

COMMUTER CONNECTIONS OVERVIEW

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Introduction & Context

Poll: How do you typically travel to work?

- Carpool
- Vanpool
- Bike
- Walk
- Public Transit
- Uber/Lyft/Taxi
- Multimodal
- Drive Alone

Program Background

Mission: Encourage commuters in the National Capital Region to try and adopt the use of alternatives to the single-occupant automobile.

Structure: A network of nearly 30 transportation organizations - including COG, local governments, state DOTs (i.e., program funders), and federal agencies – working to achieve the mission.

Strategy: Transportation Demand Management (TDM) implementation through various programs and services.

- Consistent with Congestion Management Process (CMP) federal requirements and TPB's Visualize 2045 long-range transportation planning goals.

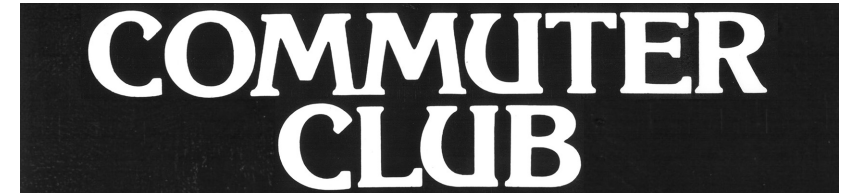
Evolution and Growth

1974: The 1970s energy crisis spurs the creation of **Commuter Club**, a computerized carpool ride matching system developed at COG, in collaboration with GSA and the Greater Washington Board of Trade.

1987: Branding change to **Ride Finders** as local jurisdictions throughout the region gradually join the program.

1996: Re-brand to **Commuter Connections** as the program's scope broadens to include a variety of commuter resources complementing ridematching.

- Guaranteed Ride Home program
- Transit route and schedule information
- Telecommute/telework program assistance

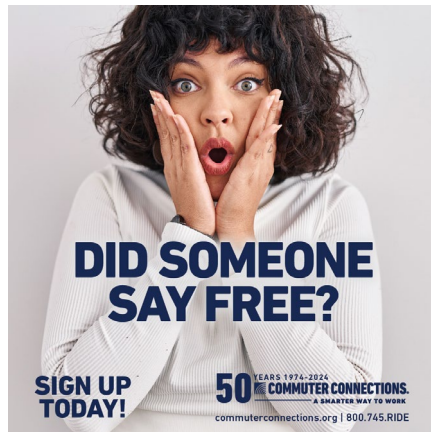


Program Offerings

Core Commuter Programs



Free **ridematching** program uses proprietary software to pair individuals who have similar commutes for potential carpool and vanpool opportunities.



Guaranteed Ride Home program provides commuters who carpool, vanpool, take transit, bike, or walk to work with a free ride home in the event of an unexpected emergency, personal illness, or unscheduled overtime.

Commuter Resources



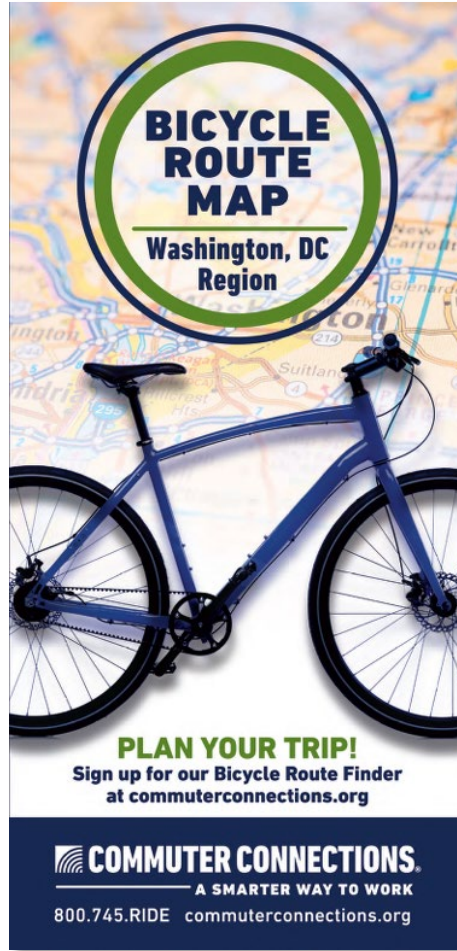
PARK & RIDE LOT MAP
Commuter Resource Guide

Washington and Baltimore Metropolitan Regions

- Park & Ride Locations
- Transit Services
- Bicycle Racks/Lockers
- Free vs. Paid Parking
- HOV/Express Lanes Access
- Highways/Major Roads

Metropolitan Washington Council of Governments | VDOT | MDT
d. | metro | VRE | MARC

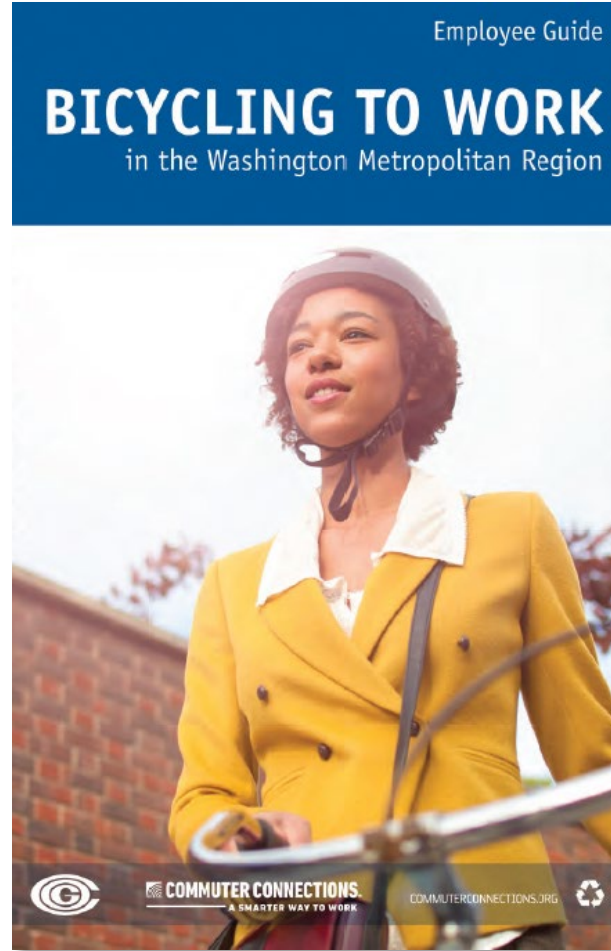
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800.745.RIDE commuterconnections.org



BICYCLE ROUTE MAP
Washington, DC Region

PLAN YOUR TRIP!
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Employee Guide

BICYCLING TO WORK
in the Washington Metropolitan Region

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
[COMMUTERCONNECTIONS.ORG](https://commuterconnections.org)

Calculate Your Cost of Commuting

Fill out this form to figure out your monthly commute cost!

(Press TAB to move to the next field and SHIFT-TAB to move back o

A. What is your daily round trip commute distance from home to work (in miles)?	10
B. How many days per month do you normally work?	15
C. Cost per mile of owning and operating a vehicle: *	.81
D. How much do you pay for monthly parking and/or tolls?	150
Your estimated Monthly cost of commuting is	\$271.50
Your estimated Yearly cost of commuting is	\$3258.00

Regional Events Promoting Alternative Modes



Bike to Work Day promotes bicycling to work as a healthy, fun, and cost-effective commute mode. Over 100 pit stops across 23 COG jurisdictions host 14,000+ riders.

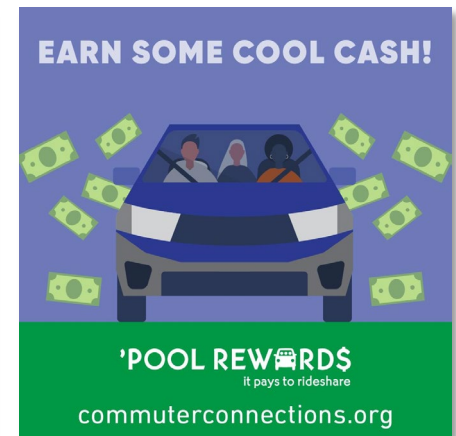


The **goDMV Commuter Competition** is a friendly competition among DMV employers that encourages behavior change through competition and gamification.

Regional Mass Marketing and Employer Outreach

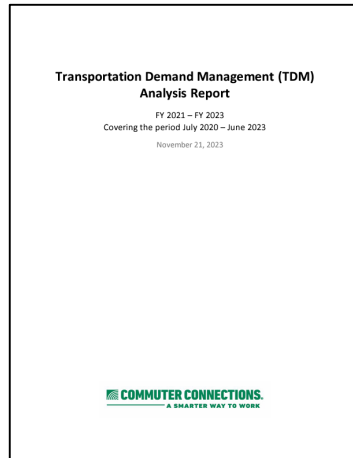
Programs and events are promoted through a comprehensive mix of **regional marketing** channels to introduce the benefits and adoption of transportation alternatives.

Through the **Employer Outreach** program, local TDM business experts work with employers to help establish commuter benefits and commute assistance programs at the workplace.



Program Effectiveness

Monitoring and Evaluation



Feedback from program participants is gathered via surveys. Data is analyzed and published into reports such as the Regional TDM Analysis Report.



Insights on regional commute trends are gathered through the triennial State of the Commute survey.

Daily Program Impacts and Effectiveness

Measure	Reductions
Vehicle Trips	119,500
Vehicle Miles of Travel	2,168,000
Nitrogen Oxides (NOx)	0.4 Tons
Volatile Organic Compounds (VOC)	0.3 Tons

Measure	Cost
Cost per Vehicle Trip Reduced	\$0.19
Cost per Vehicle Mile of Travel Reduced	\$0.01
Cost per ton of NOx Reduced	\$49,000
Cost per ton of VOC Reduced	\$59,700

Program Impacts: Daily Societal Benefit Cost Savings

Societal Benefit	Benefit Unit	Benefit Base Units	Cost per Unit of Benefit	Total Daily Cost Savings
Air pollution				
- NOx	Tons NOx removed	0.457 T	\$1,612	\$737
- VOC	Tons VOC removed	0.375 T	\$133	\$50
Greenhouse gases	Tons CO2 removed	836.0 T	\$36	\$30,096
Noise pollution	Total VMT reduced	2,168,829 VMT	\$0.0223	\$48,365
Congestion	Hours of delay reduced	2,883 hours	\$30.43	\$87,730
Excess fuel used	Gallons of fuel saved	93,484 gal	\$3.40	\$317,846
Health/safety	Crashes avoided/1 M VMT	2.193 crashes	\$15,952	\$34,983
All benefits				\$519,807

Next Chapter: CommuterCash

https://www.youtube.com/shorts/MiZ1_yQqh1U



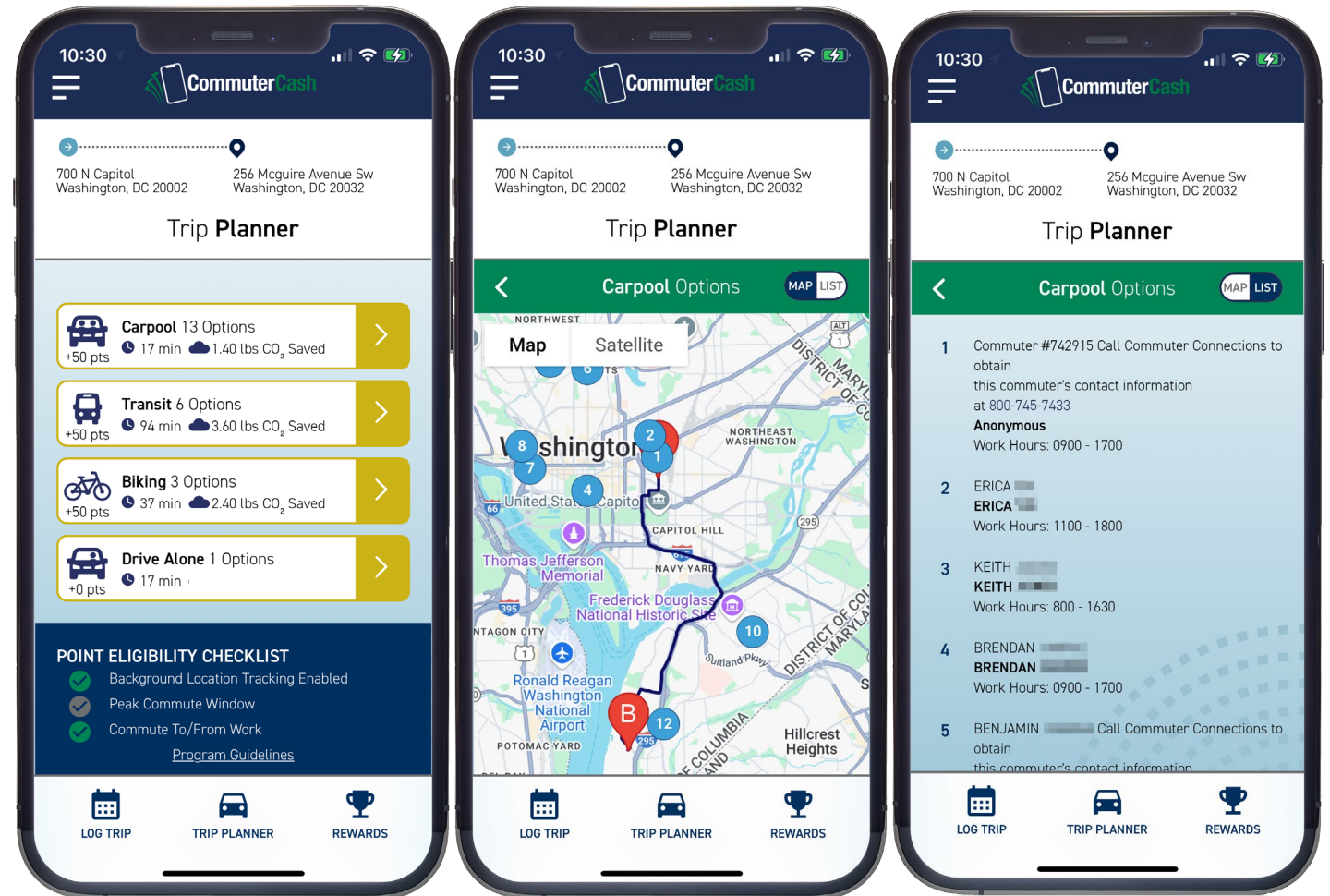
CommuterCash – Overview

- Smartphone based incentive program
- Originally developed by University of Maryland with FHWA grant and collaboration with Commuter Connections
- Commuters track commute trips to accumulate points
- Number of points awarded varies by travel mode and past travel behavior
- Points can be redeemed for a variety of incentives, including cash, SmarTrip fare, and E-ZPass credits
- Maximum incentive of **\$600** per calendar year



CommuterCash – Trip Planner

- Explore travel options in the Trip Planner
- Discover point awards, travel time, emissions reduced
- Sustainable trips earn more points
- Carpool option is prioritized
- “Points Eligibility Checklist” shows whether the trip will award the designated amount of points
 - All three green checkboxes must show



Start a trip

Travel monitoring

Trip completed

Rewards redemption

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