ECMT-USDOT WORKSHOP ON
FOSTERING SUCCESSFUL IMPLEMENTATION
OF SUSTAINABLE URBAN TRAVEL POLICIES

5-7 November 2003
Washington D.C.

Demand Management
Nicholas Ramfos
Metropolitan Washington Council of Governments
What/Who is COMMUTER CONNECTIONS?

COMMUTER CONNECTIONS is a regional network of transportation organizations, coordinated by MWCOG, that provides transportation services and programs information to the public, private and public employers and their employees.
COMMUTER CONNECTIONS
Committee Structure

Transportation Planning Board (TPB) (R. Kirby)

TPB Tech Committee (R. Kirby)

Bicycle Technical Subcommittee (M. Farrell)

Travel Monitoring Subcommittee (D. Sivasailam)

Travel Forecasting Subcommittee (J. Hogan)

Aviation Technical Subcommittee (M. Rawlings)

Travel Management Subcommittee (D. Sivasailam)

Commuter Connections Subcommittee (N. Ramfpos)

Regional TDM Marketing Group (N. Ramfpos)

Commuter Operations Center (C. Arabia)

Telecommuting Ad-Hoc Group (D. Campbell)

TMA Advisory Group (M. Hersey)

Washington Metropolitan Telework Centers (D. Campbell)

Guaranteed Ride Home Ad-Hoc Group (C. Arabia)

TDM Evaluation (N. Ramfpos)

Employer Outreach Ad-Hoc Group (M. Hersey)

High Tech Ad-Hoc Group (O. Rafique)
History

- Began as Commuter Club in 1974.
- Commuter Club offered computerized carpool/vanpool matching.
- By mid 1980’s local rideshare agencies joined the Commuter Club.
- Commuter Club changed name to Ridefinders Network.
- In the 1990’s Ridefinders expanded it services to offer a full complement TDM programs.
- In mid 1990’s Ridefinders changed name to COMMUTER CONNECTIONS.
COMMUTER CONNECTIONS
Programs and Services

- Commuter information (carpool/vanpool matching, transit, bicycle, park & ride and HOV lane information)
- Employer Outreach
- Guaranteed Ride Home Program
- Telework (Telework Resource Center, TeleworkVA! and Telework Partnership for Employers)
- Employer Outreach for Bicycling
- InfoExpress Kiosks
- Mass Marketing
Commute Information

- Free “matchlist” (carpool/vanpool matching with transit, park & ride and telework center information)
- Regional database and server.
- 26 local CCRS software users.
- Regional 800 telephone number answered by COG staff and routed to local members.
- Web site [www.commuterconnections.org](http://www.commuterconnections.org)
- Brochures
CCRS Software Users

- MWCOCG
- Alexandria
- ARTMA
- Baltimore
- BMC
- BTS
- DOD-Pentagon
- Fairfax County
- Frederick County, MD
- Hartford County
- Howard County
- LINK
- Loudoun County
- Montgomery County (3)
- MTA
- NIH
- North Bethesda
- Northern Neck
- Prince George’s County
- PRTC (2)
CCRS Software Users (continued)

- RADCO
- Tri-County Council
- US Dept. of Energy
Employer Outreach

- TERM program started in 1997.
- Encourage employers to implement alternative commute benefits and incentives for their employees.
- Partnership with Metro and their Metrochek program.
- COG coordinates program and maintains regional employer database.
- Pass-through funding to participating local jurisdictions.
Employer Outreach
Participating Local Jurisdictions

- District of Columbia (contracts outreach services)
- Alexandria
- Arlington (contracts outreach services)
- Fairfax County
- Frederick County (contracts outreach services)
- Loudoun County
- Montgomery County (uses County staff and contractors)
- Prince George’s County (contracts outreach services)
- PRTC (contracts outreach services)
- Tri-County Council for Southern Maryland
Guaranteed Ride Home Program

- TERM started in 1997.
- “Insurance Policy” for commuters who use transit, carpool, vanpool, bicycle or walk to work.
- Operated by MWCOG.
- GRH trips provided by taxi companies, Enterprise, transit and combination.
- Trips reservations contractor 6am – 10pm.
- Registration.
Telework

- TERM started in 1996.
- MWCOG implements Metropolitan Washington Telework Resource Center.
- Encourage employers to create telework programs for their employees.
- Coordination with local Employer Outreach representatives.
- Maryland Telework Partnership for Employers.
- TeleworkVA!
Employer Outreach for Bicycling

- Encourage employers to support and encourage bicycling to work by their employees.
- Partnerships with local Employer Outreach representatives and WABA.
InfoExpress Kiosks

- 13 kiosks
- 3 in the District (1 mobile)
  - Union Station, La Promenade, Reeves Center
- 10 in Virginia (1 mobile)
  - Ballston Common Mall, Fair Oaks Mall, Pentagon, Reston Town Center, Springfield Mall (2), Tysons Corner Center (2), Wal-Mart in Woodbridge, and National Foreign Affairs
- Fairfax County CriS kiosks (22)
- Partnership with Metro for SmarTrip card.
Mass Marketing

- “Umbrella” marketing for region.
- Regional media outlets.
- Regional advertising buys more than fragmented local advertising.
- Mass Marketing TERM.
### Program Highlights

Comparison of Commuter Connections TERM impacts to goals/net benefit

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>02 Est.</th>
<th>Net</th>
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<tbody>
<tr>
<td>Trips reduced</td>
<td>69,558</td>
<td>90,952</td>
<td>21,394</td>
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<tr>
<td>VMT reduced</td>
<td>1,173,771</td>
<td>1,721,808</td>
<td>548,037</td>
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<tr>
<td>NOx reduced</td>
<td>1.864 T</td>
<td>2.270 T</td>
<td>0.406 T</td>
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<tr>
<td>VOC reduced</td>
<td>0.823 T</td>
<td>1.123 T</td>
<td>0.300 T</td>
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Program Highlights (con ‘t)

Cost Effectiveness of Commuter Connections Programs

Cost Per Trip Reduced $ 0.15
Cost Per VMT Reduced $ 0.01
Cost per ton of NOx reduced $ 5,914.76
Cost per ton of VOC reduced $11,928.76
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