



WASHINGTON METROPOLITAN REGION TRANSPORTATION DEMAND MANAGEMENT

RESOURCE GUIDE AND STRATEGIC MARKETING PLAN Version 15.0

FY 2012 Final Report

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PREPARED BY:

COG/TPB Staff in conjunction with
the COMMUTER CONNECTIONS
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. Primary 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

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.

According to the Transportation Planning Board's 2007-2008 Household Travel Survey, residents of the Washington region are making fewer daily trips per household and per person, on average, than they did in the 1990s. However, the walk and transit shares increased 1.6 and 0.7 percentage points, respectively. According to the survey, 73.1% of commute trips were taken by a single driver while those commuters using transit increased to 17.7%. Compared to 1994, persons in the 25-34 year old age group showed a significant shift from auto travel to transit and walking. However, it should be noted that the Washington 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 2010, the State of the Commute Survey shows that about 64% of weekly commute trips made to worksites outside the home were made by driving alone. This represented a decrease from the 67% of weekly trips that were drive alone in 2007. The region's average one-way commute is now 36 minutes, up from 35 in 2007, 34 in 2004, and 32 minutes in 2001. The four-minute increase in commute time from 2001 is equivalent to four full eight-hour workdays wasted driving to and from work. The time increase is due to more congestion and probably not to longer distances from home to work as the average commute distance has remained steady at since 2004 (16.3 in 2007 and 16.2 in 2004). Suburban sprawl continues as a means to find more affordable housing. About 25% of regional commuters said they telecommuted at least occasionally, up substantially from the 2007 level of 18.7% and almost double the 2004 level of 12.8%. Although, telecommuters did so less frequently than in 2007; 1.3 days per week on average compared to 1.5 days per week in 2007.

The 2010 State of the Commute Survey also showed that about a quarter (25%) of respondents said their commute was more difficult than it was a year ago. However, this is less than said so in 2007 (27%). The primary reason for it being worse was that the route was more congested now (59%) which is less than in 2007 (75%). Five percent said the commute was easier because they started using an alternative.

Over half (58%) 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 slightly higher than was observed in the 2007 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.

In the 2010 State of the Commute Survey Report, nearly half of respondents (45%) stated that they did not know anyone with whom they could carpool or vanpool with. However, this is down from the number of respondents asked this same question in 2007 (48%). The report also 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 57% of commuters with these services drove alone to work, compared with 80% 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 (41%) of respondents who did not have free parking drove alone, compared with 82% of respondents who did have free parking.

Due to a continuing campaign of TDM advertising, promotions and public relations, in 2010, about 62% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. This is almost 10% higher than in 2007. About 24% of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. This is higher than the 18% that was observed in both 2007 and 2004. The most persuasive messages appealed to commuters' interest in saving the environment, saving money, or experiencing less stress.

About a quarter (27%) of regional respondents knew that there was a regional GRH program. This was about the same in 2007 (26%) but still a large decrease from the 59% who said they knew of such a program in 2004. Only 13% noted Commuter Connections as the sponsor of the GRH program, a significant decrease from the 37% who named Commuter Connections in 2007.

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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goDCgo

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Buddy Alves

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Ann King

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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 TDM 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 FY11 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%).

2010 State of the Commute, Commuter Connections

Drive alone continued to be the most popular commute mode but the share of weekly commute trips made to worksites outside the home (excluding telecommuting) declined from 71% in 2001 to 64% in 2010. Weekly trips made by transit modes increased from 2001 to 2010. Train use increased from 12.4% in 2001 to 14.5% and bus use grew from 4.6% to 5.7%. The most popular alternative mode was train, which was used by about 15% of respondents as their primary mode.

Almost a quarter (23%) of respondents had used or tried an alternative mode, other than one they were currently using, within the two years prior to the survey. Nearly three in ten (28%) respondents who used an alternative mode said they drove alone to the alternative mode meeting spot (park & ride lot, train station, carpool driver’s home, etc.) and left their cars at those places. The majority of carpoolers used a “traditional” form of carpooling, with the same partner(s) all the time. About one in ten carpoolers/vanpool trips was made by “casual” carpooling (slug).

A quarter (25%) of regional commuters said they telecommuted at least occasionally. The percentage of regional telecommuting has more than doubled since 2001. An additional 21% of commuters do not telecommute today but “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to.

When asked what personal benefits users of alternative modes receive 55% of respondents cited saving money or gas as the top benefit, and eleven percent noted a related cost-saving benefit of

reducing wear and tear on one's personal vehicle. Almost two in ten respondents said alternative mode users received a benefit of reducing stress (17%) and using travel time productively (17%). Respondents noted three benefits related to environmental concerns. Fifteen percent said commuters who use alternative modes help the environment. Four percent noted reducing greenhouse gases and four percent said saving gas or energy, a benefit related to sustainability. Nearly two-thirds (64%) of respondents said that use of alternative modes could benefit society by reducing traffic congestion and 45% said it could reduce pollution or help the environment.

Three in ten respondents said there was an HOV lane along their route to work. A quarter (27%) of these commuters said they use the lanes. More than half (54%) of the respondents who used HOV lanes for commuting said availability of the lanes influenced their decision to carpool, vanpool, or ride transit for their commute. HOV users who lived in the outer jurisdictions of the region saved an average of 28 minutes one-way. A quarter (26%) of commuters who don't currently carpool or vanpool said they would be very likely or somewhat likely to start ridesharing to use a High Occupancy Toll (HOT) lane if they would be able to use the lanes for free or a discounted price.

Two-thirds (66%) of respondents said they knew of a telephone number or web site they could use to obtain commute information. This was higher than the 51% who knew of these resources in 2007 and considerably higher than the 33% of respondents who knew of these resources in 2001. In 2010, 64% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. This was higher than the 53% who knew of Commuters Connections in 2007. Almost a quarter (24%) of respondents who had seen advertising said they were more likely to consider ridesharing or public transportation after seeing or hearing the advertising. The advertising appeared to have more impact on younger respondents. A third of respondents who were between 25 and 34 years old said they were likely to consider ridesharing compared with only about two in ten respondents who were between 45 and 54 years old.

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 FY12

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 occupant vehicles (SOV).

Commuter Connections' FY2012 marketing activities will provide frequent regional promotion of alternative commute options including car/vanpooling, telecommuting, bicycling, walking, and mass transit; support programs such as Guaranteed Ride Home, Ridematching and 'Pool Rewards; and promotion of special events such as Bike to Work Day, Car Free Day, and the Employer Recognition Awards. As well, the marketing program will seek to 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.

Internal reports and surveys are the cornerstone for FY2012 marketing strategy planning. 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 addition to comprehensive data provided by internal reports, the marketing team has 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.

With slow economic growth and restrained consumer spending expected to continue, it is anticipated that the economy will play a significant role in consumer decision making for the coming year. Strong, simple messages focusing on the cost savings of ridesharing tested well in market research conducted during the fall of 2010. Based upon the current economic outlook, and last year's market research, FY2012 marketing activities will continue to emphasize the economic benefits of ridesharing and the availability of the Guaranteed Ride Home Program.

The FY2012 Rideshare message will promote awareness of commute options and the benefits that these options offer the SOV driver. The Guaranteed Ride Home (GRH) message will focus on GRH being a safety net available to alternative commute users and will seek to address and, hopefully, remove any concerns about being stranded at work 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 to encourage commuters to incorporate alternative modes into their commute behavior.

MARKETING STRATEGIES

The marketing strategies are designed to achieve:

- Increased awareness of the Guaranteed Ride Home program to SOV commuters, removing a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Focus will be on commuters in the outer ring where 9 out of 10 workers commute by driving alone.

- Positioning of GRH as a safety net available to commuters in case of unplanned overtime or unexpected personal or family emergency.
- Emphasis of the cost savings benefits of ridesharing by using simple, direct messages that money can be saved by sharing a ride.
- Building on the cost benefits of ridesharing, use 'Pool Rewards as an additional incentive to increase participation in ridesharing. This will be promoted on its own as well as in conjunction with general Rideshare component pieces.
- Increased number of participants in special events and promotions such as Car Free Day and Bike to Work Day based on set committee goals.
- Promotion of employer efforts to ease regional commuting issues through earned media placements of Employer Recognition Awards and Bike to Work Day Employer Challenge winners.

Media buying strategies will be selected based on Scarborough Research reports for the specific target audiences for each program and 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 FY2012, radio is recommended as the anchor medium for the program, with its ability to reach more than 90% of our target markets 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. FY2012'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.

In addition to traditional media, the marketing team will look to further expand the use of social media such as Facebook and Twitter. Also, paid text Internet advertising and Search Engine Optimization will be investigated to improve the placement of Commuter Connections in browser search results.

The marketing team will investigate options to provide smart phone users access to Commuter Connections and commute option information and benefits. Quick Response (QR) codes may be used on marketing creative to provide smart phone users with quick and immediate access to Commuter Connections information and registration or pledge pages.

Existing creative will be used for the fall campaign; results of the complete 2011 campaign will be studied and best practices will be carried forward for the FY2012 campaign. The creative team will consider the results of the FY2011 campaign along with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2012.

The Marketing Communications Plan 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.

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 telework centers.

After modest growth in the 1970s and early 1980s, the region's population began to grow more rapidly in the late 1980s. The 2010 population for the Washington D.C. Metropolitan Statistical Area was 5.2 million. The region's population is expected to grow steadily through the forecast period, adding an average of approximately 51,000 persons a year. By 2040 the population will grow by 29% over 2010, adding over 1.5 million people to the area.

Population will be spurred by the long term strength of the region's economy, high rates of immigration 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 Montgomery, Fairfax, and Prince William counties. The outer jurisdictions will experience the fastest rates of growth, led by Stafford (139 percent), Frederick (84 percent), and Loudoun (78 percent) counties. The region's central jurisdictions will grow more slowly. In the City of Alexandria and Arlington County, population will increase by 39 and 27 percent, respectively. The District of Columbia will experience an end of short-term population loss and will grow by 31 percent during the forecast period.

Employment growth would be the greatest during the 2015 to 2020 time period, when an average of 56,000 new jobs are anticipated per year—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 (31%), and the District of Columbia (16%).

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, 627,900, 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 433,800 jobs to the region's base, and will grow their number of jobs 84 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 2040. Collectively, the central jurisdictions will account for 26 percent of regional employment.

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

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, 55 percent of the region's jobs were located in regional activity centers. During the 2005 to 2040 forecast period, 48 percent of job growth will be concentrated in activity centers. The highest percentages of jobs located in regional activity centers in 2040 will be found in the Central Jurisdictions; the City of Alexandria (61 percent), the District of Columbia (75 percent), and Arlington County (78 percent). Households in regional activity centers account for 13 percent of the region's total households in 2040. From 2005 to 2040, 104 percent of the household growth is projected to occur in regional activity centers. In 2040 the highest percentages of households located in regional activity centers will be in the Central Jurisdictions; City of Alexandria (38 percent), Arlington County (44 percent), and the District of Columbia (26 percent).

The following information reflects the performance of the TPB's 2010 Constrained Long-Range Plan (CLRP). In the coming decades, current forecasts call for more people to be driving and traveling longer distances. Significant highway needs remain unfunded, while road usage is expected to increase steadily. Severe stop-and-go congestion is expected to be prevalent throughout the entire region in 2040, not just in isolated areas. In 2040, there are some areas of forecasted improvement, such as I-95 and I-495 in Virginia, which will benefit from HOT lane projects included in the 2010 CLRP.

Due to a lack of funding for capacity enhancement projects to accommodate all of the projected transit ridership growth in the region, the Metrorail system will likely reach capacity on trips to and through the regional core. According to a WMATA study, without additional railcars beyond those currently funded, all lines entering the core will become congested by 2040, and the Orange/Dulles, Yellow and Green lines are forecast to be highly congested.

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 a free 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, Enterprise 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.
- Expansion of ‘Pool Rewards to include vanpools.

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 'Pool Rewards carpool/vanpool incentive project.
- Promote formation of carpools and vanpools for commuters using the new Beltway High Occupancy Toll (HOT) lanes and the Inter County Connector (ICC) Express Toll Lanes.

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 2010 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 2.79 passengers vs. non-HOV 1.11)
- I-95 (HOV 2.47 passengers vs. non-HOV 1.06)
- I-66 outside Beltway (HOV 1.83 passengers vs. non-HOV 1.09)
- I-270 at Rockledge Drive (HOV 1.97 passengers vs. non-HOV 1.04)
- I-270 spur (I-270Y) at Democracy Blvd. (HOV 1.89 passengers vs. non-HOV 1.03)
- Va. 267 (HOV 1.66 passengers vs. non-HOV 1.06)
- U.S. 50, John Hanson Highway, between Md. 197 and Md. 705 westbound side (HOV 1.77 passengers vs. non-HOV 1.04)

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, 2012, 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, 7 days/week. 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"> • I-395 AM: 2.74 AVO 49 MPH, 12 minutes • I-395 PM: 2.38 AVO 68 MPH, 9 minutes • Non HOV AM: 1.1 AVO, 20 MPH, 30 minutes • Non HOV PM: 1.11 AVO 49 MPH 12 minutes |
| 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. Public utility | NB: 6:00-9:00 a.m. SB: 3:30-6:00 p.m. | <ul style="list-style-type: none"> • I-95 AM: 2.54 AVO 62 MPH, 18 minutes • I-95 PM: 2.60 AVO 67 MPH, 16 minutes • Non HOV AM: 1.05 AVO, 22 MPH, 51 minutes • Non HOV PM: 1.16 AVO 28 MPH 41 minutes |

| <i>LOCATION</i> | <i>TYPE</i> | <i>MILES</i> | <i>USERS</i> | <i>HOURS OF OPERATION</i> | <i>COMMENTS</i> |
|--|---|--------------|---|---|---|
| | | | 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 curbed 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-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 | 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 |

| <i>LOCATION</i> | <i>TYPE</i> | <i>MILES</i> | <i>USERS</i> | <i>HOURS OF OPERATION</i> | <i>COMMENTS</i> |
|--------------------------------|---|--------------|--|---|---|
| | | | law enforcement vehicles. Public utility vehicles are permitted to use HOV lanes when responding to emergency calls. | | |
| 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 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"> • Opened December 1998 • HOV AM 1.67 AVO, 58 mph, 12 min • HOV PM 1.7 AVO, 58 mph, 16 min • Non-HOV AM 1.05 AVO, 46 mph, 15 min • Non-HOV PM 1.05 AVO, 48 mph, 22 min |

| <i>LOCATION</i> | <i>TYPE</i> | <i>MILES</i> | <i>USERS</i> | <i>HOURS OF OPERATION</i> | <i>COMMENTS</i> |
|--|--|--------------|---|--|---|
| 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"> • HOV: 1.72 AVO in AM 1.69 AVO in PM • Motorists traveling to and from Dulles International Airport on business are permitted to use I-66 inside the Beltway during HOV hours. |

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 NO SOV HYBRIDS ALLOWED | SB: 6:00-9:00 a.m. NB: 3:30-6:30 p.m. | <ul style="list-style-type: none"> • HOV AM: 2.61 AVO • HOV PM: 2.54 AVO • Non HOV AM: 1.13 • Non HOV PM: 1.10 AVO, |
| 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 NO SOV HYBRIDS ALLOWED | 24 hours/day 7 days/week | <ul style="list-style-type: none"> • HOV AM: 2.35 AVO; • HOV PM: 2.66; • Non HOV AM: 1.14 AVO • Non HOV PM: 1.95 AVO |

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 I-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, Metrobus, REX, and TAGS bus service
- Loudoun County Transit and Tysons Express
- 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
- Proximity to employment sites, services, facilities
- 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 CAPACITY¹</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 |
| Arlington Transit | 13 routes | Range of seats per bus between 14-30 | Local peak and non peak including service to Pentagon | 41; 87 peak direction | 53, 61, 62, 74, 75 |
| Fairfax Connector | 67 routes | 29-55 | Peak and Non-peak service. HOV: | 171, 321, 322, 401, 950, 980 | 301, 305 , 307, 574, 640, 641, 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 and Tysons Express | 4 route structures encompassing 83 morning and 74 evening trips. | 55-67 | Peak service | 75% to 80% on most routes Ashburn North and Christian Fellowship has some available 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> | (X)25 routes 28 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

| PROVIDER | RAIL TYPE | ROUTES | CAPACITY | ROUTES TO MARKET |
|-----------------------------|-----------------------|---|------------------------------------|--|
| VRE | Commuter | Manassas Fredericksburg | Close to Capacity | Rippon & Woodbridge, and Burke (stations with avbl pkg). |
| MARC (MTA) | 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) |
| Metro (MTA) | Subway | Owings Mills to Johns Hopkins Hospital | Not at capacity | Northwest Baltimore Corridor: Owings Mills, Downtown. Johns Hopkins Hospital. |
| Light Rail (MTA) | 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 |
| AMTRAK | Regional/ Commuter | Northeast Corridor | Not at capacity | Northern Virginia District of Columbia Southern Maryland Baltimore - BWI |
| Metro (WMATA) | 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 recent years.
- Reaching and exceeding capacity is a major concern for VRE. In FY11, VRE provided 2,118,380 trips on its Manassas Line and 2,398,986 trips on its Fredericksburg line. For the four months reported in FY12, so far total overall ridership has increased by 10.1%.

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 | 1,562 | 75% |
| Calvert | 1 | No | County | 480 | | |
| | 5 | No | Private | 592 | | |
| | 1 | No | SHA | 107 | | |
| Charles | 2 | No | County | 1,282 | | |
| | 1 | No | MTA | 277 | | |
| | 5 | No | Private | 965 | | |
| | 1 | No | SHA | 849 | | |
| Frederick | 12 | No | SHA | 1,218 | 664 | 55% |
| | 4 | No | MARC | 2200 | 1650 | 75% |
| Montgomery County | 14 | No | Official | 3,524 | 1,868 | 53% |
| | 3 | No | SHA | 1,019 | 265 | 26% |
| | 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 | 816 | 355 | 44% |
| | 5 | | Private | 450 | 53 | 12% |
| | 5 | No | MARC | 2200 | 2200 | 100% |
| | 15 | Yes | WMATA | 24,383 | 19,994 | 82% |
| Arlington | 3 | 2 No 1 Yes | County | 880 | 94 | 11% |
| | 1 | Yes | WMATA | 422 | 498 | 118% |
| Alexandria | 1 | Yes | WMATA | 361 | 401 | 111% |
| Fairfax (City) | 1 | 1 No | 1 City | 15 | 0 | 0% |
| Fairfax County | 21 | No | Official | 6,809 | 5,049 | 74% |
| | 5 | Yes | WMATA | 17,190 | 16,625 | 95% |
| | 5 | No | VRE | 2,671 | 1,822 | 72% |
| | 8 (11) | | Other Private | (2066) 1,141 | (1469) 841 | (71%) 74% |
| Loudoun County | 6 | No | Official | 1,901 | 1,455 | 77% |
| | 14 | No | Private | 1,189 | 457 | 38% |
| Prince William | 16 | No | Official | 7,649 | 5,103 | 68% |
| | 14 | No | Private | 1,613 | 720 | 45% |
| | 6 | No | VRE | 3,843 | 3,297 | 87% |

Official lots include VDOT and County owned lots and leased lots.

Private lots include proffered 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. 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

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 2010 State of the Commute Survey Report, almost 25 percent of regional commuters said they teleworked an average of 1.3 days per week, a substantial increase from the 2007 level of 19 percent. This percentage equates to approximately 600,000 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 2010, 27 percent of respondents who worked for federal agencies teleworked, compared to 16 percent in 2007 and only 12 percent in 2004.

The 2010 survey also found that an additional 21% 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 a quarter of these interested respondents said they would like to telecommute “regularly,” while 42 percent would like to telecommute “occasionally.”

With the rapid advancements in technology in recent years, teleworking has become more common. Future technology development will allow workers to continue to work "without walls" in virtual offices or from home.

COG/TPB 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, Commuter Connections has provided information packets, videos, seminars, demonstration projects, sample telework policies and agreements and information on regional telework centers. Telework is supported by COG/TPB 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 began 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. Employers in Virginia that offer telework options to their employees may also qualify for state tax incentives.

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
- Telework! VA Program, www.teleworkva.org

- Telework Partnership with Employers (MD), www.teleworkbaltimore.com
- Washington Metropolitan Telework Centers, www.WMTC.org
- Telework Exchange, www.teleworkexchange.com

In the Washington metropolitan region, there are a combination of private and university run telework centers. Since April 2011, GSA no longer has financial affiliation with the former Telework Centers; i.e., GSA discontinued sponsorship of the original 14 telework centers in the Washington Metropolitan area. However, the George Mason University (GMU) program continues operation of Telework Centers in Virginia, and there are other private sector telework centers, or 'hoteling,' arrangements, available from private entities listed below. Please note the caveat that these are private sector solutions; hence, we are not allowed to endorse any of them and have no knowledge of their suitability. We simply share the information to assist you. Regarding Federal agency policy updates, it is suggested that Agencies remove any references to TFRS, TOLBS, and GSA, but retain 'telework center' as an 'alternative workplace arrangement.' Telework Centers provide space, similar to hoteling arrangements, plus some offer conference rooms and training facilities for short meetings/classes, on a for fee basis. These alternative workplaces are useful types of facilities for remote, home-based worker, and for the field work force to meet or convene.

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 available from States to assist employers with 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 21% of non-telecommuters have job responsibilities that would allow them to telecommute and would be interested in telecommuting, according to the 2010 State of

the Commute. Needless to say, teleworking is one of the most cost-effective ways to reduce congestion.

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 employers 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 2010 State of the Commute Survey Report:

- 17% of all commuters live less than five miles from work.
- The average bike/walk commute is 3.4 miles each way.
- The average number of days per week for bicycle commuting is 3.
- There is no significant difference in rates of men and women who walk/bike as their primary commute mode, 3% and 2% respectively.
- Bike/walk as primary commute mode based on State of Employment: District of Columbia 4%, Maryland 2%, and Virginia 2%.
- Nearly a quarter (24%) of respondents in 2010 said their employers offered services for bicyclists and walkers, up from 17% in 2007.
- Respondents who drove alone and those who carpooled/vanpooled gave the lowest ratings for transportation satisfaction; only 35% were satisfied. Respondents who used transit or bike/walk for commuting gave higher satisfaction ratings.

The 2010 U.S. Census estimated that bicyclists represent .3 percent of the commuting population of the Washington D. C. Metropolitan Statistical Area. Bicycling to work is more prevalent 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. 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 indicates that the District of Columbia has the highest share at 3.3%, followed by Alexandria at 2.7%. The most prevalent purposes for daily travel by bike were work-related trips at 30%. There are more than 30,000 work-related bike trips in the Washington region every day.

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.

The Bike to Work Day Washington Region 2010 Survey showed that the event introduces commuting as 17% of survey respondents said they never commuted by bicycle before participating in the annual event. The event also expands the frequency of bicycle commuting as 22% of survey respondents who commuted by bicycle previous to the event, said they started bicycling even more after participating in Bike to Work Day.

The Bicycle and Pedestrian Plan for the National Capital Region, adopted in October 2010, identifies the capital improvements, studies, actions, and strategies that the region proposes to carry out by 2040 for major bicycle and pedestrian facilities. The plan is an update to the 2006 Bicycle and Pedestrian Plan for the National Capital Region, which was the first all-new regional plan specifically for bicycle facilities since 1995, and the first-ever regional pedestrian facilities plan.

The plan includes 336 bicycle and pedestrian facility improvement projects from across the region, which were identified, submitted and reviewed by agency staffs of TPB member jurisdictions. If every project in the plan were implemented, in 2040 the region will have added over 450 miles of bicycle lanes, over 630 miles of shared-use paths, hundreds of miles of signed bicycle routes (signage without additional construction), more than 80 pedestrian intersection improvements, and ten pedestrian/bicycle bridges or tunnels.

A new bicycle and pedestrian crossing over the Potomac would be created, at the American Legion Bridge, and bridges over the Anacostia River would be improved for pedestrians and bicyclists. In addition, 21 major streetscaping projects would improve pedestrian and bicycle access and amenities in DC, Ballston-Rosslyn, Columbia Pike, Tysons Corner and other locations. If it implements the projects in this plan, by 2040 the region will have over 1,700 miles of bike lanes and multi-use paths, more than three times the current total.

Assets

- Avoiding rush hour traffic or transit delays
- Bicyclists have more predictable commute times than motorists or transit riders
- Arrive at work invigorated and refreshed; combines exercise and drive “time.”
- Improved productivity
- Improved overall health of employees, reduced sick days
- 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 or 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.
- On-line bike routing is available through Google Maps, and through ridethecity.com, a route-finding web site which serves the area inside or near the Capital Beltway, plus all of Fairfax County. Ridethecity.com shows the region's bike facilities, as well as the Capital Bikeshare stations.
- [Capital Bikeshare](#) launched in September 2010, and now features over 1100 bikes at over 110 stations in the District of Columbia and Arlington. Capital Bikeshare offers short-term, automated bicycle rentals for its members, with options for daily, weekly, monthly, and annual memberships. Annual memberships cost \$75. The first half hour is free, and bikes may be returned to any bikeshare station in the system. Bikes are available 24 hours a day, 12 months per year. Snow closes the system only until major streets are plowed. Further system expansions are expected.
- 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.
- 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.
- For bicycling newcomers, the warmer weather months provide the best opportunity to introduce the bicycle as a legitimate transportation mode.

An employer located in a bike-friendly area or near a long-distance trail such as the W&OD or Mount Vernon Trail should be more successful in encouraging employees to bicycle to work.

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.
- Employers located in areas without adequate bicycling lanes and trails will find it more difficult to get employees to ride to work.

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 nearly 50 pit stop rally points for the cyclists through the region that included snacks, prize drawings, T-shirts, promotional items, and elected officials. The Steering Committee for the event includes representatives from the bicycle and TDM community. This cooperative effort has resulted in an increase of registrants every year. In 2011 the event reached 11,000 registrants, a 19.5% increase over 2010.

The event is promoted through email (primarily to former participants and WABA's mailing list); links from the region's Rideshare program and TMA websites, distribution of collateral materials radio advertising, social media, 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 and 2011 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.

While popular, Capital Bikeshare has inherent limits as a commute mode. Stations at downtown employment centers fill up in the morning, while stations in the surrounding areas are empty. The economics of bike share work better when trips are self-balanced, allowing each bicycle to make dozens of trips per day, not just one to work and one back. For many employers, providing secure parking and having employees use their own bicycles is a lower-cost solution. Work sites that have staggered hours, such as hospitals and universities, can make best use of bike share as a commute mode.

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

BIKE SHARING

Product Profile

Bikesharing is an automated, public bicycle rental service and was first introduced by the District in 2008 under the moniker of SmartBikeDC, and was run by Clear Channel 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 bikesharing service in Fall 2010 called Capital Bikeshare. Alta Bicycle Share 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, Pentagon City, and Potomac Yard neighborhoods of Arlington County.

Users can choose to purchase a 1-day, 5-day, month, or annual membership priced at \$5, \$15, \$25, and \$50, respectively. Month and annual memberships can be purchased on the website at www.CapitalBikeshare.com and members are sent a key fob that allows access to all of the bikes throughout the entire system. Day and 5-day 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 service 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 at 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. Ten months after the launch, nearly 700,000 trips have been made.

As of June 2011 Capital Bikeshare had 15,000 annual members, and there were 143,000 trips in June, up from 64,000 trips in March. In October 2010, the first full month of operations, there were 36,700 trips. Currently each bicycle in the system is used about four times per day. The busier stations have usage rates much higher than that.

The Capital Bikeshare program has been a big hit, and expansion will enable more people to use it. Capital Bikeshare offers a good solution to the last-mile problem for people commuting by transit. For example, someone arriving by commuter rail at Union Station could take a Capital Bikeshare bike to a job at the Navy Yard, a trip that would otherwise require two transfers on Metrorail.

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 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 600,000 members reserving 8000 cars in all of its Zipcar cities.

To join Zipcar, there is a \$25 application fee plus a \$60 annual fee. Rates range from \$7.75 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 Monday - Friday.

Hertz On Demand is a 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. The Hertz vehicle is also used by other nearby businesses and residents.

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 minute 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 400 locations and over 850 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.
- Hertz and Car2Go will be receiving on-street parking spaces within the District; launch date however is unknown.

Challenges

- Hertz On Demand requires a separate membership in each city.
- 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. Some 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 some commuters have been 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 Area)

SmartBenefits (Washington Area)

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 utilizing tax incentives.. And for Maryland 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 2011 and could revert back to \$120 per month for 2012 (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® program offered by the Washington Metropolitan Area Transit Authority (WMATA). Employees can receive a Commuter Choice Maryland or SmartBenefits® tax-free benefit of up to \$230 (currently until 1/1/11) monthly either as an employer-subsidy benefit, or via a pretax payroll deduction from an employee's gross salary, or a combination of the employer subsidy and pre-tax deduction benefit. When employers provide Commuter Choice Maryland or SmartBenefits® 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 to qualify for a tax credit equal to 50% of the cost of those expenses with a cap of \$50 per employee, per month. Eligible expenses include transit passes or vouchers, vanpool expenses, Guaranteed Ride Home program expenses, and "cash in lieu of parking" program expenses. 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® offers the SmarTrip® Card, a credit-card sized smart card embedded with a computer chip to keep track of the cash value and pass products on the card... CharmCard® is the MTA's new way to pay that makes traveling by Local Bus, Light Rail and Metro Subway easy. CharmCard® also works in Washington, DC, Montgomery County, Northern Virginia, and anywhere the SmarTrip® logo is displayed.

Maryland Transit Administration (MTA) Commuter Choice Maryland Program

Product Profile

The MTA's Commuter Choice Maryland Program consists of two sub-programs. The first sub-program is the federal Transportation Incentive Program (TIP) which features three tax-saving options for employers to distribute passes and vouchers to employees – the *employer-supported option*, the *pre-tax salary deduction option*, and the *combination option*. The second sub-program is the Maryland Commuter Tax Credit, which allows employers who provide transportation fringe benefits or ridesharing alternatives to their employees to claim a tax credit of 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 or purchased online at www.mta.maryland.gov 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, approximately 500 public and private sector employers provide Commuter Choice Maryland benefits to more 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 230,000 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, registered vanpools, commuter rail and commuter bus. 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 2012, 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. Instead of collecting benefits at the vendor in Metrorail stations, the benefits will be accessed by presenting SmarTrip® card to a target. This new process is called SmartBenefits® Autoload. Employees can add to their stored value purse at any time and any funds remaining on an employee's SmarTrip® card prior to migration to SmartBenefits® Autoload, will remain in 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® Autoload program started in July 2011 and will continue over the remainder of the year. 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 200 Giant Food, CVS Pharmacy and other merchant locations in the region that sell and reload SmarTrip® cards.
- Connector stores in Fairfax County, Commuter stores in Arlington County, TRiPS stores in Montgomery County and the Old Town Transit Shop in the City of Alexandria 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. SmarTrip® cards MUST be registered to participate in SmartBenefits® Autoload.
- 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 2012.

CLEAN AIR PARTNERS

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 1.6 million for the 2010 ozone season, and the number of participants increased (800 new subscribers) bringing the total to 3,700 participants.
- Clean Air Partners includes a social media presence on Facebook, Twitter, and YouTube. Contests were conducted through Facebook and Twitter to promote Telework Week and National Air Quality Awareness Week.
- In May 2011, Clean Air Partners recognized local students during its annual poster contest award ceremony. The awards event took place at the Nationals Park on May 18th.
- The 2011 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 2011.
- Magnets and bookmarks, which include information on actions to reduce pollution and protect health and the air quality action guide, were developed and distributed to Clean Air Partners participants and members. The materials were also distributed at various outreach events across the region and at Metro stations.
- A media campaign on radio was conducted in July 2011 with a message of personal experiences with users receiving AirAlerts. Listeners were urged to visit the web site to sign up for AirAlerts. Two 60 second radio ads were rotated throughout 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 Post 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, bike-giveaway, Air Alerts contest and office of the week.
- 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. Approximately 2,000 students used the curriculum during the past year.
- Clean Air Partners' sponsored its third annual poster contest for students in grades 4 through 8 residing in the Baltimore-Washington metropolitan area. More than 450 students integrated science and art and submitted posters addressing this year's theme: The Air We Share: Working Together for Cleaner Air.
- This year Clean Air Partners conferred ten awards for best science fair project addressing air quality and climate change in Baltimore, Fairfax, Alexandria, Falls Church and Arlington, Frederick, Montgomery, Prince George's, Prince Williams County and Washington D.C.
- Clean Air Partners and the Maryland Department of the Environment are conducted a one-day lawnmower exchange event. The event took place at Camden Yards on August 14, 2010. Residents received a deep discount when trading in a gas-powered mower for a new electric mower. More than 750 gas-powered mowers were exchanged for cleaner electric models.
- 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 online ads, and distribution of Clean Air Partners materials through members and participants.

- Ozone and Particle Pollution displays are provided on 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 magnets and bookmarks 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 heat warnings.

Opportunities

All of these activities have led to the recruitment of 3,700 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 2011. ***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. New participants will also be surveyed in FY12.

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 interviews with Commuter Connections COG/TPB staff were conducted.
- Marketing outreach to area commuters included live radio reads and use of social media.
- Direct mail was sent to Employee Transportation Coordinators to encourage them to promote the 'Pool Rewards program to employees.

Opportunities

- Based on evaluation results, the program was extended beyond FY 2011. The goal is to register at least 1,000 participants in the program by June 30, 2012.
- The program is poised to be expanded to include vanpools beginning in FY 2012.
- 'Pool Rewards incentives can lead to extended ridesharing arrangements and increases in the frequency of ridesharing.

Challenges

Low level of participation

CURRENT MARKETING STRATEGIES AND BUDGETS FOR REGIONAL PARTNERS

LOCAL MOTION – City of Alexandria

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 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 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

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

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 (AVN)
- 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, Twitter and blogs
- Produce videos for YouTube and AVN

COMMUTER CONNECTIONS

www.commuterconnections.org

FY 2012 Media Budget \$902,000

(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 FY2012 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:

- 2010 State of the Commute Survey

- [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)
- [2010 Bike To Work Survey TERM Analysis Report](#)
- [FY 2009 Commuter Connections Applicant Database Annual Placement Survey Report](#)
- [2008 Commuter Connections Transportation Emission Reduction \(TERM\) Analysis Report.](#)
- [Commuter Connections Stakeholder Attitudes and Opinions, April 2007.](#)

Internal reports and surveys are the cornerstone for the FY2012 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 addition to comprehensive data provided by internal reports, the marketing team has 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 is used to support the development of the media and/or messaging strategies.

With slow economic growth and restrained consumer spending, it is anticipated that the economy will continue to play a significant role in consumer decision making for the coming year. Strong, simple messages focusing on the cost savings of ridesharing tested well in market research conducted during the Fall of 2010. Based upon current economic outlook and last year's market research, the FY2012 campaign will continue to emphasize the economic benefits of Ridesharing.

The FY2012 Rideshare campaign will promote awareness of commute options and the benefits these options offer the SOV driver. The Guaranteed Ride Home message will focus on support, offering a safety net to address and remove any concerns about being stranded at work 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 try 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. More focus will be on commuters in the outer ring where 9 out of 10 workers commute by driving alone. Both ridesharing and transit use provide the greatest potential to this audience.
- Position GRH as a safety net, available to commuters in case of unplanned overtime or unexpected personal or family emergency.
- Emphasize the cost savings benefits of ridesharing. Use simple, direct messages that money can be saved by sharing a ride.

- Building on the cost benefits of ridesharing, use ‘Pool Rewards as an additional incentive to increase participation in ridesharing. This will be promoted on its own as well as in conjunction with general Rideshare component pieces.
- 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.
- Promote efforts to ease regional commuting issues through earned media placements through use of human interest stories of commuters using alternative commute modes and/or employers offering commuter benefits that have higher than expected engagement levels.

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

For FY2012, **radio** is recommended as the anchor medium for the program, with its ability to reach a large portion of our target markets (90 percent) with significant frequency when they are engaged in their possibly stressful, frustrating, costly and time consuming commutes.

Print creative is important to provide visual, repetitive communication and reinforcement of messages delivered through radio spots. FY2012’s marketing strategy will include well placed visuals across the geographical region Outdoor print such as bus signage and shelters, online animated banner ads and cable TV will be evaluated as visual elements for the campaign.

Paid text Internet advertising will be investigated to improve the placement of Commuter Connections in browser search engine 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.

The marketing team will investigate options to provide smart phone users access to Commuter Connections and commute option information and benefits. Quick Response (QR) codes may be used on marketing creative to provide smart phone users with quick and immediate access to Commuter Connections information and registration or pledge pages.

Existing creative will be used for the fall campaign; results of the complete FY 2011 campaign will be studied and best practices will be carried forward for the FY 2012 campaign. The creative team will consider the results of the FY 2011 campaign along

with area transportation trends and additional exploration to help identify the most effective messaging strategies for implementation for spring 2012.

The Marketing Communications Plan 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 [2010 Commuter Connections Guaranteed Ride Home \(GRH\) program Survey Report](#)):

- 35-54 years old (63%)
- Caucasian (68%) and African-American (20%)
- \$80,000+ annual household income (80%), \$120,000+ annual household income (50%)
- Commute of more than 30 miles / 45 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:

- Focus will be on commuters in the outer ring including Calvert, Charles, Frederick, Loudoun, and Prince William counties.
- Radio advertising will focus on exurb radio stations serving the outer ring counties.
- 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.
- Update website images to integrate with the campaign.
- Direct Mail (Allocation equals 5% of Work Program budget).
- Investigate use of mobile media and “point of sale” placement to increase registrations. QR codes will be investigated as a way to engage with smart phone users to drive them directly to the Commuter Connections website and provide additional information.
- Because of the ability to directly target certain geographic areas, and due to the high percentage of SOV drivers in the outer ring, out-of-home including gas pump toppers may be investigated for possible use.

GRH Media Allocation: Approximately 32 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 Commuter Connections 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. Live traffic reads provide an ideal opportunity to make the association between traffic and solution and will be investigated for feasibility.
- A Spanish-speaking radio station will be included to reach out to the region's Hispanic population.
- To ensure top placement on search engine results, search engine ads will be investigated as a means to position Commuter Connections at the top of search result lists.
- TV will be considered as an opportunity to visually present the message that's conveyed in radio spots.
- Online banner ads may be used on selective websites to drive users to the Commuter Connections website to register.
- Out-of-home components that make a direct connection between commuting options and saving money will be considered. Possible options include gas pump toppers and ATM machine advertising.
- Public relations/media communications to provide testimonials of ridesharing success stories and broaden awareness and registrations
- Direct mail (Allocation equals 5% of Work Program budget)

Rideshare Media Allocation: Approximately 59 percent of media budget.

'Pool Rewards

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

Target Market

- Rideshare demographics

Tactics:

- Media and public outreach to build awareness.
- To promote awareness, radio and online banner ads may be used.
- Rideshare campaign components will tie in 'Pool Rewards as an additional incentive.
- Value add from the mass marketing campaign may be used to expand the reach of the 'Pool Rewards.
- Craig's List, Commuter Connections bulletin board

'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: Level 3&4 Employers in Commuter Connections Network area

Tactics:

- Bike to Work Day (BTWD)
 - Sponsor BTWD, May 18, 2012.
 - Secure corporate and other sponsorships for BTWD.
 - Web site to be managed by COG/TPB staff and will move from www.waba.org to a specific domain for the event itself.
 - Use radio advertising to increase awareness of BTWD.
 - Provide additional marketing collateral and advertising including t-shirts, posters, rack cards, and possible pit stop banners, print ads and Circulator bus cards.
 - Email blasts and mailings to employers.
 - Email blasts to colleges and universities.
 - Earned Media.

- Social networking sites such as Twitter and Facebook.
- Car Free Day (CFD)
 - Sponsor CFD, September 22, 2011
 - Secure corporate and other sponsorships for BTWD.
 - Use radio advertising to increase awareness of CFD and drive listeners to carfreemetrodc.com.
 - Provide marketing collateral such as posters.
 - Transit /outdoor signage (bus exterior and bus shelter ads).
 - Text messaging.
 - Email blasts and mailings to employers.
 - Email blasts to colleges and universities.
 - Engage Transportation Planning Board through Proclamation and encourage jurisdictional partners to do the same.
 - Social networking sites such as Twitter and Facebook.
- Employer Recognition Awards
 - Coordinate the Employer Recognition Awards ceremony, June 2012.
 - 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 in major publication highlighting local companies who voluntarily implement innovative employee commute and telework programs.

Special Events Media Allocation: Approximately 2.6 percent of media budget for BTWD, 4.2 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.

FY 2012 Creative Development Schedule

| | |
|--|-----------|
| Review research and results from recent campaigns | July 2011 |
| Develop Marketing Communications Plan | Aug 2011 |
| Feedback on Plan from Regional TDM Marketing Group (Extranet) | Aug 2011 |
| Present conceptual approaches to Regional TDM Marketing Grp | Sept 2011 |
| Refine and develop approach based on Workgroup feedback | Oct 2011 |
| Finalize creative | Nov 2011 |
| Produce creative | Dec 2011 |
| Distribute creative to media vendors | Jan 2012 |
| Campaign launch | Feb 2012 |

FY12 Marketing Campaign Schedule

| | |
|--------------------------------------|-----------------|
| Car Free Day | Aug – Sept 2011 |
| Fall Campaign (repeat FY11 creative) | Oct – Dec 2011 |
| Pool Rewards | Oct – Dec 2011 |
| Spring Campaign (new FY12 creative) | Feb – June 2012 |
| Bike to Work Day | Apr – May 2012 |
| Employer Recognition Awards | June 2012 |

DATA - DULLES CORRIDOR

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 e-Communications and Database Manager. Funded by grants from the Virginia Department of Rail & Public Transportation (DRPT), DATA also employs a temporary part-time Rotating Rideshare Coordinator and a Special Projects 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 fifth 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 has also added a Facebook page to facilitate communication particularly within the social networking community.

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. DATA held a successful "Transportation Summit" to engage key employers in the Westfields Corporate Center 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 -the Aerospace Corporation, the National Reconnaissance Office, and VeriSign, - to spotlight transportation alternatives and encourage employee use of commuting modes other than the single occupancy vehicle.

DATA's Annual Transportation Roundtable brings together representatives from the Virginia Department of Transportation and from Fairfax, Loudoun, and Prince William Counties to provide up-to-date information on transportation infrastructure and TDM options.

DATA continues to maintain an active seminar schedule in cooperation with peer organizations and major employers. Topics range from teleworking to the impact of Metrorail to Dulles on area businesses. DATA conducted a seminar co-sponsored by AAA Mid-Atlantic that featured noted transportation issues author Alan Pisarski and the Washington Post's "Dr. Gridlock" (Robert Thomson) at Volkswagen Group of America. These public events afford DATA's members and the business/citizen community more opportunities to keep informed on transportation options and opportunities.

DATA continues to promote E3Calc, the most robust greenhouse gas calculator for businesses. Developed under a grant and beta tested at DATA member worksites in 2010, E3Calc, now available in a more comprehensive v. 2 that includes cost/benefit and fleet monitoring modules, enables a business to determine its existing carbon footprint related to the commuting modes of

its employees, suggests how that footprint might be reduced by strategies like car and van pool formation, teleworking, etc. and measures the actual impact of the adoption of those strategies. DATA's grant-funded Rotating Rideshare program - - providing bilingual (English/Spanish) assistance to Dulles Airport area hotel employees in locating ridesharing opportunities and in forming car and vanpools – is underway in nine properties. There are two vanpools currently in formation and strong registration of potential ridesharers through the Commuter Connections ridematching software.

DATA's website at www.datatrans.org now features a dedicated page on “More Than One Way To Commute,” linking visitors directly to the resources of Fairfax, Loudoun, and Prince William Counties and to information on Metro schedules, teleworking, area walking/biking trails, etc.

In FY2012, DATA will embark on a grant-funded branding effort – “Live More. Commute Less.” – with possible regional applications. This will be supported by a commuter-oriented website (stressing the quality of life advantages – for both the individual and the region – of using commuting alternatives to driving alone) as well as by education literature, seminars, and events.

DISTRICT OF COLUMBIA

www.ddot.dc.gov, 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 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 residents, employees and visitors coming into the District. goDCgo also uses 2 monthly newsletters, Facebook, Twitter 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 (PART OF THE FAIRFAX COUNTY TRANSPORTATION SERVICES GROUP)

www.fairfaxcounty.gov/fcdot

Total Budget: \$910,530

- With a population over one million and the region's largest employment center outside of the D.C. core, Fairfax County is committed to improving mobility for all those who live, work or travel in the county. The Fairfax County Transportation Services Group (FCTSG) promotes and implements TDM strategies throughout the county to reduce traffic congestion and provide transportation alternatives. FCTSG focuses its marketing

efforts on employers with 100 or more employees, but also responds to requests from smaller employers. It provides some funding for the Dulles Area Transportation Association to implement TDM programs with employers in the Dulles corridor area of the county.

- Fairfax County has implemented a Community Residential Program that partners with over 200 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 transit, carpools, vanpools, walking, biking, or teleworking instead of drive alone commuting.
- The RideSources program assisted over 5,300 commuters in FY 2011. Some of the programs and services offered include transportation fairs, SmartBenefits Match Program, Van Start/Van Save.
- *SmartBenefits Match Program* - Employers can 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.
- *Bike Benefit Match Program (NEW)*. Employers can receive a 50% match for each participating Bike to Work employee that receives the \$20 IRS Bike Benefit (IRS Sections 125-132f). Employers can participate in the Bike Benefit Match Program for up to one year.
- *Van Start/ Van Save* - Fairfax County offers a vanpool subsidy program to help vanpools get started or to withstand temporary decreases in the number of commuters in the van. 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, a state program which funds empty seats for a limited time. 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 program is part of the Fairfax County Transportation Services Group (FCTSG) and offers employee density plots, commuter surveys, *Employee Transportation Champion (ETC) training manuals* general support for workplace transportation benefit programs. It also establishes Transportation Information Centers and hosts employee fairs and workshops 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:

- Employer / Commuter Benefit Fairs
- Large scale BRAC Outreach Events

- Lorton 4th of July Celebration
- Mt. Vernon Day
- Bike to work Day
- Car Free Day
- County-wide Earth day Events
- 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

Marketing Budget: \$31,400

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.
- 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 whiteboards 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.

GWRIDECONNECT

www.GWRideConnect.org

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 385 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
- 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 Telework Programs 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 FY12 GWRideConnect will be sponsoring the Snow Watch Update through B101.
- GWRideConnect will run the following advertising campaigns for FY 12: Fall Advertising Campaign, 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

- 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

Marketing Budget for County Transit and Commuter Services: \$77,000

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 anticipates attending over 40 community, employer and regional transportation events this fiscal year. In fiscal year 2012 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

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 4th 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

Marketing Budget for FY 2012 is in the range of \$230,000 (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 311,000 commuters who live and work in MC, 200,000 who travel into the County from other jurisdictions, and 216,000 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 (TMP).

- 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 FY12. Employer, commuter and transit services outreach efforts are concentrated in these areas of high employment concentrations.
- In FY11 the County conducted a series of training sessions to assist employers with SmartBenefits and the Maryland Commuter Choice Tax Credit. In FY12 MC will continue to provide training and support to assist employers with the use of SmartBenefits and the Commuter Choice Tax Credit.
- 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 FY11, staff conducted 156 commuter information fairs, generating 817 ridematching applications. In FY12, 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. North Bethesda TMD also conducts outreach events at new multi-family projects.
- Conduct Annual Commuter Survey: MC conducts an annual commuter survey of employers each Spring. In FY11 surveys were distributed to more than 100,000 employees through more than 200 employers.
- Produce Countywide and periodic area-specific newsletters. In FY11, MC issued its now monthly 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 20th 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 A2CE Awards (Advocates for Alternative Commuting Excellence). The Transportation A2CE 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 4,300 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 Traffic Mitigation Plans (TMP) and TMP Annual Reports by TMD employers..
- In FY10 Bethesda and North Bethesda held 3-week Walk and Ride promotions with 39 teams and nearly 200 participants.

Promotional Materials:

- Continue to use Better Ways to Work Toolkit in employer meetings and presentations. Design and production of a new employer toolkit will be introduced in FY12
- 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). “Biking to Bethesda” map/brochure is also available.
- 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 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. The Silver Spring **TRiPS** store is located at 8413 Ramsey Avenue, Silver Spring, a location in close 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.
- Support County’s Treasury Department in Rockville where fare media are 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 2012. In FY11, 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, NIH Executive Blvd, Marriott International, 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:

- Promote real –time information project which will give riders the status of their bus
- Promote new Silver Spring Transit Center to riders in Silver Spring
- Continue to update transit information at bus stops with shelters
- 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.
- Promotion of Van Go Shuttle in downtown Silver Spring.
- Promotion of Bethesda Circulator in downtown Bethesda
- 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

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 Transshare Program that provides up to \$230.00 a month in commuter subsidies. The goal of the NIH Transshare Program is to reduce traffic congestion and relieve energy and environmental concerns in the metropolitan areas. Use of the NIH Transshare Program is a key element of the NIH Transportation Management Plan.

In May of 2011, to coincide with bike-to-work month, NIH was one of the first Federal agencies in the nation to start a Bicycle Subsidy Program. Cyclists who surrender their parking permits receive \$20 a month to use towards purchasing a bicycle or for bicycle repairs and maintenance.

NIH has encouraged use of public transportation as a proactive means of reducing parking demand on the NIH campus. Transshare, with over 5,800 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 Transshare participants on a daily basis saved over 57,400 vehicle miles. At today's Transshare level's, this would translate to a savings of over 135,000 vehicle miles daily.

Carpool parking spaces have been established in prominent 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 15 vanpools with over 130 members. Vanpool members also may participate in the NIH Transshare Program.

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 the last six consecutive years from 2006 to 2011. Also, the pedestrian friendly campus provides pedestrian safety crossing and well-lit pathways for its walking commuters.

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 motorists of key entry locations when either Rockville Pike or Old Georgetown Road is congested.

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

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

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

NORTHERN VIRGINIA TRANSPORTATION COMMISSION

www.thinkoutsidethecar.org

Total FY2012 Operating Budget: \$1.2 million (Transit Assistance: \$170 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 \$378 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.
- NVTC is working with PRTC and GWRC to establish a startup Vanpool data collection program that will capture 5307 funds for the region, generating several million dollars within two years of being established.
- 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.
- 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.
- 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 periodically 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 and will be working with regional partners to update those plans this year.
- Coordinating TransAction 2040 (an update to the TransAction 2030 plan —the Northern Virginia Transportation Authority’s (NVTA) update of the regional long range transportation plan). NVTC is managing the consulting contracts of approximately \$500,000.
- 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 2.1% motor fuels tax assessed at the distributor level used to support WMATA. NVTC assists jurisdictions in coordinating responses to major corridor studies (e.g. BRAC and I-95/395 HOT lanes).

PRINCE GEORGE’S COUNTY

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

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

Marketing Budget: \$40,000

- Primarily a rural, residential area with a population of 170,000.
- RRRC uses referrals, highway signs, radio ads, newsletters and local newspapers for advertising their rideshare services as well as piggybacking off of COG promotions such as GRH. The program has just launched a Facebook page from which periodic promotions will be made available.
- The region uses various regional events and hosts an annual Commuter Fair to promote ridesharing.
- RRRC has approximately fifteen 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

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

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.

VIRGINIA RAILWAY EXPRESS

www.VRE.org

Marketing Budget: \$350,000

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

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 2011-2012

| | |
|----------------|---|
| September 2011 | World Car Free Day 50 States and 13 Colonies Ride Try Transit Week Virginia Walkingtown DC |
| October 2011 | Commuter Connections FY11 Fall Campaign Launch Tour Du Port Baltimore Telework Exchange Fall Town Hall Meeting Walk to School Day Walk & Ride Challenge |
| Feb 2012 | Commuter Connections 2 nd Half Campaign Launch National Telework Week |
| April 2012 | Clean Air Partners Ozone Campaign Launch Earth Day Street Smart Pedestrian and Bicycle Safety Media Campaign Telework Exchange Spring Town Hall Meeting |
| May 2012 | Bike To Work Day Clean Commute Day Virginia Bike DC |
| June 2012 | Commuter Connections Employer Recognition Awards Bike to Work Day Employer Challenge Luncheon Dump the Pump Day End of COG fiscal year |

CURRENT PROFILE OF IMPACTED ACTIVITY CENTERS/CORRIDORS

| Central | District of Columbia | Arlington County | City of Alexandria |
|----------------------------------|---|---|--|
| Impacted Activity Centers | Downtown Washington | Rosslyn/Ballston Corridor Pentagon/Reagan Airport | Alexandria Area |
| Impacted Corridors | I-395/I-295 I-66 (Roosevelt Bridge) Rt. 50 (New York Ave Rt 1 (Rhode Island Ave & 14 th 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"> • Rt. 1 • George Wash Pkwy • I-95/I-395/I-495 • Duke Street • King Street • Woodrow Wilson Bridge |
| Available Products | Carpools Car Sharing Zipcar Hertz On Demand Commuter Rail- VRE, MARC Cycling Capital Bikeshare Bike Racks on Sidewalks Bike Racks on Buses Bike on Rail Bike Lanes & Trails ADA-Bike Ramps Home-based telecommuting Housing close to employment, education, recreation & shopping destinations HOV lanes Rental Cars Transit Local and Express Buses Metrobus Metrorail Vanpools | <ul style="list-style-type: none"> • 4 Commuter Stores (Ballston, Crystal City, Rosslyn, Shirlington) • Mobile Commuter Store • Arlington Metrobus • Arlington Transportation Partners employer, residential, developer, and hotelier services • ART-Arlington Transit • Bike/Walk Paths • Bike Racks/Lockers • CommuterDirect.com • CommuterPage.com • Carpools • Carshare – Zipcar | <ul style="list-style-type: none"> • Local Motion program • Web site: www.alexandriava.gov/localmotion • Old Town Transit Shop • AMTRAK • Bike Paths • Bike Racks/Lockers • Carpools/Vanpools • DASH • Fairfax Connector • HOV lanes • Literature displays at community facilities • Metrobus/Metrorail • Telework assistance • Telework!VA • VRE • Walking paths • Carshare Alexandria! • Local Motion Ambassadors • Literature Display campaign • RSS feed • eNews • Quarterly newsletter • Trip planning • Free King Street Trolley |

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

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| RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR |
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| | |
|---------------------------------------|--|
| Impacted Activity Center | Downtown Washington |
| Products | <ul style="list-style-type: none"> ➤ Bicycling ➤ Capital Bikeshare ➤ Carpools ➤ Mass Transit: Bus, Commuter rail, Metrorail, Commuter Bus ➤ DC Circulator ➤ www.goDCgo.Com ➤ goDCgo Employer Services ➤ SmartBenefits ➤ Vanpools ➤ 'Pool Rewards |
| Target Audiences | <ul style="list-style-type: none"> • Building Owners/Managers • Chamber/Trade Organizations • Private Sector Employers with 100+ employees • Residents in high SOV zip codes • Tourists/Visitors |
| Objective | <ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting various transportation benefits in their organization • Generate interest in the wide variety of transportation options in the District and encourage greater use |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Support WABA with Bike To Work Day event ➤ Advertising programs will focus on www.goDCgo.com, Capital Bikeshare, and other sharing (carsharing, sharing the road). ➤ Regular marketing to employers in the District through eblasts and direct mail. ➤ Monthly newsletter to employers and general public ➤ Direct work with partner organizations to market program. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ 'Pool Rewards outreach to employers and residents <p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing |

| | |
|------------------------------|---|
| | |
| Language(s) | English and Spanish |
| Partners | BIDs COG DDOT MARC VRE WABA WMATA |
| Partner Contributions | MARC & VRE donate space for GRH promotional materials |
| Evaluation | 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**

| | |
|---------------------------------------|--|
| Impacted Activity Center | Rosslyn/Ballston Corridor, Pentagon/Reagan Airport |
| Products | <ul style="list-style-type: none"> • ART Bus/Metrobus/Metrorail/VRE • Bicycling and walking • Capital Bikeshare • The Commuter Stores in Crystal City, Rosslyn, Shirlington and Ballston • Mobile Commuter Store at Pentagon, Pentagon City, Courthouse • Carshare vehicles – Zipcar • Slug-lines • Telework!VA • Vanpools/Carpools/HOV • Pool Rewards • Bikeshare – Capital Bikeshare |
| Target Audiences | <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers and their employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes |
| Objective | <ul style="list-style-type: none"> • 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. • Inform residents, employees and visitors about transit and TDM options. |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Use ATP’s web site, CommuterDirect.com Corporate Services and Brochure Service to supplement sales force to work with employers ➤ Bike To Work Day event ➤ Advertising programs will focus on multiple modes including Telework, using transit, bicycling, walking, carsharing, vanpooling and carpooling and the time-saving benefits of HOV ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ ‘Pool Rewards outreach to employers and residents <p>Commuter Connections Mass Marketing TERM</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing |
| Language(s) | English |
| Partners | 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> |
| Evaluation | <p>Evaluate call reports for 800-745-RIDE</p> <p>Evaluate Web hits for commuterconnections.org</p> |

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

| | |
|------------------------------|--|
| Language(s) | English, Spanish |
| Partners | DASH Commuter Connections Jurisdictional TDM representatives COG NVTC VDOT VDRPT VRE WMATA WABA Numerous business and civic representatives |
| Partner Contributions | |
| Evaluation | 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 |
|----------------------------------|--|--|---|
| Impacted Activity Centers | <ul style="list-style-type: none"> • Dulles Corridor • I-95/Springfield • Tysons Corner • Merrifield/Dunn Loring • Bailey’s Crossroads Area • Fairfax Center/City of Fairfax/GMU • South Dulles Area | <ul style="list-style-type: none"> • Leesburg Area • North Dulles Area | <ul style="list-style-type: none"> • Manassas Area • Potomac Mills/Woodbridge Area |
| Other Important Areas | <ul style="list-style-type: none"> • Ft. Belvoir (BRAC) | | <ul style="list-style-type: none"> • Gainesville |
| Impacted Corridors | <ul style="list-style-type: none"> • Braddock Road • Columbia Pike • Dulles Toll Road • Fairfax County Parkway • I-395 • I-495 • I-66 (HOV) • I-95 (HOV) • Rt. 1 • Rt. 123 • Rt. 236 • Rt. 28 • Rt. 29 • Rt. 50 • Rt. 7 | <ul style="list-style-type: none"> • Rt. 7 • Rt. 9 • Rt. 15 • Rt. 28 • Rt. 50 • Dulles Greenway | <ul style="list-style-type: none"> • Rt. 234 • Rt. 3000 • Rt. 1 • I-95 • I-66 • Rt. 28 • Rt. 29 • Rt. 15 |
| Available Products | <ul style="list-style-type: none"> • Bike racks/Cycling • Carpool • Fairfax Connector • GIS Density plots • HOV lanes • Metrorail & Metrobus • SmartBenefits Match Program • NuRide • Pool Rewards • Bike Benefit Match Program • Park-n-Rides | <ul style="list-style-type: none"> • Carpool • NuRide • Cycling – W&OD Trail to Route 7 • Employer Services • Flextime • Grant Program • GRH • Loudoun County Transit • Virginia Regional Transit • Park & Ride • Telework!VA | <ul style="list-style-type: none"> • Carpool • Casual carpooling – “Slugs” • Cycling to Park & Ride; PW Parkway Trail • Employer Outreach • GRH • HOV lanes • SmartBenefits • NuRide • OmniRide, Metro |

| | Fairfax County | Loudoun County | Prince William County |
|--|---|---|--|
| | <ul style="list-style-type: none"> • REX bus • Ridematching • Reserved parking for car & vanpools • Smart Tag • SmarTrip bus fareboxes • TAGS bus • Telework Centers • TMAs (4) • Four Connector Stores • Telework! VA • Regional GRH • Vanpools (45) • VanSave/Start • VRE • Community Residential Program | <ul style="list-style-type: none"> • TMA Services DATA • Vanpool with VANSAVE and VANSTART • Tyson's Express | <ul style="list-style-type: none"> • Direct, OmniMatch, OmniLink, Cross County Connector • Park & Ride • 'Pool Rewards • Vanpool Property Tax Relief • Telework!VA • Vanpool • VanSave/VanStart • VRE |
| Current Marketing Conducted Locally | <ul style="list-style-type: none"> • Brochures • Bus Interiors • Exterior Bus Advertising • Cable TV ads • Datalerts • Vanpool Formation Presentations • E-mail Newsletter: • Fairfax Fair/Reston and Herndon Festivals/Fall for Fairfax • Social Media/Web • HOV model display • Membership Meetings • News releases • Print ads in local newspapers • Direct mail to households near park & rides, bus routes • Promotions to Chambers of Commerce and Business Groups • Transportation Fairs | <ul style="list-style-type: none"> • Datalerts • Direct Mail to Residents • Membership Meetings • Quarterly Newsletter for Transit Riders • Print Ads in Local Newspaper • News Releases • Transportation Fairs • Web Site • Updated Informational Packets to Real Estate Agents and HOAs • Quarterly Newsletter for Employers • Various displays at Employer sites, Government facilities, and private business and retail establishments | <ul style="list-style-type: none"> • Community papers • Direct Mail • Employer Outreach • Highway signage • Newsletter (OmniNews) • Newspapers • Poster in employer sites • Press release • New Rider kits to new homeowners • Messages on phone hold service • Articles/ in jurisdictional and HOA newsletters • Hispanic Radio Ads • Posters and seat drops on all buses • Special promos: |

| | Fairfax County | Loudoun County | Prince William County |
|--|---|--|--|
| | <ul style="list-style-type: none"> • Open Houses /Supervisor’s Town Meetings/Public Mtgs • Transit Booklet • News releases • Direct mail to Community Organizations • Web Site | <ul style="list-style-type: none"> • Earth Day and Try Transit Week activities • CarFREEMetroDC Day • Special Holiday Schedules for commuter buses during winter holidays • Green Business Challenge Presentations | <p>Bike to Work Day;; Dump the Pump Day; VA Try Transit Week; various Transit Fairs, Senior Community presentations; Safe Bus Adventure Program in pre-schools and elementary schools; Teen Summer Pass program; PWC New Teacher Orientation Day; Transition Fairs for parents of disabled children</p> <ul style="list-style-type: none"> • Web Site • Rider Express email listserv • Facebook |

| RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR | |
|---|--|
| Impacted Activity Centers | <ul style="list-style-type: none"> ▪ Tysons Corner Area ▪ Merrifield/Dunn Loring |
| Products | <ul style="list-style-type: none"> • Carpools and Vanpools • Fairfax Connector • Metrobus/Metrorail • Telecommuting/Teleworking • Telework!VA • TYTRAN's and Commuter Connections' GRH program • Bike Benefit Programs |
| Target Audiences | <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Private Sector Employees with 100+ employees <ul style="list-style-type: none"> • TYTRAN members <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes |
| Objective | <ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, Commuter Benefit Program, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Virginia Mega Projects ➤ Bike To Work Day event ➤ Car Free Day ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ 'Pool Rewards outreach to employers <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via Newsletter |
| Language(s) | English |
| Partners | COG DATA |

| | |
|------------------------------|---|
| | Health Fair Schedulers/Coordinators LINK VDOT NVTC TAGS TYTRAN VDRPT VPSI ENTERPRISE VANS WMATA |
| Partner Contributions | Commuter Benefit program Coordination of marketing activity with TYTRAN for employer outreach VanSave VanStart VPSI, ENTERPRISE and ABS vanpooling sales effort |
| Evaluation | Evaluate call reports for 800-745-RIDE Evaluate Web hits for commuterconnections.org |

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

| | |
|----------------------------------|---|
| Impacted Activity Centers | <ul style="list-style-type: none"> ▪ Fairfax Center/City of Fairfax/GMU ▪ Dulles Corridor ▪ South Dulles Area |
| Products | <ul style="list-style-type: none"> • Bicycling • DATA's services • GRH • 'Pool Rewards • Telecommuting/Teleworking • Telework!VA • Transit • Vanpools/Carpools to support Dulles Toll Road HOV Lane |
| Target Audiences | <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> |
| Objective | <ul style="list-style-type: none"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, SmartBenefits, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solution to traffic congestion • Increase awareness of benefits of HOV lanes |

| | |
|---------------------------------------|--|
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Direct mail programs in fall and spring will focus on Commuter Connections overall services with an emphasis on ridesharing with the support GRH ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ ‘Pool Rewards outreach to employers ➤ Car Free Day <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing |
| Language(s) | English |
| Partners | Fairfax CUE DATA Fairfax County Employer Services LINK COG VDRPT VDOT MEGA PROJECTS VPSI ENTERPRISE VANS VRE WMATA WABA |
| Partner Contributions | GRH promotional materials on board Fairfax Connector & Cue buses Match Program. VanStart |
| Evaluation | Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org Evaluate kiosk hits and applications |

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

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

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

| RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR | |
|---|--|
| Impacted Activity Centers | Prince William County Manassas Area, Dale City, Dumfries, Route 1 Corridor, Woodbridge Area, Lake Ridge, Gainesville |
| Products | <ul style="list-style-type: none"> • Casual Carpools (Slugs) • GRH • HOV I-95 and I-66 • NuRide • OmniLink / Cross County Connector local bus service • OmniRide / Metro Direct commuter bus service • Park & Ride lots • 'Pool Rewards • Rider Express e-mail service • Ridesharing, vanpools, carpools: PRTC OmniMatch • • Telework! VA • |
| Target Audiences | <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residents in high SOV zip codes <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers of 100 or more employees |
| Objective | Increase brand recognition, awareness of ridesharing, benefits of GRH, time savings of HOV lanes and promote the OmniRide's Tysons Express service |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ 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. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ Outreach to Hispanic Community ➤ Interaction through social media -- Facebook ➤ 'Pool Rewards outreach to employers ➤ NuRide outreach to Tysons commuters <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing |
| Language(s) | English and Spanish |

| | |
|------------------------------|---|
| Partners | COG OmniLink OmniRide PRTC VPSI VRE |
| Partner Contributions | Free rides on OmniRide and OmniLink Free rides on VRE |
| Evaluation | 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

| | Frederick County | Montgomery County | Prince George's County |
|--------------------------------|--|--|--|
| Impact Activity Centers | Frederick Area | <ul style="list-style-type: none"> • Bethesda/Friendship Heights • Gaithersburg/ Life Sciences Center • Germantown/ Clarksburg • Rockville • North Bethesda/White Flint • Silver Spring/Takoma Park/Wheaton • White Oak | <ul style="list-style-type: none"> • Greenbelt/College Park Area • Konterra/Route 1 • New Carrollton /Largo |
| Other Important Areas | | <ul style="list-style-type: none"> • Rock Spring Park | <ul style="list-style-type: none"> • White Oak • National Harbor |
| Impacted Corridors | I-270 I-70 Rt. 15 Rt. 340 | <ul style="list-style-type: none"> • I-270 • I-495 • MD-117 • MD-118 • MD-124 • MD-185 • MD-193 • MD-355 • MD-410 • MD-650 • MD-97 • MD-29 | 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 MD 214 |
| Available Products | <ul style="list-style-type: none"> • TransIT Buses • TransIT Meet-the-MARC Shuttles • Brunswick MARC line • Point of Rocks MARC line • Park and Ride lots • Personalized ride matching • 'Pool Rewards • School Pool • Ride Free on Code Red Days on TransIT • Carpool and Vanpool | <ul style="list-style-type: none"> • 5 TMDs (Silver Spring, N. Bethesda, Bethesda, Friendship Heights, Shady Grove) • Annual employee surveys • Bike Paths • Bike Racks • MARC stations • Carpool parking & discounts in Silver Spring & Bethesda • <i>TRiPS</i> Commuter Stores • Express Buses | <ul style="list-style-type: none"> • Bike Trails • Carpools/Vanpools • Code Red Days-Free Fare • Express Buses • GRH • MARC (2 Lines) • Metrorail, Metrobus • Park and Ride Lots • Personal Ride Match • 'Pool Rewards • Telework Centers • TPE Program • <i>TheBus</i> |

| | Frederick County | Montgomery County | Prince George's County |
|--|---|--|-------------------------------|
| | <ul style="list-style-type: none"> • Cycling • Telework Center • 4 Frederick MARC Stations • MTA 991 Bus to Shady Grove Metro | <ul style="list-style-type: none"> • GRH • HOV lane • Metrorail • Park & Ride Lots • Personalized ride matching & trip planning • 'Pool Rewards' • Ride On local bus service • Downtown Circulators in Silver Spring and Bethesda • TPE program • MD Commuter Tax Credit • MC Home Telecommuting Tax Credit • Transportation Fairs & Commuter Information Days | |

| | Frederick County | Montgomery County | Prince George's County |
|--|---|---|--|
| Current Marketing Conducted Locally | <p><i>September - November</i></p> <ul style="list-style-type: none"> Local Radio Stations 103.1 & 106.9 morning and afternoon traffic sponsorship <p><i>September</i></p> <ul style="list-style-type: none"> Back to School Festival Latino Festival Business Appreciation Week Free TRANSIT rides to support Car Free Day Frederick County Chamber Expo <p><i>October</i></p> <ul style="list-style-type: none"> In the Street Community Fair Elder Expo <p><i>January</i></p> <ul style="list-style-type: none"> State Legislative Reception-Annapolis <p><i>February</i></p> <ul style="list-style-type: none"> Design-An-Ad campaign with middle school students from Frederick County Public Schools <p><i>April</i></p> <ul style="list-style-type: none"> Ft. Detrick's Earth Day Celebration Frederick Community College Transitioning Fair Free TRANSIT rides for Earth Day celebration <p><i>May</i></p> <ul style="list-style-type: none"> Bike to Work Day Ft. Detrick's Safety Awareness Day Event | <p><i>August</i></p> <ul style="list-style-type: none"> County Fair Ethnic Heritage Event <p><i>September</i></p> <ul style="list-style-type: none"> Try Transit Week CarFree Day Outdoor Ad Campaign <p><i>October</i></p> <ul style="list-style-type: none"> Walk and Ride Ride On Rodeo Print/Radio ads Fare Share programs Radio Ads on GRH <p><i>April</i></p> <ul style="list-style-type: none"> Earth Day <p><i>May</i></p> <ul style="list-style-type: none"> Annual Commuter Survey Public Works Week Transportation Awards Ceremony Bike to Work Day <p><i>June</i></p> <ul style="list-style-type: none"> Clean Air Partners Dump the Pump A²CE Awards Luncheons <p><i>Throughout the year:</i></p> <ul style="list-style-type: none"> Print/Radio/Website Ads Ride On bus interior cards, bus exteriors bus shelter ads Chamber ads Chamber events: Business Expos and networking events; Street Banners, Posters Employer worksite events, including | <ul style="list-style-type: none"> Commuter fairs at business parks <i>TheBus</i> specific route marketing Employer Outreach coordination with employers with 100+ employees Print/Radio Ads Theater Slides TPE program Try Transit Week Activities |

| | Frederick County | Montgomery County | Prince George's County |
|--|--|---|-------------------------------|
| | <p>June</p> <ul style="list-style-type: none"> • Dump The Pump Day <p>Throughout the year:</p> <ul style="list-style-type: none"> • Television Ads on county's public access channel for transit • Daily On-Line ads in Frederick News-Post and Comcast.net for TransIT and Rideshare • Print/Radio Ads • Community Outreach Events • TransIT bus interior cards <p>TransIT bus exterior ads for Commuter Connections and Clean Air Partners</p> | <p>Commuter Information Days, benefit fairs, special theme events</p> <ul style="list-style-type: none"> • Community Outreach Events TPE Program | |

| RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR | |
|---|---|
| Impacted Activity Center | Frederick County Frederick Area |
| Products | <ul style="list-style-type: none"> • Carpool • Public Transit - TransIT • Telecommuting/Teleworking • Maryland Telework Partnership for Employers (MD) • ‘Pool Rewards • School Pool • Vanpools |
| Target Audiences | <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100 or more employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences along service routes for TransIT • Residents who have recently moved to area • Residents in high SOV zip codes |
| Objective | Increase awareness of benefits of GRH, vanpool subsidy, and convenience of transit |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ 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. ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ ‘Pool Rewards outreach to residents <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via Newsletter |
| Language(s) | English, some materials in Spanish |
| Partners | COG Frederick County MARC VPSI |
| Partner Contributions | GRH promotional materials on TransIT |

| RECOMMENDED MARKETING STRATEGIES PER IMPACTED ACTIVITY CENTER/CORRIDOR | |
|---|--|
| Impacted Activity Centers | Montgomery County Bethesda/Friendship Heights, Gaithersburg/ Life Sciences Center, Germantown/Clarksburg, Rockville/North Bethesda, Silver Spring/Takoma Park/Wheaton, White Oak |
| Products | <ul style="list-style-type: none"> • Bicycling • Carpools/Vanpools • Commuter Services Section • TRiPS Transit Stores near Silver Spring and Friendship Heights Metro • HOV lanes • Public Transit - Metrorail, Metrobus, Ride On , MARC rail, VanGo Shuttle, Bethesda Circulator • Silver Spring TMD • Friendship Heights TMD • Greater Shady Grove TMD • North Bethesda TMD operated by TAP under County auspices • Bethesda TMD operated by BUP under County auspices • Maryland Commuter Tax Credit • Smart Benefits Programs • 'Pool Rewards • Telework/telecommuting |
| Target Audiences | <p>Work End:</p> <ul style="list-style-type: none"> • Chamber/Trade Organizations • Private employers with 100+ employees • Private employers with 25+ employees • Real Estate and relocation companies • Office building management/leasing agents • Major retailers • Human Resources departments & associations <p>Home End:</p> <ul style="list-style-type: none"> • Residents in high SOV zip codes proximate to transit throughout the County, especially Silver Spring/Takoma Park, Wheaton, and Gaithersburg; I-270 & Rt. 29 Corridors • Residents in multi-family residences in NBTMD and in transit/activity centers • |
| Objective | <ul style="list-style-type: none"> • 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"> • Generate interest by employers for the productivity gains from adopting Commuter Connections' "benefit package" including GRH, transit subsidies, and teleworking. • Generate interest in surveying and subsidies to save on parking costs and assist employees with solutions to traffic congestion |

| | |
|--------------------------------|---|
| | <p>Home End for Silver Spring/Takoma Park/Wheaton only:</p> <ul style="list-style-type: none"> • Increase awareness of benefits of GRH, time savings from HOV lanes and convenience and cost-savings of transit |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Ride On bus exterior ads, interior cards and bus shelters ➤ Web Banners on several sites ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing ➤ Radio spot ➤ Updated collateral ➤ Better Ways To Work e-newsletter ➤ Walk and Ride ➤ Car Free Day ➤ ‘Pool Rewards outreach to employers and residents |
| Partners | <p>Bethesda TMD operated under County contract by BUP Friendship Heights TMD Greater Shady Grove 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 Vanpool companies Car sharing companies WMATA WABA</p> |
| Language(s) | English, Spanish, Chinese; other languages to be considered |
| Partner Contributions | <p>SmartBenefits Promotion of Commuter Connections Ridematching System by outreach teams GRH promotional materials on Ride On & MARC, plus by outreach teams Ride On bus exteriors, interior cards, bus shelters</p> |
| Evaluation | <p>Evaluate call reports for 800-745-RIDE Evaluate Web hits on commuterconnections.org</p> |

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

| | |
|---------------------------------------|--|
| Impacted Activity Centers | Prince George’s County Greenbelt/College Park Area, Konterra/Route 1, New Carrollton/Largo Area |
| Products | <ul style="list-style-type: none"> • Carpools • ‘Pool Rewards • Public Transit • Telecommuting/Teleworking • Vanpools |
| Target Audiences | <p><i>Work End:</i></p> <ul style="list-style-type: none"> • Employers with 100+ employees <p><i>Home End:</i></p> <ul style="list-style-type: none"> • Residences by free shuttle for <i>TheBus</i> • Residents relocating to Impacted Activity Center Areas • Residents in high SOV zip codes |
| Objective | Increase awareness of benefits such as GRH and convenience of transit |
| Recommended Marketing Strategy | <ul style="list-style-type: none"> ➤ Bike To Work Day event ➤ Public relations effort and promotions to improve awareness of commuting alternatives and the safety net of GRH and success stories achieved by enrolled users ➤ 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 ➤ Web Banners on several sites ➤ ‘Pool Rewards outreach to employers and residents <p>Operations Center</p> <ul style="list-style-type: none"> ➤ Ads in phone book ➤ Quarterly newsletter to employers and Federal agencies ➤ Strategic Plan update in Fall ➤ Updating all collateral with changes throughout year ➤ Web site marketing <p>Telework</p> <ul style="list-style-type: none"> ➤ Support via Newsletter |
| Language(s) | English, with Spanish in Langley Park area |
| Partners | WMATA Prince George's County Rideshare Division <i>TheBus</i> COG |
| Partner Contributions | GRH write up in schedules for <i>TheBus</i> |
| Evaluation | 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 2008 to 2011.

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:

- METRORAIL STATION ACCESS & CAPACITY STUDY, WMATA (APRIL 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)
- TRANSPORTATION EMISSION REDUCTION MEASURES 2008 – 2011 TDM EVALUATION PROJECT REVISED EVALUATION FRAMEWORK (MAY 2010)
- CREATIVE CAMPAIGN QUALITATIVE RESEARCH FINDINGS FOR MARKETING TERM (NOVEMBER 2010)
- CONGESTION MANAGEMENT PROCESS (CMP) TECHNICAL REPORT (SEPTEMBER 2010)
- GUARANTEED RIDE HOME 2010 PROGRAM SURVEY (NOVEMBER 2010)
- GRH FY10 CUSTOMER SATISFACTION SURVEY REPORT (FEBRUARY 2011)
- 2010 PERFORMANCE OF HOV FACILITIES ON FREEWAYS IN THE WASHINGTON REGION (MAY 2011)
- BIKE TO WORK 2010 SURVEY REPORT (MAY 2011)
- STATE-OF-THE-COMMUTE SURVEY REPORT (JUNE 2011)

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 PI-Chinatown: Add platform to platform vertical capacity and fare gates at the north mezzanine and extend mezzanine between 7th and 9th 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.

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. 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_x) 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_x 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

| Summary of Daily Impact Results for Individual TERMS (7/05– 6/08) and Comparison to Goals TERM | Participation ¹⁾ | Daily Vehicle Trips Re-duced | Daily VMT Reduced | Daily Tons NOx Reduced | Daily Tons VOC Reduced |
|---|------------------------------------|-------------------------------------|--------------------------|-------------------------------|-------------------------------|
| Maryland and Virginia Telework ²⁾ | | | | | |
| 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 |
| Net Credit or (Deficit) | 10,036 | 172,495 | 0.089 | 0.054 | |
| Guaranteed Ride Home | | | | | |
| 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 |
| Net Credit or (Deficit) | (11,828) | (3,913) | (127,707) | (0.071) | (0.041) |
| Employer Outreach – all employers participating ³⁾ | | | | | |
| 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 |
| Net Credit or (Deficit) | 271 | (5,481) | (96,677) | (0.106) | (0.077) |
| Employer Outreach – new / expanded employer services since July 2005 ³⁾ | | | | | |
| 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 |
| Net Credit or (Deficit) | 98 | 13,892 | 231,784 | 0.106 | 0.056 |
| Employer Outreach for Bicycling ³⁾ | | | | | |
| 2008 Goal | 61 | 130 | 567 | 0.001 | 0.001 |
| Impacts (7/05 – 6/08) | 122 | 188 | 1,127 | 0.001 | 0.001 |
| Net Credit or (Deficit) | 61 | 58 | 560 | 0.000 | 0.000 |
| Mass Marketing | | | | | |
| 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 |
| Net Credit or (Deficit) | (5,559) | (5,181) | (71,957) | (0.040) | (0.027) |

| InfoExpress Kiosks ⁴⁾ | | | | | |
|----------------------------------|--------------|--------------|--------------|--------------|-------|
| 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 |
| Net Credit or (Deficit) | 1,062 | 5,883 | 0.004 | 0.003 | |

- 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 ¹⁾ | Daily Vehicle Trips Reduced | Daily VMT Reduced | Daily Tons NOx Reduced | Daily Tons VOC Reduced |
|--|-----------------------------|-----------------------------|-------------------|------------------------|------------------------|
| TERMS (all TERMS collectively) | | | | | |
| 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 | |
| Net Credit or (Deficit) | (3,477) | (117,963) | (0.124) | (0.088) | |
| Commuter Operations Center – Basic Services ²⁾ | | | | | |
| 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 |
| Net Credit or (Deficit) | 33,283 | 7,552 | 278,602 | 0.109 | 0.045 |
| Commuter Operations Center – Software Upgrades ²⁾ | | | | | |
| 2008 Goal | 2,370 | 62,339 | 0.031 | 0.017 | |
| Impacts (7/05 – 6/08) | 4,523 | 146,441 | 0.064 | 0.032 | |
| Net Credit or (Deficit) | 2,153 | 84,102 | 0.033 | 0.015 | |
| All TERMS plus COC | | | | | |
| 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

| Summary of Annual PM 2.5 and CO2 (Greenhouse Gas) Emission Results for Individual TERMS TERM | Annual Tons PM 2.5 Reduced | Annual Tons PM 2.5 Precursor NOx Reduced | Annual Tons CO2 Reduced |
|---|-----------------------------------|---|--------------------------------|
| Maryland and Virginia Telework ¹⁾ | 1.3 | 50.0 | 51,953 |
| Guaranteed Ride Home | 0.7 | 25.2 | 27,112 |
| Employer Outreach – all employers ²⁾ | 2.9 | 109.7 | 115,099 |
| Employer Outreach – new / expanded Employers ²⁾ | 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

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

| | | | | |
|--|----------|-----------|---------|---------|
| July 2005 – June 2008 | 2,577 | 69,274 | 0.032 | 0.017 |
| July 2002 – June 2005 | 7,299 | 132,861 | 0.101 | 0.050 |
| Change ²⁾ | (4,722) | (63,587) | (0.069) | (0.033) |
| InfoExpress Kiosks | | | | |
| July 2005 – June 2008 | 2,840 | 52,638 | 0.027 | 0.016 |
| July 2002 – June 2005 | 3,197 | 62,655 | 0.052 | 0.027 |
| Change ²⁾ | (357) | (10,017) | (0.025) | (0.011) |
| All TERMS | | | | |
| July 2005 – June 2008 | 95,126 | 1,732,217 | 0.819 | 0.481 |
| July 2002 – June 2005 | 119,190 | 2,220,582 | 1.705 | 0.845 |
| Change ²⁾ | (24,064) | (488,365) | (0.886) | (0.364) |
| Commuter Operations Center (Basic Services + Software Upgrades) ⁵⁾ | | | | |
| July 2005 – June 2008 | 22,473 | 721,678 | 0.320 | 0.158 |
| July 2002 – June 2005 | 12,160 | 363,013 | 0.259 | 0.115 |
| Change ²⁾ | 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 | 391 trips |
| - Continued placements | 375 trips |
| - Temporary placements (prorated credit) | 15 trips |
| • Daily VMT reduced | 11,460 VMT |
| - Continued placements | 11,017 VMT |
| - Temporary placements (prorated credit) | 443 VMT |
| • Daily tones of Emissions reduced | |
| - NOx | 0.005 tons |
| - VOC | 0.003 tons |
| - PM 2.5 | 0.0001 tons |
| - PM 2.5 NOx precursors | 0.005 tons |
| • Annual tons of Emissions reduced | |

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

* 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.

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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_x), Particulate Matter (PM_{2.5}), and Carbon Dioxide (CO₂) 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.

SEPTEMBER 2010
CONGESTION MANAGEMENT PROCESS (CMP) TECHNICAL REPORT
NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

BACKGROUND

A Congestion Management Process (CMP) is a requirement in metropolitan transportation planning from both the 2005 federal SAFETEA-LU transportation legislation and its supporting metropolitan planning regulations. These regulations were a basis for the CMP components that are wholly incorporated in the region's Constrained Long-Range Plan (CLRP) for transportation. The CMP component of the CLRP constitutes the region's official CMP, and serves to satisfy the SAFETEA-LU requirement of having a regional CMP.

The CMP Technical Report serves as a background document to the official CLRP/CMP, providing detailed information on data, strategies, and regional programs involved in congestion management. This 2010 CMP Technical Report is an updated version of the previously published 2008 CMP Technical Report.

COMPONENTS OF THE CMP

The National Capital Region's Congestion Management Process has four components as described in the CLRP:

- Monitor and evaluate transportation system performance
- Define and analyze strategies
- Implement strategies and assess
- Compile project-specific congestion management information

This report documents and provides technical details of the four components of the CMP. It compiles information from a wide range of metropolitan transportation planning activities, as well as providing some additional CMP specific analyses; particularly travel time reliability and non-recurring congestion analyses.

KEY FINDINGS OF THE 2010 CMP TECHNICAL REPORT

- 2008 (when fuel prices were at an all-time high) saw reductions in congestion compared to previous years, but congestion returned to higher levels by 2009.
 - Total freeway lane miles with level of service (LOS) F congestion in the AM and PM peak periods dropped by 24 percent from 2005 to 2008, almost back to 2002 levels.

- Peak period mile-hours of congestion on the sample of the region's freeway system increased 14 percent in the second half of 2009 compared to the second half of 2008; all time mile-hours of congestion increased 24 percent in the same time frame.
- Congestion varies seasonally on freeways in the region: January had the least congestion and June had the worst congestion in 2009.
- Travel time reliability has been examined in the CMP for the first time. In line with the increase of congestion, freeway travel time reliability deteriorated 13 percent from 2008 to 2009.
- Arterial congestion tended to become worse over the years in the PM peak period (4:00-7:00 PM), especially during the PM peak hour (5:00-6:00 PM), while kept unchanged or relieved in the PM off-peak period (1:00-4:00 PM & 7:00-8:00 PM).
- There was a region wide modal share shift from auto driver/passenger to walk, transit, bike and other modes from 1994 to 2007/2008.
- The transit system in the Washington region serves as a major alternative to driving alone – transit mode share is among the highest several metropolitan areas in the country.
- The Commuter Connections program remains a vital means to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile.
- Congestion management strategies of Management, Operations, and Intelligent Transportation Systems (MOITS) provide essential ways to make most of the existing transportation facilities.
- Introduction of variably priced lanes (VPLs) remains an effective way to provide alternatives to travelers and manage congestion.
- The Metropolitan Area Transportation Operations Coordination (MATOC) program enhances regional coordination for regional-significant incidents and the program is cost effective with a conservative benefit to cost ratio of 10:1.

RECOMMENDATIONS FOR THE CONGESTION MANAGEMENT PROCESS

The 2010 CMP Technical Report documents the updates of the Congestion Management Process in the Washington region from mid 2008 to early 2010. Looking forward, the report leads to several important recommendations for future improvements.

- **Continue the Commuter Connections Program.** The Commuter Connections program is a primary key strategy for demand management in the National Capital Region and it is beneficial to have a regional approach. Meanwhile, this program reduces transportation emissions and improves air quality, as identified by the TERMS evaluations.
- **Continue the MATOC program and agency/jurisdictional transportation management activities.** The program/activities are key strategies of operational management in the National Capital Region. It addresses non-recurring congestion, improves air quality, and is cost-effective (the ratio of benefit to cost is conservatively 10:1).

- **Capacity increasing projects should consider variable pricing and other management strategies.** Variably priced lanes (VPLs) provide a new option to avoid congestion for travelers and an effective way to manage congestion for agencies.
- **Encourage implementation of congestion management for major construction projects.** The CMP should examine these projects and evaluate their impacts on regional congestion. Particularly, the Northern Virginia HOT lanes and the TIGER grant supported transit improvements represent examples of operational and demand management strategies respectively that can provide important contributions to the CMP.
- **Continue to support transit in the Washington region and explore transit congestion measures to address passenger crowding and person delay.** The transit system in the Washington region serves as a major alternative to driving alone, and it is an important means of getting more out of existing infrastructure. Additional work with appropriate committees and transit agencies to address related data and performance measure issues would help further support the CMP.
- **Continue and enhance the use of continuous, probe-based congestion monitoring data.** As a complementary data source to the Skycomp aerial survey, the I-95 Corridor Coalition – INRIX – University of Maryland partnership provides the CMP an innovative and profound data source for both congestion and reliability analyses. It is expected that additional coverage in Maryland, including I-270 and freeways in Frederick County, would become available in the near future. It is also possible to have continuous, probe-based data from other valid providers. Up-to-date congestion information should be provided as needed to inform decision-making.
- **Integrate probe-based congestion monitoring data and location-fixed sensor data.** The Washington region is currently covered by both the I-95 Corridor Coalition’s Vehicle Probe Project and the Federal Highway Administration’s Transportation Technology Innovation and Demonstration (TTID) Program, the latter uses location-fixed sensors for continuous highway performance monitoring. Probe-based data are superior to location-fixed sensor data in travel time and speed information but lack of traffic volume – one of the parameters location-fixed sensors do provide. A combination of the two is expected to provide more meaningful insights to the nature and causes of congestion and unreliability.
- **Continue travel time reliability analysis.** Travel time reliability is an important issue closely related to congestion, especially non-recurring congestion. Future CMP technical reports will expand the current segment-based reliability analysis to corridor-based analysis. Travel time reliability will also be used as one of the performance measures to assess congestion management strategies.
- **Explore the use of INRIX and other emerging data sources to produce online quarterly snapshots of regional congestion.** More frequent updates of congestion reporting would better inform the making of policy and enhance the Congestion Management Process.

NOVEMBER 2010
2010 GUARANTEED RIDE HOME PROGRAM SURVEY
COMMUTER CONNECTIONS

This report presents the results of a Guaranteed Ride Home (GRH) survey of 1,033 commuters who currently participate or who have participated in the Commuter Connections regional Guaranteed Ride Home (GRH) Program operated by the Metropolitan Washington Council of Governments (MWCOG).

SURVEY GOALS

The primary goal of the GRH survey was to examine characteristics of GRH Program participants. Commuter Connections introduced GRH in January 1997. This GRH survey is the fourth survey dedicated to the GRH Program. The previous GRH surveys were conducted in 2001, 2004, and 2007.

The survey was designed to examine three key questions associated with the GRH Program. These questions were aimed at determining whether GRH participants make certain commuting changes and whether GRH plays a role in the change. Did GRH:

- Encourage commuters who drive alone to work to use alternative modes?
- Encourage commuters who use alternative modes to use these modes more days per week?
- Encourage commuters who use alternative modes to use them for a longer period of time?

PROGRAM PARTICIPATION FINDINGS

Several results related to program participation are notable:

- More than a third of current registrants have been registered for one year or less, but four in ten have been participating for more than three years.
- About 60% of total respondents were no longer registered for the GRH program (past registrants). However, 60% of respondents whose registrants had expired and were listed as past registrants in the database thought they were still registered.
- Past registrants left the program for two types of reasons: reasons associated with characteristics of the program and reasons associated with personal circumstances of the registrants. The most frequently mentioned program reason was respondents “didn’t get around to it/forgot,” mentioned by almost one-third (32%) of past registrants. This also was a primary reason noted in 2007. A related reason, named by 21% of respondents, was “did not know I had to re-register or didn’t know registration had expired.” The percentage of respondents citing this reason nearly doubled from 2007, suggesting that registrants need to be reminded that re-registration is required.
- About 10% said they “had problems/difficulties re-registering.” This could be related to the shift to the online system, which requires respondents to recall a password to make changes to their accounts.

SURVEY RESULTS

Where relevant, survey results are compared for sub-groups of respondents. Survey results also are compared with corresponding data for the 2001, 2004, and 2007 GRH surveys conducted in the Washington region, when these data were available. These comparisons are presented in the appropriate sub-sections:

- Characteristics and Demographics of the sample
- GRH participation characteristics
- GRH information sources
- Current commute patterns for GRH participants
- Commute patterns before and during participation in GRH
- Influence of GRH on commute choices
- Use of and satisfaction with GRH trips and the GRH Program

CHARACTERISTICS AND DEMOGRAPHICS OF THE SAMPLE

Home and Work Location

- In the 2010 survey, the majority of respondents lived in Virginia (65%).
- About a third (32%) lived in Maryland.
- A few (1%) lived in the District of Columbia or in another state (2%).
- More than six in ten respondents worked in the District of Columbia (63%) and 26% worked in Virginia.
- The remaining 11% worked in Maryland.
- These home and work distribution percentages were essentially the same as in the 2007 survey.

Demographics

- The survey asked respondents four demographic questions: gender, income, age, and ethnic group.
- A higher proportion of GRH participants were male (53%) than female (47%).
- More than eight in ten respondents (80%) had household incomes of \$80,000 or more and half had incomes of \$120,000 or more.
- About two-thirds (63%) were between the ages of 35 and 54 years old. Approximately one in ten was under 35 and just over a quarter (28%) were 55 years or older.
- Caucasians and African-Americans represent the two largest ethnic group categories of GRH survey respondents, 68% and 20% respectively. Hispanics account for about five percent and “Other” races represent seven percent of respondents.

GRH PARTICIPATION CHARACTERISTICS

- More than three-quarters (76%) of respondents said they were currently registered for GRH. About one in four said they had been registered, but were not currently

participating (24%). Less than one percent said they never registered; they participated as one-time exceptions.

- About half (52%) of surveyed respondents said they first registered in 2006 or earlier. Fourteen percent registered in 2007, 21% registered in 2008, and 11% registered in 2009. A small percentage said they registered in 2010, but because the GRH survey interviews were conducted in May and June 2010, registration figures for 2010 include only registrants who joined GRH in January 1 through March 31.
- Less than two percent said they had participated previously in another GRH program.
- Two-thirds (67%) of all respondents participated or have been participating for two or more years. 36% have been registered for one year or less, compared to 23% of past registrants.

GRH INFORMATION SOURCES

- More than a third (35%) mentioned word of mouth/referrals as their source of information, similar to the 34% who gave this response in 2007, but a significant increase over the 26% who gave this as their source in the 2004 survey. Other sources were similar in 2010 as in 2007.
- In 2010, the Internet was mentioned as a source by a slightly higher proportion of respondents (14%) and the radio by slightly fewer respondents (12%) than in 2007 (11% and 16% respectively).
- Smaller percentages of respondents noted their employer (8%), a brochure (4%), a sign on the bus or train (4%), direct mail postcard sent to them directly by Commuter Connections (2%), or an advertisement (3%).
- Respondents were more likely to have seen or heard GRH advertising if they had registered before 2005, compared to a more recent registration.

CURRENT COMMUTE PATTERNS FOR GRH PARTICIPANTS

- The overwhelming majority (89%) of respondents worked a five-day week.
- Bus was used by more than a quarter (27%) of respondents. Commuter rail was used by 22% of current registrants. Nearly two in ten (19%) respondents primarily carpooled and 15% vanpooled. Metrorail was the primary mode for 13% of current registrants. Only two percent of current registrants said they primarily drove alone to work. One percent said they primarily telecommuted or bicycled or walked to work.
- Past registrants were more likely than current registrants to drive alone (29%). But two-thirds of past registrants (68%) said they still used an alternative mode most of the time, even though they were no longer in the GRH Program. Almost one in four said they primarily carpooled (15%) or vanpooled (10%). About two in ten (19%) rode a bus, 12% rode commuter rail, and 10% rode Metrorail. Smaller percentages used telecommute (3%), and bicycle or walk (2%).
- The average one-way distance for GRH respondents was 36.5 miles. This is considerably longer than the distance of 16.3 miles traveled by the average commuter in the

Washington metro region. More than six in ten (63%) GRH respondents commute 30 or more miles to work, compared to just 17% of all regional commuters, as observed in the 2010 SOC survey of Washington metro region commuters.

- GRH participants commute, on average, about 67 minutes one way. This is also much longer than the commute time for all regional commuters, who commute an average of 36 minutes.

COMMUTE PATTERNS BEFORE AND DURING PARTICIPATION IN GRH

- 23% of respondents primarily drove alone pre-GRH.
- Primary use of carpool/vanpool use increased from 27% pre-GRH to 33% During-GRH, bus use rose from 17% to 27%, and the share of respondents using commuter rail as their primary mode grew from 15% to 20%. Metrorail appears to have declined, but this difference was not statistically significant.
- Respondents who were using alternative modes before they joined GRH largely remained in their pre- GRH modes after they joined GRH. Respondents who previously carpooled/vanpooled (71%), rode a bus (73%), or used commuter rail (73%) stayed in these modes. The Metrorail retention 63%.
- The average number of days all GRH participants used alternative modes increased, from 3.7 days per week to 4.4 days per week. But the majority of the increase came from respondents who did not use alternatives at all pre-GRH.
- Three in ten GRH participants said they had used their current alternative mode for five years or longer and six in ten (64%) had used this mode for two years or more. On average they had used these modes for 46 months. However, this was considerably shorter duration than the 83 months average for all regional commuters, based on data from the 2010 State of the Commute survey. About three in ten (29%) regional commuters said they used their current alternative mode for less than two years, just slightly lower than the 36% of GRH respondents. But 46% of regional commuters had been using their alternative mode five years or more, a much larger share than for GRH participants.

INFLUENCE OF GRH ON COMMUTE PATTERN DECISIONS

- About two in ten (22%) respondents said they started using alternatives at the time they joined GRH. A small number of respondents (4%) increased the number of days they used alternative modes. These percentages were similar to those reported in the 2007 GRH survey. The share of respondents who said they maintained but did not increase use of an alternative mode they started before GRH increased significantly from 64% in 2007 to 72% in 2010. This is to be expected, since most respondents said they were using an alternative pre-GRH and most used alternative modes four or five days per week pre-GRH.
- Half (50%) of all the respondents who drove alone pre-GRH and started using alternative modes during-GRH said GRH was “very important” to the decision to make the change.

Three in ten (30%) said GRH was “somewhat important” to the decision. The remaining 20% said GRH was “not at all important.”

- About 79% of respondents who maintained use of an alternative mode or who started using alternative modes said GRH was “very important” or “somewhat important” to their decision.
- GRH appeared to be about equally important to respondents who increased their use of alternative modes as for decisions to start or maintain use of alternatives. Eight in ten (82%) respondents said it was “very important” or “somewhat important” to this decision, compared with 80% of respondents who started an alternative mode and 78% who maintained alternative modes. About two in ten said it was “not at all important” to the decision. But the sample for this group is small.
- Respondents who were carpooling/vanpooling, riding the bus, or using commuter rail seemed to find GRH most important. In each of these mode groups, about eight in ten considered GRH either “very important” or “somewhat important” to their decision to continue using these modes. In comparison, approximately seven in ten Metrorail riders rated it as valuable.
- Despite the high percentage of respondents who rated GRH as “very important” or “somewhat important” to their decisions to use alternative modes, most respondents said they were likely to have made these decisions anyway, implying that GRH was not essential to their decision. These results are consistent with other GRH program evaluations.

USE OF AND SATISFACTION WITH GRH

- One in three (33%) respondents said they had taken a GRH trip. This was significantly higher than the result in 2007 (23%). Current registrants used GRH trips at a significantly higher rate than did past registrants. This could be because current registrants have been participating in GRH for a longer time period than past registrants. Thus, they have had a longer time in which to encounter a situation in which they would need a GRH trip.
- The average one-way distance of a respondent who used a GRH trip was 38.3 miles one-way, compared to 36.5 miles for all GRH respondents overall. Respondents who had the shorter commutes, less than 10 miles or between 10 and 19.9 miles one-way, were the least likely to use a trip (22% and 26% respectively); compared to at least three in ten respondents in other distance groups.
- The overwhelming reason was for using the GRH program was “illness,” either of the respondent (29%), another family member (21%), or a child (20%). Seven in ten GRH trips were taken to address an illness. “Unscheduled overtime” (14%) and “other personal emergency” (11%) were the two other common reasons.
- The overwhelming majority (97%) said they were satisfied. Reasons given by the 11 unsatisfied respondents were: “waited too long” (4 respondents), “hard to get approval” (2 respondents), and other reasons (5 respondents).
- Respondents waited an average of 17 minutes for a taxi. This was one minute more than the average calculated for the 2007 GRH survey. In 2010, more than half (53%) said the taxi arrived within 10 minutes and more than four in five (85%) respondents waited 20 minutes or less.

FEBRUARY 2011
GUARANTEED RIDE HOME CUSTOMER SATISFACTION SURVEY REPORT
COMMUTER CONNECTIONS

GUARANTEED RIDE HOME PROGRAM DESCRIPTION

The Guaranteed Ride Home program (GRH) was launched in January 1997 as a “commuter insurance” program. GRH 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. Many area workers who consider switching commute modes from Single Occupancy Vehicles to carpools, vanpools, and transit are concerned about being stranded at work if they unexpectedly have to leave before or after standard work hours. GRH eliminates this concern, and encourages ridesharing, taking transit, bicycling and walking to work. Commuters who use these transportation modes twice a week are provided with four free GRH rides home per year.

CUSTOMER SATISFACTION SURVEY AND METHODOLOGY

The Customer Satisfaction Survey for GRH was conducted as an ongoing study each month throughout the fiscal year. All customers who obtained a free ride home through the program during FY10 were provided the opportunity to participate in the survey. Midway through FY09, Commuter Connections began to administer the GRH survey online. Online surveys were employed as they are more expeditious and efficient from an administrative standpoint and reduce printing and postage costs. Emails are sent on the day following the GRH trip, along with a link to the survey. Customers who have not provided Commuter Connections with an email address, roughly 25%, continue to receive the survey through the U.S. Postal Service.

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 various operational functions of GRH - reservations staff; transportation service; response time and overall service - and asked the respondent to rate the different aspects of the service by circling one of four responses— “Poor,” “Fair,” “Good,” or “Excellent.” Another multiple-choice question asked the reason for the trip, and a fill in the blank question asked the respondent to indicate their wait time. The comments area provided an open-ended forum to offer specific or general feedback, whether positive or negative.

RESPONSE RATES

Response rates typically fluctuate by several points from year to year, and movement from FY09 to FY10 was no exception. The percentage of respondents in FY10 was 18%, a decrease of nine percentage points from the previous year. This was the largest drop in response since fiscal year 2002 when the response rate plummeted by thirteen percentage points due to postal service disruptions following the Anthrax crisis. The FY10 drop was directly attributed to the switch to an online survey system. Online surveys are easier to ignore and may be tied up in spam/junk filters. Physical survey cards tend to have more impact. In many households, the volume of emails received has surpassed traditional postal delivery mail. Another plausible reason why

there are significantly fewer online responses may be due to the fact that GRH customers may realize that online surveys are not anonymous.

SURVEY RESULTS

Of the 3,179 surveys distributed in fiscal year 2010, 580 or 18% surveys were completed.

- The vast majority (95%) of the survey respondents were satisfied with the overall GRH service.
- Written responses were entered on more than two-thirds (68%) of the returned surveys, the majority of which (93%) contained compliments. Compliments outweighed criticism 6.5 to 1.
- Good or above ratings were given by at least 92% of the respondents for each category.
- Average response wait was 14 minutes and 92.5% waited 30 minutes or less.
- Reasons for utilizing the GRH service were primarily “Illness” (37.1%), “Sick Child” (21.5%), “Overtime” (13.1%), and “Other Emergency” (28.3%)

Compliments

With 369 compliments, positive feedback was overwhelmingly the most common type of written response. Many were expressions of gratitude for the GRH service. Some commuters explicitly listed GRH as the main reason that allowed them to utilize an alternative commute mode. Many of the respondents provided personal stories about how GRH helped them during a crisis situation.

Most compliments were about the Overall Service followed by the Taxi/Rental Service. The breakdown of compliments by category are as follows: Overall Service 42%; Taxi/Rental Service 26%; Reservations Staff 22% and Response Time 10%.

Complaints

A total of 57 complaints were received about the GRH service -14% out of the 397 written responses. Of respondents who lodged a complaint, more than a quarter (28%) also gave a compliment. Most complaints were about the Taxi/Rental Service followed by the Reservations Staff. Complaints received under the Taxi/Rental Service category almost exclusively pertain to taxi trips, as a small percentage of trips used the rental car service. The breakdowns of complaints by category in descending order are as follows: Taxi/Rental Service 35%; Reservations Staff 28%; Overall Service 25%; and Response Time 12%.

Another common type of complaint related to the need for the reservations staff to ask probing questions, which is done in order to verify whether the request fully meets the GRH trip approval requirements. Most commuters understand this as one of the necessary steps of the program, while some are defensive and put off by this process.

MAY 2011

2010 PERFORMANCE OF HOV FACILITIES ON FREEWAYS IN THE WASHINGTON REGION

Presented in this report is information developed from data collected in spring 2010 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 2010:

- I-95/I-395 (Shirley Highway) in Arlington County, the City of Alexandria, Fairfax County, and Prince William County (fully barrier separated HOV lanes)
- I-66 inside I-495 (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), in Fairfax County 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, 2004, and 2007.

Trends and changes are emphasized for the HOV restricted periods both inbound and outbound. The following major trends were observed:

- During Spring 2010, all of the HOV lanes required fewer cars to carry more persons per lane during the HOV restricted periods than adjacent non-HOV lanes making the HOV lanes more efficient at moving people to their destinations.
- Most of the HOV lanes provide travel time savings when compared to non-HOV alternatives, especially the barrier separated HOV lanes in the I-95/I-395 corridor in Northern Virginia.
- Most time savings on I-270 North.
- US-50 has little congestion at peak periods.
- Time savings on I-66 outside the Beltway is minimal.
- Average auto occupancy in 2010 was little changed from 2004 and 2007, even though the HOV lanes in Northern Virginia continue to exempt vehicles with "Clean Special Fuel Vehicle" registration plates from the HOV requirement.

MAY 2011
2010 BIKE TO WORK SURVEY REPORT
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

PURPOSE OF THE SURVEY

This report presents results of a survey of commuters who participated in the 2010 regional Bike-to-Work Day event, held in May 2010. This survey was conducted to identify the experience of the participants with the Bike-to-Work Day (BTWD) 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 2010 - June 2011 Transportation Emission Reduction Measure (TERM) evaluation of the Mass Marketing TERM.

SURVEY METHODOLOGY

The survey presented in this report was conducted by MWCOG in November 2010. The questionnaire was the same as that used in the 2007 BTWD survey, with a few minor modifications to update the survey for 2010. MWCOG emailed copies of the survey to 8,956 commuters who participated in the event. All event participants registered through the Washington Area Bicyclist Association's web site, thus this email list included all event participants. Participants were asked to complete the questionnaire and return it to MWCOG by e-mail. MWCOG received 3,038 completed questionnaires, for a response rate of 34%.

HIGHLIGHTS OF FINDINGS

- 2010 was the first BTWD event for 32% of participants.
- Most common BTWD information sources were Internet (39%) and referrals (20%).
- 83% of participants rode to work at least occasionally before BTWD; 90% rode to work in the summer after BTWD, 81% were still riding during the late fall (November).
- 10% of participants started riding to work after their first BTWD event and 22% started riding more often.
- Respondents who rode to work before BTWD rode an average of 2.4 days per week. The average frequency increased during the summer after BTWD to 2.6 days/week. In late fall, the average frequency dropped back to 2.4 days per week.

PAST PARTICIPATION IN BTWD

- About a third (32%) of respondents said this was their first BTWD event. This was less than the results of the 2007 BTWD survey, in which 36% reported that year as their first event. The remaining 68% said they had participated in a BTWD before 2010.
- More than half (56%) of the respondents said they also participated in the 2009 BTWD and 46% participated in 2008. Forty-three percent participated in an event prior to 2008, either the 2007 BTWD event and/or an event before 2007.

BIKE COMMUTING BEFORE PARTICIPATING IN BTWD

- Eighty-three percent of respondents rode to work at least occasionally before they participated in a BTWD event. More than half (57%) were regular riders, riding at least one day per week, 12% rode one to three days per month, and 14% rode less than one day per month.
- First-time BTWD participants were more likely to be non-riders before the event than were past participants; 27% of first-time participants were non-riders compared with 12% of past participants.

BIKE COMMUTING AFTER PARTICIPATING IN BTWD

- Between May and September 2010, after the 2010 BTWD event, 90% of respondents biked to work at least occasionally, an increase of seven percent compared to before BTWD. Two-thirds rode at least one day per week and 13% rode one to three days per week. One in ten (10%) rode less than once per month, essentially just one or two times during the summer.
- Thirty-two percent of respondents either started biking or increased biking. Ten percent of respondents were new riders; they did not commute by bike before their first BTWD event.

- Twenty-two percent biked to work before, but started biking more often after BTWD.
- About half (54%) of respondents said they biked to work before BTWD and continued to bike the same number of days per week after the event. Seven percent of respondents previously rode to work but decreased their riding during the summer of 2010.

BIKE COMMUTE FREQUENCY BEFORE BTWD AND DURING SUMMER 2010

- Respondents who biked to work before the BTWD event biked an average of 2.4 days per week.
- Respondents who biked to work during summer 2010 biked an average of 2.6 days per week, an increase of 0.2 days per week. The increase in average frequency between the “Before BTWD” period and the summer of 2010 was generated by a combination of frequency changes: new riders starting to bike, previous riders increasing biking frequency, offset by previous riders who decreased their riding frequency after BTWD.
- Respondents who were new riders rode less frequently after BTWD (1.4 days) than did all riders (2.6 days). But their summer frequency represented an increase of 1.4 days per week from not riding at all.
- Respondents who were riding before BTWD and increased their riding rode an average of 2.7 days per week in summer, an increase of 1.6 days per week over their riding frequency of 1.1 days before BTWD.
- Some respondents decreased or stopped riding after BTWD. Their average frequency decreased from 2.1 biking days per week to 0.6 days, a drop of 1.5 days per week.
- Finally, a large share of respondents who rode to work before BTWD continued riding during the summer at the same frequency. These respondents had the highest riding frequency during both the before BTWD period (2.8 days) and during the summer after BTWD (2.8 days).

BIKE COMMUTING DURING FALL 2010 AFTER PARTICIPATING IN BTWD

- Eighty-one percent of all respondents were still biking to work at least occasionally during the late fall after the BTWD event. This was a drop-off from summer and early fall, when 90% of respondents were riding.
- Just over half (54%) of respondents were regular riders, biking to work at least one day per week.
- About one in ten (11%) said they rode one to three days per week and 16% rode less than once per month. The remaining 19% said they did not ride to work at all in the fall.
- The average biking frequency fell from the summertime frequency of 2.6 days per week to 2.4 days per week during the late fall.
- Respondents who were new riders after BTWD rode less often during the late fall (1.4 days per week) than did respondents who had been riding before BTWD (2.5 days per week).

COMMUTE MODE ON NON-BIKE DAYS

- Nearly half (48%) said they drive alone to work on days they don’t bicycle.
- The remaining respondents said they use another commute alternative on non-bike days. About four in ten (41%) used a bus or train, five percent carpool or vanpool, five percent walk or run, and two percent primarily work at home (telecommute).

TRAVEL DISTANCE

- Respondents traveled an average of 9.6 miles one-way to work.
- 28% of respondents traveled less than 5 miles to work and 61% traveled fewer than 10 miles one-way.
- Almost two in ten respondents commuted 15 or more miles to work.

USE OF BIKE FOR NON-WORK TRIPS AFTER PARTICIPATING IN BTWD

- Three in ten respondents rode a bike at least six times during the past month for a non-work trip. Almost half (47%) of respondents infrequently made a non-work trip by bike five times a month or less. Twenty-three percent said they did not ride a bike for a non-work trip at all during the

past month.

- Two in ten (21%) respondents said they biked more often for non-work trips after BTWD than they did before the event. Six percent said they ride less often than they did before BTWD. The majority of respondents (73%) said they did not make any changes in their use of biking for non-work trips.

COMMUTE ASSISTANCE SERVICES

- A sizeable majority (79%) of respondents said their employers offered some type of commute assistance information, services, or facilities for employees who biked to work.
- The most common service was bike racks, offered by 65% of employers. Twenty percent 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.
- A large share of respondents also noted that their employers offered personal convenience services including showers (62%) and personal lockers or a locker room (34%).
- Fourteen percent of respondents said their employers offered bike route information and 10% percent said the employer provided a financial incentive for employees who bike.

**JUNE 2011
STATE-OF-THE-COMMUTE SURVEY REPORT
COMMUTER CONNECTIONS**

The State of the Commute survey is a random sample telephone survey of 6,629 randomly selected employed persons in the Washington metropolitan region and serves several purposes. First, it documents trends in commuting behavior, such as commute mode shares and distance traveled, and attitudes about specific commuter transportation services available in the region.

The SOC survey is also used to help estimate the impacts of some TERMS, such as Commuter Connections' Telecommute Assistance and Mass Marketing, two TERMS that might influence the population-at-large as well as commuters who directly participate in Commuter Connections' programs. By asking commuters about sources of information on alternative modes and their reasons for choosing alternative modes for commuting, the survey examines how other commute alternative programs and marketing efforts might influence commuting behavior in the region.

Added in the 2010 survey are sections covering "Personal and social benefits of ridesharing" and "Quality of life and satisfaction."

Key highlights of the data collected from the 2010 SOC data include:

- Commute patterns
- Telecommuting
- Transportation satisfaction and alternative mode benefits
- Awareness and attitudes toward transportation options, commute advertising, and commute assistance programs
- Commuter assistance services provided by employers
- Regional Guaranteed Ride Home Program

COMMUTE PATTERNS

The share of commute trips made by driving alone has fallen since 2004 and train use has risen.

- Drive alone continued to be the most popular commute mode but the share of weekly commute trips made to worksites outside the home (excluding telecommuting) declined from 71% in 2001 to 64% in 2010. This represents a drop of seven percentage points over the nine-year period.
- Weekly trips made by transit modes increased from 2001 to 2010. Train use increased from 12.4% in 2001 to 14.5% and bus use grew from 4.6% to 5.7%. The shares of weekly commute trips made by carpool/vanpool remained essentially constant.
- Three in ten (30%) regional commuters used an alternative mode (carpool, vanpool, bus, commuter rail, bicycle, or walk) as their primary mode, that is, the mode they used most days in a typical week. An additional four percent of commuters used an alternative mode one or two days per week, resulting in more than a third of all regional commuters using a non-drive alone mode at least once per week.

- The most popular alternative mode was train, which was used by about 15% of respondents as their primary mode. An additional one percent of commuters said they used the train one or two days per week.
- Bus was the primary commute mode for about six percent of respondents.
- Carpooling/vanpooling was used by about seven percent of commuters most days during the week and one percent used these modes one or two days per week. The majority of carpoolers used a “traditional” form of carpooling, with the same partner(s) all the time. About one in ten carpoolers/vanpool trips was made by “casual” carpooling (slug).

Regional commuters continue to try new alternative modes.

- Almost a quarter (23%) of respondents had used or tried an alternative mode, other than one they were currently using, within the two years prior to the survey. This represented an increase over the 14% of respondents who said in the 2007 survey that they tried another mode and about the same percentage as reported trial use of alternative modes in the 2004 (22%) and 2001 (24%) SOC surveys.
- 13% of all regional commuters had used or tried the train in the past two years and seven percent tried or used a bus. Four percent tried or used bicycle or walk for commuting.
- More than half (53%) of the respondents who made a switch to an alternative mode in the past three years switched from driving alone. The other 47% switched from another, different alternative mode.
- Nearly three in ten (28%) respondents who used an alternative mode said they drove alone to the alternative mode meeting spot (park & ride lot, train station, carpool driver’s home, etc.) and left their cars at those places. Respondents traveled an average of 2.6 miles to these meeting points. A third (35%) of respondents walked to the meeting point and the remaining respondents who used an alternative mode either took transit, or were dropped off by a carpool partner or picked up at home.
- Respondents traveled an average of 16.3 miles and 36 minutes in 2010, essentially the same as in 2007 (16.3 miles, 35 minutes) and 2004 (16.2 miles, 34 minutes).

TELECOMMUTING

The percentage of workers who telecommute continued to grow between 2007 and 2010, reaching a milestone of one-quarter of the regional commuting population.

- A quarter (25%) of regional commuters said they telecommuted at least occasionally. “Commuters” are defined as workers who were not self-employed and would otherwise travel to a worksite outside their homes if not telecommuting.
- The percentage of regional telecommuting has more than doubled since 2001 and grew in nearly every demographic and occupational segment in which telecommuting is feasible.
- An additional 21% of commuters do not telecommute today but “could and would” telecommute if given the opportunity. These respondents said their job responsibilities would allow them to, and they would like to telecommute.
- Telecommuting continues to be concentrated in certain demographic and employment groups, but the percentage of all regional commuters who said their jobs were incompatible with telecommuting dropped, from 65% in 2004 to 45% in 2010. Because it seems unlikely that the composition of jobs changed substantially in the region, these

results suggest a shift in commuters' perception of their ability to perform work away from their primary work location. This could be related to increasing availability of communication and computer technology or perhaps from a broader definition of what responsibilities are "telecommute-compatible."

The percentage of telecommuters who work under "formal" telecommute arrangements equals the percentage that telecommute under informal arrangements with supervisors.

- About 29% of all respondents (both telecommuters and non-telecommuters) said their employer had a formal telecommute program and 25% said telecommuting is permitted under informal arrangements between a supervisor and employee. Formal programs were most common at federal agencies and among respondents who worked for employers with more than 1,000 employees.
- Among current telecommuters, 50% telecommute under a formal arrangement. This represents a shift from 2007, when only 39% of telecommuters had a formal agreement and an even greater shift from 2004, when formal programs comprised only 32% of all telecommuting. This appears to signal a greater acceptance of formal telecommuting.

Telecommuters get information on telecommuting from a variety of sources.

- The largest source of telecommute information, by far, was "special program at work/employer," named by 71% of respondents. This percentage was considerably higher than in the 2007 survey, in which only 55% of telecommuters cited their employer as the source of information and higher still compared with the 34% who gave this answer in 2004.
- Six percent of telecommuters said they received telecommute information directly from Commuter Connections or MWCOG. This was about the same percentage that mentioned Commuter Connections/MWCOG in each of the previous three SOC surveys: 2007 (7%), 2004 (5%), and 2001 (4%).

The percentage of regional telecommuting has more than doubled since 2001.

ALTERNATIVE MODE BENEFITS AND SATISFACTION WITH TRANSPORTATION SYSTEM

Commuters recognize both personal and societal benefits of ridesharing.

- When asked what personal benefits users of alternative modes receive from using alternative modes, 90% of respondents named at least one benefit and 53% reported two or more personal benefits. 55% of respondents cited saving money or gas as the top benefit, and eleven percent noted a related cost-saving benefit of reducing wear and tear on one's personal vehicle. Almost two in ten respondents said alternative mode users received a benefit of reducing stress (17%) and using travel time productively (17%).
- Respondents noted three benefits related to environmental concerns. Fifteen percent said commuters who use alternative modes help the environment, indicating recognition that

use of alternative modes has an impact of environmental quality and suggesting that alternative mode users can take pleasure in contributing to cleaner air. Four percent noted reducing greenhouse gases and four percent said saving gas or energy, a benefit related to sustainability.

- Nearly two-thirds (64%) of respondents said that use of alternative modes could benefit society by reducing traffic congestion and 45% said it could reduce pollution or help the environment. One in ten (11%) cited reduced greenhouse gases and six percent noted that society could benefit because roads did not deteriorate as quickly, presumably reducing the cost to maintain or repair roads. Smaller percentages of respondents noted energy savings, reduced government costs, reducing road rage, and reducing accidents.

More than half of commuters say they are satisfied with their current commute, but not all commuters are equally satisfied.

- Six in ten commuters rated their commute satisfaction as a “4” or “5” on a 5-point scale, where “5” meant “very satisfied.” But 16% rated their satisfaction as either a “1 – not at all satisfied” or “2.”
- Respondents’ commute satisfaction was influenced by the ease of the commute. Three quarters (76%) of respondents who said they had an easier commute than last year and 71% who said their commute had not changed were satisfied with their commute, compared to only 36% who said their commute had become more difficult.
- Commute satisfaction also differed by where the respondent lived and worked. Respondents who lived in the Inner Core were notably more satisfied with their commute than were respondents who lived in the Middle Ring or Outer Ring. But respondents who worked in the Outer Ring were more satisfied than were respondents who worked in the Inner Core and Middle Ring.
- Commute satisfaction declined dramatically as commute length increased. More than nine in ten commuters who had very short commutes – 10 minutes or less – gave a 4 or 5 rating for satisfaction. When the commute was 21 to 30 minutes, satisfaction dropped to 71%. Less than half of commuters who traveled 31 to 45 minutes were satisfied and when travel time exceeded 60 minutes, only 30% rated their commute a 4 or 5.

Commuters believe the regional transportation system could be improved.

- About four in ten regional commuters gave high ratings for satisfaction with transportation in the region. While about a quarter (27%) said they were not satisfied (rating of 1 or 2).
- Respondents who drove alone and those who carpooled/vanpooled gave the lowest ratings for transportation satisfaction; only 35% were satisfied. Respondents who used transit or bike/walk for commuting gave higher satisfaction ratings.
- Respondents who lived close to transit gave higher marks for transportation satisfaction than did respondents who lived farther away. Almost six in ten respondents who lived within easy walking distance of a train station were satisfied

with transportation, compared with only four in ten or less respondents who lived one mile or more from a train station.

- There was a clear pattern between commute travel time and transportation satisfaction. Satisfaction declined as the length of the commute increased, from a high of 47% satisfaction for those who had a commute of 10 minutes or less, to 29% for respondents who traveled more than an hour to work.
- When asked how to improve transportation in the region, respondents focused primarily on ways to improve transit service, with particular emphasis on increasing transit availability and safety. Two in ten respondents proposed Metrorail expansions to more destinations and 17% wanted more bus and train service. Eight percent suggested that Metrorail safety be enhanced.

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

- A quarter (25%) 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 (59%), but 14% said it was more difficult due to construction along the route to work.
- About 12% of respondents said their commute was easier than last year. The primary reasons were that the trip was a shorter distance (34%), took less time (29%), or was less congested (26%). Eight percent said the commute was easier because they started using an alternative mode. Eleven percent said it was easier because construction along the route had ended.

Respondents considered commuting factors when making job or home change decisions.

- About 17% of respondents said they made a job or home change in the past year. Two in ten 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 nearly three in ten (29%) said commute ease was more important than other factors in the decision.

AWARENESS AND ATTITUDES TOWARD TRANSPORTATION OPTIONS, COMMUTE ASSISTANCE PROGRAMS, AND COMMUTE ADVERTISING

Most respondents reported access to some transit service in their home area.

- Respondents were asked to name bus and train companies that provided service in the areas where they lived and worked. Nine in ten said bus and/or train operated in their home area; a similar percentage said service operated in the area where they worked.
- More than half (54%) of respondents said Metrobus operated near their home and almost six in ten (59%) reported Metrobus in the area where they worked. Similar percentages said that Metrorail/subway operated in their home area (55%) and at work (60%).
- More than half (53%) of respondents said they lived less than 1/2 mile from a bus stop and 67% said they lived less than one mile. Train station access was less convenient; only 16% lived less than one mile from a train station. The average distances were 1.4 miles to the nearest bus stop and 6.4 miles to the nearest train station. Respondents who lived in

the Inner Core jurisdictions of the District of Columbia, Alexandria, and Arlington said the closest bus stop was an average of 0.3 miles away and a train station was 1.5 miles away on average. Eighty-five percent of commuters in this area lived less than 1/2 mile from a bus stop.

Three in ten respondents have access to HOV lanes for their commutes and HOV availability influences mode choice.

- Three groups of respondents were more likely than were others to cite commute factors as important to their decision:
 - Respondents who lived in the Inner Core jurisdictions
 - Respondents who worked in the Middle Ring jurisdictions
 - Respondents who moved from another location in the
- Three in ten respondents said there was an HOV lane along their route to work. A quarter (27%) of these commuters said they use the lanes. This equated to about nine percent of commuters region-wide, essentially the same percentages that reported HOV availability and HOV use in 2007.
- More than half (54%) of the respondents who used HOV lanes for commuting said availability of the lanes influenced their decision to carpool, vanpool, or ride transit for their commute. This is borne out by a comparison of rideshare mode use with and without HOV. The carpool/vanpool mode share was 11% for commuters who had access to an HOV lane for commuting, compared to six percent carpool/vanpool use for commuters who did not have access to HOV.
- Respondents who used the HOV lane for commuting estimated that using the lane saved them an average of 23 minutes for each one-way trip. But HOV users who lived in the outer jurisdictions of the region saved an average of 28 minutes one-way. They also were more likely to say the HOV lane had influenced their mode choice. More than half (53%) of Middle Ring respondents (Fairfax, Montgomery, Prince George's) and 63% of Outer Ring respondents (Calvert, Charles, Frederick, Loudoun, and Prince William) said the HOV lanes influenced their commute mode choice.

Commuters appear interested in HOT lanes and willing to consider ridesharing to use the lanes for a discount.

- A quarter (26%) of commuters who don't currently carpool or vanpool said they would be very likely or somewhat likely to start ridesharing to use a High Occupancy Toll (HOT) lane if they would be able to use the lanes for free or a discounted price.
- A large share of current ridesharers said they were willing to register their carpools/vanpools to receive a discount on HOT lanes; two-thirds said they were either very likely (39%) or somewhat likely (27%) to register their carpool/vanpool to use the lanes at a discount.

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

- Two-thirds (66%) of respondents said they knew of a telephone number or web site they could use to obtain commute information. This was higher than the 51% who knew of these resources in 2007 and considerably higher than the 33% of respondents who knew of these resources in 2001.
- About 25% of respondents could name a specific number or web site; 12% named a Metro/Wmata phone number or website and three percent mentioned Metro/Wmata, but did not specify the number or website. Almost three percent named a phone number or website administered by Commuter Connections.

Awareness of Commuter Connections has grown since 2007.

- In 2010, 64% of all regional commuters said they had heard of an organization in the Washington region called Commuter Connections. This was higher than the 53% who knew of Commuters Connections in 2007 and about the same percentage as knew of the program in 2004 (66%).
- When asked to name Commuter Connections services, respondents largely cited services that Commuter Connections actually does provide. Six in ten knew the program offered either general rideshare information (30%) or help finding a carpool or vanpool partner (30%). About a quarter (26%) knew that Commuter Connections offered a regional Guaranteed Ride Home program. Nine percent said Commuter Connections offered transit route and schedule information, which can be accessed through links on Commuter Connections' web site. Awareness of each individual service was higher in 2010 than in 2007.

Most local jurisdiction services are known to at least a quarter of their target populations.

- Respondents were asked about local commute assistance services provided in the counties where they lived and worked. Awareness of these programs ranged from 10% to 53% of respondents who were asked the questions. Five of the nine programs examined were known to at least a third of their target area respondents.
- Use of the services ranged from two percent to 28% of respondents who had heard of the services. Use was generally higher for programs in outer jurisdictions and for programs associated with transit agencies or with a strong transit component. The relationship to the location in the region is likely because outer jurisdiction commuters encounter more congestion in their travel and have longer commute times and distances, which would encourage them to seek options for travel to work. The transit connection might be due to higher visibility of the services, but 65% of respondents who contacted a local program said they were seeking transit information. In the inner jurisdictions, transit assistance is provided by transit organizations that are separate from the local commute assistance program.

Awareness of commute information advertising remained high.

- Nearly six in ten (58%) respondents said they had seen, heard, or read advertising for commuting in the six months prior to the survey and 70% of these respondents could cite a specific advertising message. Both the general recall and specific message recall were

higher than was observed in the 2007 survey (52% general recall and 65% message recall).

- More than four in ten respondents who had heard ads could name the sponsor. WMATA was named by 20% as the advertising sponsor. Commuter Connections was named by 13%, a slightly higher percentage than named Commuter Connections in 2007 (9%).

Commute advertising appears to influence commuters' consideration of travel options.

- Almost a quarter (24%) 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 higher than the 18% who noted this willingness in 2007.
- Respondents who were using alternative modes were more likely to be influenced by the advertising. Almost half of bus riders, 25% of Metrorail riders, and 30% of carpoolers/vanpoolers said they were likely to consider alternative modes after hearing the ads, compared with 21% of commuters who drove alone.
- The advertising appeared to have more impact on younger respondents. A third of respondents who were between 25 and 34 years old said they were likely to consider ridesharing compared with only about two in ten respondents who were between 45 and 54 years old.
- About 19% 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 about two percent of all regional commuters. A large majority (83%) of respondents who took an action to change their commute said the advertising they saw or heard encouraged the action.
- Most of these respondents sought more information about commuting options but five percent tried or started using a bus, train, or bicycling or walking to work. Prior to starting these new modes, half of the respondents had been driving alone to work. The other half had been using a different alternative mode.

COMMUTER ASSISTANCE SERVICES PROVIDED BY EMPLOYERS

Availability of worksite commute assistance services is higher than in 2007.

- Six in ten (61%) respondents said their employers offered one or more alternative mode incentives or support services to employees at their worksites. This is slightly higher than 54% noted in the 2007 and the 53% reported in 2004.
- The most commonly offered services were transit/vanpool subsidies (45% of respondents), commute information (26%), services for bikers and walkers (24%) and preferential parking (21%). In all cases, these services were more available in 2010 than they had been in 2007.
- Respondents who worked for federal agencies were most likely to have incentive/support services available (89%), compared with 46-64% of respondents who worked for other types of employers. Respondents who worked for large firms reported greater access to incentive/support services than did respondents who worked for small firms. And incentives and support services were far more common among respondents who worked

in the Inner Core jurisdictions (Alexandria, Arlington, and District of Columbia); 74% of these respondents had access to services compared to 53% of those in the Middle Ring (Fairfax, Montgomery, and Prince George's Counties) and 40% of those in jurisdictions outside these areas.

- Transit/vanpool subsidies and commute information were the most widely used commuter assistance services, used, respectively, by 54% and 33% of respondents who had access to these incentives.

Most commuters continue to have free worksite parking.

- The majority of respondents (63%) said their employers offered free on-site or off-site parking, about the same percentage as that reported in 2007 (65%), 2004 (66%), and 2001 (65%).
- Respondents who worked for federal agencies and those who worked for non-profit organizations were least likely to have free parking; only half of these respondents said they had free parking, compared with 71% who worked for private firms and 77% who worked for state/local governments. Free parking was also much less common in the Inner Core area of the region. Only a third of respondents who worked in these areas had free parking, compared with nearly nine in ten respondents who worked in the Middle Ring and Outer Ring.

Worksite commuter assistance services appear to encourage use of alternative modes.

- Driving alone was less common for respondents who had access to incentive/support services. Only 57% of respondents with these services drove alone to work, compared with 80% of respondents whose employers did not provide these services.
- Respondents whose employers did not offer free parking also used alternative modes at much higher rates. Only four in ten (41%) respondents who did not have free parking drove alone, compared with 82% of respondents who did have free parking.

REGIONAL GUARANTEED RIDE HOME PROGRAM

Awareness of GRH has remained the same as in 2004, but Commuter Connections appears to have a larger share of the GRH market.

- About a quarter (27%) 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 or carpool/vanpool were much more likely to know about GRH than were other respondents. Awareness of the program was similar for users of other modes.
- Five percent of respondents said they had registered for or used a GRH service within the past two years. About 13% of respondents noted Commuter Connections as the sponsor, a large decrease from the 37% who named Commuter Connections in 2007 and the same as in 2001 (13%).