway signs, and local papers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has approximately twelve vanpools with a round-trip range of 80 to 140 miles.
- They have ten official and five 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: \$ 19,548*

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

FY11 major activities include:

1. Develop an overall strategic outreach plan to educate employers about the benefits of participating in and offering employer-sponsored commute alternatives or Transportation Demand Management (TDM) programs at their worksites. The particular focus of this plan will be educating employers about Maryland Commuter Tax Alternatives, Smart Benefits, Clean Commute Month Services, and other TDM Programs. The primary outreach method will be through site visits; conducting on-site seminars; participating in local fairs; and mail/ email campaigns. There will also be a strong focus on a thorough follow-up plan.
2. Work with TCC's DBED program outreach specialists to coordinate outreach efforts to the area's employers.
3. Market the availability of Guaranteed Ride Home (GRH) program to area commuters and employers.
4. Develop formalized partnerships for shared marketing events with local health care professionals and human service organizations.
5. Provide coordination and assistance to the development of new vanpools, including information on available financial subsidies, rider agreements and vanpool marketing efforts.
6. Conduct seminars in the Southern Maryland region which enable participation from other Metropolitan area coordinators, particularly the areas where Southern Maryland commuters travel, including, but not limited to DC, Baltimore, Annapolis and Prince George's counties.
7. Advertise on local radio stations that provide information about commuter alternatives and employer TDM Programs.
8. Advertise on local cable (television) programs that introduce and share benefits of high occupancy vehicle modes for commuters and TDM Programs for area employers.
9. Utilize special days (Air Quality Action Days and Bike To Work Day) to coordinate events that call attention to the need and importance of commute alternatives
10. Revamp and distribute newsletter targeted for Vanpool Owner/Operators that highlights van pool best practices and information on safety, marketing and successful vanpooling techniques.
11. Re-vamp and distribute quarterly newsletter for Southern Maryland Commuters (distributed through the areas commuter buses) that highlights areas of interest to the Southern Maryland commuter bus passengers on the MTA sponsored routes.
12. Revitalize partnership with Clean Air Partnership, who works with Southern Maryland regional public and private schools to highlight the benefits of clean air through high occupancy vehicle modes and biking.
13. Provide start-up assistance and monitoring of Subscription bus services, with a particular focus on supporting BRAC initiatives.
14. Seek to re-engage commuters who have allowed their records to expire through the use of traditional and email campaigns.
15. Participate on the Southern Maryland Regional Transportation Coordination Committee.

## **TYTRAN**

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

*Marketing Budget: \$25,000*

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, and the construction of the HOT Lanes Project. As part of these efforts, TYTRAN initiated and continues to host a monthly meeting of the projects' staffs and Tysons stakeholders to monitor the construction status and employer outreach being implemented to mitigate the disruption to the Tysons community caused by the project. TYTRAN is also working to complete the pedestrian network and coordinate efforts to consolidate existing shuttle services operating in the Tysons area in order to support the rail extension.

TYTRAN is leading the effort with Fairfax County staff to define the mission, structure and responsibilities of a "Tysons Partnership", an entity that will oversee the implementation of the vision of the Tysons Land Use Task Force for the evolution of Tysons Corner into a transit-oriented urban area. Among its proposed responsibilities, the partnership would coordinate and implement collaborative transportation demand management programs and initiatives, the planned circulator, and the grid of streets.

TYTRAN targets its membership for commuter benefit programs and upon request, works with Fairfax County and Virginia Megaprojects to schedule transportation fairs and major Tysons-wide transportation and construction update events. They advocate transportation improvements along with telecommuting and flextime and promote vanpools and carpools. In the past, the cost savings aspect of carpooling and vanpooling has provided the only benefit to market to commuters in this area, however, the disruption caused by construction has provided increased opportunities to promote transportation alternatives.

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

## ***VIRGINIA RAILWAY EXPRESS***

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

*Marketing Budget: \$250,000*

### Profile:

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

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

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

WABA has been serving the needs of cycling commuters since 1972. The mission of the Washington Area Bicyclist Association is to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment, and educating children, adults, and motorists about safe bicycling.

WABA's goal is to have a fully integrated transportation system, one that links transit, trails, bicycling, and walking facilities to connect the places to live, work, and play where one can ride anywhere safely.

### Current Priorities

- Complete Streets policies in DC and in Montgomery County, MD
- Construction of the Metropolitan Branch Trail and Anacostia Trail
- Increase miles of bike lanes striped across region
- Promote bike sharing service in DC
- Reconstruction of the Rock Creek Trail
- A Bike Coordinator for Prince George's County, MD
- Protect the Custis Trail from the widening of I-66
- Ensure a bike-friendly transportation center in Silver Spring
- Improve training of police officers and bus drivers
- Expand Bike Safety programs in Northern Virginia

### Services

- Bike Valets
- Bike Parking / Bike Rack Installation
- Kids' Bike Rodeos
- Confident City Cycling Classes
- Brown Bag Commuter Seminars
- Train the Trainer

## **TDM CALENDAR OF EVENTS FOR 2010-2011**

September 2010	CarFree Day Metro DC 50 States and 13 Colonies Ride Full Harvest Moon Ride Try Transit Week Virginia Walkingtown DC Walk & Ride Challenge
October 2010	Commuter Connections FY11 Fall Campaign Launch Pool Rewards Launch Tour Du Port Baltimore Telework Exchange Fall Town Hall Meeting Walk to School Day
Feb 2011	Commuter Connections 2 <sup>nd</sup> Half Campaign Launch National Telework Week
April 2011	Clean Air Partners Ozone Campaign Launch Earth Day Street Smart Pedestrian and Bicycle Safety Media Campaign Telework Exchange Spring Town Hall Meeting
May 2011	Bike To Work Day Clean Commute Day Virginia Bike DC
June 2011	Commuter Connections Employer Recognition Awards Bike to Work Day Employer Challenge Luncheon End of COG fiscal year

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

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

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

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

<b>Impacted Activity Center</b>	<b>Downtown Washington</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>➤ Bicycling</li> <li>➤ Capital Bikeshare</li> <li>➤ Carpools</li> <li>➤ Mass Transit: Bus, Commuter rail, Metrorail, Commuter Bus</li> <li>➤ DC Circulator</li> <li>➤ <a href="http://www.goDCgo.Com">www.goDCgo.Com</a></li> <li>➤ goDCgo Employer Services</li> <li>➤ SmartBenefits</li> <li>➤ Vanpools</li> <li>➤ 'Pool Rewards</li> </ul>
<b>Target Audiences</b>	<ul style="list-style-type: none"> <li>• Building Owners/Managers</li> <li>• Chamber/Trade Organizations</li> <li>• Private Sector Employers with 100+ employees</li> <li>• Residents in high SOV zip codes</li> <li>• Tourists/Visitors</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting various transportation benefits in their organization</li> <li>• Generate interest in the wide variety of transportation options in the District and encourage greater use</li> </ul>
<b>Recommended Marketing Strategy</b>	<ul style="list-style-type: none"> <li>➤ Support WABA with Bike To Work Day event</li> <li>➤ Advertising programs will focus on <a href="http://www.goDCgo.com">www.goDCgo.com</a>, Capital Bikeshare, and other sharing (carsharing, sharing the road).</li> <li>➤ Regular marketing to employers in the District through eblasts and direct mail.</li> <li>➤ Monthly newsletter to employers and general public</li> <li>➤ Direct work with partner organizations to market program.</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 and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ 'Pool Rewards outreach to employers and residents</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> </ul>

	➤ Web site marketing
<b>Language(s)</b>	English and Spanish
<b>Partners</b>	BIDs COG DDOT MARC VRE WABA WMATA
<b>Partner Contributions</b>	MARC & VRE donate space for GRH promotional materials
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Web hits for goDCgo.com

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

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

	<p>ART - Arlington Transit</p> <p>Local Business Groups including Rosslyn Renaissance and BID, Clarendon Alliance, Ballston-Virginia Square Partnership and Columbia Pike Revitalization Organization</p> <p>COG</p> <p>NVTC, WMATA and ALL local transit and commuter bus providers</p> <p>Slug-Lines.com</p> <p>VDRPT</p> <p>WABA</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a></p>

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>

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

<b>Language(s)</b>	English, Spanish
<b>Partners</b>	DASH Commuter Connections Jurisdictional TDM representatives COG NVTC VDOT VDRPT VRE WMATA WABA Numerous business and civic representatives
<b>Partner Contributions</b>	
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org Evaluate Web hits on Local Motion Web site Survey commuters who register with Commuter Connections Survey residents that enroll in Carshare Alexandria!

## Current Profile of Impacted Activity Centers/Corridors

### Northern Virginia

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

	Fairfax County	Loudoun County	Prince William County
	<ul style="list-style-type: none"> <li>• Reserved parking for car &amp; vanpools</li> <li>• Smart Tag</li> <li>• SmarTrip bus fareboxes</li> <li>• TAGS bus</li> <li>• Telework Centers</li> <li>• TMAs (4)</li> <li>• Four Connector Stores</li> <li>• Telework! VA</li> <li>• Regional GRH</li> <li>• Vanpools (43)</li> <li>• VanSave/Start</li> <li>• VRE</li> </ul>	<ul style="list-style-type: none"> <li>• TMA Services DATA</li> <li>• Vanpool with VANSAVE and VANSTART</li> <li>• Tyson’s Express</li> </ul>	<ul style="list-style-type: none"> <li>• County Connector</li> <li>• Park &amp; Ride</li> <li>• ‘Pool Rewards</li> <li>• Vanpool Property Tax Relief</li> <li>• Teleworking Center</li> <li>• Telework!VA</li> <li>• Vanpool</li> <li>• VanSave/VanStart</li> <li>• VRE</li> </ul>
<b>Current Marketing Conducted Locally</b>	<ul style="list-style-type: none"> <li>• Brochures</li> <li>• Bus Interiors</li> <li>• Exterior Bus Advertising</li> <li>• Cable TV ads</li> <li>• Datalerts</li> <li>• E-mail Newsletter:</li> <li>• Fairfax Fair/Reston and Herndon Festivals/Fall for Fairfax</li> <li>• HOV model display</li> <li>• Membership Meetings</li> <li>• News releases</li> <li>• Print ads in local newspapers</li> <li>• Direct mail to households near park &amp; rides, bus routes</li> <li>• Promotions to Chambers of Commerce and Business Groups</li> <li>• Transportation Fairs</li> <li>• Open Houses /Supervisor’s Town Meetings/Public Mtgs</li> <li>• Transit Booklet</li> <li>• News releases</li> </ul>	<ul style="list-style-type: none"> <li>• Datalerts</li> <li>• Direct Mail to Residents</li> <li>• Membership Meetings</li> <li>• Quarterly Newsletter for Transit Riders</li> <li>• Print Ads in Local Newspaper</li> <li>• News Releases</li> <li>• Transportation Fairs</li> <li>• Web Site</li> <li>• Updated Informational Packets to Real Estate Agents and HOAs</li> <li>• Quarterly Newsletter for Employers</li> <li>• Various displays at Employer sites, Government facilities, and private business and retail establishments</li> <li>• Earth Day and Try Transit Week activities</li> </ul>	<ul style="list-style-type: none"> <li>• Cable TV ads</li> <li>• Community papers</li> <li>• Direct Mail</li> <li>• Employee Outreach</li> <li>• Highway signage</li> <li>• Newsletter (OmniNews)</li> <li>• Newspapers</li> <li>• Poster in employer sites</li> <li>• Press release</li> <li>• Messages on phone hold service</li> <li>• Articles/ads in jurisdictional and HOA newsletters</li> <li>• Hispanic Radio Ads</li> <li>• Seat drops on all buses</li> <li>• Special promos: Earth Day; Dump the Pump Day; VA Try Transit</li> </ul>

	<b>Fairfax County</b>	<b>Loudoun County</b>	<b>Prince William County</b>
	<ul style="list-style-type: none"> <li>• Direct mail to Community Organizations</li> <li>• Web Site</li> </ul>	<ul style="list-style-type: none"> <li>• Special Holiday Schedules for commuter buses during winter holidays</li> <li>• Green Business Challenge Presentations</li> </ul>	<p>Week GSA and other Transit Fairs, Senior Community presentations; Safe Bus Adventure Program in pre-schools and elementary schools; PWC New Teacher Orientation Day; Transition Fairs for parents of disabled children</p> <ul style="list-style-type: none"> <li>• Web Site</li> <li>• Rider Express email listserv</li> </ul>

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Tysons Corner Area</b></li> <li>▪ <b>Merrifield/Dunn Loring</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• Fairfax Connector</li> <li>• Metrobus</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• TYTRAN's and Commuter Connections' GRH program</li> <li>• Vanpools</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i></p> <ul style="list-style-type: none"> <li>• Private Sector Employees with 100+ employees <ul style="list-style-type: none"> <li>• TYTRAN members</li> </ul> </li> </ul> <p><i>Home End:</i></p> <ul style="list-style-type: none"> <li>• Residents in high SOV zip codes</li> </ul>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking.</li> <li>• Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion</li> </ul>
<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 and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ 'Pool Rewards outreach to employers</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English
<b>Partners</b>	COG DATA Health Fair Schedulers/Coordinators

	LINK VDOT NVTC TAGS TYTRAN VDRPT VPSI WMATA
<b>Partner Contributions</b>	Commuter Benefit program Coordination of marketing activity with TYTRAN for employer outreach VanSave VanStart VPSI and ABS vanpooling sales effort
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits for <a href="http://commuterconnections.org">commuterconnections.org</a>

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

<b>Impacted Activity Centers</b>	<ul style="list-style-type: none"> <li>▪ <b>Fairfax Center/City of Fairfax/GMU</b></li> <li>▪ <b>Dulles Corridor</b></li> <li>▪ <b>South Dulles Area</b></li> </ul>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Bicycling</li> <li>• DATA's services</li> <li>• GRH</li> <li>• 'Pool Rewards</li> <li>• Telecommuting/Teleworking</li> <li>• Telework!VA</li> <li>• Transit</li> <li>• Vanpools/Carpools to support Dulles Toll Road HOV Lane</li> </ul>
<b>Target Audiences</b>	<p><i>Work End:</i>            Airport            Chamber/Trade Organizations            Private Sector employees with 100+ employees            University Center            Westfield's business park</p> <p><i>Home End:</i>            Residents in high SOV zip codes in Fairfax Center/GMU</p>
<b>Objective</b>	<ul style="list-style-type: none"> <li>• Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, 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>

<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 and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ ‘Pool Rewards outreach to employers</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>
<b>Language(s)</b>	English
<b>Partners</b>	Fairfax CUE DATA Fairfax County Employer Services LINK COG VDRPT VPSI VRE WMATA WABA
<b>Partner Contributions</b>	GRH promotional materials on board Fairfax Connector & Cue buses Match Program. VanStart
<b>Evaluation</b>	Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate kiosk hits and applications

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>1-95/Springfield</b>
<b>Products</b>	<ul style="list-style-type: none"> <li>• Vanpools</li> <li>• Carpools</li> <li>• ‘Pool Rewards</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>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, SmartBenefits, 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 and Transit</li> <li>➤ Web Banners on several sites</li> <li>➤ ‘Pool Rewards outreach to employers</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>
<b>Language(s)</b>	English
<b>Partners</b>	<p>American Legion Post 176  Fairfax County  COG  NVTC  TAGS  Springfield Mall  VDRPT  VRE</p>

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

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

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

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

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

**Suburban Maryland**

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

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
	<ul style="list-style-type: none"> <li>• MTA 991 Bus to Shady Grove Metro</li> </ul>	<ul style="list-style-type: none"> <li>• Park &amp; Ride Lots</li> <li>• Personalized ride matching &amp; trip planning</li> <li>• 'Pool Rewards</li> <li>• Ride On local bus service</li> <li>• Downtown Circulators in Silver Spring and Bethesda</li> <li>• TPE program</li> <li>• MD Commuter Tax Credit</li> <li>• MC Home Telecommuting Tax Credit</li> <li>• Transportation Fairs &amp; Commuter Information Days</li> </ul>	

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

	<b>Frederick County</b>	<b>Montgomery County</b>	<b>Prince George's County</b>
	<p>Event</p> <p><i>June</i></p> <ul style="list-style-type: none"> <li>• Dump The Pump Day</li> </ul> <p><i>Throughout the year:</i></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 and Comcast.net for TransIT and Rideshare</li> <li>• Print/Radio Ads</li> <li>• Community Outreach Events</li> <li>• TransIT bus interior cards</li> </ul> <p>TransIT bus exterior ads for Commuter Connections and Clean Air Partners</p>	<ul style="list-style-type: none"> <li>• Community Outreach Events</li> <li>• TPE Program</li> </ul>	

<b>RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR</b>	
<b>Impacted Activity Center</b>	<b>Frederick County</b> Frederick Area
<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>• 'Pool Rewards</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> <li>➤ 'Pool Rewards outreach to residents</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English, some materials in Spanish
<b>Partners</b>	COG Frederick County MARC VPSI
<b>Partner Contributions</b>	GRH promotional materials on TransIT

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

	<p>commuting alternatives and the safety net of GRH and success stories achieved by enrolled users</p> <ul style="list-style-type: none"> <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 and Transit</li> <li>➤ Ride On bus exterior ads, interior cards and bus shelters</li> <li>➤ Web Banners on several sites</li> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> <li>➤ Radio spot</li> <li>➤ Updated collateral</li> <li>➤ Better Ways To Work e-newsletter</li> <li>➤ Car Free Day</li> <li>➤ ‘Pool Rewards outreach to employers and residents</li> </ul>
<b>Partners</b>	<p>Bethesda TMD operated under County contract by BUP  Friendship Heights TMD  MARC  MDOT  M-NCPPC  MTA  Montgomery County Commuter Services  North Bethesda TMD operated under County contract by TAP  City of Rockville  City of Gaithersburg  City of Takoma Park  RIDE ON  Silver Spring TMD  VPSI  WMATA  WABA</p>
<b>Language(s)</b>	English, Spanish, Chinese; other languages to be considered
<b>Partner Contributions</b>	<p>Fare Share and Super Fare Share transit subsidy  Promotion of Commuter Connections Ridematching System by outreach teams  GRH promotional materials on Ride On &amp; MARC, plus by outreach teams  Ride On bus exteriors, interior cards, bus shelters</p>
<b>Evaluation</b>	<p>Evaluate call reports for 800-745-RIDE  Evaluate Web hits on <a href="http://commuterconnections.org">commuterconnections.org</a></p>

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

<b>Impacted Activity Centers</b>	<b>Prince George’s County</b> Greenbelt/College Park Area, Konterra/Route 1, New Carrollton/Largo Area
<b>Products</b>	<ul style="list-style-type: none"> <li>• Carpools</li> <li>• ‘Pool Rewards</li> <li>• Public Transit</li> <li>• Telecommuting/Teleworking</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> <li>➤ ‘Pool Rewards outreach to employers and residents</li> </ul> <p><b>Operations Center</b></p> <ul style="list-style-type: none"> <li>➤ Ads in phone book</li> <li>➤ Quarterly newsletter to employers and Federal agencies</li> <li>➤ Strategic Plan update in Fall</li> <li>➤ Updating all collateral with changes throughout year</li> <li>➤ Web site marketing</li> </ul> <p><b>Telework</b></p> <ul style="list-style-type: none"> <li>➤ Support via Newsletter</li> </ul>
<b>Language(s)</b>	English, with Spanish in Langley Park area
<b>Partners</b>	WMATA Prince George's County Rideshare Division <i>TheBus</i> COG
<b>Partner Contributions</b>	GRH write up in schedules for <i>TheBus</i>
<b>Evaluation</b>	Evaluate call and web reports

## **TDM RESEARCH SUMMARIES**

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

In order to design an effective marketing plan, we must first build the profile of our audience -- their commuting preferences based on their perceptions and their environment. Following are highlights from available research conducted from 2004 to 2010.

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:**

- TELECENTER UTILIZATION AND TELEWORKER TRAVEL BEHAVIOR SURVEY (SEPTEMBER 2004)
- EMPLOYER METROCHECK SURVEY RESULTS SUMMARY (MAY 2005)
- END OF OZONE SEASON SURVEY (OCTOBER 2006)
- PERFORMANCE OF REGIONAL HIGH-OCCUPANCY VEHICLES FACILITIES ON INTERSTATE HIGHWAYS IN THE WASHINGTON REGION (2007)
- METRORAIL STATION ACCESS & CAPACITY STUDY, WMATA (APRIL 2008)
- STATE-OF-THE-COMMUTE SURVEY REPORT (JUNE 2008)
- BIKE TO WORK DAY 2007 SURVEY REPORT (JULY 2008)
- METROPOLITAN WASHINGTON REGION VANPOOL SURVEY (NOVEMBER 2008)
- EMPLOYER SATISFACTION SURVEY (JULY 2009)
- CARSHARE SURVEY 2008 (JANUARY 2009)
- TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT FY 2006-2008 (JANUARY 2009)
- ANNUAL PLACEMENT SURVEY REPORT OF APPLICANT DATABASE FY09 (MAY 2009)
- GUARANTEED RIDE HOME FY 2009 CUSTOMER SATISFACTION SURVEY (MARCH 2010)
- TRANSPORTATION EMISSION REDUCTION MEASURES 2008 – 2011 TDM EVALUATION PROJECT REVISED EVALUATION FRAMEWORK (MAY 2010)
- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM (JULY 2010)

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

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

**Utilization Results**

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

**Commute Behavior Results**

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

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

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

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

**Employer Type, Size, and Location**

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

**Transportation Services at the Worksite**

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

**Metrochek/SmartBenefits Services Offered**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## 2007

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

Data was collected in Spring 2007 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 2007:

- 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 concurrent-flow HOV lane
- 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, 1999 and 2004. 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 2007 were observed to carry more persons per lane during the HOV-restricted periods than adjacent non-HOV lanes except on U.S. 50
- HOV lanes on a per lane per hour basis continues to outperform adjacent non-HOV lanes, except in the U.S. 50 corridor and at the two southernmost count stations in the I-270 corridor
- Most 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
- Average auto occupancy in 2007 was little-changed from 2004, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Air" registration plates from the HOV requirement.
- The decline in average auto occupancy observed on the HOV lanes inside the Capital Beltway in Virginia appears to have leveled-out
- Travel time benefits from the concurrent-flow HOV lanes in the Va. 267 and U.S. 50 corridors have declined, but this is due to improved non-HOV travel times, not a deterioration in HOV speeds and travel times.

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

**EXECUTIVE SUMMARY**

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

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

**Background**

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

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

**Findings**

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

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

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

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

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

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

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

### **Station Trends**

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

### **Station Access**

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

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

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

### **Station Capacity**

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

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

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

### **Conclusion**

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

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

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

**Commute Patterns**

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

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

***Regional commuters continue to try new alternative modes.***

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

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

***Commute lengths remained the same as in 2004.***

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

**Telework**

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

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

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

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

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

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

***Most teleworkers telework from home.***

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

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

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

**Awareness and Attitudes Toward Transportation Options**

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

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

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

- About 17% of respondents said they made a job or home change in the past year. More than one in five of these respondents said they considered a commuting factor, such as the ease or cost of commuting to the new location, when making their location decision and 28% said commute ease was more important than other factors in the decision.

**Awareness of Commute Advertising**

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

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

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

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

**Awareness of Commute Assistance Resources**

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

- About half (51%) of respondents said they knew of a telephone number or web site they could use to obtain commute information. This was slightly higher than the 46% who

knew of these resources in 2004 and considerably higher than the 33% of respondents who knew of these resources in 2001

- About 21% of respondents could name a specific number or web site; 14% named a Metro/Wmata phone number or website and two percent named a phone number or website administered by Commuter Connections.

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

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

#### **Commuter Assistance Services Provided by Employers**

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

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

#### **Guaranteed Ride Home**

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

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

**JULY 2008**  
**BIKE TO WORK 2007 SURVEY**  
**COMMUTER CONNECTIONS**

**PURPOSE OF THE SURVEY**

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

**SURVEY METHODOLOGY**

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

**Highlights of Findings**

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

**Past Participation in BTW Days**

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

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

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

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

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

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

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

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

#### **Before BTW Day**

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

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

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

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

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

### **Travel Distance**

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

### **Commute Assistance Services**

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

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

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

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

Ownership and Operation

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

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

Use and Travel Patterns

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

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

*Availability and Use of Assistance and Support Services*

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

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

*Issues of Potential Concern*

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

**JULY 2009**  
**EMPLOYER SATISFACTION SURVEY**  
**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD COMMUTER**  
**CONNECTIONS PROGRAM**

In 2009, Commuter Connections surveyed a random sample of employers that participate in its Employer Outreach program to document their attitudes, opinions and satisfaction regarding the products and services provided by Commuter Connections and its local member organizations. Commuter Connections has administered the Employer Outreach program since 1997. Respondents' companies typically were long-time participants in both commute services and Commuter Connections Employer Outreach.

Indeed, 73% of respondents' companies had offered commute services three years or longer and 87% offered them for at least two years. Only five percent said they started offering commuter services within the past year. Two-thirds had been involved with Commuter Connections for three years and 81% had participated for at least 2 years.

The survey report provides results for five categories of information. For executive summary purposes, the category presentation order has been rearranged to the following:

- Awareness and satisfaction with Commuter Connections' network representative
- Use of and satisfaction with Commuter Connections services
- Interest in training opportunities sponsored by Commuter Connections
- Company background
- Worksite commuter services offered

**Awareness and Satisfaction with Commuter Connections' Network Representative**

Although more than 70% of respondents said they had been involved in or responsible for managing or delivering commuter services at their worksite for at least two years, only 30% of respondents could name their Commuter Connections network representative.

Six in ten (62%) respondents said they had some form of communication with their representative in the past year, including telephone, postal mail, email, or personal visit. About half said they had more than one contact, with the predominant response being "a few times during the year." One in ten said they had multiple contacts in a month. But 37% said they had not had any contact in the past year and 13% said they never had contact with their representative.

The large majority (85%) of respondents said they were satisfied with the level of contact that they had with their representative, rating it "about right." About four percent said the number of contacts was either somewhat or much more than they wanted. Only 12% said they wanted a higher level or greater frequency of contact.

Respondents' ratings on their satisfaction with the level of contact differed by how much contact they had with the representative. 95% of respondents who had at least one contact per month and 90% of those with at least one contact during the year said they thought the level of contact was "about right." By contrast, 28% of respondents who had not had a contact in the past year said the level of contact was less than they wanted. But the fact that 71% of these respondents said having no contact was "about right" indicates that some respondents did not feel it necessary to hear from or see their representatives.

Three-quarters of respondents said their preferred mode of communication with/from their Commuter Connections network representative was email. The remaining employers were divided between postal mail (12%) and phone (10%).

When asked to rate their Commuter Connections network representative on a variety of customer service features, respondents gave uniformly high marks. At least nine in ten respondents rated their representative a 4 or 5 (excellent) on a 1 to 5 point scale for professionalism (95%), willingness to help (94%), timeliness of service delivery (93%), responsiveness to their requests/questions (93%), enthusiasm about Commuter Connections and its products and programs (92%), knowledge of Commuter Connections and/or local ridesharing and transit products (92%), and their ability to provide information that is helpful to the company and employees (90%). Representatives also received high scores for knowledge of local transportation and air quality issues (86% rating of 4 or 5).

### **Use of and Satisfaction with Commuter Connections Services**

Seven in ten respondents said they were satisfied overall with the services they received from Commuter Connections; 47% gave an overall rating of “5” on a 5-point scale (very satisfied) and 24% gave a rating of “4.” A large share of respondents also said they were likely to recommend Commuter Connections services to another employer. Only six percent said they were unlikely or very unlikely.

A few respondents cited specific suggestions for program improvements they believed would enhance Commuter Connections’ effectiveness in promoting commuter programs and in assisting organizations to develop commuter programs, but 86% offered no suggested improvements.

More than half of the employers said Commuter Connections’ services had been either useful (22%) or very useful (30%). Two in ten said they had not been useful. The services that were rated as most useful generally were the same services that were used most often. Seven in ten respondents reported that personal assistance (76%), information brochures (71%), and the website (68%) had been somewhat or very useful. Posters (59%), special events (56%), workshops (45%), and rideshare density plot maps (41%) formed a second tier of value to respondents.

Commuter Connections’ employee travel survey service had been used by 21% of respondents in the past year. One percent of respondents said they had used another commute survey. Respondents who reported using a Commuter Connections survey were disproportionately located in Montgomery County, however, suggesting that some Montgomery County employers were confused about the source of the survey (since Montgomery County administers a regulation that requires some employers to conduct periodic surveys of employees’ travel patterns).

### **Interest in Training Opportunities Sponsored by Commuter Connections**

At least a third of employers expressed substantial interest in training on: general information on commute program management (35%), information on Commuter Connections services that were available to employers and commuters (37%), legislative and tax issues related to travel and commuting (36%), and transit financial incentives (34%). About two in ten respondents said they had moderate interest on each of these services.

A second tier of services garnered substantial support from about two in ten respondents. These topics included telework (25%), Air Quality Action days (23%), vanpool formation assistance (18%), Live Near Your Work (19%), and monitoring and evaluation (17%). Another two in ten respondents reported moderate interest in these topics.

### **Company Background**

Survey respondents were distributed primarily among three jurisdictions:

- Montgomery County, Maryland: 62%
- Fairfax County, Virginia: 12%
- District of Columbia: 10%

Smaller percentages of respondents reported worksites in other jurisdictions. The sample distribution was very close to the actual distribution of employers in the Commuter Connections database.

The size of employers responding to the survey likewise was very close to the size distribution of employers in the Commuter Connections database. About 60% of the respondents said their company employed fewer than 100 employees in the Washington region; 24% said the firm employed between one and 25 employees and 36% employed between 26 and 99 employees. About a quarter had between 100 and 250 employees and 17% employed 251 or more employees.

The overwhelming majority of respondents worked either for a private company (70%) or a nonprofit organization or association (22%). Only eight percent worked for a government agency. The very small share of government employers reflects the focus of the Employer Outreach program on non-governmental employers.

Respondents were asked to describe the primary type of work conducted by the organization. While many industries were represented, four accounted for about half of the employers in the sample: business services / consulting (15%); nonprofit or advocacy firms (12%); financial, insurance and real estate employers (11%); and government / public administration (10%). Other common businesses included retail sales (9%); medical (8%); legal, accounting, architecture/engineering (7%); and hospitality, hotels, and restaurants (7%).

Respondents were asked how many worksites their organizations maintained in the Washington, D.C. metropolitan region. About half (52%) said they had only one site in the region. Another quarter (26%) had between two and four sites. Only 22% had five or more sites.

Respondents that said they had more than one worksite in the Washington region were asked whether they manage or administer commuter services only for the worksite where their office is located or for multiple worksites in the region. About two-thirds said they managed the commuter program only for the site where they worked; the remaining one-third said they managed commuter services for multiple sites. When these results were combined with those of the question about the number of worksites in the region, 82% of employers managed commuter services for just one site and 18% managed commuter services for more than one site.

As for who at a company is the most likely representative to contact about commuter service assistance, respondents represent varied organizational roles. The most common functional roles were human resources, cited by about four in ten respondents, and general management or office management, named by 23% of respondents. Twelve percent said they were senior managers and 11% said their role was facilities management. Six percent named financial management or accounting and three percent said they were administrative employees.

### **Worksite Commuter Services Offered**

Respondents were given a list of 20 commuter assistance services in four broad categories:

- Information / support: 59% said employees had access to general commute info, 52% said transit schedules were available, and a third cited Guaranteed Ride Home. About a quarter named Air Quality Action information (25%) and ridematching (22%). Moreover, four in ten employers would consider offering Air Quality Action information and a third would consider ridematching. About a quarter of employers said their companies would consider making general commute information, transit schedules, and GRH available to employees.
- Financial incentives: 54% said they currently offered SmartBenefits. Other commonly available services were SmarTrip cards, offered by 43% of employers, and pre-tax accounts, offered by 30%. About 10% of respondents said carpool and vanpool subsidies were available to their employees. Only four percent said they offered bike or walk incentives and four percent said they

provided vanpooling assistance. An additional 15% said they might consider offering SmartBenefits service to employees, 17% said they would consider offering SmarTrip cards, 24% would consider allowing employees to set aside a portion of their salary in a pre-tax transportation account, and 19% would consider providing a carpool/vanpool subsidy. Interest in a bike/walk incentive was particularly high.

- On-site facilities: The most common onsite facility was free parking, available at 70% of the worksites. Bike racks and showers/personal lockers were named by at least four in ten respondents. Preferential parking for carpools and vanpools, promotion of carsharing, and shuttle to transit stop or station were available to at least 16% of respondents. A third of respondents said they might consider promoting carsharing and 18% said they might consider offering preferential parking.
- Work schedule options: 64% said employees at their worksite were permitted some flexibility in their start and stop times. More than half said employees at their location were permitted to telework and a third said compressed work schedules were available. About 17% of respondents said they might consider implementing a compressed work schedule, but fewer than 10% of respondents said they would consider either flextime or telework.

**JANUARY 2009**  
**CARSHARE SURVEY 2008**  
**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD COMMUTER**  
**CONNECTIONS PROGRAM**

**Section 1: Introduction**

This report presents the results of the regional Carshare Survey conducted for Commuter Connections in 2008. Several jurisdictions and agencies in the Washington region, including Washington, D.C., Arlington County, Virginia, City of Alexandria, Virginia, Montgomery County, Maryland, and the Washington Metropolitan Area Transit Authority (WMATA), sponsor or support the operation of a carshare program in the region. These entities were interested in learning more about carshare users' experience with the program and exploring the impact of carsharing on travel patterns in the region. The survey was conducted for three primary purposes:

- Examine characteristics of carshare trips
- Examine travel changes made in response to carshare availability
- Examine auto ownership and use changes in response to carshare availability

The survey was administered online to registered members of the Zipcar carshare program in March 2008. (Prior to survey implementation, a merger between Zipcar and Flexcar had taken place. Flexcar members who converted their membership to Zipcar following the merger were included, but Flexcar members who did not join Zipcar could not be identified, so were not included.) Out of approximately 28,000 Zipcar members, the survey ultimately generated a total of 4,932 usable responses, for a total response rate of 17.6%.

**Section 2: Survey Results**

Demographic characteristics:

- Employment: 93% of the car-share survey respondents said they were employed, either full-time or part-time.
- Gender: 56% of the respondents were female. 13% respondents were under 25 years old, and 61% were under 35 years old.
- Race: Caucasians accounted for 75% of respondents. African-Americans, Asians, and Hispanic/Latino respondents accounted for about ten percent, seven percent, and five percent, respectively, of respondents.
- Income: 36% had household incomes of less than \$60,000 per year, 30% had incomes of \$60,000 to \$99,999, and 34% had incomes of \$100,000 or more per year.
- Home location: Two-thirds of respondents said they live in the District of Columbia. Arlington County, Virginia, and Montgomery County, Maryland, were the home locations of 13% and seven percent of respondents, respectively. Small percentages of respondents said they lived in other jurisdictions.
- Work location: Almost three-quarters quarters of respondents said they work in the District of Columbia, nine percent worked in Arlington County and seven percent worked in Montgomery County.
- Household size: 35% lived alone and 41% said their household had only two persons.
- Vehicles: Two-thirds said their household did not own or lease any vehicle for household members' use. About a quarter of carshare users had one vehicle per household and only 10% had two or more vehicles.
- Distance from Home to Bus Stop: 81% lived less than ½ mile from the nearest bus stop. Another 14% lived between ½ mile and 1 mile away. The remaining five percent lived more than 1 mile away.

#### Program membership characteristics:

- All respondents reported being current carshare members. 83% of registrants participated at some time in Zipcar and 32% participated in Flexcar. 95% of Flexcar members and 91% of Zipcar members said they had personal versus organizational carshare accounts. Most joined carsharing in the past three years.
- The most common source of information about carsharing was word of mouth or referral from a friend or family member, followed by seeing a carshare vehicle parked in a carshare parking space on the street, parked in another location, or being driven on the road. The other most common source was advertisements.
- Motivations for carsharing included: didn't own a car (67%), liked carshare concept (53%), eliminate hassle of owning a car/buying a second car (46%), saving money (41%), environmental concern (32%), can't afford to own/garage a car (29%), emergency transportation (26%), car not working (5%), and employer offered (4%).

#### Typical carshare use:

- Frequency: 30% said they did not rent a carshare vehicle at all. 48% said they rented carshare vehicles one or two times. 10% rented three times and 12% rented four or more times.
- Trip purposes: 28% of respondents said they used their accounts for both personal and work-related trips. 69% used carsharing for personal trips only and the remaining three percent said they used their account only for business-related trips.
- Timing: 52% of the previous month's carshare trips were made on weekdays and 48% of trips were made on weekends. But because there are five weekdays and only two weekend days, carshare use was actually concentrated on weekends. On average 10% of weekly carshare trips were made each weekday and 24% were made per weekend day.
- Locations: Carshare pickup locations were close to most members' homes and work locations, with most being less than five blocks away. The dominant pick-up facility was an on-street parking space.

#### Most recent carshare use:

- 28% said they had rented a carshare vehicle within the past week. 24% said their last rental was one to two weeks ago. 17% had rented a carshare vehicle three to four weeks ago. The remaining 31% had last used carsharing at least one month ago.
- Four in ten rental pick-ups were made between 10:00 a.m. and 2:59 p.m. About three in ten rentals occurred in the late afternoon or early evening.
- 30% reported they returned their last rental within two hours of the pick-up time and another 36% returned the car three or four hours after pick-up. 23% of rentals lasted longer than six hours; five percent kept the car for more than a full day.
- 44% covered fewer than 20 miles and 67% covered fewer than 40 miles. 10% of trips were between 100 and 250 miles and two percent were more than 250 miles.
- The majority of trips were for shopping, followed by social/entertainment.

#### Changes in auto ownership since joining carshare:

- 27% reduced the number of vehicles in their household
- 58% made no change
- 5% increased their number of vehicles.

#### Work travel patterns of carshare users:

- The overwhelming majority of respondents reported that they used a non-drive-alone mode of travel to get to work or school, with 47% on Metrorail, 24% biking/walking, and 17% on a bus. Only 6% drove alone.

Changes in driving miles since joining carshare:

- Before carsharing, 42% drove 5,000 or more miles per year.
- After joining carsharing, only 28% drove this far in a year.

Changes in other mode trip patterns since joining carshare:

- Slight increases in the use of other non-drive modes were reported.
- Overall, respondents made an average of 16.7 trips weekly after joining carsharing. This represented a 13% reduction from the pre-carsharing trip making, when respondents made 19.3 trips per week.

Changes in home/work locations since joining carshare:

- 43% of respondents said they had moved their home and/or work locations since joining carsharing.
- Carsharing, however, appears to have had only a modest influence on respondents' decisions to move.

Carshare satisfaction:

- 85% said they were either satisfied (rating of 4 on a 5-point scale) or very satisfied (rating of 5).
- Only 3% said they were unsatisfied with carsharing (rating of 1 or 2).

### **Section 3: Conclusions**

Overall, several conclusions related to the travel impacts of carsharing rise to the top of importance. Carshare availability appears to influence net reductions in car ownership, driving miles, and driving trips by carshare users, several travel-related changes that are desirable from a TDM perspective.

These changes are relatively small, however, because many carshare users did not own personal vehicles before they joined carsharing. But about 27% of carshare users reduce their number of household vehicles after joining carsharing, and carsharing appears to have influenced this reduction for about four in ten of these carshare members.

About two in ten carshare users either started or increased their use of non-drive alone modes after joining carsharing. But many of these respondents were using alternative modes already for most or all of their commute trips, thus only about one in five reduced driving trips. And only one in four said they would not have made these commute changes if carsharing had not been available. When these changes are translated into daily impacts, they result in estimated reductions of about 325 daily vehicle trips reduced and about 3,650 daily VMT reduced.

Carshare users appear to reduce their total annual driving miles, for all trip purposes, by about 1,675 miles per carshare user. About 29% of carshare users actually increase their annual miles, because for members who did not own a car before joining carsharing, carsharing represents increased vehicle access. But 36% reduce driving miles and the per-person reductions tend to be higher than the per user increases, resulting in a net decrease in miles across all carshare users.

Carshare users also appear to reduce their weekly driving trips by about 3.7 trips and make a small additional number of trips by non-driving modes. The driving trip reductions are greater than the replacement alternative mode trips, however, resulting in a net reduction in all trips.

Asked about actions they might take *if carsharing was no longer available to them*, respondents' responses fell into three primary types: 1) use other auto option, 2) use alternative modes, and 3) alter trip-making behavior. A large segment of respondents said they would take actions that afforded them continued vehicle access. 44% said they would use a taxi more often, 28% said they would buy a car, and 12% would drive more often in a vehicle they currently own. A sizeable percentage of respondents also said they would use alternative transportation options more often, including riding a bus or train (32%),

riding as a passenger (22%), or biking or walking (18%). In essence, these respondents would continue to make current trips but, with some accommodation of mode use.

But numerous respondents reported that the *loss of carsharing would alter their ability* to make the types of trips they now make or when they make those trips. 36% said they would make fewer trips, 15% said they would travel to different destinations, and 5% said they would travel at different times of day.

**JANUARY 2009**

**TRANSPORTATION EMISSION REDUCTION MEASURE (TERM) ANALYSIS REPORT  
FY 2006-2008**

**Background**

This report presents the results of an evaluation of five Transportation Emission Reduction Measures (TERMs), voluntary Transportation Demand Management (TDM) measures implemented by the National Capital Region Transportation Planning Board's (TPB) Commuter Connections program at the Metropolitan Washington Council of Governments (COG) to support the Washington, DC metropolitan region's air quality conformity determination and congestion management process. This evaluation documents transportation and air quality impacts for the three-year period between July 1, 2005 and June 30, 2008, for the following TERMS:

- Maryland and Virginia Telework – Provides information and assistance to commuters and employers to further in-home and telecenter-based telework programs.
- Guaranteed Ride Home – Eliminates a barrier to use of alternative modes by providing free rides home in the event of an unexpected personal emergency or unscheduled overtime to commuters who use alternative modes.
- Employer Outreach – Provides regional outreach services to encourage large, private-sector and non-profit employers voluntarily to implement commuter assistance strategies that will contribute to reducing vehicle trips to worksites, including the efforts of jurisdiction sales representatives to foster new and expanded trip reduction programs.
- Mass Marketing – Involves a large-scale, comprehensive media campaign to inform the region's commuters of services available from Commuter Connections as one way to address commuters' frustration about the commute.
- InfoExpress Kiosks – This is a project that is part of the Integrated Rideshare TERM and involves self-service electronic kiosks located in the District of Columbia and in northern Virginia that offer information on commute options and allow for remote submittal of ridematch and GRH registration applications.

COG's National Capital Transportation Planning Board (TPB), the designated Metropolitan Planning Organization (MPO) for the Washington, DC metropolitan region, adopted these TERMS, among others, as part of the regional Transportation Improvement Program (TIP) to help the region reach emission reduction targets that would maintain a positive air quality conformity determination for the region and to meet federal requirements for the congestion management process. It is also important to note that the regional travel demand model was calibrated and validated against the year 2000 traffic counts and regional emission credits are only taken for TERM benefits that occurred after the year 2000 in the regional TERM tracking sheet and may not be consistent with results in this report.

COG/TPB's Commuter Connections program, which also operates an ongoing regional rideshare program, is the central administrator of the TERMS noted above. Commuter Connections elected to include a vigorous evaluation element in the implementation plan for each of the adopted TERMS to develop information to be used to guide sound decision-making about the TERMS. This report summarizes the results of the TERM evaluation activities and presents the transportation and air quality impacts of the TERMS and the Commuter Operations Center (COC).

This evaluation represents a quite comprehensive evaluation for these programs. It should be noted that the evaluation still remains conservative in the sense that it includes credit only for impacts that can be

reasonably documented with accepted measurement methods and tools. However, we also note that many of the calculations used survey data from surveys that are subject to statistical error rates.

A primary purpose of this evaluation was to develop useful and meaningful information for regional transportation and air quality decision-makers, COG staff, COG program funding agencies, and state and local commute assistance program managers to guide sound decision-making about the TERMS. The results of this evaluation will provide valuable information for regional air quality conformity and the region's congestion management process, improve the structure and implementation procedures of the TERMS themselves, and to refine future data collection methodologies and tools.

## **SUMMARY OF RESULTS**

The objective of the evaluation is to estimate reductions in vehicle trips (VT), vehicle miles traveled (VMT), and tons of Nitrogen Oxides (NO<sub>x</sub>) and Volatile Organic Compounds (VOC) resulting from implementation of each TERM and compare the impacts against the goals established for the TERMS. The impact results for these measures are shown in Table A for each TERM individually. Results for all TERMS collectively and for the Commuter Operations Center (COC) are presented in Table B.

As shown in Tables A, the TERMS combined fell about four percent short of the goal for vehicle trips reduced (shortfall of 3,477 trips reduced), and six percent below the goal for VMT reduced (net of -117,963 VMT reduced). The impacts for emissions reduced were about 13% under the goals.

But when the COC results were added to the TERM impacts, the combined impacts exceeded the combined goals. The totals for all Commuter Connections programs, compared to the goals, were: +6,228 daily vehicle trips reduced, +244,741 daily VMT reduced, and +0.018 daily tons of NO<sub>x</sub> reduced. The combined impacts for VOC reduced were slightly under the goal, by -0.028 tons reduced.

Two of the five TERMS, Telework and InfoExpress Kiosks, met their individual impact goals. Impacts for Maryland and Virginia Telework were about twice the goal for the TERM. And the InfoExpress Kiosk project met its goal. The COC basic service and COC-Software Upgrades also exceeded their goals by substantial margins.

Estimated impacts for Employer Outreach were about eight percent under the goals for this TERM, due primarily to a change in the calculation method used in 2008, which applied more conservative assumptions about the impacts of financial incentives on employees' travel behavior. Impacts for Guaranteed Ride Home were about 31% below the goals for this program. Mass Marketing also missed its estimated target, by a substantial amount. The reasons for the shortfalls from the goals vary by TERM and are discussed in individual report sections on each TERM.

**Table A**  
**Summary of Daily Impact Results for Individual TERMS (7/05– 6/08) and Comparison to Goals**

<b>Summary of Daily Impact Results for Individual TERMS (7/05– 6/08) and Comparison to Goals TERM</b>	<b>Participation</b> <sup>1)</sup>	<b>Daily Vehicle Trips Re-duced</b>	<b>Daily VMT Reduced</b>	<b>Daily Tons NOx Reduced</b>	<b>Daily Tons VOC Reduced</b>
<b>Maryland and Virginia Telework</b> <sup>2)</sup>					
2008 Goal	11,830	241,208	0.122	0.072	
Impacts (7/05 – 6/08)	49,027	21,866	413,703	0.211	0.126
<b>Net Credit or (Deficit)</b>	<b>10,036</b>	<b>172,495</b>	<b>0.089</b>	<b>0.054</b>	
<b>Guaranteed Ride Home</b>					
2008 Goal	36,992	12,593	355,135	0.177	0.097
Impacts (7/05 – 6/08)	25,164	8,680	227,428	0.106	0.056
<b>Net Credit or (Deficit)</b>	<b>(11,828)</b>	<b>(3,913)</b>	<b>(127,707)</b>	<b>(0.071)</b>	<b>(0.041)</b>
<b>Employer Outreach – all employers participating</b> <sup>3)</sup>					
2008 Goal	581	64,644	1,065,851	0.549	0.343
Impacts (7/05 – 6/08)	852	59,163	969,174	0.443	0.266
<b>Net Credit or (Deficit)</b>	<b>271</b>	<b>(5,481)</b>	<b>(96,677)</b>	<b>(0.106)</b>	<b>(0.077)</b>
<b>Employer Outreach – new / expanded employer services since July 2005</b> <sup>3)</sup>					
2008 Goal	96	8,618	140,622	0.072	0.046
Impacts (7/05 – 6/08)	194	22,510	372,406	0.178	0.102
<b>Net Credit or (Deficit)</b>	<b>98</b>	<b>13,892</b>	<b>231,784</b>	<b>0.106</b>	<b>0.056</b>
<b>Employer Outreach for Bicycling</b> <sup>3)</sup>					
2008 Goal	61	130	567	0.001	0.001
Impacts (7/05 – 6/08)	122	188	1,127	0.001	0.001
<b>Net Credit or (Deficit)</b>	<b>61</b>	<b>58</b>	<b>560</b>	<b>0.000</b>	<b>0.000</b>
<b>Mass Marketing</b>					
2008 Goal	11,023	7,758	141,231	0.072	0.044
Impacts (7/05 – 6/08)	5,464	2,577	69,274	0.032	0.017
<b>Net Credit or (Deficit)</b>	<b>(5,559)</b>	<b>(5,181)</b>	<b>(71,957)</b>	<b>(0.040)</b>	<b>(0.027)</b>

InfoExpress Kiosks <sup>4)</sup>					
2008 Goal		1,778	46,755	0.023	0.013
Impacts (7/05 – 6/08)	8,627	2,840	52,638	0.027	0.016
<b>Net Credit or (Deficit)</b>	<b>1,062</b>	<b>5,883</b>	<b>0.004</b>	<b>0.003</b>	

- 1) Participation refers to number of commuters participating, except for the Employer Outreach TERM. For this TERM, participation equals the number of employers participating.
- 2) Impact represents portion of regional telecommuting attributable to TERM-related activities. Total telecommuting credited for conformity is higher than reported for the TERM.
- 3) Impacts for Employer Outreach - all employers participating includes impacts for Employer Outreach – new / expanded employer services since July 2005 and for Employer Outreach for Bicycling.
- 4) InfoExpress Kiosks TERM is part of the Integrated Rideshare TERM.

**Table B**  
**Summary of TERM and COC Results (7/05 – 6/08) and Comparison to Goals**

Summary of TERM and COC Results (7/05 – 6/08) and Comparison to Goals TERM	Participation <sup>1)</sup>	Daily Vehicle Trips Reduced	Daily VMT Reduced	Daily Tons NOx Reduced	Daily Tons VOC Reduced
<b>TERMS (all TERMS collectively)</b>					
2008 Goal	98,603	1,850,180	0.943	0.569	
Impacts (7/05 – 6/08)	95,126	1,732,217	0.819	0.481	
<b>Net Credit or (Deficit)</b>	<b>(3,477)</b>	<b>(117,963)</b>	<b>(0.124)</b>	<b>(0.088)</b>	
<b>Commuter Operations Center – Basic Services <sup>2)</sup></b>					
2008 Goal	152,356	10,399	296,635	0.147	0.081
Impacts (7/05 – 6/08)	185,639	17,951	575,237	0.256	0.126
<b>Net Credit or (Deficit)</b>	<b>33,283</b>	<b>7,552</b>	<b>278,602</b>	<b>0.109</b>	<b>0.045</b>
<b>Commuter Operations Center – Software Upgrades <sup>2)</sup></b>					
2008 Goal	2,370	62,339	0.031	0.017	
Impacts (7/05 – 6/08)	4,523	146,441	0.064	0.032	
<b>Net Credit or (Deficit)</b>	<b>2,153</b>	<b>84,102</b>	<b>0.033</b>	<b>0.015</b>	
<b>All TERMS plus COC</b>					
2008 Goal	111,372	2,209,154	1.121	0.667	
Impacts (7/05 – 6/058)	117,600	2,453,895	1.139	0.639	

- 1) Participation refers to number of commuters participating, except for the Employer Outreach TERM. For this TERM, participation equals the number of employers participating.
- 2) Impacts for Commuter Operations Center – software Upgrades are in addition to the impacts for the Com-muter Operations Center – Basic Services. This project was part of the Integrated Rideshare TERM.

Table C, on the following page, presents annual emission reduction results for PM 2.5, PM 2.5 pre-cursor NOx, and CO2 emissions (Greenhouse Gas Emissions - GHG) for each TERM and for the COC. COG/TPB did not establish specific targets for these impacts for the Commuter Connections TERMS. But COG has begun to measure these impacts for other TERMS, thus these results are provided.

As shown, the TERMS collectively reduce 5.3 annual tons of PM 2.5, 198.9 annual tons of PM 2.5 pre-cursor NOx, and 208,986 annual tons of CO2 (greenhouse gas emissions). When the Commuter Operations Center is included, these emissions impacts rise to 7.4 annual tons of PM 2.5, 274.5 annual tons of PM 2.5 pre-cursor NOx, and 291,608 annual tons of CO2 (greenhouse gas emissions).

**Table C**  
**Summary of Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMS**

<b>Summary of Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMS TERM</b>	<b>Annual Tons PM 2.5 Reduced</b>	<b>Annual Tons PM 2.5 Precursor NOx Reduced</b>	<b>Annual Tons CO2 Reduced</b>
Maryland and Virginia Telework <sup>1)</sup>	1.3	50.0	51,953
Guaranteed Ride Home	0.7	25.2	27,112
Employer Outreach – all employers <sup>2)</sup>	2.9	109.7	115,099
Employer Outreach – new / expanded Employers <sup>2)</sup>	1.1	42.2	44,313
Employer Outreach for Bicycling	0.0	0.2	142
Mass Marketing	0.2	7.6	8,212
InfoExpress Kiosks	0.2	6.4	6,610
TERMS (all TERMS collectively)	5.3	198.9	208,986
Commuter Operations Center – basic ser-vices (not including Software Upgrades)	1.7	60.4	65,953
Commuter Operations Center – Software Upgrades	0.4	15.2	16,669
All TERMS plus Commuter Operations Center	7.4	274.5	291,608

- 1) Impact represents portion of regional telecommuting attributable to TERM-related activities. Total telecommuting credited for conformity is higher than reported for the TERM.
- 2) Impacts for new / expanded employer programs and Employer Outreach for Bicycling are included in the Employer Outreach – all employers.

Finally, Table D shows comparisons of daily reductions in vehicle trips, VMT, NOx, and VOC from the 2005 TERM analysis to results of the 2008 results. Note that, as described in the footnotes to the table, the calculation for many of the TERMS changed from 2005 to 2008, as TERMS were restructured. For example, the 2008 Employer Outreach TERM impacts for 2008 were calculated using more conservative coefficients in the COMMUTER model. This resulted in lower impacts per participating employee. As another example, the 2008 Mass Marketing TERM included Bike to Work Day impacts. In 2005, BTW Day was captured under the Employer Outreach for Bicycling TERM. For these reasons, the comparisons between 2005 and 2008 will not be completely equivalent.

**Table D**  
**Summary of Results for Individual TERMS 7/05– 6/08 Compared to 7/02 – 6/05**

<b>Summary of Results for Individual TERMS 7/05– 6/08 Compared to 7/02 – 6/05 TERM</b>	<b>DAILY VEHICLE TRIPS REDUCED</b>	<b>DAILY VMT REDUCED</b>	<b>DAILY TONS NOX REDUCED</b>	<b>DAILY TONS VOC REDUCED</b>
<sup>1)</sup>				
<b>Maryland and Virginia Telework</b>				
<b>July 2005 – June 2008</b>	21,866	413,703	0.211	0.126
<b>July 2002 – June 2005</b>	11,129	226,913	0.187	0.097
Change <sup>2)</sup>	10,737	186,790	0.024	0.029
<b>Guaranteed Ride Home</b>				
<b>July 2005 – June 2008</b>	8,680	227,428	0.106	0.056
<b>July 2002 – June 2005</b>	11,647	334,088	0.239	0.105
Change <sup>2)</sup>	(2,967)	(106,660)	(0.133)	(0.049)
<b>Employer Outreach – All services except Employer Outreach for Bicycling</b>				
<b>July 2005 – June 2008</b>	59,163	969,174	0.443	0.266
<b>July 2002 – June 2005</b>	81,150	1,339,818	1.036	0.526
Change <sup>2)</sup>	(21,987)	(370,644)	(0.593)	(0.260)
<sup>4)</sup>				
<b>Employer Outreach for Bicycling</b>				
<b>July 2005 – June 2008</b>	188	1,127	0.001	0.001
<b>July 2002 – June 2005</b>	343	3,431	0.003	0.002
Change <sup>2)</sup>	(155)	(2,304)	(0.002)	(0.001)
<sup>4)</sup>				
<b>Mass Marketing</b>				

<b>July 2005 – June 2008</b>	2,577	69,274	0.032	0.017
<b>July 2002 – June 2005</b>	7,299	132,861	0.101	0.050
Change <sup>2)</sup>	(4,722)	(63,587)	(0.069)	(0.033)
<b>InfoExpress Kiosks</b>				
<b>July 2005 – June 2008</b>	2,840	52,638	0.027	0.016
<b>July 2002 – June 2005</b>	3,197	62,655	0.052	0.027
Change <sup>2)</sup>	(357)	(10,017)	(0.025)	(0.011)
<b>All TERMS</b>				
<b>July 2005 – June 2008</b>	95,126	1,732,217	0.819	0.481
<b>July 2002 – June 2005</b>	119,190	2,220,582	1.705	0.845
Change <sup>2)</sup>	(24,064)	(488,365)	(0.886)	(0.364)
<b>Commuter Operations Center (Basic Services + Software Upgrades) <sup>5)</sup></b>				
<b>July 2005 – June 2008</b>	22,473	721,678	0.320	0.158
<b>July 2002 – June 2005</b>	12,160	363,013	0.259	0.115
Change <sup>2)</sup>	10,313	358,665	0.061	0.043

- 1) 2005 impacts included credit for Metropolitan Washington Telework Centers
- 2) Change in emissions is due in part to reduction in emission factors from 2005 to 2008.
- 3) 2008 impacts calculated using more conservative model coefficients, resulting in lower per employee impact
- 4) 2005 impacts included Bike-to-Work Day impacts; in 2008, BTW was included in Mass Marketing TERM
- 5) 2005 and 2008 impacts included Integrated Rideshare Software Upgrades; this was separate component in 2005

## **Commuter Connections Annual Placement Survey – FY 2009 Report Executive Summary**

This 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 in the Washington, DC region.

Commuter Connections' services include: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations, bicycling 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 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 2008 through a telephone survey of 703 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2008.

**Commuter Connections Program Activity Summary and  
Overall Participation, Utilization, and Satisfaction Performance Measures  
Placement Survey, July-September 2008**

• Commuter applicants	3,965	
• Applicant placement rates	37.7%	
- Continued placement rate		25.4%
- Temporary placement rate		12.3%
• Applicants placed in alternative modes	1,493	
- Continued placements		1,006
- Temporary placements		487
• Applicants desiring rideshare information (carpool or vanpool)		68%
- Applicants who remember receiving matchlist		42%
- Applicants who remembered receiving vanpool assistance		10%
- Applicants who remembered receiving Park & Ride info		13%
• Applicants desiring transit information		3%
- Applicants who remembered receiving transit information		17%
• Applicants interested in GRH		69%
- Applicants who remembered receiving GRH information/registration		69%
• Commuters suggesting Commuter Connections improvements		35%

**Commuter Connections Program  
Program Impact Performance Measures  
Placement Survey, July-September 2008**

• Daily vehicle trips (VT) reduced	<b>391 trips</b>
- Continued placements	375 trips
- Temporary placements (prorated credit)	15 trips
• Daily VMT reduced	<b>11,460 VMT</b>
- Continued placements	11,017 VMT
- Temporary placements (prorated credit)	443 VMT
• Daily tones of Emissions reduced	
- NOx	<b>0.005 tons</b>
- VOC	<b>0.003 tons</b>
- PM 2.5	<b>0.0001 tons</b>
- PM 2.5 NOx precursors	<b>0.005 tons</b>
• Annual tons of Emissions reduced	

- CO2 / Greenhouse gas	<b>1,348 tons</b>
• Gallons of gasoline saved	<b>482 daily gallons of gas</b>
• Commuter costs reduced - Annual cost saving per placement	<b>\$472 per year</b>

\* See Appendix B for calculations

## **Other Key Survey Results**

### **Demographics**

- More than half of the respondents were female (55%).
- The majority (64%) of respondents were white and between 35 and 54 years old (63%). Nearly all (95%) respondents had an annual household income of \$40,000 or more and more than two-thirds (68%) had an income of \$80,000 or more.

### **Commute Travel Patterns**

- About four in ten (39%) respondents carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 32.1% of the weekly commute trips made by applicants.
- Four in ten (42.2%) respondents said they use transit at least one day per week. Transit trips accounted for 37.9% of applicants' weekly commute trips. More than four in ten (46%) transit trips were made by bus and three in ten (30%) were made on Metrorail. Commuter rail accounted for a quarter (24%) of transit trips.
- The average one-way commute distance was 36.3 miles. The average one-way commute time was 63 minutes.

### **Commute Changes**

- More than a third (37.7%) 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 25.4%. The temporary placement rate (percent of applicants who made a change but returned to their original modes) was 12.3%.
- About 37% of respondents who made a mode change shifted from driving alone. The remaining 63% shifted from one alternative mode to another.

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

- The Commuter Connections' applicant database shows that 68% of respondents had requested ridesharing information when they contacted Commuter Connections for assistance. The same percentage (68%) of respondents requested Guaranteed Ride Home information or registration and about three percent requested information on transit.
- Four in ten (42%) respondents said they received a matchlist with names of potential carpool/vanpool partners.
- Over half (56%) of these respondents tried to contact someone named on the list.

- Almost two in ten (17%) respondents remembered receiving transit information on a matchlist. Three in ten (31%) of these respondents said they used the information provided to contact a transit agency. More than a quarter (77%) of respondents who contacted a transit agency said they used information they received from the transit agency to try transit.
- Nearly three-quarters (73%) 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., SmartBenefits/Metrochek), offered by 60% of employers. Smaller percentages of employers offered cash incentives (4%), carpool/vanpool information (4%), or transit schedules (4%).
- About 30% 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. The most frequently mentioned services were matchlists from Commuter Connections or an employer (15%), GRH information from Commuter Connections (11%), discounted or free SmartBenefits/Metrochek transit passes provided by an employer (9%), and transit information (5%).

#### **Commuter Connections Improvements Desired**

- About four in ten (38%) respondents thought Commuter Connections needed no service improvements and an additional 27% 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 (7%), matches fit respondents' travel patterns better (7%), more match names (7%).

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

- About 69% of respondents requested and received GRH information. The majority (86%) of these respondents registered for GRH.
- Fourteen percent of 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 86% were using an alternative mode as their primary travel method for commuting.
- About a quarter (24%) 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 10% 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 (27%) of GRH respondents said they had used the GRH program since they had registered for it. Nearly all (98%) respondents were satisfied with the service they received. Those who were not satisfied said they waited too long for the taxi.

**MAY 2009**

**FY 2009 ANNUAL PLACEMENT SURVEY REPORT OF APPLICANT DATABASE**

This 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 in the Washington, DC region.

Commuter Connections' services include: carpool and vanpool matchlists, transit route and schedule information, information on Park & Ride lot locations, bicycling 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 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 2008 through a telephone survey of 703 respondents randomly selected from the applicant database. The surveys collected data for applicants who received information or assistance between July 1 and September 30, 2008.

**Commuter Connections Program Activity Summary and  
Overall Participation, Utilization, and Satisfaction Performance Measures  
Placement Survey, July-September 2008**

• Commuter applicants	3,965
• Applicant placement rates	37.7%
○ Continued placement rate	25.4%
○ Temporary placement rate	12.3%
• Applicants placed in alternative modes	1,493
○ Continued placements	1,006
○ Temporary placements	487
• Applicants desiring rideshare information (carpool or vanpool)	68%
- Applicants who remembered receiving matchlist	42%
- Applicants who remembered receiving vanpool assistance	10%
- Applicants who remembered receiving Park & Ride info	13%
• Applicants desiring transit information	3%
- Applicants who remembered receiving transit information	17%
• Applicants interested in GRH	69%
- Applicants who remembered receiving GRH information/registration	69%
• Commuters suggesting Commuter Connections improvements	35%

**Commuter Connections Program  
Program Impact Performance Measures  
Placement Survey, July-September 2008**

<ul style="list-style-type: none"> <li>• Daily vehicle trips (VT) reduced               <ul style="list-style-type: none"> <li>○ Continued placements</li> <li>○ Temporary placements (prorated credit)</li> </ul> </li>   <li>• Daily VMT reduced               <ul style="list-style-type: none"> <li>○ Continued placements</li> <li>○ Temporary placements (prorated credit)</li> </ul> </li>   <li>• Daily tons of Emissions reduced               <ul style="list-style-type: none"> <li>○ NO<sub>x</sub></li> <li>○ VOC</li> <li>○ PM 2.5</li> <li>○ PM 2.5 NO<sub>x</sub> precursors</li> </ul> </li>   <li>• Annual tons of Emissions reduced               <ul style="list-style-type: none"> <li>○ CO<sub>2</sub> / Greenhouse gas</li> </ul> </li>   <li>• Gallons of gasoline saved</li>   <li>• Commuter costs reduced               <ul style="list-style-type: none"> <li>○ Annual cost saving per placement</li> </ul> </li> </ul>	<p><b>391 trips</b> 375 trips 15 trips</p> <p><b>11,460 VMT</b> 11,017 VMT 443 VMT</p> <p><b>0.005 tons</b> <b>0.003 tons</b> <b>0.0001 tons</b> <b>0.005 tons</b></p> <p><b>1,348 tons</b></p> <p><b>482 daily gallons of gas</b></p> <p><b>\$472 per year</b></p>
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*\* See Appendix B for calculations*

**OTHER KEY SURVEY RESULTS**

**Demographics**

- More than half of the respondents were female (55%).
- The majority (64%) of respondents were white and between 35 and 54 years old (63%). Nearly all (95%) respondents had an annual household income of \$40,000 or more and more than two-thirds (68%) had an income of \$80,000 or more.

**Commute Travel Patterns**

- About four in ten (39%) respondents carpooled or vanpooled at least one day per week. Carpool and vanpool trips made up 32.1% of the weekly commute trips made by applicants.
- Four in ten (42.2%) respondents said they use transit at least one day per week. Transit trips accounted for 37.9% of applicants' weekly commute trips. More than four in ten (46%) transit trips were made by bus and three in ten (30%) were made on Metrorail. Commuter rail accounted for a quarter (24%) of transit trips.

- The average one-way commute distance was 36.3 miles. The average one-way commute time was 63 minutes.

### **Commute Changes**

- More than a third (37.7%) 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 25.4%. The temporary placement rate (percent of applicants who made a change but returned to their original modes) was 12.3%.
- About 37% of respondents who made a mode change shifted from driving alone. The remaining 63% shifted from one alternative mode to another.

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

- The Commuter Connections' applicant database shows that 68% of respondents had requested ridesharing information when they contacted Commuter Connections for assistance. The same percentage (68%) of respondents requested Guaranteed Ride Home information or registration and about three percent requested information on transit.
- Four in ten (42%) respondents said they received a matchlist with names of potential carpool/vanpool partners.
- Over half (56%) of these respondents tried to contact someone named on the list.
- Almost two in ten (17%) respondents remembered receiving transit information on a matchlist. Three in ten (31%) of these respondents said they used the information provided to contact a transit agency. More than a quarter (77%) of respondents who contacted a transit agency said they used information they received from the transit agency to try transit.
- Nearly three-quarters (73%) 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., SmartBenefits), offered by 60% of employers. Smaller percentages of employers offered cash incentives (4%), carpool/vanpool information (4%), or transit schedules (4%).
- About 30% 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. The most frequently mentioned services were matchlists from Commuter Connections or an employer (15%), GRH information from Commuter Connections (11%), discounted or free SmartBenefits transit passes provided by an employer (9%), and transit information (5%).

### **Commuter Connections Improvements Desired**

- About four in ten (38%) respondents thought Commuter Connections needed no service improvements and an additional 27% 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 (7%), matches fit respondents' travel patterns better (7%), more match names (7%).

### **Guaranteed Ride Home Program**

- About 69% of respondents requested and received GRH information. The majority (86%) of these respondents registered for GRH.
- Fourteen percent of 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 86% were using an alternative mode as their primary travel method for commuting.
- About a quarter (24%) 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 10% 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 (27%) of GRH respondents said they had used the GRH program since they had registered for it. Nearly all (98%) respondents were satisfied with the service they received. Those who were not satisfied said they waited too long for the taxi.

## **MARCH 2010**

### **GUARANTEED RIDE HOME FY 2009 CUSTOMER SATISFACTION SURVEY RESULTS**

The Commuter Connections Guaranteed Ride Home (GRH) program, which was launched in 1997, is designed to encourage ridesharing and transit usage by providing a way home for qualifying commuters in the case of an unexpected personal/family emergency or unscheduled overtime when their normal alternative commute mode is not available.

#### **Survey Methodology**

The GRH customer satisfaction survey was conducted as an ongoing study for each month throughout the fiscal year. All customers who obtained a free ride home through the program from July-December 2008 were mailed a survey card. In January 2009, Commuter Connections began to administer the GRH survey online.

Those with email addresses were sent an email asking them to participate in an online survey. Those who had not supplied their email were instead mailed a survey card for each ride taken, along with a cover letter and a postage-paid self-mailing response card.

Two new questions were added to the questionnaire in FY 2006, but otherwise none of the existing questions were altered, allowing for a direct comparison with all fiscal years. The survey allowed respondents to rate the GRH service and to provide comments and suggestions (either anonymously or with their name).

#### **Survey Design**

The survey consisted of five multiple-choice questions, one fill-in-the-blank and an area for comments:

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

#### **Survey Response**

Of the 3,101 surveys distributed in fiscal year 2009, 824 completed surveys were received. This was the highest quantity of surveys ever distributed. Response fell below the one thousand mark, a plateau reached twice since program inception.

The FY09 response rate was 27%, a decrease of six percentage points from the previous year. (Some of the drop may be attributed to the switch to an online survey system for the majority of users that provided email addresses.) The average response rate for all years combined is 30.5%. Comparisons between FY 2009 and prior years are included in the full report.

#### **Survey Results**

##### *I. Multiple-Choice Questions*

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

Excellent: 80% || Good: 15% || Fair: 3% || Poor: 2%

“How would you rate the taxi or rental car service?”

Excellent: 74% || Good: 20% || Fair: 3% || Poor: 3%

“How would you rate our response time?”

Excellent: 78% || Good: 14% || Fair: 4% || Poor: 4%

“Approximately how many minutes did you wait until your ride?”

<15: 78% || 16–30: 15% || 31–45: 3% || 46+: 4%

“Overall, how would you rate our GRH service?”

Excellent: 79% || Good: 17% || Fair: 3% || Poor: 1%

“What was the reason for your GRH Trip?”

Personal Illness: 44% || Sick Child: 23% || Overtime: 17% || Other Emergency: 16%

## *II. Written Comments*

In addition to the multiple-choice questions, survey respondents were offered the option of providing written comments. The total number of written responses increased significantly as 568 out of a total 824 returned surveys had written responses. The percentage of written responses increased dramatically to 69%, compared to the previous fiscal year in FY08 when only 36% provided feedback of any kind. A detailed breakdown of compliments versus complaints, as well as other representative written feedback, is included in the full report.

This open-ended response area generated mostly compliments. Compliments were given by 82% of those who provided a written response, 5.5 times the rate of complaints. The majority of compliments were regarding overall satisfaction of the program. Many were expressions of gratitude for the GRH service. Some commuters explicitly listed GRH as the main reason which allowed them to utilize an alternative commute mode.

## **Recap Summary**

Of the 3,101 surveys distributed in fiscal year 2009, 27% were completed. The vast majority, 96% of the survey respondents, were satisfied with the overall GRH service. All categories either maintained excellence or improved slightly. Average response wait was 15 minutes and 93% waited 30 minutes or less.

**MAY 2010**

**TDM EVALUATION PROJECT TRANSPORTATION EMISSION REDUCTION MEASURES  
REVISED EVALUATION FRAMEWORK 2008 – 2011**

**Background**

Commuter Connections, a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments (COG), is responsible for implementing five Transportation Emission Reduction Measures (TERMs) to support the metropolitan Washington region's efforts to meet federal transportation and clean air mandates. The TERMS are periodically evaluated to assess their effectiveness.

Evaluation and analysis of the TERMS began in 1997, and has continued to provide decision makers, partners and stakeholders with timely, useful, and meaningful information on TERM performance. The *TERM Revised Evaluation Framework 2008 – 2011 Report* provides the current framework and methodology to be followed in assessing the TERMS' results.

**TERM Descriptions**

- Maryland and Virginia Telework: Provides information and assistance to commuters and employers to further in-home and telecenter-based telework programs.
- Guaranteed Ride Home: Eliminates a barrier to use of alternative modes by providing free rides home in the event of an unexpected personal emergency or unscheduled overtime to commuters who forego solo driving.
- Employer Outreach: Provides regional outreach to encourage large, private-sector employers to voluntarily implement commuter assistance strategies that will contribute to reducing vehicle trips to worksites, including the efforts of jurisdiction sales representatives to foster new and improved in-house trip reduction programs.
- Mass Marketing: Involves a large-scale, comprehensive media campaign to inform the region's commuters of services available from Commuter Connections as one way to address commuters' mobility frustrations.
- Integrated Rideshare Software Upgrades Project: Improves the quality and delivery of alternative mode information and provides transit, park & ride, and telecenter information to all commuters who receive a ridesharing matchlist.

In addition, Commuter Connections operates the Commuter Operations Center (COC), which—although not an “official” TERM—supports the five TERMS described above. The COC provides direct commuter assistance services, such as carpool and vanpool matching, via phone and the Internet.

**Methodology**

- The full *TERM Revised Evaluation Framework 2008 – 2011 Report* describes the methodology and numerous surveys and other data collection tools developed to estimate the TERMS' impacts for the period from July 2008 through June 2011 (FY 09-11).
- These impacts then will be compared against the goals established for each TERM by COG's National Capital Region Transportation Planning Board (TPB), the region's designated Metropolitan Planning Organization (MPO).
- The TERM evaluation framework and analysis reports are reviewed by the Commuter Connections Subcommittee and the TDM Evaluation Group.

Four previous evaluation frameworks have been prepared for the following time periods:

- January 1997 through June 1999 (1997-1999)
- July 1999 through June 2002 (1999-2002)
- July 2002 through June 2005 (2002-2005)

- July 2005 through June 2008 (2005-2008)

### **Framework Changes**

- The current evaluation framework builds on the framework used in the 2008 – 2011 TERM Evaluation Framework (May 18, 2010) 2005 – 2008 analysis—albeit with several changes.
- Modifications to the TERM evaluation framework for 2008 – 2011 were made to address changes in some TERMS (such as the end of the InfoExpress Kiosk component of the Integrated Rideshare TERM, and the end of the Virginia component of Maryland and Virginia Telework in June 2009).
- Changes also were made to the framework to update the methodology to reflect methods applied in the 2005 – 2008 TERM analysis. These are described in the full report.

### **Performance Measures**

The evaluation process outlined in this framework allows for both ongoing estimation of program effectiveness and for annual and triennial evaluations. Two types of performance measures are included in the evaluation process to assess effectiveness.

First, measures reflecting commuters' and users' awareness, participation, utilization, and satisfaction with the program, and their attitudes related to transportation options, are used to track recognition, output, and service quality.

Second, program impact measures are used to quantify six key outcome results, including:

- Vehicle trips reduced
- Vehicle miles of travel (VMT) reduced
- Emissions reduced (Volatile Organic Compounds (VOC), Oxides of Nitrogen (NO<sub>x</sub>), Particulate Matter (PM<sub>2.5</sub>), and Carbon Dioxide (CO<sub>2</sub>) and other associated greenhouse gases)
- Energy reduced (fuel saving)
- Consumer savings (commuting costs saved)
- Cost effectiveness, in terms of cost per benefit obtained (e.g., cost per trip reduced)

### **Calculation Factors**

The evaluation process uses several calculation factors derived from surveys of Commuter Connections' program applicants and/or the general public. These factors include:

- Placement rate (percent of commuters who shift to alternative modes)
- Vehicle trip reduction (vtr) factor (average daily trips reduced for each commuter placed)
- Average commute trip distance
- Proportion of ridesharers and transit users that drive alone to the location where they meet their carpool, vanpool, bus, or train

These performance measures and factors are applied within the basic methodology steps (listed in the full report) to calculate program impacts for each TERM. Those calculations have been embedded into a spreadsheet used by Commuter Connections and its partners to track estimated results on a quarterly basis. An annual summary of these results is included in Commuter Connections' Annual Report.

The factors used in the spreadsheet are updated as new surveys relevant to each TERM are completed. At the end of the three-year evaluation period, a TERM Analysis Report is prepared to summarize reductions in vehicle trips, VMT, and emissions and progress toward goals in each of these performance indicators for the three-year period.

### **Additional Reports**

Throughout the evaluation period, additional reports are prepared to present results of major data collection efforts, such as the rideshare applicant placement survey, the "State-of-the-Commute" survey

of regional commuting trends and attitudes, GRH Applicant survey, and others. These reports are distributed to program partners, policy makers, and others interested in regional transportation.

**Full Report Online**

The complete 84-page *TERM Revised Evaluation Framework 2008 – 2011 Report* (PDF) can be found at: <http://www.mwcog.org/commuter2/aboutus/publications.htm>.

## NOVEMBER 2010

### CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM

#### Background

An online survey was fielded for Commuter Connections November 2–7, 2010, to test ad concepts and awareness for rideshare and guaranteed ride home campaigns, and to profile the demographics, behavior and attitudes of the Commuter Connections audience. The completed survey included data from 591 respondents (selected for geography, employment and age). All respondents received the demographic, behavioral and attitudinal profiling questions; however, respondents were randomly assigned to one of five ad concept and awareness groups. Note that the research was qualitative, not quantitative, in nature.

#### Audience Profile Highlights

- **Demographic:** Respondents were 59% female, 41% male; 71% had a bachelor's or higher degree; 80% were aged 25–54; 67% were white; 57% were married/partnered; 90% were employed full time; and 37% had an annual household income of \$100,000 or more.
- **Geographic:** The District captures a higher proportion of workers relative to its resident population than Maryland or Virginia. Among those that work and reside in Maryland, Montgomery County captures the highest incidence of the work population. For Virginia, Fairfax County captures the highest incidence of the work population. Arlington had a higher ratio of workers to residents with nearly twice as many respondents working in Arlington as living there.
- **Travel Patterns:** 41% live under 10 miles from work, while 88% live within 30 miles; 21% take under 15 minutes to travel to work, and 91% take under an hour; 53% report available public transportation as “somewhat (37%) or very (16%) reliable;” 64% primarily drive alone to work, but 52% always drive alone.
- **Travel Choice Factors:** Respondents' most common travel mode motivation was saving money/affordability. Carpooling was the most likely choice if driving alone was not an option. Respondents were most *likely* to stop driving alone if the prospective carpool partner was a family member or friend, but they were most *unlikely* to carpool if the prospective partner was someone previously unknown. Among respondents who used to drive alone, their top reasons for changing were: avoid congestion; save money; changed job/work hours.

#### Ad Concept Response Highlights

Each of the five groups read radio scripts, viewed visual advertising, or saw video/listened to radio ads before being asked for their feedback. Respondents were asked to rate the three ads in their group in terms of 10 attributes: “interesting,” “good,” “informative,” “easy to understand,” “funny,” “pertinent,” “entertaining,” “thought provoking,” “persuasive,” and “memorable.” They were also asked to indicate the degree to which they agreed with certain statements about the ad (e.g., “The ad made me interested in getting more information about commuting alternatives.”).

- **Guaranteed Ride Home (Scripts):** “Freebies” and “Don't Flip” consistently drew the highest scores across the attributes. “Don't Flip” got particularly high responses for being informative and easy to understand. “Don't Flip” also scored best on key opinion statements.
- **Guaranteed Ride Home (Visuals):** “Don't Flip” consistently drew the highest scores across the attributes, and had particularly strong responses as funny, entertaining and memorable. Opinion statement responses were mixed among the three ads.

- Ride Share (Scripts): “Half Full” drew the highest scores across the attributes, followed closely by “Share Alike.” “Half Full” rated notably high as easy to understand and informative, while “Share Alike” was seen as most entertaining and thought provoking.
- Ride Share (Visuals): “Save Half” drew the highest scores across the attributes, although it virtually tied with “Match” and “Share” as easy to understand. “Share” drew notably higher responses as funny and entertaining.
- Legacy Ads (TV & Radio): Respondents provided an interesting mix of feedback on these pieces. While TV received notably higher scores across most of the attributes than the “Cash Cushion” and “What If” radio spots, “What If” tied on memorable and was seen as more funny and entertaining. Between the two radio spots, “What If” drew higher responses across the attributes.