



HANDOUTS

From previous meeting

September 23, 2003





Bike To Work 2003
Washington DC Metropolitan Region
FINAL REPORT
February 17TH, 2004



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ACKNOWLEDGEMENTS

The 2003 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Amanda Pike – Whole Foods, Falls Church
Brenda Davis – Charles E. Smith Commercial Realty
Bruce Wright – Fairfax County
Charles Denney – Arlington County
Chris Wells – Fairfax County DOT
Christina Gordon – Arlington Transportation Partners
Darlene Nader – North Bethesda Transportation Center
Deborah Skea – Loudoun County
Fred Shaffer – Prince George’s County
James Gugel – Frederick County
James Sebastian – DC Department of Transportation
Joana Bragg – Whole Foods, Vienna
Joanna Burroughs – Charles E. Smith
John Brunow – Bikes@Vienna
John Hartranft – Peerless Rockville
John Telesco – City of Rockville
Karl Ingebritsen - LINK
Katie Sihler – Arlington Transportation Partners
Kerry Daly – Bethesda Transportation Solutions
Kristen Fink - Bethesda Transportation Solutions
Linda Provost – Montgomery County
Mary Breed – Arlington Transportation Partners
Michael Jones – General Services Administration
Mirza Morris – North Bethesda Transportation Center
Noah Simon – City of College Park
Phil Koopman – City Bikes
Sharon Affinito – Loudoun County
Shauna Brown – City of Alexandria
Sheila Lewin – Pathways Strategic Communications
Sheila Wilson – Montgomery County
Terrie O’Steen – Montgomery County

Metropolitan Washington Council of Governments (COG) staff included:

Mark Hersey
Michael Farrell
Nicholas Ramfos

Washington Area Bicyclists Association (WABA) staff included:

Ellen Jones

Eric Gilliland

John Fleming

The Office of Public Affairs at the Metropolitan Washington Council of Governments through Karen Sibert provided the Public Relations Activities with assistance by Ellen Jones at WABA.

Both COG and WABA thank all of the individuals and organizations, which helped, make the Washington DC metropolitan region Bike To Work Day 2003 a success.

BACKGROUND and EXECUTIVE SUMMARY

In 2000, the Metropolitan Washington Council of Governments Commuter Connections program elected to increase awareness of bicycling to work as a viable option and created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 350%. Although it accounts for a very small percentage of the overall regional commute mode split, bicycling can be a very effective measure in reducing congestion, improving air quality, and providing a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

Bicycling eliminates pollution associated with cold starts and commuting by automobiles, as well as roadway congestion. In the Washington metropolitan region, a strong emphasis has been placed on the construction and maintenance of bicycle paths. The 2001-2003 Bike To Work Day (BTWD) marketing strategies effort assisted in maximizing the exposure of the existing infrastructures.

Bike to Work Day has been held in the Washington metropolitan region with a main rallying or "Pit Stop" in downtown DC. This event has been coordinated through the Washington Area Bicyclists Association (WABA) for over a decade. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day 2001 Steering Committee to examine the feasibility of adding additional Bike To Work Day "Pit Stops" or rallying points throughout the region, thus creating a larger awareness of using cycling to work as a viable alternative. Besides adding four additional rallying points to the original "Pit Stop" at Freedom Plaza in DC, the Steering Committee's goal was to entice 1,000 cyclists to register and participate in the event schedule on May 4, 2001. This goal was much higher than the 300 or so cyclists attracted to Freedom Plaza each of the previous years. Four additional Pit Stops added included the City of Alexandria, Arlington County, Bethesda, and Silver Spring.

The Steering Committee's resources to reach its goal for cyclists for each successive Bike To Work Day included:

- Promoting the event through WABA's 3,000 cyclists' e-mail contact list.
- Providing links from the local TMA's web sites to WABA's site for route information.
- Commuter Connections' 20 Employer Services sales representatives attracting program participation from interested employers.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections
- A print and radio media campaign.

- Outreach to employers through a direct mail marketing campaign to 5,000 human resource professionals.
- A newsletter article geared towards employers in the Commuter Connections newsletter.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all five rallying points.

In addition, convoy bicycling routes were identified by WABA along with leaders who were used to assist new and existing cyclists through the route(s), which needed to be taken to the pit stops. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

The May 4th, 2001 event attracted a spectacular crowd, with over 1,000 bicyclists joining the festivities as they biked to work. Bicyclists enjoyed breakfast, participated in prize drawings, heard live bands, and listened and talked to elected officials. Commuter Connections was able to secure \$11,000 in sponsorship cash donations that went towards the overall regional marketing efforts.

The process for the next year's event began again in the Fall of 2001. The Steering Committee reconvened in September 2001 and set out to increase the amount of participants to 2,000 (which was met and surpassed by several hundred) for the event. Commuter Connections was able to secure \$7,000 in sponsorship cash donations and an additional \$8,000 in product donations. Six additional pit stops were added to the event bringing the total to eleven. The eleven pit stops were as follows:

- (1) Alexandria
- (2) Arlington
- (3) Freedom Plaza in D.C.
- (4) Frederick
- (5) Rockville
- (6) Silver Spring
- (7) Reston
- (8) Leesburg
- (9) College Park
- (10) Bethesda
- (11) North Bethesda.

For the third year in a row, Bike to Work Day planning began in September 2002 for the May 2nd, 2003 event. The Steering Committee's goal for the event was 3,000 registrants. Four additional pit stops were added to the previous year's event bringing the total to fifteen pit stops. The fifteen were as follows:

1. City Hall in Alexandria
2. Crystal City Water Park
3. Rosslyn Gateway Park
4. Freedom Plaza in D.C.
5. The MARC station in Frederick MD
6. Fairfax County Government Center
7. Falls Church, across from the West Falls Church Metro station
8. Reston Town Center
9. The Whole Foods supermarket parking lot adjacent to the W&OD Trail
10. Raflo Park in Leesburg
11. Reed Street by the Capitol Crescent Trail in Bethesda
12. The U.S. NRC Plaza adjacent to the White Flint Metro station
13. The NOAA Plaza in Silver Spring
14. The Red Brick Courthouse in Rockville
15. City Hall in College Park.

COLLATERAL MATERIAL

The Bike To Work Day 2003 collateral materials used included the following items:

- Registration and event brochures (30,000)
- Posters (8.5 x 11) (17,000)
- Oversize posters (22 x 28) (125)
- Street Banners (15) (4 x 8)
- T-Shirts (3,000)
- Water Bottles (3,000)
- E-mail marketing message
- Web Site

The marketing materials used for the 2003 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The brochures and posters materials were distributed to employers and building sites through concierge services to all of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized Web site. The direct e-mail was sent to the 2002 registrants as a reminder. In addition, posters were sent in conjunction with a direct mail piece to 5,000 employers that highlighted the May 2nd event along with a Guaranteed Ride Home sweepstakes sponsored by Commuter Connections. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event Web site to market the program and allow participants to register for the event. COG also designed and maintained a web site for information and registration links to the WABA site.

The success of the marketing promotion campaign relied upon the analysis of the employer and commuter markets, identification of cost-effective mediums, and key messages and giveaway items such as t-shirts and water bottles designed to attract commuters to try bicycling to work.

The National Capital Region Transportation Planning Board issued a regional proclamation on March 19, 2003 for Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and national Bike Month.

SPONSORSHIPS

The Bike To Work Day Steering Committee solicited both monetary and in-kind sponsorships from a variety of companies in the metropolitan region.

Sponsorship levels for the event included four categories. The categories and associated benefits were as follows:

Platinum Partnership \$5,000

Logo on T-shirts, brochure, electronic invitation and employer mailing. Print-ads in regional and local media, mention in radio ads, link to the companies web site from WABA's Bike To Work Day Web site.

Gold partnership \$2,500

Logo on brochure, electronic invitation and employer mailing, and print ads in local and regional media.

Silver Partnership \$1,000

Logo on brochure, and electronic invitation and employer mailing.

Bronze Partnership In-kind Donations

Logo on brochure

The Steering Committee was able to secure five Platinum Sponsors: CommuterPage.com, All Goode Organics, Charles E. Smith, Whole Foods, and City Bikes. There were five Gold Sponsors: Jamis Bicycles, Kryptonite, Bell Sports, Timbuktu Designs, and Specialized. Safeway Food & Drug was the sole Silver Sponsor. There were five Bronze level sponsors: Peapod, Drink More Water, WMATA, The Calvert Group, and Virginia DOT. The bronze sponsors donated assorted beverages, bicycle accessories, and prizes for event participants, and mail-out packets promoting the event.

EVENT PIT STOPS, CONVOYS, AND PRIZE DRAWINGS

Highlights from the fifteen “Pit-stops” are as follows:

Alexandria: It is estimated that over 200 cyclists attended this rally point. The pit stop was at City Hall on King Street. Alexandria Council Member K. Rob Krupicka attended the event. *The Gazette Journal*, *The Connection*, and WTOP-AM radio covered the event. Metrobus conducted a bike on bus demonstration by Metro superintendent David Crawford. Mr. Mac Dorado won the grand prize, a bike bag kit. Local sponsors included Bombay Curry Company, Great Harvest Bread Company, St. Elmo’s Coffee Pub, Spokes, Wheel Nuts, The University of Phoenix, The Nature Conservancy, and VDOT. Event volunteers included representatives from the Alexandria Bicycle Council, The Alexandria Police, and Alexandria DASH.

Arlington: Estimates show that between 300-400 cyclists attended. The pit stop was at Rosslyn Gateway Park, near Key Bridge. Participants enjoyed the music of Barrelhouse Brawl at the stop. New Arlington Board member Walter Tejada attended the event. The Mobile Commuter Store was on hand for demonstration and information. Both FlexCar and ZipCar brought cars for demonstration and donated prize membership packages for the drawings. Local sponsors included Smoothie King and Whole Foods.

Bethesda: An exuberant crowd of 170 bicyclists joined in the festivities at the Reed Street stop. A local disc jockey provided music and local sponsors included America Inn of Bethesda, Ben & Jerry’s, Bradley Food & Beverage, Griffin Cycle, Hard Times Café, Landmark Theatres of Bethesda Row, Life Path Health Center, Mon Ami Gabi, REI, and Spring Mill Bread Company. One hundred Bike to Work Day hats were made up for the event and disappeared quickly. State Representative Howie Denis, Delegate Bill Bronrott, and Marsia Kaiser of MDOT attended the event.

Silver Spring: Turnout was fantastic with close to 100 registrants attending and over 100 people in total. The event was held at the NOAA Plaza. Ride On conducted a bike on bus demonstration. A local disc jockey “JR” provided the music and public address system. Sean Sands from the Gazette and Chuck Kines from the Montgomery County Council attended the event. Montgomery Police offered free bicycle registration at the event. Michael Jackson of MDOT also addressed the participants at the event.

DC Freedom Plaza: Estimates bring the number to over 700 attendees for this festive rally point. DC’s US Representative, Elenor Holmes Norton, COG’s Executive Director, Dave Robertson, and Ellen Jones of WABA

were among the dignitaries who spoke at the pit stop. There was excellent media coverage with a “Commuter Challenge” that was covered by Fox5 News that gave live updates on the race between a single car driver and two cyclists from West Hyattsville to Freedom Plaza. The cyclists won the race. There were 21 convoys for the event and all were “incident” free.

Crystal City: Over 120 registrants attended the event. The Jeff Watson Trio provided music. Paul Ferguson of the Arlington County Board read the County’s proclamation making May 2nd Bike to Work Day in Arlington County. Prize drawings were held every twenty minutes. The pit stop managers found that many riders were very grateful to have such an event.

Fairfax County Government Center: Over 40 registrants attended the event. Fairfax DOT staff assisted in getting the pit stop set up. Water bottles were handed out to riders.

Vienna: Over 80 registrants attended and were given a cornucopia of choices for food and beverages. The convenience of the location, adjacent to the Washington and Old Dominion Trail, helped in attracting riders.

Falls Church: Over 30 registrants attended the event held at the Falls Church City Park, adjacent to the West Falls Church Metro Station. A masseuse was on hand and Whole Foods Market donated food. The mayor of Falls Church, Daniel Gardner, rode to the event and spoke to the riders at the pit stop.

Reston: The Town Center event drew over 200 riders. The largest employer contingent for the pit stop was again from the US Geological Survey and won the free lunch donated by the Reston Whole Foods Market. Dignitaries who attended the event were Fairfax County Board Supervisor Chair Kate Hanley, US Congressman James Moran, State Delegate Ken Plum, and Fairfax County Board Supervisor Cathy Hudgins. Local sponsors included: A-1 Cycling, Great Harvest Bread Company, VDOT, and Whole Foods Market.

Frederick: Located at the Frederick MARC station in downtown Frederick, the pit stop attracted a little over 30 participants including a County Commissioner and a City of Frederick Alderman, both biked to the event. The Frederick News-Post covered the event. Food and beverages were donated from Whole Foods in Gaithersburg.

College Park: Over 50 riders attended the event at the City Hall. The Mayor, Stephen A. Brayman, spoke at the event. The staff from the City’s

Committee for Better Environment helped at the pit stop and donated food and beverages. REI donated giveaways and did bike safety inspections.

Loudoun/Leesburg: The event was held at Raflo Park by the Harrison Street entrance to the W&OD Trail. Over 200 riders came to the event, many of whom were from AOL. Mark Herring, a Loudoun County Board of Supervisors member attended the event. Sponsors included: Barcelona Nuts, Bicycle Outfitters, Plum Grove, Gold's Gym, Giant, Ketterman's Jewelers, Partlow's, The Peddle Shop, Starbucks, Coffee Bean, Costco, Cloud Nine, Dunkin Donuts, Atlanta Bread Company, National Conference Center, Merle Norman, Mom's Apple Pie, Hampton Inn, WAGE Radio, VDOT, and Walmart. AOL had the highest number of employees register for the event and won the employer challenge for the region.

Rockville: The event was held at the Red Brick Courthouse with 60 registrants attending. Nancy Floreen and George Leventhal of the Montgomery County Council bicycled to the event. Larry Giammo, Rockville's Mayor, and John Hall of the Rockville City Council also attended. REI and Topolab were among the local sponsors.

North Bethesda: The event was held again at the US NRC Plaza. Over 80 riders attended the event. Montgomery Council members Nancy Florine and George Leventhal also attended the event. Bob's Bike provided bicycle safety checks as well as Hudson Bay. A local disc jockey provided music.

Regional Synopsis:

The goal of 3,000 riders was met, with 3,015 total participating in Bike to Work Day 2003. The total cost of the program, including partner and sponsorship contributions, was approximately \$30,000, which translates into \$10 per registered event participant. AOL won the Employer Challenge, having 85 registrants for Bike to Work Day 2003. A lunch was provided for the registrants in June 2003 and a certificate of appreciation was given to the company from the Council of Governments.

EMPLOYER PARTICIPATION

The following sampling of Employers had employees participating in the event:

Federal Employers

Bureau of Labor Statistics
Equal Employment Opportunity Commission
Federal Aviation Administration
Federal Communications Commission
Federal Election Commission
Federal Highway Administration
Federal Trade Commission
Foreign Service Institute
General Services Administration
Internal Revenue Service
Library of Congress
National Archives
National Capitol Planning Commission
National Institutes of Health
National Labor Relations Board
National Oceanic and Atmospheric Administration
National Park Service
National Zoological Park
Office of Management and Budget
Securities and Exchange Commission
Smithsonian Institution
US Air Force
US Army
US Coast Guard
US Department of Agriculture
US Department of Commerce
US Department of Customs
US Department of Energy
US Department of Health and Human Services
US Department of Homeland Security
US Department of Justice
US Department of Labor
US Department of the Interior

US Department of Transportation
US Environmental Protection Agency
US Geological Survey
US Government Printing Office
US House of Representatives
US Housing and Urban Development
US Navy
US Nuclear Regulatory Commission
US Patent and Trademark Office
US Peace Corps
US Postal Service
US Senate
USAID

State and Local Governments

Arlington County
City of Alexandria
City of College Park
City of Falls Church
City of Frederick
City of Leesburg
City of Rockville
City of Vienna
DC Government
Fairfax County
Frederick County
City of Frederick
Loudoun County
Montgomery County
Prince George's County

Private/Non-Profit Sector Employers

AARP
AES Corporation
America OnLine
American Pilot's Association
Arnold & Porter
ASAE
ASHRM
Beveridge & Diamond
Boeing Company
Booz Allen
Charles E. Smith

Congressional Quarterly
Cvent
DC Bicycle Courier Association
Digital Paper Corporation
Discovery Communications
Downtown DC BID
EDAW
Friends of the Earth
ICF Consulting
International Monetary Fund
League of American Bicyclists
MCI
Metropolitan Washington Council of Governments
Oracle Corporation
PEPCO
Public Broadcasting Service
Quest Diagnostics
Qwest Communications
Rails to Trails Conservancy
RAND Corporation
Raytheon
Smith Barney
Social & Scientific Systems
SRA International
Suburban Hospital
Wilmer, Cutler and Pickering
World Bank

ADVERTISING

Commuter Connections, through its contractor, Pathways Strategic Communications, developed and implemented both a print and radio advertising campaign for the event.

Radio Buy

The overall approach used by Commuter Connections in the advertising campaign was to promote the Bike To Work Day event along with the regional Guaranteed Ride Home (GRH) program. During its routine regional TDM Spring Marketing Campaign, Commuter Connections ran radio ads to promote the regional GRH program as well as the Found Time Sweepstakes. As part of the Spring Radio buy, 25 percent of the ads running between the weeks of April 7th to the 28th were used to promote both the Bike to Work Day event and GRH. In total, 130 spots ran on the following stations:

WARW – FM
WBIG – FM
WBZS/WBPS – FM
WFLS – FM
WFRE – FM
WGMS – FM
WHUR – FM
WJFK – FM
WMAL – AM
WRQX – FM
WTOP – AM

Print Buy

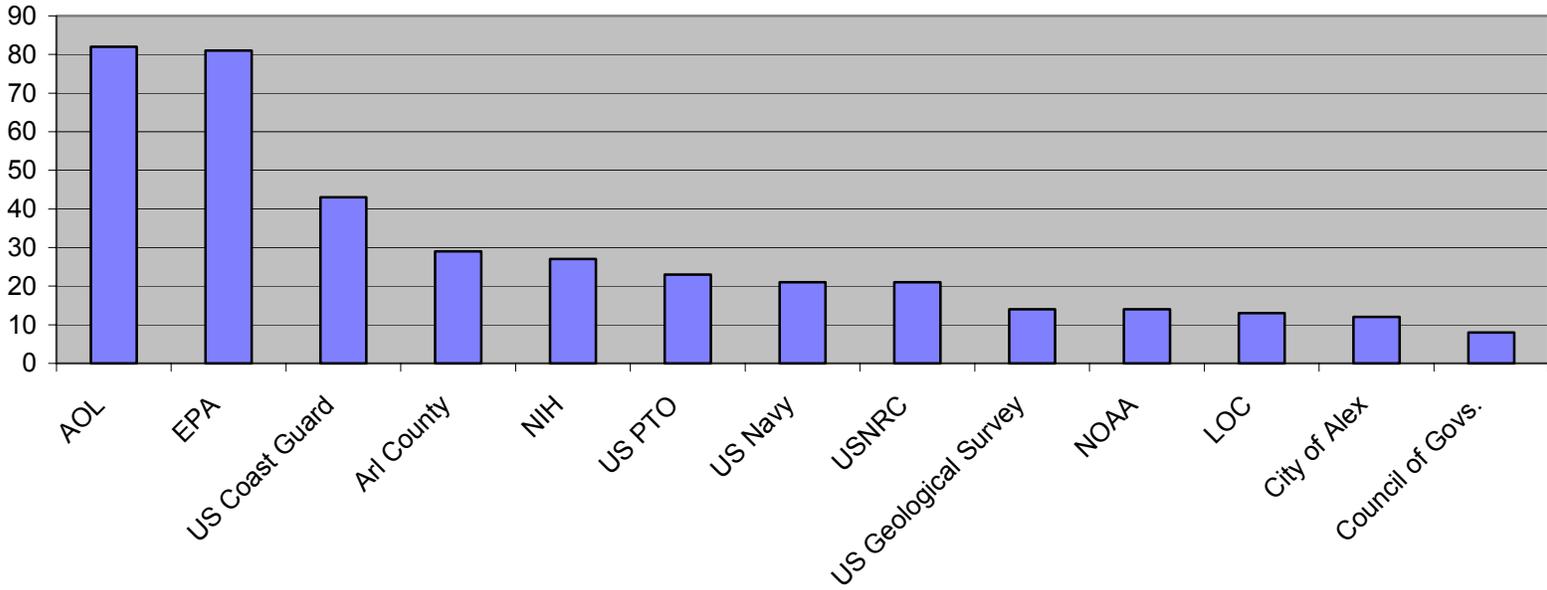
Print Advertisements were purchased with sponsorship dollars to promote the event locally. The placements occurred one time in April. Total circulation for these publications was 448,000. The newspapers used included: City Paper, Arlington Sun Gazette, Silver Spring Gazette, Bethesda Gazette, College Park Gazette, Frederick Gazette, Loudoun Times Mirror, Reston Times, Fairfax Times, Alexandria Gazette, Rockville Gazette, Vienna Times, and Falls Church News Press.

MEDIA COVERAGE

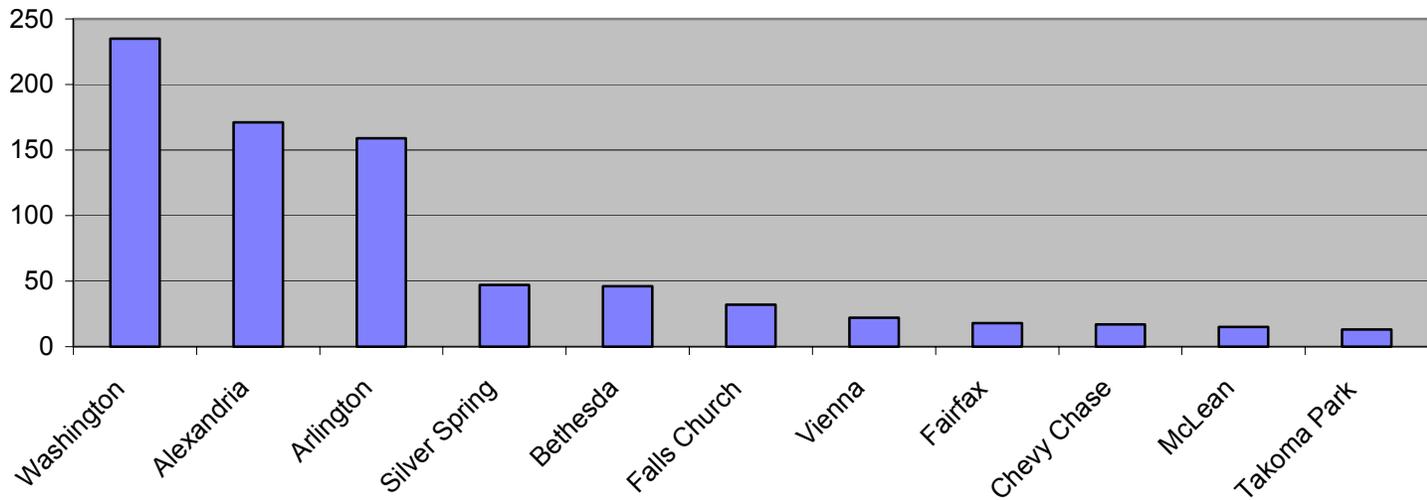
The event received very positive coverage from the local media. WTOP-AM covered the event in Alexandria and Silver Spring. Fox5 News followed the progress of convoys from their morning helicopter reporter and also followed the “Commuter Challenge” with live feeds during the morning newscast.

Attachments

Registrants for Bike to Work Day - By top Employer



Registrants for Bike to Work Day - By Top Origination locality



**Conformity Statement through September 30, 2003 Draft
Employers with 100 or more employees**

	Goal	Overall Confirmed to Date (through 9-30-03)	Level 3 Employers	Level 4	Levels 3 & 4 <100 Employers	Confirmed to Date including <100 Employers for Levels 3 & 4 (through 9-30-03)	Amount Needed to Attain Goal for Levels 3 & 4
Alexandria	10	14	0	0	1	1	0
Arlington	21	84	11	2	6	19	0
DC	99	94	16	0	1	17	5
Fairfax	40	41	20	3	2	25	0
Frederick	4	1	0	0	0	0	3
Loudoun	2	6	2	1	0	3	0
Montgomery	40	140	19	1	7	27	0
Prince George's	26	25	11	4	1	16	1
PRTC	6	6	2	0	0	4	2
Tri-County	3	2	1	0	0	1	0
Total	251	413	82	11	19	114	11

**Conformity Statement through September 30, 2003 Draft
Employers with less than 100 employees**

	Level 3 Employers	Level 3 # of employees	Level 4 Employers	Level 4 # of employees	Counted toward Conformity**
Alexandria	6	144	0	0	1
Arlington	13	492	4	149	6
DC	1	65	0	0	1
Fairfax	12	223	0	0	2
Frederick	0	0	0	0	0
Loudoun	0	0	0	0	0
Montgomery	17	733	0	0	7
Prince George's	1	60	0	0	1
PRTC	0	0	0	0	0
Tri-County	0	0	0	0	0
Total	50	1717	4	149	19



**Commuter Connections Employer Satisfaction Survey Report
Fiscal Year 2003
Final Draft
December 16, 2003**

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INTRODUCTION

At the conclusion of FY03, Commuter Connections conducted its sixth annual survey of employers participating in the Commuter Connections Employer Outreach program. The survey, the *Employer Satisfaction Survey*, is intended to measure the employer's use of and satisfaction with the products and services provided by Commuter Connections and its member organizations.

Employer survey candidates were selected from the regional employer database, which is electronically updated monthly by the local jurisdictions by way of their ACT! databases. The main criterion for selection was basic contact with local sales jurisdictions determined by the Level of Effort (1-4) indicated in the database. The surveys were mailed to the contacts listed for 3137 employers region-wide on June 29, 2003. An incentive for response was offered for all on-time responses (the date for final responses was July 18th). The incentive given was a compact business portfolio with the Commuter Connections logo on the front cover (the total sent was 203).

Response to the survey decreased three percent over last year's response with two-hundred-twenty-one or seven percent of the forms returned*. These responses provide a broad range of opinions in line with responses from previous years and provide informative data. The responses show specific employer reaction to Commuter Connections products and services and will be helpful in improving our outreach efforts.

The Addendum contains a simple breakdown of surveys sent by jurisdiction and the rates of return and bad addresses. The Appendix contains the survey instrument and cover letter. The cover letter was customized for each jurisdiction. The letter listed the name of the local sales organizations and the names of the employer outreach representatives in that jurisdiction.

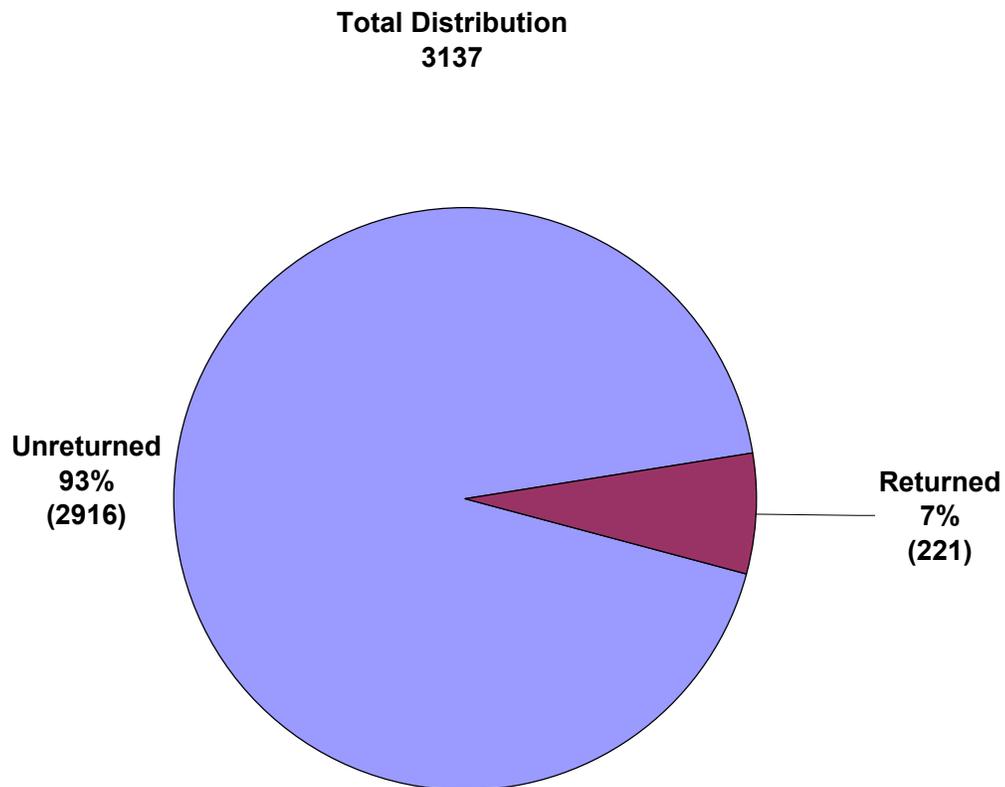
**(Though this is a lower response rate than for previous years, the total number of responses is the largest ever recorded for the Satisfaction Survey).*

DISCUSSION OF RESULTS

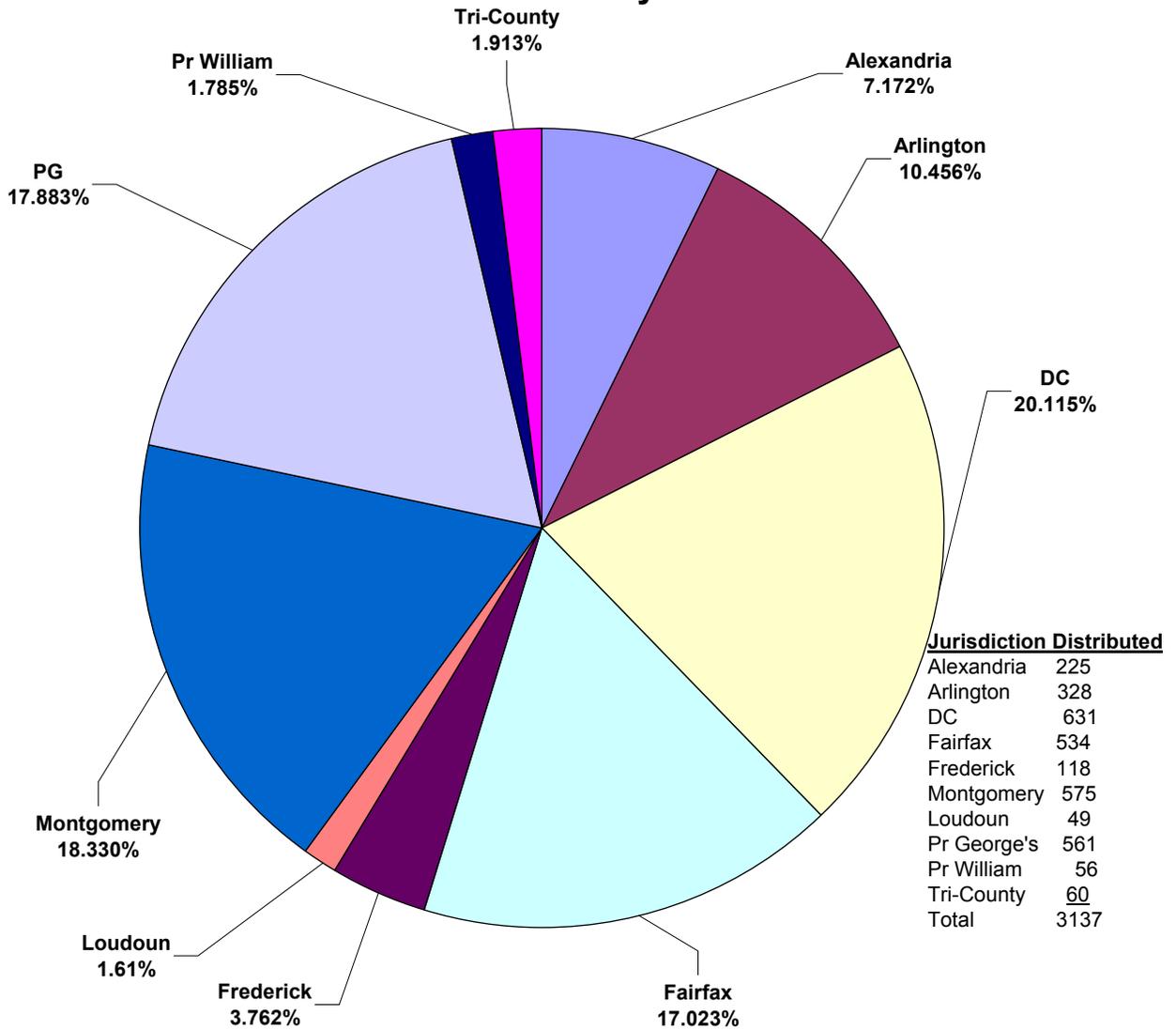
RESPONSE:

A total of 3137 surveys were distributed to all sales jurisdictions. A seven percent response rate was achieved. The number of forms distributed in each jurisdiction depended on the number of employers contacted about Commuter Connections Employer Services programs indicated by employer level of effort (1-4). The next two graphs illustrate overall response and distribution by jurisdiction.

Overall Response Rate

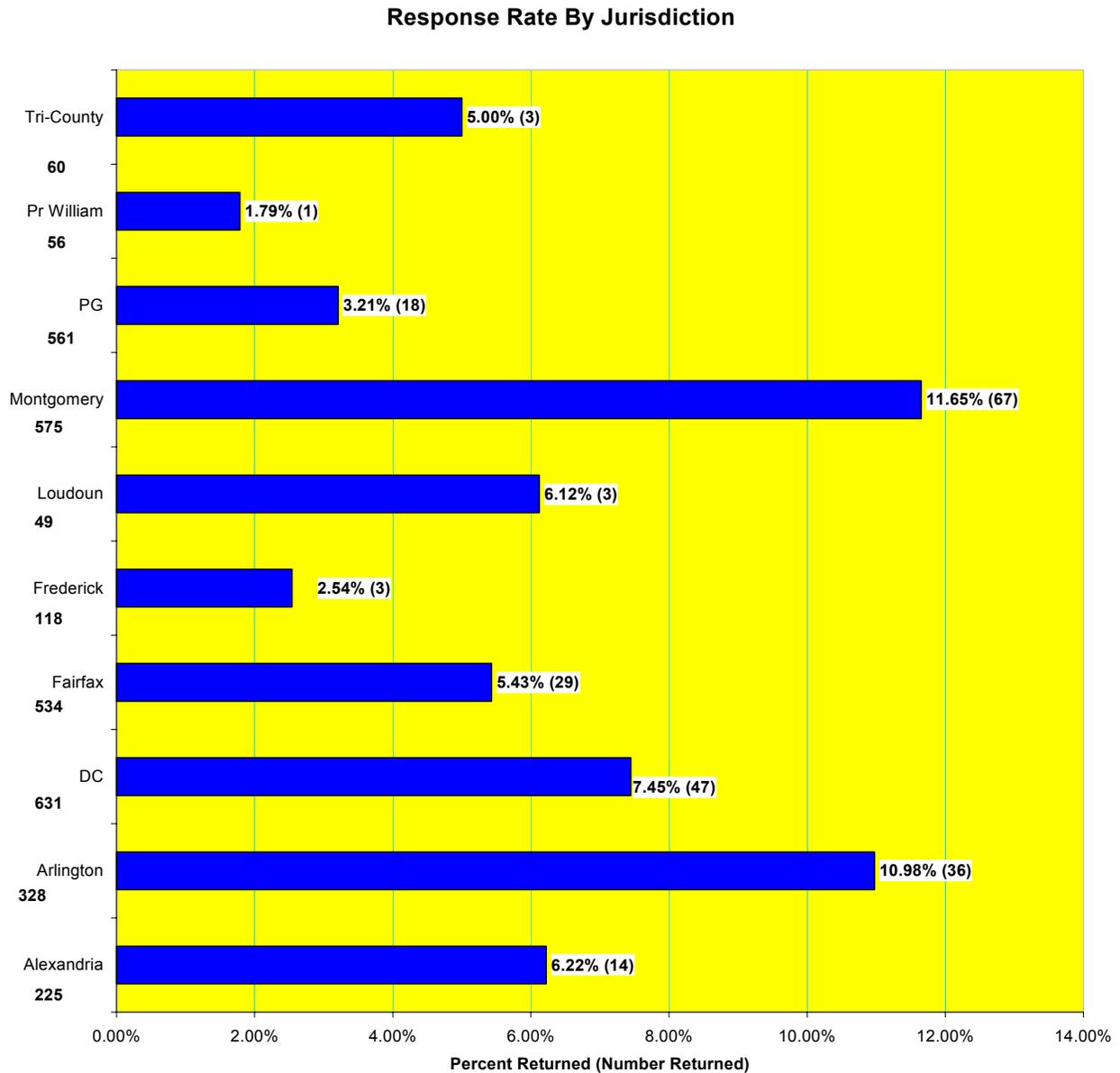


Forms Distributed by Jurisdiction



RESPONSE BY JURISDICTION:

This chart shows the percent of total forms returned (221) from each jurisdiction for the overall distribution of the survey. Response rates (forms returned from jurisdictions/forms distributed to jurisdiction) were also calculated for each jurisdiction relative to the number of surveys sent to each jurisdiction. For example, Alexandria achieved a six percent response rate with two-hundred-twenty-five surveys distributed in its jurisdiction and fourteen forms returned.



Question 1.

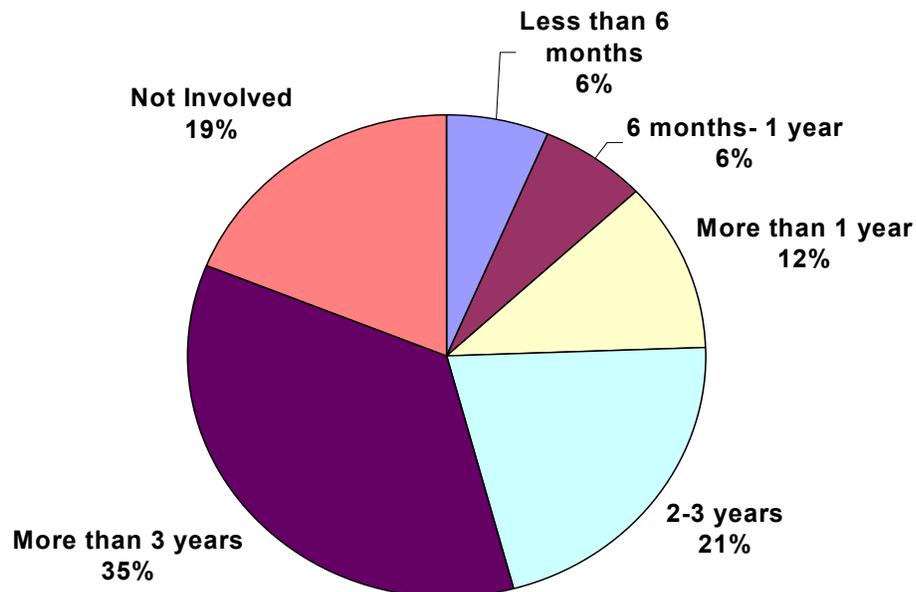
A question concerning the employer contact's length of involvement in assisting employers with their commutes to work was included to gauge the level of familiarity that Commuter Connections contacts have with the products and services associated with alternate commuting.

As the pie chart illustrates, a substantial proportion of respondents, thirty-five percent have been involved with assisting their employees with commuting options for over three years. This result suggests that significant turnover among employees tasked with coordinating employee transportation issues has decreased and combined with the percentage for two to three years participation (twenty-one percent) shows that oversight of onsite programs has remained steady. This group of veteran TDM program coordinators for their respective employers suggests a healthy relationship with alternative commuting.

Nineteen percent of respondents indicated that they are not involved with helping their employees plan their commutes to work, which represents a significant drop from fourteen percent for FY02. Surveys were sent only to contacts listed by outreach representatives.

Respondent's Involvement with Assisting Employees with Daily Commutes

Question 1. How long have you been involved with helping your company's employees with their daily commutes?

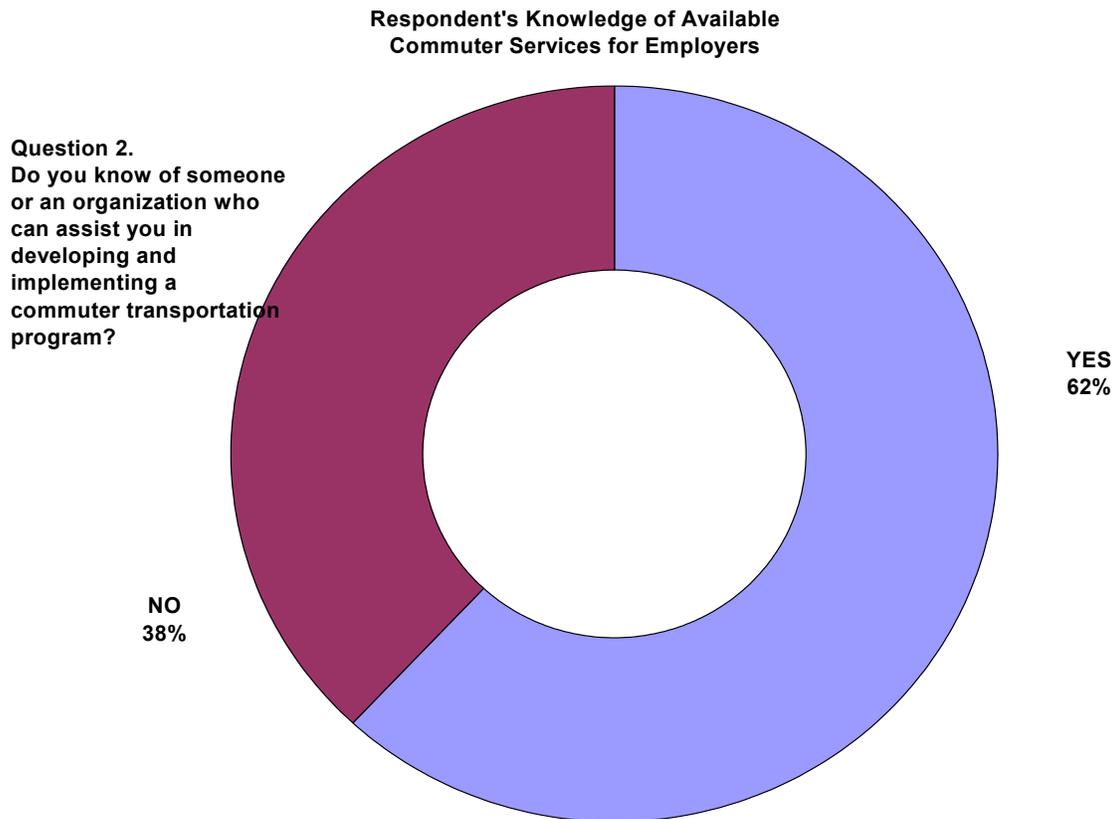


Total Times Question Answered: 216

Turnover is still of concern for these positions with at least twelve percent of those involved with TDM programs having done so for one year or less. This information reinforces the importance of maintaining a current relationship between the outreach representatives and their Employee Transportation Coordinators (ETCs).

Question 2.

The question concerning the respondent's knowledge of available commuter services for employers provides encouraging news for the outreach program as a whole. Sixty-two percent of respondents indicated that they had knowledge of a person or organization that could assist them in developing a commuter transportation program. This number is down twelve percentage points from last year's survey. These responses suggest that a great majority of employers know that there are organizations that can help them develop a transportation management program at their worksite, and their relationships with their corresponding outreach representatives appear to be improving.



Forms Distributed:	3137
Forms Returned:	221
Total Times Question Answered:	213

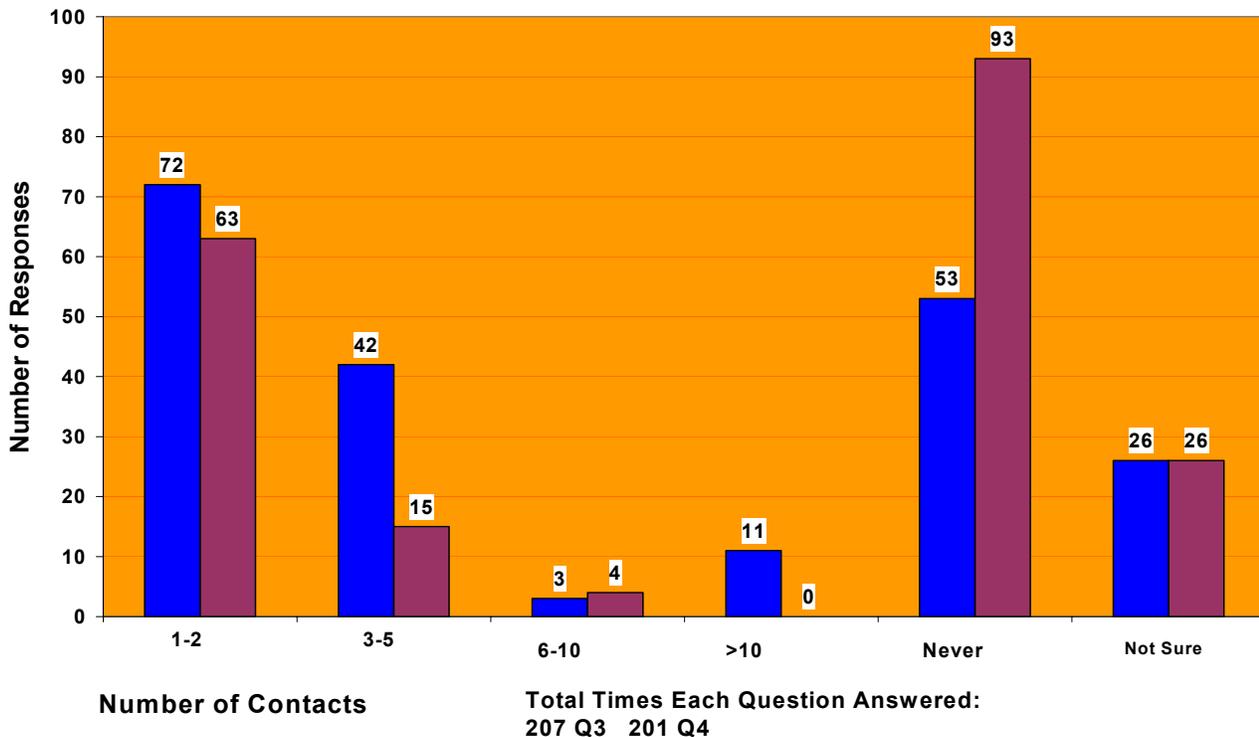
Question 3 and Question 4.

These questions were included to measure the outreach representative's contact with employers. These are important measures of the effort expended by the regional sales force. The largest group of respondents (ninety-three out of two-hundred-one for Question 4) for both questions overall contact and in-person contact indicated never being contacted category [approximately forty-six percent]. The next highest response was for those being contacted one-to-two times per year (72 and 63 out of 207 and 201, or thirty-four percent and thirty-one percent respectively). The differential from the never being contacted has reversed for question 3 whereas the differential for question 4 has remained the same in comparison to FY02. Given the percentages from question one; this is particularly significant since employer outreach representatives' performances are measured by their efforts in contacting new and existing employers.

Contact with Employer Outreach Representative

● **Question 3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?**

■ **Question 4. How often were you contacted by your representative in person?**

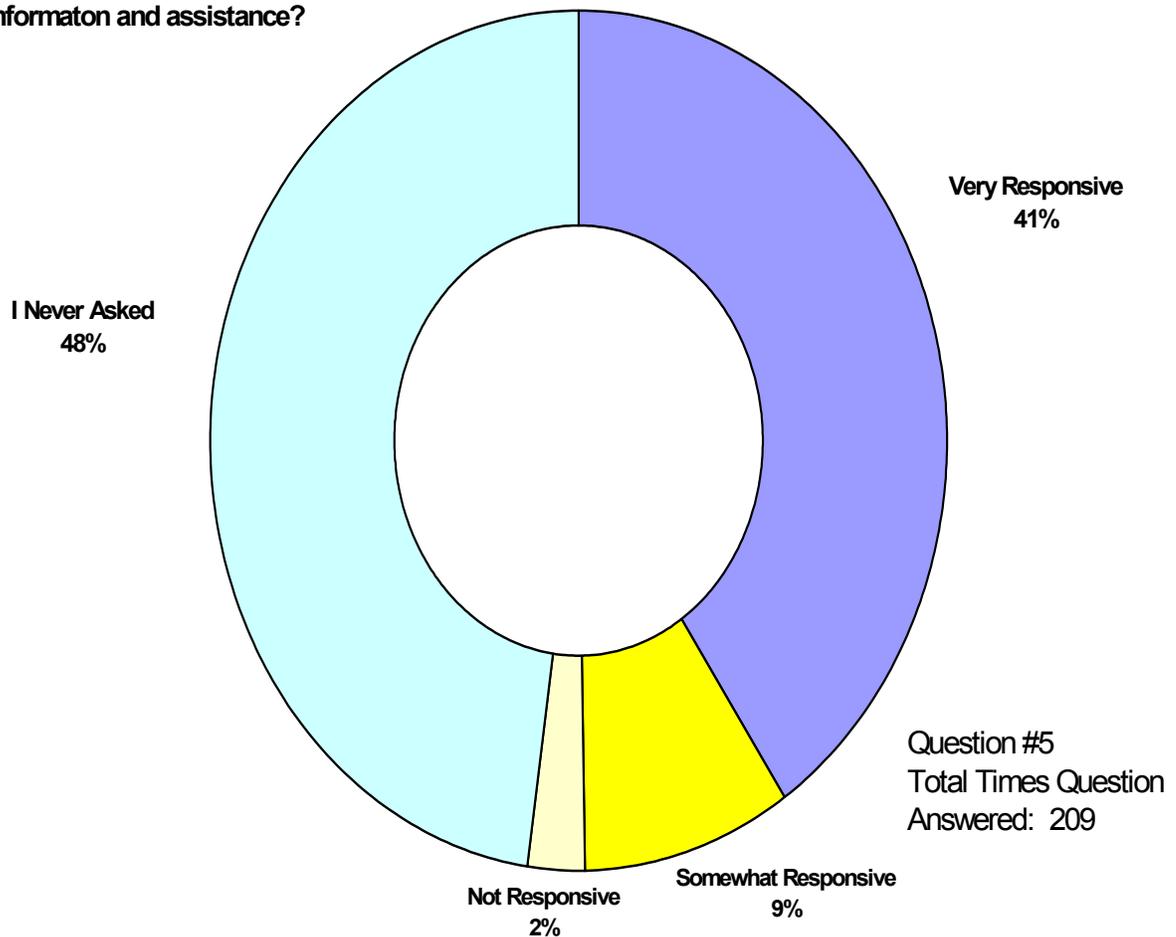


Question 5.

An essential indicator, responsiveness, is measured in the next question. Again, outreach efforts are represented by the responses. As the chart shows, an almost equal amount of respondents that requested information reported their representative was very responsive (forty-one percent) to those who said they had never asked for assistance (forty-eight percent). This emphatically suggests that not only that employers may not be fully aware of the information and assistance that is freely available to them, but that outreach efforts to contact them on a regular basis are not occurring.

Employer Representative's Responsiveness

Question 5. How Responsive is your representative to your questions, requests for information and assistance?

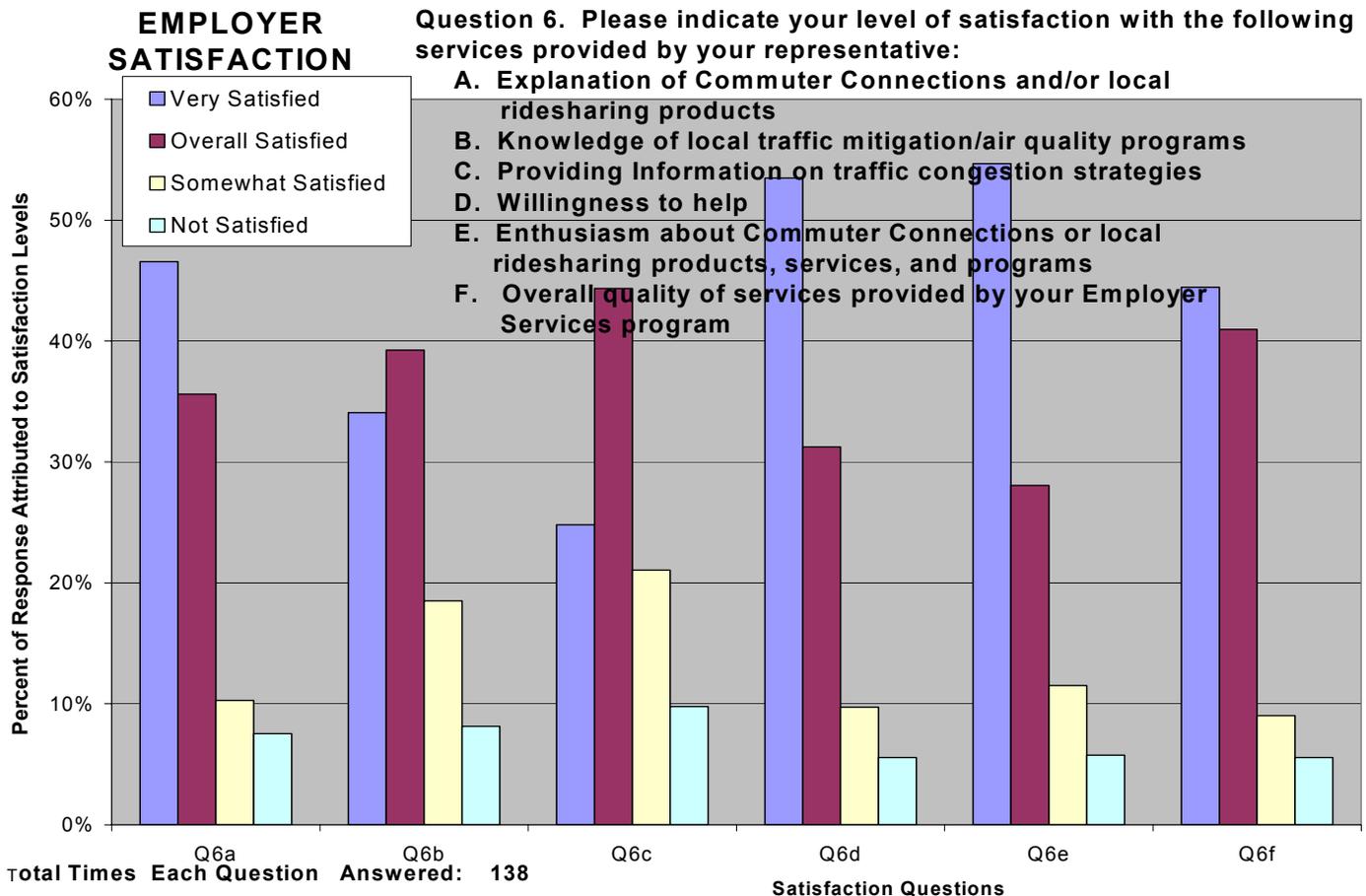


Questions 6A-F.

This series of questions represents the heart of the survey and were included to measure employer satisfaction across a range of topic areas including: explanation of local rideshare products, knowledge of local traffic mitigation, traffic congestion strategies, willingness to help, enthusiasm, and finally overall quality of their local employer services program. The responses show encouraging trends and several areas for improvement.

More than forty percent of respondents reported they were “Very Satisfied” in four (6A, 6D, 6E, and 6F) out of the six topic areas. To the all-important question of employer satisfaction with the overall quality of employer services (Question 6F), forty-three percent of respondents indicated that they were “Very Satisfied.”

Respondents were most satisfied with outreach representatives’ willingness to help (Questions 6D and 6E) and the enthusiasm with which representative’s communicated the Commuter Connections message, with fifty-three percent and fifty-five percent of respondents choosing the highest level of satisfaction, respectively.



The next largest set of responses is in the “Overall Satisfied” category across the range of questions. For all questions, an average of thirty percent of employers expressed an overall

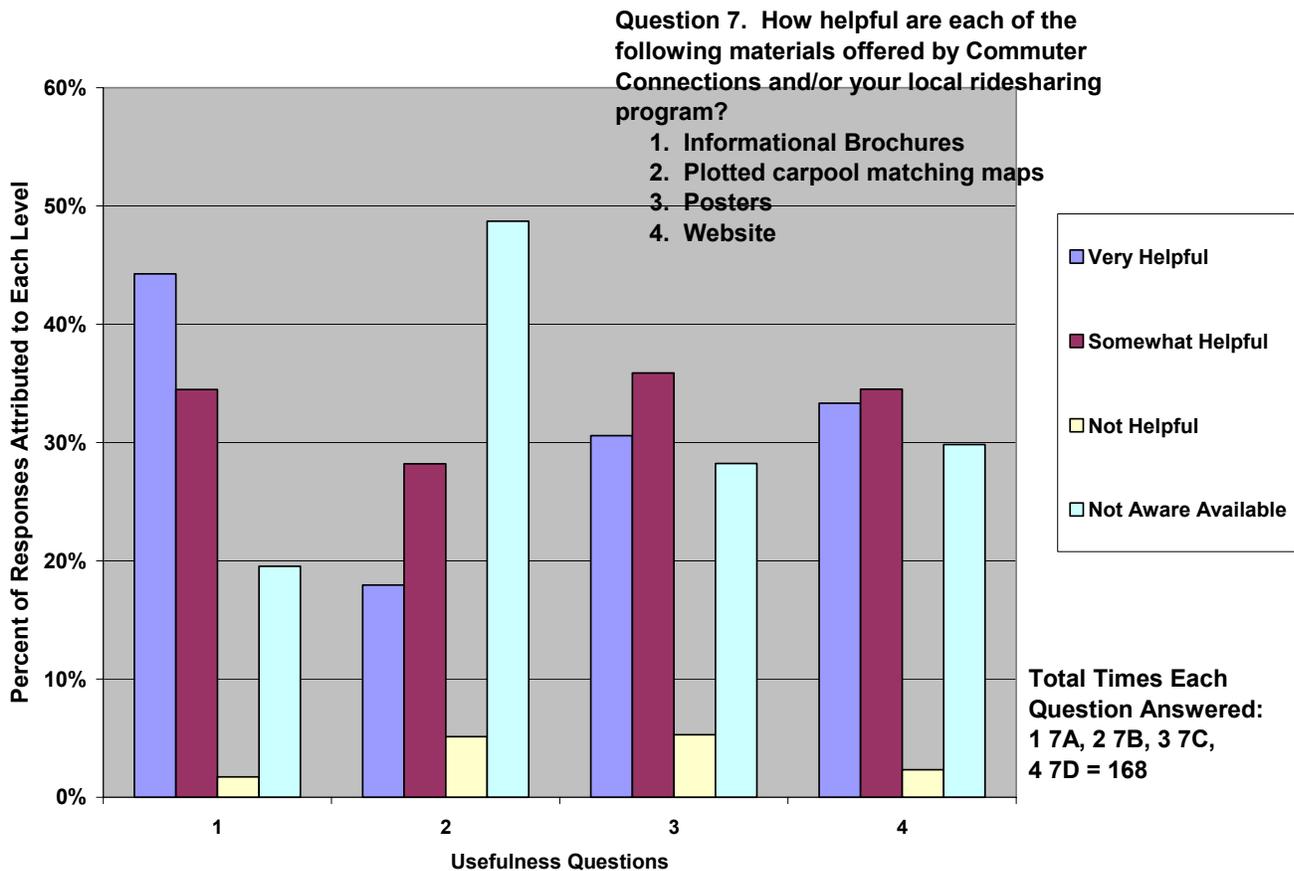
satisfaction about their outreach representative’s performance across these topic areas. This fact suggests that the employer contacts have had sufficient interaction with their outreach representatives. The “Somewhat Satisfied” category dropped from the previous years’ with an average of thirteen percent of employers responding (instead of fifteen percent being the average). The overall average for the “Not Satisfied” category rose from two percent last year coming in at six percent for a response this year.

Questions 7A-7C.

With a great volume of Commuter Connections materials produced, the next series of questions attempts to measure the employer’s perception of the usefulness of these materials.

As the graph illustrates, most respondents reported that the informational brochures are seen as helpful (forty-three percent). Plotted carpool matching maps received a less warm response with eighteen percent reporting that they are very helpful and twenty-eight percent that they are somewhat helpful. Posters were viewed in a better light with thirty percent of the employers responding said that they were very helpful and thirty-seven percent seeing them as somewhat helpful. Overall, a large number of responses indicated they were not aware on the usefulness of these products or that they did not know that the materials were available (around twenty-one percent).

Usefulness of Commuter Connections Materials



Question 8-8C.

This series of questions was included to measure the use of the commuter survey and the outreach representative's use of the statistical reports of the results. Twenty-four, or forty percent of the sixty responses to this question, show that the commuter survey was used at the worksite. The table below summarizes the results.

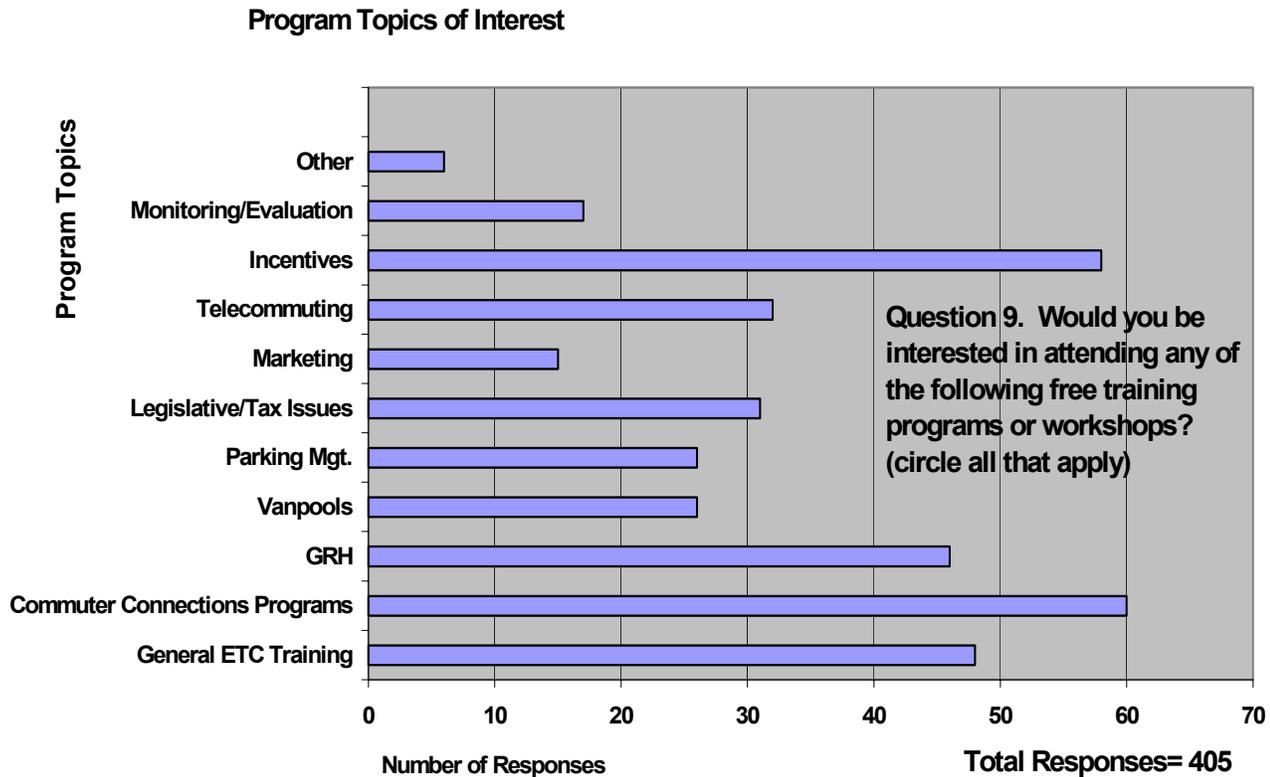
Table 1. Employer Commute Survey Use

QUESTIONS	Possible Responses	# of Responses	Percent of Total
Q8. Did you participate in the Commuter Connections employee survey or another commuter Survey?	YES (answers 8A)	24	40 percent
	NO	28	47 percent
	NOT SURE	8	13 percent
	TOTAL RESPONSES	60	
Q8A. Did your representative give you a copy of the statistical summary of your employee Commute Survey?	YES (answers 8B)	9	28 percent
	NO	15	47 percent
	NOT SURE	8	25 percent
	TOTAL RESPONSES	32	
Q8B. Did Your Representative use your statistics to create an employee commute program or to promote ridesharing in general?	YES	6	33 percent
	NO	7	39 percent
	NOT SURE	5	28 percent
	TOTAL RESPONSES	18	

These results suggest that many of employers are not being surveyed, or they are unaware of their most recent completed survey. Of the employers that reported that a commuter survey had been conducted at their site, forty percent of them had not received a statistical analysis against twenty-eight percent that did receive a summary. This data shows that there is some room for growth in the area of surveying employers and supplying them with a free report of their employees commuting habits, which then could lead to the adoption of higher level transportation demand management programs.

Question 9.

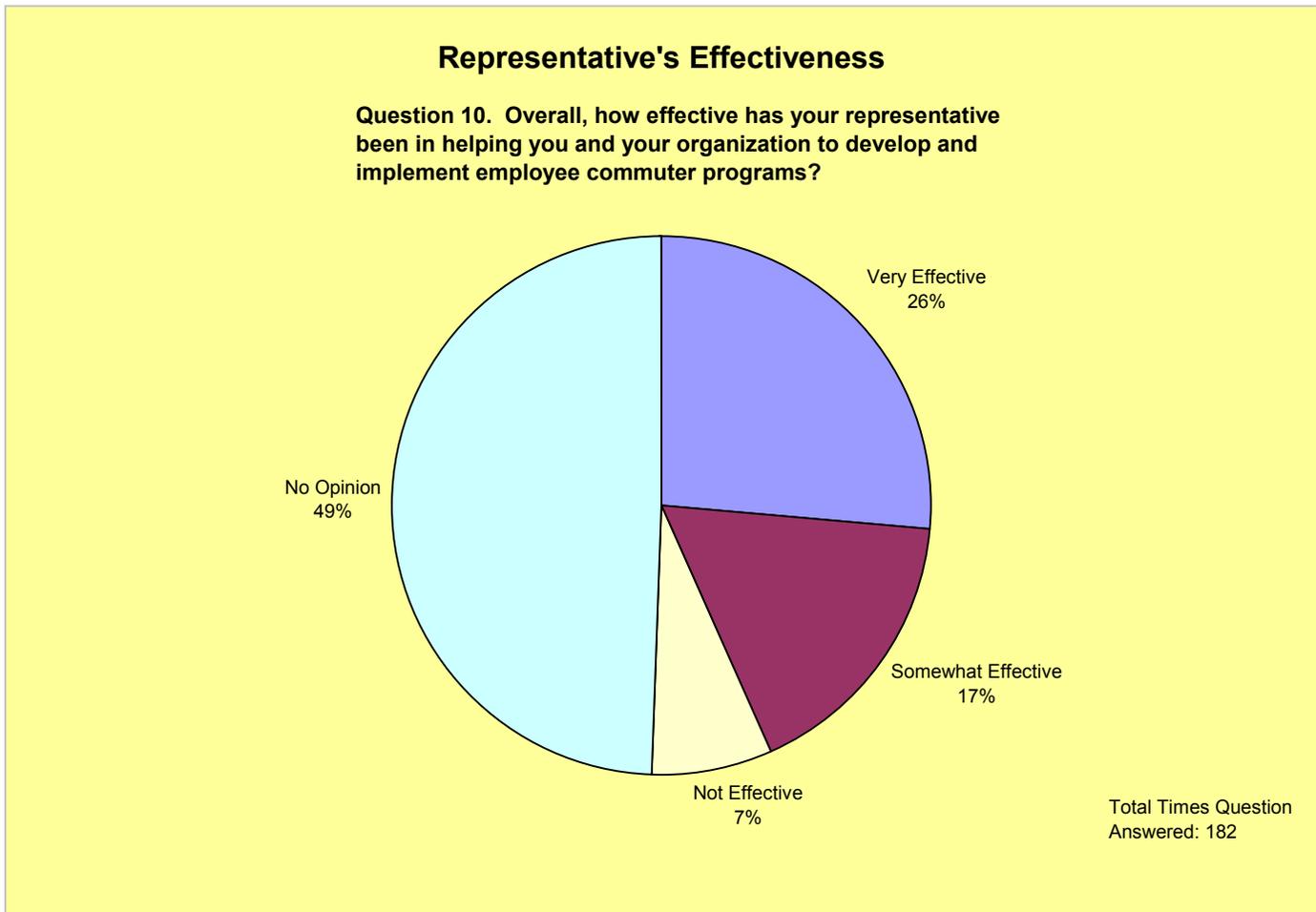
The next question reveals a great deal about what type of informational seminars employers need to help them better assist their employees.



As the graph shows, the three most popular topic areas indicated were Commuter Connections programs, Transit Incentives, and General ETC Training. This mostly mirrors. In addition, telecommuting is fast becoming a major component of consideration for employers. The TPE, and Telework Virginia Incentive Programs are great avenues for this interest. Another surprising result is the increased interest in Legislative/Tax Issues. This may be explained by recent legislation passed in Montgomery County in regards to traffic mitigation.

Question 10.

Like the responsiveness and satisfaction measures, this question provides an overall indicator, effectiveness. As the graph illustrates, the responses to this question are unequally distributed between the categories.



As the pie chart illustrates, the largest group of respondents (forty-nine percent) reported that they had *no opinion*. Twenty-six percent indicated that their representative(s) is *very effective*. Seventeen percent said that their representative was *somewhat effective* so that the combination of these two groups demonstrates that the minority of respondents (forty-three percent) finds that the efforts of their outreach representative are effective in helping them implement commute programs at their worksites. Seven percent of the respondents indicated that their representative has not been effective along with the forty-nine percent (which totals fifty-six percent) that expressed no opinion represent significant challenges for the outreach representatives to translate their efforts to effective programs. Using these numbers in comparison with last fiscal year's (twenty-four percent *very effective*, fifteen percent *somewhat effective*, seven percent *not effective*, and forty-nine percent *no opinion*) shows that the overall effectiveness of the employer outreach effort is relatively stable, but a qualification is in order, some of the employers who responded were unaware of who was their Outreach Representative due to a new position and also to survey apathy.

Question 11.

Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?

“Most of our employees live and work in the Frederick area and we have plenty of available parking.”

“- more sharing of ideas, programs, etc. between employers. More contact/follow-up on program and analysis”

“Schedule of commuters from Herndon VA area.”

“50% of our staff is required to have a car for their job during the day. The others are from all over the county. It would be helpful for them to have commuter information”

“My organization is located in a ‘rural’ setting and staff are very beholden to their cars; primarily because we are a 24/7 facility. Overtime is mandatory.”

“Offer training!”

“I’ve never asked for any assistance beyond the brochures, but if more support is available I would be interested. The brochures are extremely beneficial, however, unless I’m aware of changes to existing brochures or the publication of new ones – my stock of brochures may not be current. It would be nice if, as new brochures become available, the representative could stop by or mail a sample to me to see if I’d be interested in ordering some of them for distribution.”

“Technology is the key! People need to feel that at home they will be able to do all functions of their position. Promote and insist that people try it for a month, if they would like it, keep it, if not let someone else try it!”

“With this plant being very rural and employees commute from three states it was hard to get interest in forming carpools.”

“Marketing strategies to encourage employees to take alternate transportation.”

“I am just glad there is such a program available.”

“Streamlined approach between different commuting options, i.e. Buses, Metro, VRE vs. each employee needing to trade in Metrocheks for other program’s cards.”

“I have participated on behalf of one small Arlington office servicing 14 staff members. In the near future our company will be handling everything as far as commuter incentives are concerned.”

“In-person visits would be very helpful.”

“I did not know that CarrAmerica was/is a member of this service organization. If in fact we are, no one has ever contacted us.”

“I don’t know what “develop a commute program” means! I just called and asked for Metrocheks.”

“I’d like to speak to someone about how to utilize rideshare, vanpool, carpool, and other programs through Commuter Connections.”

“Larger denominations of fare-cards.”

“It has been several years since we received information. I would be interested in current flyers, brochures, and other information.”

“Better responses to online inquiries. I personally submitted for carpool options on two occasions – no response. Even if there aren’t any matches a response to that effect would be helpful.”

“Safe bicycle paths in the District.”

“It would be helpful if you had tools, guides, or people available to explain the various options – fare card, metro pass – or any combination thereof. I cannot find a reliable or working method for explaining to new employees how to cash in Metrocheks and decide which option works best. This one area that needs vast improvement.”

“We have a small professional office and not very many people are interested in options other than Metro.”

“Increase incentive for organizations with more than 50 employees.”

“Just beginning to utilize these services.”

“I’ve been receiving your mailings but haven’t been contacted. We’re a busy office, so I don’t know how much time folks can devote to figuring out how to carpool. Boss allows telecommuting – NICE! Small company with people living in MD, DC, and VA.”

“If there are additional benefits offered they should be disseminated.”

Question 12.

Please write in any additional comments you have about Commuter Connections Products, services, or your representative.

“I attended the Commuter Connections telecommuting seminar in May and it was excellent. Great information and tons of resources to use”

“Our company is an electrical contractor. The job sites last up to 1 year at most. Since the job site is temporary all employees do not ask for assistance.”

“Still looking for improved bus service to Stonecroft Boulevard Businesses.”

“We are not able to offer assistance to our employees. Most cannot use public transportation.”

“Your staff is ‘top notch’ – They are informed, enthusiastic, high-energy, and very professional. Their follow-up and follow-through sales are the best.”

“Increase awareness and incentives!”

“Everyone has been extremely helpful. The policies and procedures were very good.”

“I was unhappy with a situation that came up. My wife went to the hospital (emergency) and I received a ride from a co-worker to meet my wife. When all was done I called for a ride home and was told this was not covered. Your web site covers pre-set appointments. I was left to fend for myself in a situation I feel could/should have had a ride.”

“Keep up the good announcements. We look forward to updates.”

“Our company is about to offer a new/first time commuter pre-tax benefit program. NGMS is now the 2nd largest non-government employer in Northern Virginia.”

“Never quite understood the purpose.”

“I was surprised to get this survey as I have never spoken to a Commuter Connections representative before. I’ve only dealt with WMATA.”

“I held a benefit fair last year and called the representative to come or at least send someone. He could not attend or find anyone else able to attend. I did not bother to invite anyone this year because of the lack of interest shown on the representative’s side last year. I feel it would have been a good way to promote products.”

“I would love to attend any type of seminars that you may offer.”

“California offers \$50 cards – why not DC?”

“Some of the suggestions listed in the brochure that comes out periodically does not apply to our company. I would like to learn more about what other top notch companies are doing regarding transportation.”

“I was unaware of what Commuter Connections offered. I have not had any conversations with anyone from Commuter Connections and I have been here two years. This was something implemented before I arrived. I would like to become more involved in Commuter Connections to see what I can offer our employees.”

“The newsletter has been a useful tool.”

“Most training seems to be in the DC area. It would be helpful if a representative could conduct a training seminar in VA that would work for local agencies in Northern VA.”

“I do enjoy receiving the Commuter Connections newsletter. If you ever have a few extra copies to send I would love to put them in our display racks for employees to read.”

“Representatives could interact more versus being argumentative in being “right” to provide useful information – I should not have to follow-up with a rep if she made contact with me.”

“Laura Chin has been very helpful in getting us set up with the Fare Share program.”

“The Commuter Connections stores are not user-friendly. Service is not good. I have been to the store several times and each time I was disappointed. The sales clerks in the store do not have the time or patience to explain the various options for using Metrocheks. They require that the customer already know how they will spend their transportation dollars.”

“Many businesses tend to not have time to get a person designated to work on this.”

“Our representative, Laura Chin, was always extremely helpful.”

“Kristin Fink has been a great help with Datawatch’s traffic mitigation plan.”

“I appreciate the professionalism of this group of individuals. They are always helping and providing top notch commuter transportation information and services.”

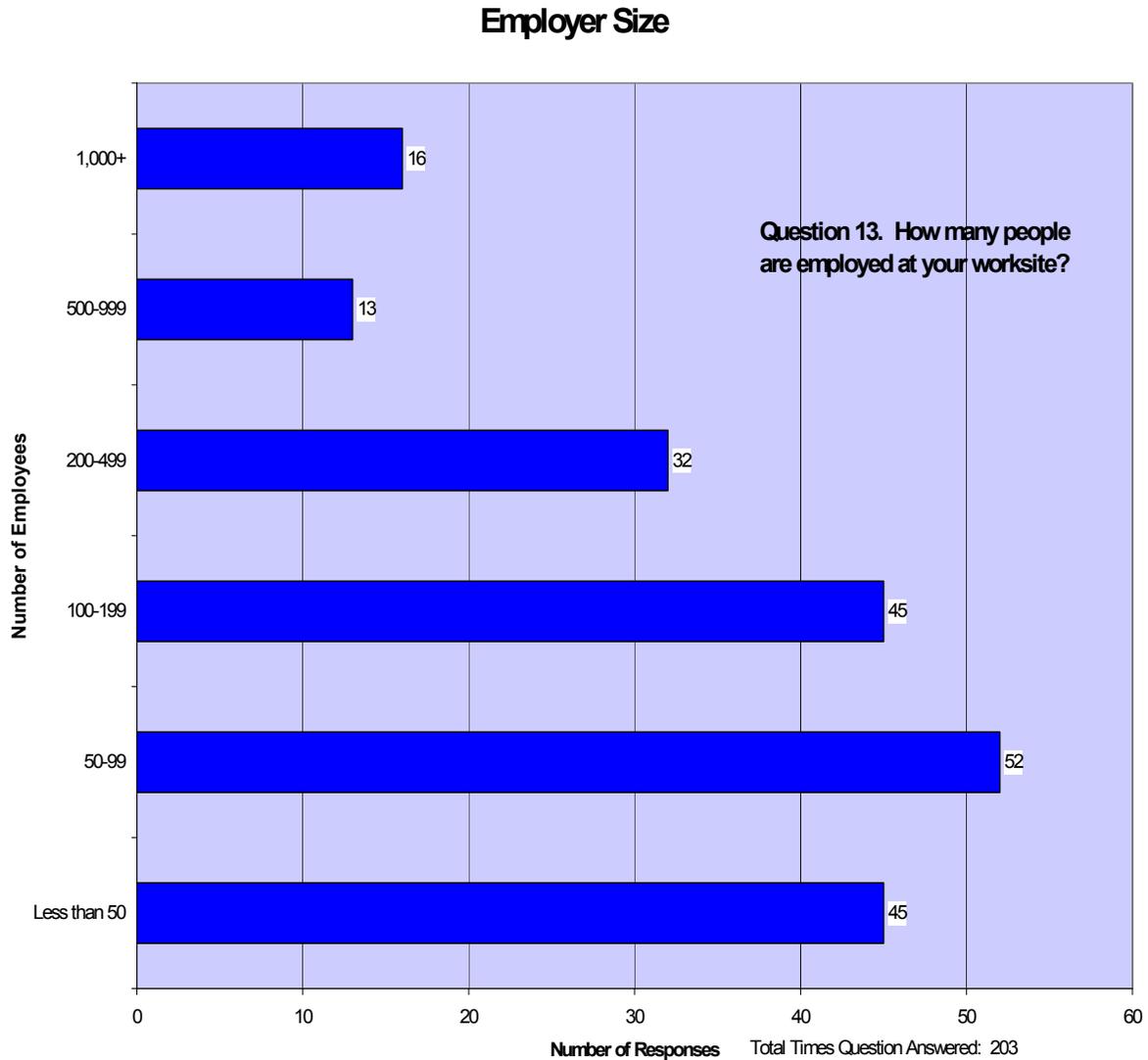
“We would have needed to have a van (private service) bring our folks to and from the Metro because of the times that their shifts start and end. I was never able to find a van service to do that. I used your resource list.”

“The Commuter Services staff in the Silver Spring office have been extremely helpful and have made this transition for us a very pleasant experience.”

“We are a federal government agency and the majority of our staff members live outside Montgomery County. About 25 employees of the staff (total 100) live in Montgomery County.”

Questions 13 & 14.

Respondents represented a wide range of employers. The industries represented include: consulting, health services, non-profit organizations, financial services, legal services, and computer services. The respondents are also employed by organizations of various sizes. See the bar graph below:



CONCLUSIONS

With seven percent of the selected sample of employers responding this year, the Satisfaction Survey gives us some generalizations for use. The distribution of the responses among the jurisdictions lends credence of applying this information to the overall employer outreach effort.

It should be emphasized here that employers were not randomly selected from the universe of employers from the regional database. Employers were selected based on the fact that they have interacted with the local sales jurisdictions, which are indicated, by a level of service (1-4). This survey's purpose is to measure the satisfaction of employers that have encountered Commuter Connections Employer Services products. The information demonstrates employer reaction to Commuter Connections' products, services and outreach efforts. The news is enheartening for the most part, but some notes of disapproval and unawareness are very noticeable.

There was a slight increase in the amount of returned mail because of address inaccuracies, with more than nine percent being returned to sender. **See addendum.*

The majority of employers continue to find the brochures very helpful. The survey responses show that employers are mostly satisfied with their outreach representative's willingness to help, enthusiasm with which outreach representatives approach them, and the overall quality of the service provided. A large majority of the respondents had no opinion of their Employer Service representative's efforts. This possibly suggests that not enough contact between the employer and outreach representative is going on during the course of the year. The surveys do show that the responding employers are also interested in seminars focused on Transit Incentives, General Commuter Connection's programs and General Employee Transportation Coordinator Training/Networking.

The results also demonstrate areas for improvement. Nineteen percent of the respondents indicated that they are not directly involved with assisting employees with their daily commutes—up from twelve percent last year. This fact suggests that outreach representatives need to redouble their efforts in contacting the appropriate person at that employer site and building on that success will only enhance Commuter Connections Program awareness.

A large amount of respondents selected the *no opinion* in rating the representative's effectiveness, which possibly suggests a lack of substantial contact with employer representatives. This is a surprising element due to the large amount of respondents that have been in an ETC capacity for more than one year. The responses regarding the effectiveness measure of the Employer Outreach representatives show us that there is room for improvement. Twenty-six percent of respondents selected the highest level of effectiveness and another seventeen percent indicated that their representative was *somewhat effective*. The forty-nine percent that expressed no opinion or indicated that their representative was not effective represent a large group to which outreach efforts may not have had the expected impact.

Overall, the results provide a favorable view of the employer outreach effort. The main indicators of responsiveness, satisfaction and effectiveness all reveal encouraging trends, but also show room for improvement. In each of these sets of measures, more respondents chose the highest level of satisfaction in rating the employer services program and/or their representative.

This report was prepared by COG staff including, Mark Hersey and Nicholas Ramfos. Input was also received from the Commuter Connections Subcommittee and the Commuter Connections Employer Outreach Ad Hoc Group.

Addendum to Satisfaction Survey Report FY03

CUSTOMER SERVICE SATISFACTION SURVEY 2003

Jurisdictions	Surveys			Percentage/	Percentage/
	sent	Responses	Returns	Response	Return
Alexandria	225	14	11	6%	5%
Arlington	328	36	21	11%	6%
DC	631	47	59	7%	9%
Fairfax	534	29	89	5%	17%
Frederick	118	3	9	3%	8%
Loudoun	49	3	6	6%	12%
Montgomery	575	67	31	12%	5%
Prince George's	561	18	41	3%	7%
PRTC	56	1	3	2%	5%
Tri-County	60	3	2	5%	3%
Total Surveys sent	3137	221	272	7%	9%

Appendixes

Employer Services Employer Satisfaction Survey

This survey is being conducted to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

Your response to this survey is very important to us! All information you provide will be confidential.

Please return your completed survey and gift request form by July 18th to the Metropolitan Washington Council of Governments, c/o Commuter Connections, or, fax your completed survey to **202-962-3218**.

1. How long have you been involved with helping your company's employees with their daily commutes? *(Please circle one response)*
 - a. Less than 6 months
 - b. 6 months to 1-year
 - c. More than one-year
 - d. 2 to 3 years
 - e. More than 3 years
 - f. I am not involved

2. Do you know a person or organization that can assist you in developing and implementing a commuter transportation program for your employees?
(Please circle one response)
 - a. Yes
 - b. No

3. How often were you contacted by a representative who can assist you in developing and implementing a commuter transportation program, during the past 12 months?
(Please circle one response)
 - a. Once or twice
 - b. Three to five times
 - c. Six to ten times
 - d. More than ten times
 - e. Have never been contacted
 - f. Not sure

4. How often were you contacted by your representative in person?
(Please circle one response)
 - a. Once or twice
 - b. Three to five times
 - c. Six to ten times
 - d. More than ten times
 - e. Have never been contacted
 - f. Not sure

5. How responsive is your representative to your questions, requests for information and assistance? *(Please circle one response)*
 - a. Very responsive
 - b. Somewhat responsive
 - c. Not at all responsive
 - d. I have never asked for information or assistance

6. Please indicate your level of satisfaction with the following services provided by your representative: *(circle the number under each response)*

	Very Satisfied	Overall Satisfied	Somewhat Satisfied	Not Satisfied
A. Explanation of Commuter Connections and/or local Ridesharing products	1	2	3	4
B. Knowledge of local traffic mitigation/air quality programs	1	2	3	4
C. Providing information on traffic congestion strategies	1	2	3	4
D. Willingness to help	1	2	3	4
E. Enthusiasm about Commuter Connections or local ridesharing products, services and programs	1	2	3	4
F. Overall quality of services provided by your Employer Services program	1	2	3	4

7. How helpful are each of the following materials offered by Commuter Connections and/or your local ridesharing program? *(circle the number under the most appropriate response)*

	Very Helpful	Somewhat Helpful	Not at all Helpful	Didn't know Available	No Opinion
A. Informational brochures and fact sheets	1	2	3	4	5
B. Plotted carpool matching maps	1	2	3	4	5
C. Posters	1	2	3	4	5
D. Web-Site	1	2	3	4	5

8. Have you ever used the Commuter Connections employee Commute Survey or another commute survey? *(please circle one response)*

- a. Yes (go to question 8a) b. No (skip to question 9) c. Not sure (skip to question 9)

8a. Did your representative give you a copy of the statistical summary of your employee Commute Survey? *(please circle one response)*

- a. Yes (go to question 8b and 8c) b. No (skip to question 9) c. Not sure (skip to question 9)

8b. Did your representative use your statistics to create an employee commute program or to promote ridesharing in general? *(please circle one response)*

- a. Yes b. No c. Not sure

8c. Please write in any additional comments you have about the statistics.

9. Would you be interested in attending any of the following free training programs or workshops? *(circle all that apply)*

- a. General employee transportation benefits coordinator-training
 - b. Briefing on Commuter Connections services and programs
- Topic-specific workshops:
- c. Guaranteed Ride Home program
 - d. Vanpool formation
 - e. Parking management
 - f. Legislation/tax issues
 - g. Marketing
 - h. Telecommuting
 - i. Transit incentives
 - j. Monitoring and evaluation
 - k. Other (please specify) _____

10. Overall, how effective has your representative been in helping you and your organization to develop and implement employee commuter programs?
(please circle one response)

- a. Very effective
- b. Somewhat effective
- c. Not at all effective
- d. No opinion

11. Do you have any suggestions for improving Commuter Connections' effectiveness in promoting commuter programs and in assisting organizations such as yours in developing commuter programs?

12. Please write in any additional comments you have about Commuter Connections products, services, or your representative.

13. How many people are employed at your worksite? *(please circle one response)*

- a. Less than 50
- b. 50 to 99
- c. 100 to 199
- d. 200 to 499
- e. 500 to 999
- f. 1,000 or more

14. Which of the following best describes the kind of work conducted at your worksite?
(please circle one response)

- a. Biotechnology
- b. Commuter hardware/software
- c. Educational Services
- d. Finance, insurance, or real estate
- e. Government
- f. Health Services
- g. Manufacturing
- h. Retail trade
- i. Research and development
- j. Restaurant or Hotel
- k. Wholesale trade
- l. Other (please specify) _____

15. What is the zip code of your worksite? _____

OPTIONAL— Gift Request Form

We would like to thank you for participating in this survey. Please complete the items below and return with your completed survey and we will send you a **free GIFT**.

Your Name: _____

Title: _____

Employer Name: _____

Employer Address: _____

Your Phone Number: _____

Again, thank you for taking the time to complete this survey. Please **FAX** to MWCOG, Commuter Connections at **202-962-3218** by **July 18, 2003**.

or mail:

MWCOG
Commuter Connections
ATTN: Satisfaction Survey Coordinator
777 North Capitol Street, NE, Suite 300
Washington, DC 20002



June 28, 2003

Dear Employer:

The Metropolitan Washington Council of Governments is conducting a survey of employers to find out about the use of and satisfaction with the products and services provided by Commuter Connections, and its member organizations, to help employers implement employee transportation programs.

Member Organization Serving You: Arlington Transportation Partners
Your Employer Services Representative(s): Katie Sihler

Your response to this survey is very important to us! All information you provide will be confidential.

The information you provide will be used to help us better understand your employee transportation needs and improve the products and services provided to employers by Commuter Connections and its member organizations.

Please take a few minutes of your time to complete and return the enclosed questionnaire by July 18, 2003. RETURN BY FAX OR MAIL:

Fax#: 202-962-3218
Mail: MWCOG
Commuter Connections
ATTN: Satisfaction Survey Coordinator
777 North Capitol Street, NE, Suite 300
Washington, DC 20002

Those responding by July 18th will RECEIVE A FREE GIFT compliments of Commuter Connections.

If you have any questions, please call Mark Hersey at 202-962-3383.

Thank you for your cooperation,

COMMUTER CONNECTIONS