

Rappahannock-Rapidan PDC Northern Virginia HOV System Western Feeder Market Study

January 6, 2006

Prepared By



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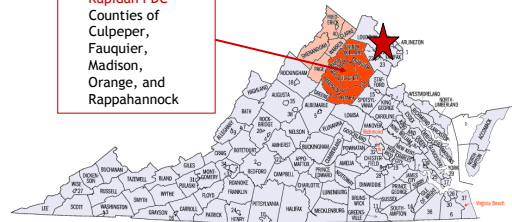
Study Focus

149,100
Rappahannock-
Rapidan
Regional
Commission
region.

Study Focus

How To Increase Ridesharing Among
Rappahannock-Rapidan PDC Commuters Traveling
To or Through Northern Virginia

Rappahannock-
Rapidan PDC
Counties of
Culpeper,
Fauquier,
Madison,
Orange, and
Rappahannock



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Rappahannock-Rapidan PDC Commuters' Potential Impact On Northern Virginia Congestion

WARNING:
This slide is just an example of the market potential.
The assumptions are not solid enough for public release.

Commuter-related statistics reported in the 2003 RRRC Commission Labor Force Study*:

- 59% of all of the area residents work
- 36% journey to work outside of PDC
- 90% travel to/through Northern Virginia
- 86% are SOVerS

Rappahannock-Rapidan PDC Maximum Market Potential:

- 150K residents x 59% who work = 88,500 work
- 88,500 workers x 36% who go outside PDC = 31,860
- 31,860 x 90% who go to/through Northern Va. = 28,674
- 28,674 x 86% who are SOVerS = 24,659
- Total maximum opportunity: Approximately 25,000 SOVerS make up the target market for new ridesharers

This Size of Target Could Make The Northern Virginia Highway System More Efficient Through Greater Ridesharing Use of the HOV Lanes

*Source: 2003 Rappahannock-Rapidan Regional Commission Labor Force Study

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Why Don't More Rideshare?

83% of the SOVer's Commuting From The Rappahannock-Rapidan PDC To/Through Northern Virginia Ride On Highways with HOV Lanes. And, Many Believe They Could Save Time If They Qualified For HOV Lane Use.

Response	Percentage
Yes	53%
No	30%
Do not have HOV lanes	17%

Q25(SOV): If you qualified for HOV lanes, would your commute time be shorter?

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Study Objectives and Methodology

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Study Objectives

- Identify and profile current ridesharers and optimal rideshare prospects.
- Understand current perceptions, misperceptions, and barriers to ridesharing.
- Measure the potential demand and service requirements for alternative TDM programming - HOT Lanes, NuRide Concept, etc.

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Commuter Definition Used In This Study

- **Current Ridesharers**
 - Currently commute in a ridesharing arrangement (i.e., carpool, vanpool, bus, rail) on a regular basis (**3 times a week or more**) to or through Northern Virginia
- **Current SOVers**
 - Currently commute by themselves (i.e., drive alone) to or through Northern Virginia **at least 3 days a week**

Study Methodology

This fieldwork was conducted with Northern Shenandoah PDC

Phase I Fieldwork: July 2005

- Incentive: \$5 gas certificate
- Small space ad in community newspapers.
- 860 surveys distributed on cars at park and ride lots.
- Email to rideshare database
- 4,000 total SOV survey packages were mailed across both regional commissions:
 - Targeted upscale neighborhoods
 - Areas had high propensity to rideshare based on databases
 - Survey instrument was included
 - Postage paid BRE included.
- Response:
 - 112/4,000 = 2.8% response rate on just mailing
 - 437 total completed surveys - mail and online by end of phase I

Noticed big use of online survey option. Many commuters opted for online rather than filling out paper survey. This required them to go online and search for PDC site for survey link.

Phase II Fieldwork: August

- Incentive: \$5 gas certificate
- 10,000 postcards (5,000 in each regional commission) to residents inviting them to take survey online (no questionnaire was included).
- Responses:
 - 148 additional online completed questionnaires
 - 148/10,000 = 1.5% response rate on mailing

Study Participation

Total Survey Responses:	Ridesharer	SOVers	Total
Rappahannock - Rapidan PDC	165	185	350

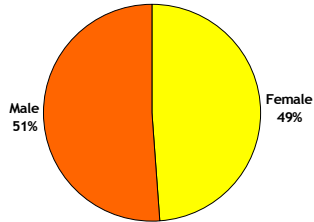
350 completed interviews affords a margin of error of +/- 5.2% at the 95% confidence level for total respondents - all commuters.

165 completed interviews affords a margin of error of +/- 7.6% at the 95% confidence level when viewing responses of all ridesharers.

185 completed interviews affords a margin of error of +/- 7.2% at the 95% confidence level when viewing responses of all SOVers

Respondent Profile:
**Current
Ridesharers**

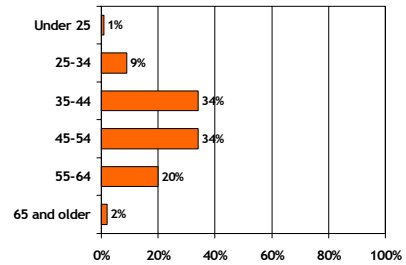
Ridesharers Are Evenly Split Male/Female



Q46(Rideshare): Are you...



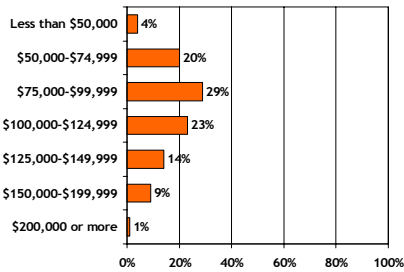
More Than Two Thirds Are Between the Ages of 35 and 54



Q50(Rideshare): In what year were you born?



Ridesharers Have High Incomes Mean Income is \$103,000

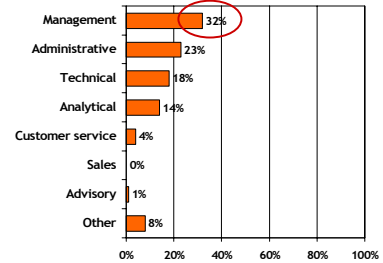


Q55(Rideshare): Was your total household income from all sources last year...



NOTE: For purposes of comparison, throughout the report, job type will be divided into management, sales/customer service, and "skilled" (technical, administrative, analytical, and advisory).

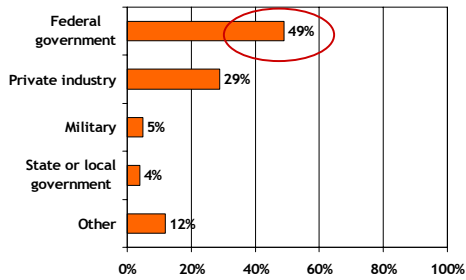
One-Third Hold Management Positions



Q49(Rideshare): What type of position do you hold?



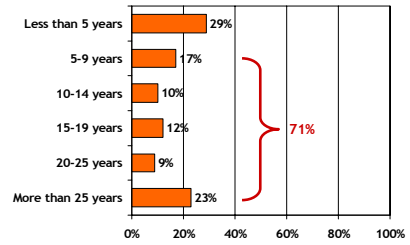
Almost Half of Ridesharers Work for the Federal Government



Q48(Rideshare): Do you work for...



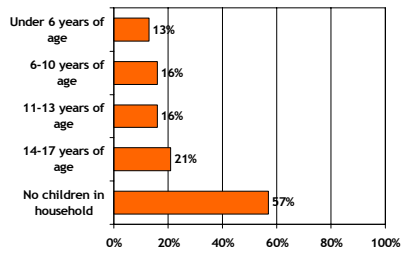
More Than Two-Thirds of Ridesharers Have Lived in the Area for More than 5 Years



Q51(Rideshare): How many years have you lived in your area?



Slightly Less Than Half of Ridesharers Have at Least One Child Living at Home



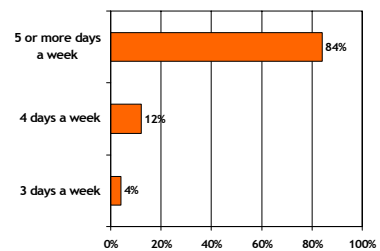
Q56(Rideshare): How many children in your household are...



NOTE: Percentages indicate respondents saying that they have at least one child in the given age group.

NOTE: Percentages total more than 100 because some respondents had children in more than one age category.

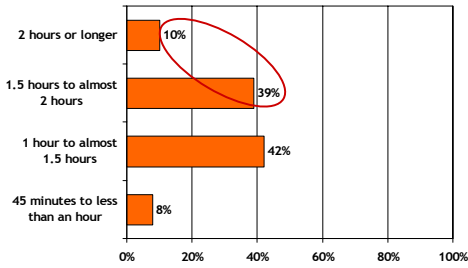
Most Ridesharers Commute at Least 5 Days a Week



Q1(Rideshare): Typically, how many days a week do you commute to work or through Northern Virginia?



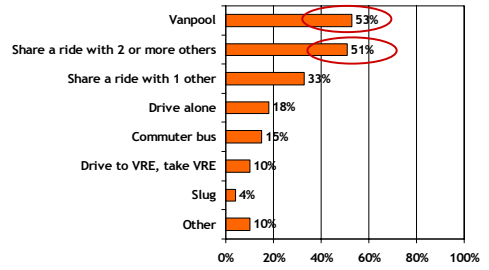
Half of Ridesharers Commute 1.5 Hours or More Each Day, One Way



Q2(Rideshare): How long does your commute to work (one way) usually take?



Most Ridesharers Use Vanpools or Carpools with Multiple Riders

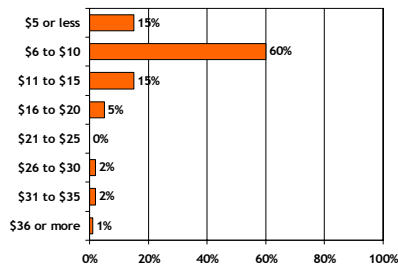


Q47(Rideshare): During a typical workweek, do you use the following ways to go to or through the Northern Virginia/Metro Washington area?

NOTE:
1) Percentages total more than 100 because some respondents use more than one form of transportation in a typical week.
2) Finding based on responses. Not random sample.



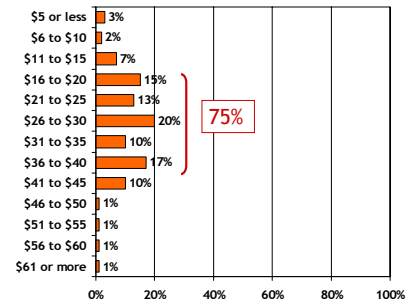
75% of Ridesharers Estimate that they Spend \$6-to-\$15 Per Day To Rideshare



Q3(Rideshare): About how much do you spend per day to carpool, vanpool, or take a commuter bus to work?



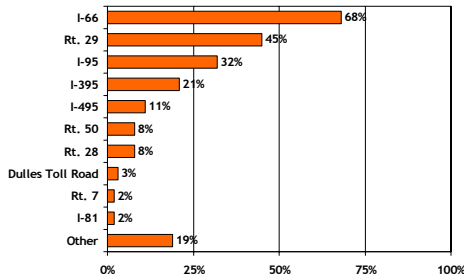
Not Surprisingly, 75% of Ridesharers Estimate It Would Cost \$16-to-\$40 to Drive Alone



Q4(Rideshare): How much do you estimate it would cost you per day, round trip, if you had to drive alone on your daily commute?



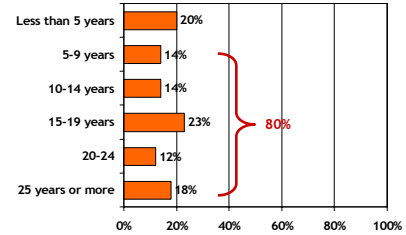
Two-Thirds of Rappahannock-Rapidan Ridesharers Use I-66



Q31(Rideshare): What major roads do you use on your commute to or through Northern Virginia?



Ridesharers Have Commuted to Northern Virginia/Metro Washington for Varying Periods of Time - But, Most Are Experienced Commuters, Commuting To The Area for More Than 5 Years



Q52(Rideshare): How many years have you commuted to or through Northern Virginia/Metro Washington?



Key Finding:

For the most part, Rappahannock-Rapidan rideshare commuters are Baby Boomers, not GenXers. Gender is evenly split. They tend to be people who have lived in the PDC for some time and have commuted long distances for years to government jobs. Half earn over \$100K annually.

Most of these ridesharers commute for 1-2 hours each way (70%) and recognize that they save a lot of money in doing so. They are most likely to travel on I-66 during their commute (68%) in vanpools or carpools with multiple riders (not just one other rider).

Strategic Implication:

Give consideration to profiling existing ridesharers in marketing materials using testimonials on how much they save and how ridesharing has worked for them over the years.



Why Current Ridesharers Rideshare



Factors Influencing Commute Decisions of Ridesharers Can Be Divided Into Three Tiers of Importance

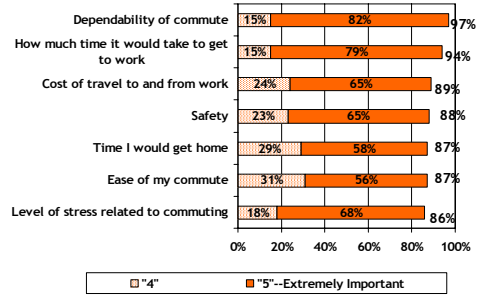
Top Tier	Middle Tier	Lower Tier
<ul style="list-style-type: none"> • Dependability of commute • Time it would take to get to work • Cost • Time it would take to get home • Safety • Ease of commute • Level of stress 	<ul style="list-style-type: none"> • Morning departure time • Flexibility to arrive and leave at leisure • Concern about being stranded at work • Better use of commute time • Convenience • Impact on environment 	<ul style="list-style-type: none"> • Having time alone • Ability to make stops/run errands • Ability to make work-related trips

Q20(Rideshare): Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."



Note: This slide and next 2 pages report the answers to one question - Q20 - across 16 different attributes

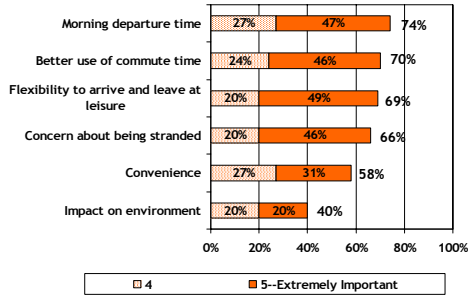
Top Tier Factors: Time Savings, Dependability, and Money Savings Play a Key Role in Commute Decisions



Q20(Rideshare): Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."



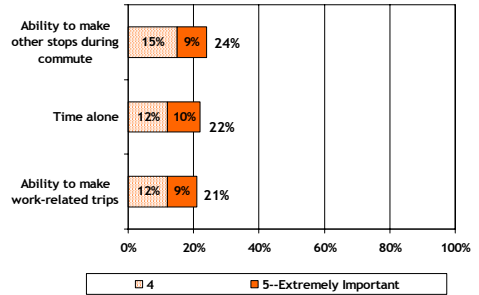
Middle Tier Factors: Flexibility, Convenience, Concerns of Being Stranded Are Slightly Less Important in Commute Decision-making



Q20(Rideshare): Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."

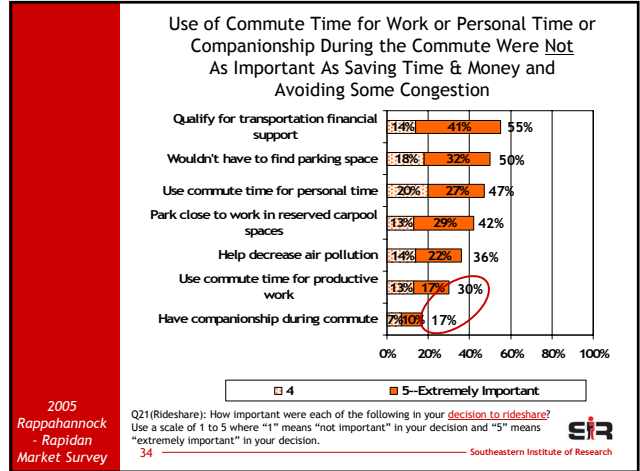
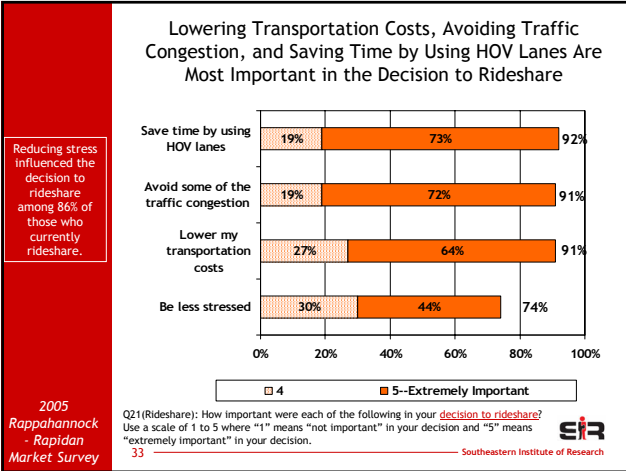


Lower Tier Factors: Time Alone and Being Able to Run Errands Are Important to Only About a Quarter of All Ridesharers



Q20(Rideshare): Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."





Key Finding:

Dependability, avoiding traffic congestion, time savings, and cost savings are all very important to ridesharers when considering their commuting options. These factors were also very important in their decision to rideshare.

The classic attributes - prime motivators for long-distance commuters - seem to trump other benefits realized in long-distance commuting such as companionship, personal time, work time during the commute.

Strategic Implication:

Start with these leading benefits when promoting ridesharing.

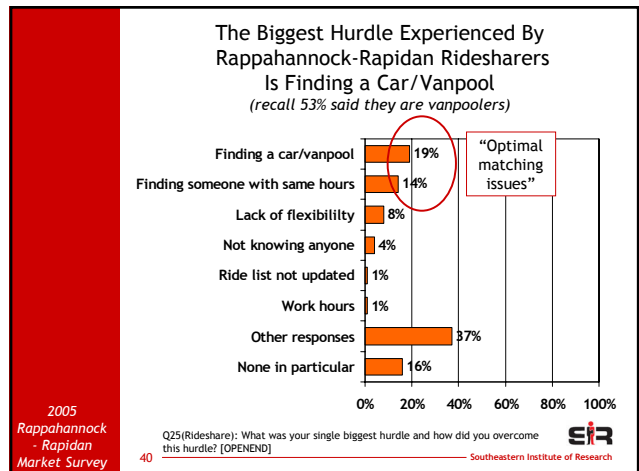
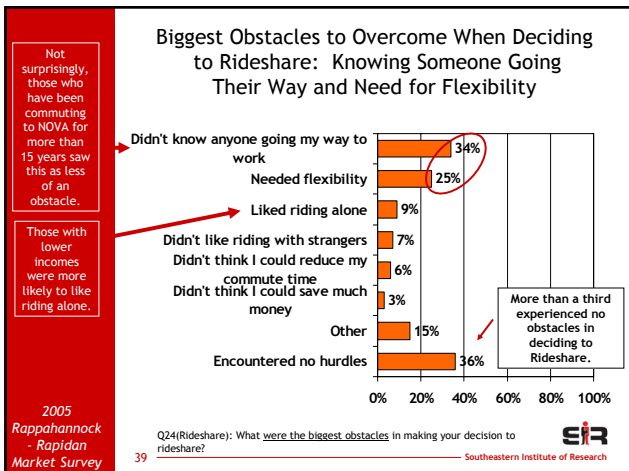
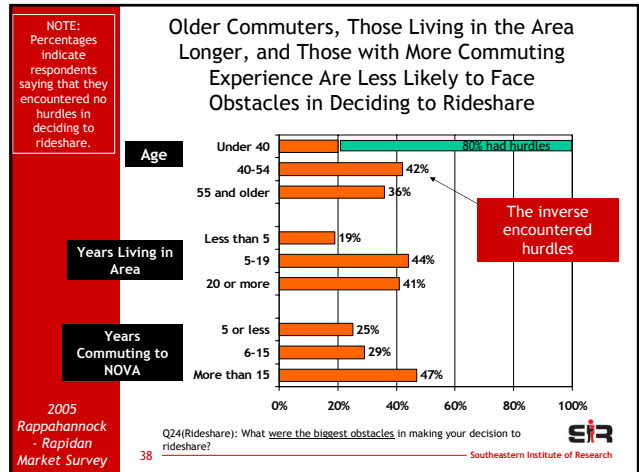
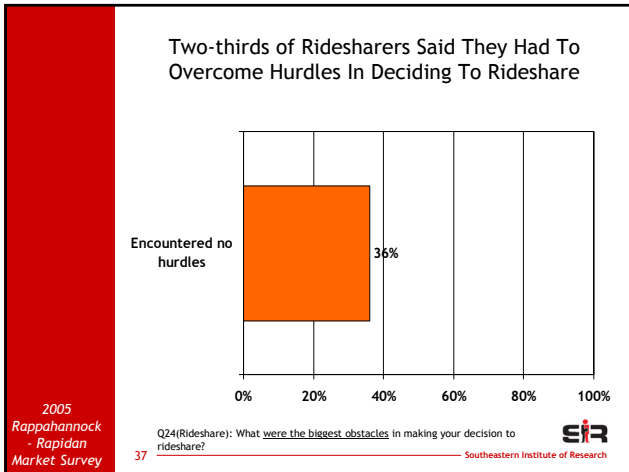
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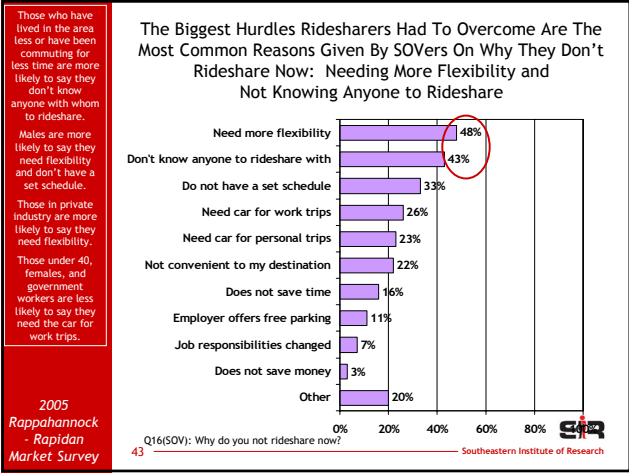
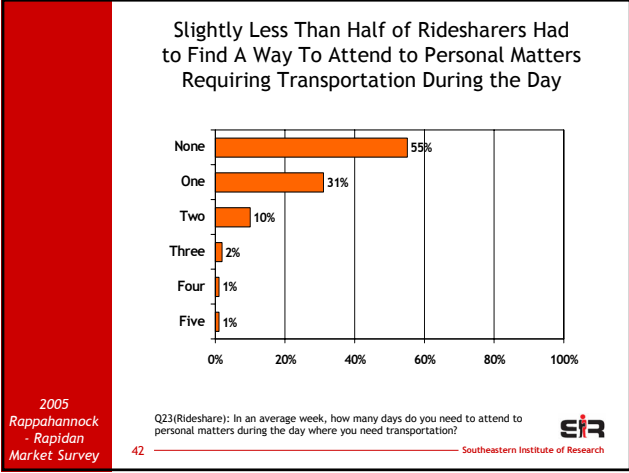
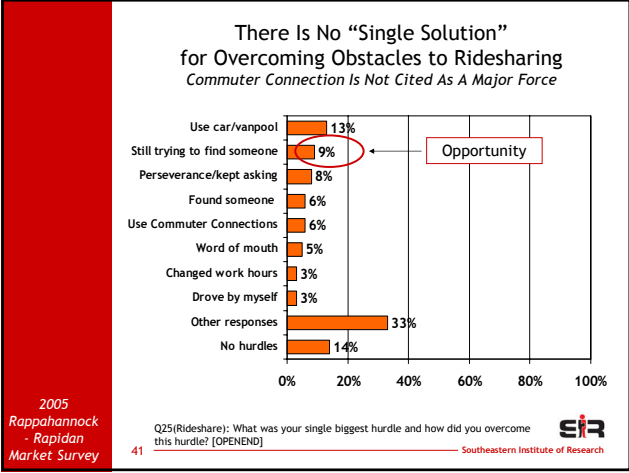
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Obstacles Ridesharers Had To Overcome To Start Ridesharing

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Key Finding:

Ridesharing takes work. Two-thirds of existing ridesharers said they had to overcome hurdles in trying to rideshare. The biggest hurdles are finding a carpool or vanpool rider - a person to share the ride - and maintaining flexibility.

Strategic Implication:

Reinforce the available ride matching services in all promotional outreach. Reinforce "flexibility" in that ridesharing does not have to be 5 days a week.

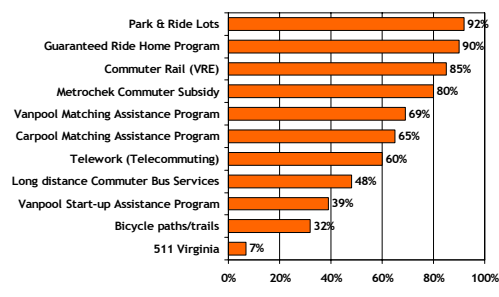
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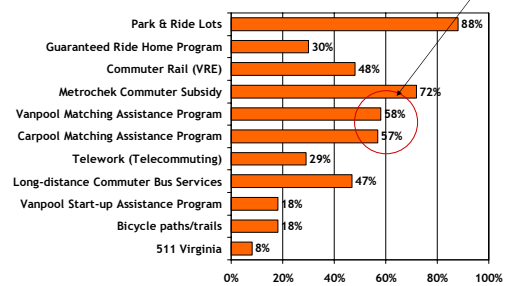
Services That Helped Enable Ridesharers To Rideshare

There Is A High Level of Awareness of Many Local Commuter Assistance Services Among Ridesharers



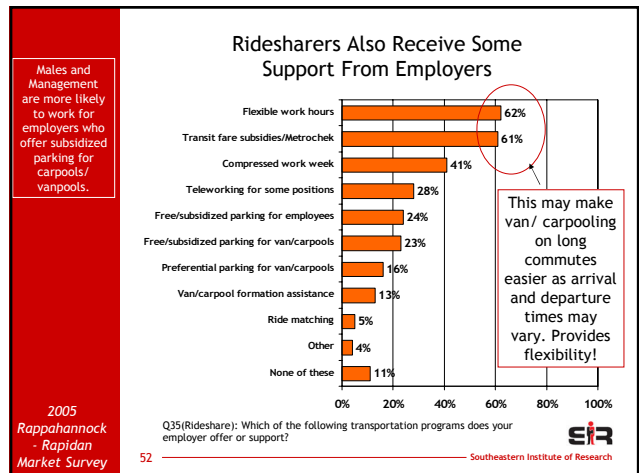
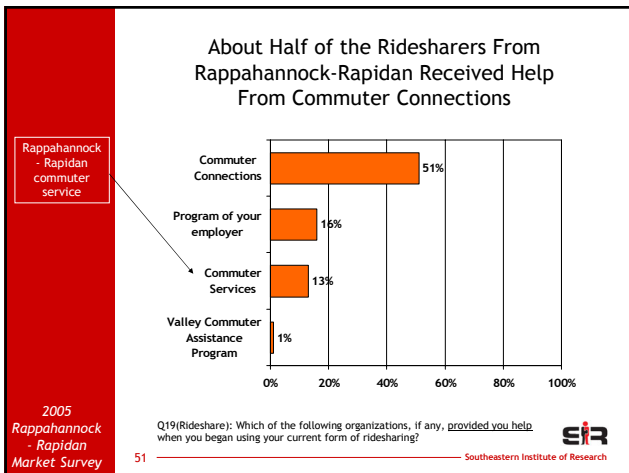
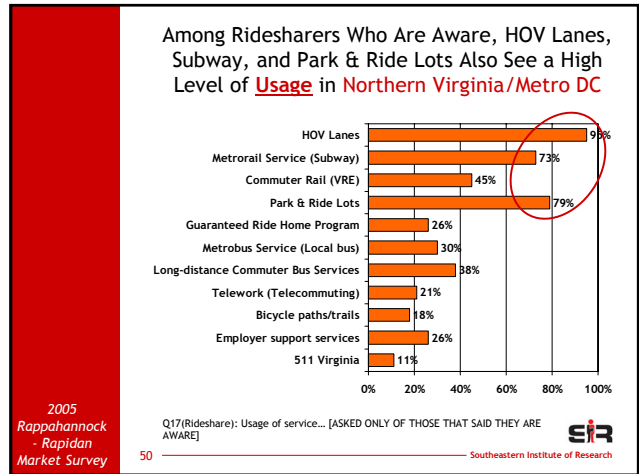
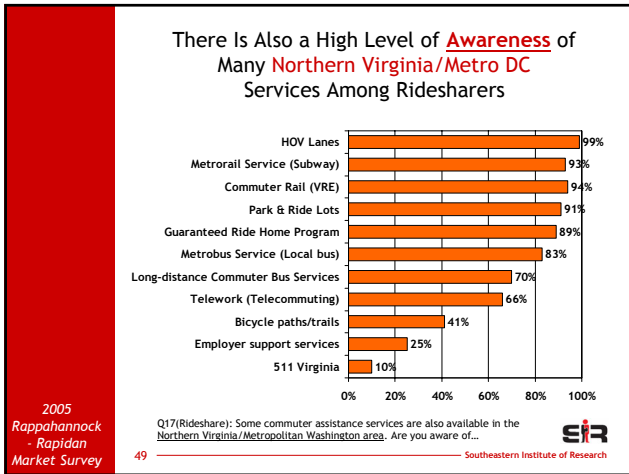
Among Ridesharers Who Are Aware, There Is Also a High Level of Usage of Local Services

Not Everyone Used Ride Matching Assistance Services Despite The Fact That Finding A Fellow Ridesharer Is The Number One Hurdle



Only 39% of Current Ridesharers Used Ride Matching Service

- Awareness of matching service:
 - Vanpool 69%
 - Carpool 65%
 Call this 67%
- Usage of matching service (of those aware):
 - Vanpool 58%
 - Carpool 57%
 Call this 58%
- Total number of ridesharers use services:
 - 67% aware x 58% = 39%



Key Finding:

Ridesharer organizations are serving a need. Existing ridesharers are aware of and turn to rideshare services and rideshare service organizations - both local (PDC) services and Northern Virginia / Metro D.C.-based services.

"Commuter Connections" (COG) clearly receives the most credit for providing assistance - half say they helped. Only a few cited "Commuter Services" (13%) as providing help. Ridesharers also receive some support from their employer with 62% having flexible work hours and 41% having compressed work weeks.

While ridesharers say finding someone to ride with was their biggest hurdle, only 39% used ride matching services.

Strategic Implication:

Showcase your impact! Find ways to get Commuter Services' name out front for greater recognition. Aggressively promote availability of local PDC ride-matching services to suggest that there is a large local database even though the matching happens through COG.



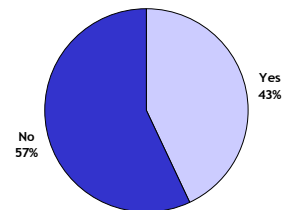
**Best Prospects
For Future
Ridesharing**

86% of commuters from
Rappahannock-Rapidan PDC are SOV's.

Who are the best prospects within this large group to target? There are two ways to examine opportunity ...

**Option 1:
4 in 10 SOV's Have Participated in a
Ridesharing Arrangement in the Past**

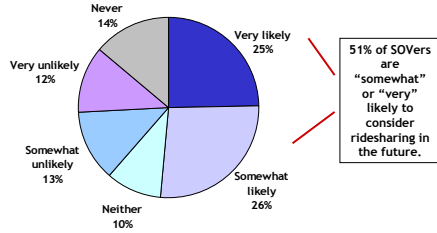
Those who work for the government and those who earn \$100,000 or more are more likely to have participated in ridesharing in the past.



Recall: SOV is someone who currently commutes by themselves (i.e., drives alone) to or through Northern Virginia at least 3 days a week

Those SOVers who have previous experience with ridesharing, women, those who are newer to the area, and those who have not been commuting long are more likely to consider ridesharing.

Option 2:
Half of SOVers (52%) Are Likely to Consider Ridesharing in the Future

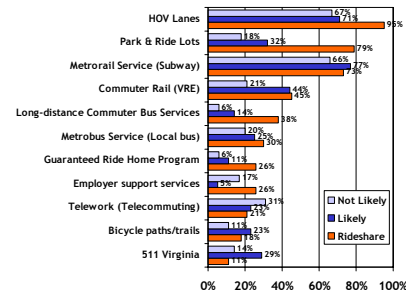


51% of SOVers are "somewhat" or "very" likely to consider ridesharing in the future.

Q22(SOV): How likely are you to consider an alternative ridesharing arrangement to or through Northern Virginia?



Likely Ridesharers Have A Great Deal of Rideshare-Related Experience



Q17(Rideshare) & Q20(HOV): Usage of service... [ASKED ONLY OF THOSE THAT SAID THEY ARE AWARE]



Key Finding:

42% of SOVers say they have participated in a ridesharing arrangement in the past. And, over half of current SOVers would consider ridesharing in the future - 25% even say they are very likely!

Strategic Implication:

Although past behavior (rideshare in past) can be used as an indicator of future likelihood to rideshare, those who actually say they are likely to rideshare in the future may represent the "easiest" to convert since they are already open to the idea of ridesharing and have experience with it - just not 3 days or more a week. Target marketing efforts to this group.

The remainder of this report will start this process by bringing this group of "Likely Ridesharers" to life.



Respondent Profile:
"Likely Ridesharers"



Across Most Traditional Demographic Measures There Are No Striking Differences Between Current Ridesharers And SOVers Likely to Rideshare

	Ridesharers	SOVers who are likely to rideshare	SOVers who are not likely to rideshare
Sex			
Male	51%	51%	72%
Female	49	49	28
Age			
Under 34	10	14	15
35-54	68	63	69
55 and over	22	23	16
Income			
Less than \$50,000	4	8	9
\$50,000-\$99,999	49	40	36
\$100-\$149,999	37	34	35
\$150,000 and over	10	18	20

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SOVers in Rappahannock-Rapidan - Whether They Plan to Rideshare or Not - Are More Likely to Be Employed by Private Industry and Less Likely to Be Employed by the Federal Government than Are Ridesharers

	Ridesharers	SOVers likely to rideshare	SOVers not likely to rideshare
Job Type			
Management	32%	30%	34%
Administrative	23	13	5
Technical	18	28	24
Analytical	14	7	11
Customer Service	4	4	3
Sales	0	2	7
Other	9	16	16
Employer			
Federal government	49	20	18
Private industry	29	63	64
State or local gov't.	4	7	8
Military	5	4	2
Other	12	6	8

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SOVers in Rappahannock-Rapidan Who Are Likely to Rideshare in the Future Are More Likely to Be Newcomers; Understandably, They Tend To Spend More On Commuting

	Ridesharers	SOVers likely to rideshare	SOVers not likely to rideshare
Lived in area			
Less than 5 years	29	47	35
5-9 years	17	16	15
10 years or more	54	38	51
# of days commute			
5 or more per week	84	80	78
4 per week	12	9	14
3 per week	4	10	8
Cost of commuting			
\$5 or less	15	4	1
\$6 - \$10	60	8	9
\$11 - \$20	20	25	26
\$21 - \$30	2	34	42
More than \$30	3	20	22

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Length of Commute for SOVers and Ridesharers Does Not Vary Dramatically for Rappahannock-Rapidan Commuters - But, There Are Differences in the Routes They Travel

	Ridesharers	SOVers likely to rideshare	SOVers not likely to rideshare
Length of commute			
2 hours or longer	10	8	7
1 - 2 hours	81	80	75
30 min - 1 hour	8	10	16
Less than 30 min	0	1	2
Routes travel			
I-66	68	79	73
Rt. 29	45	78	75
I-395	21	3	6
I-495	11	17	16
Rt. 50	8	20	24
Rt. 28	8	30	40
I-95	0	9	8

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Key Finding:

In the Rappahannock-Rapidan PDC region, potential future converts to ridesharing may represent a "second wave" of ridesharers in that they differ in some ways from current ridesharers. Newcomers show a greater likelihood of converting to ridesharing. SOVers who are most likely to convert to ridesharing also tend to be concentrated in private industry jobs, unlike current ridesharers from the region who tend to be more government sector workers. Rideshare prospects use I-66, just like current ridesharers, and these likely ridesharers may also include Rt. 28 and Rt. 29 on their commute more than do current ridesharers.

Strategic Implication:

There may be a new wave or "next generation" of ridesharers coming - newcomers to the area in private industry jobs. Newer residential developments that use Rt. 29 or Rt. 28 headed into Northern Virginia may offer targeting opportunities.



Likely Ridesharers' Attitudes about Commuting and Ridesharing



Among SOVers, the attitudes of those likely to rideshare in the future more often mirror those that currently rideshare than they do other SOVers.

← Recall that Commute Decisions for Ridesharers Can Be Divided into Three Tiers

Top Tier	Middle Tier	Lower Tier
<ul style="list-style-type: none"> Dependability of commute Time it would take to get to work Cost Time it would take to get home Safety Ease of commute Level of stress 	<ul style="list-style-type: none"> Morning departure time Flexibility to arrive and leave when want Concern about being stranded at work Better use of commute time Convenience Impact on environment 	<ul style="list-style-type: none"> Having time alone Ability to make stops/run errands Ability to make work-related trips

Q20: Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."

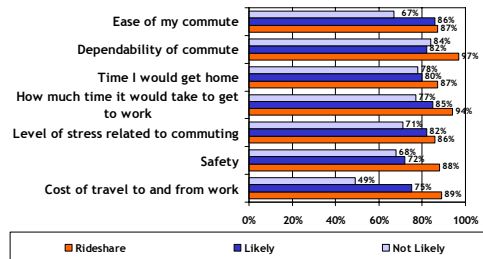


NOTE: Percentages indicate those who rated each factor a "4" or a "5".

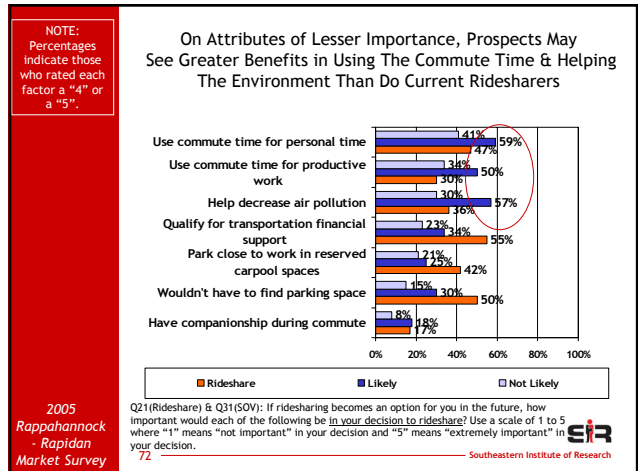
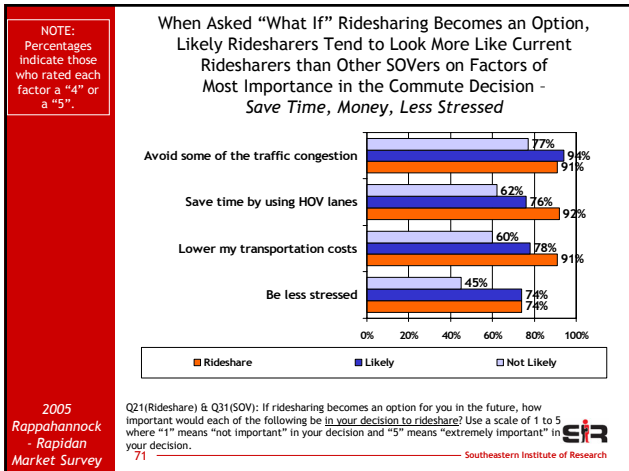
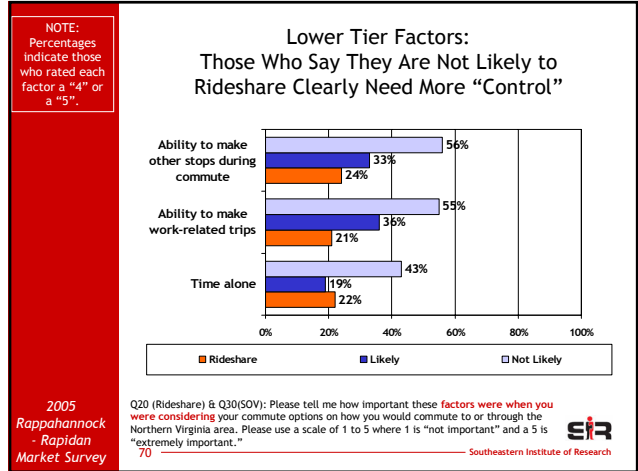
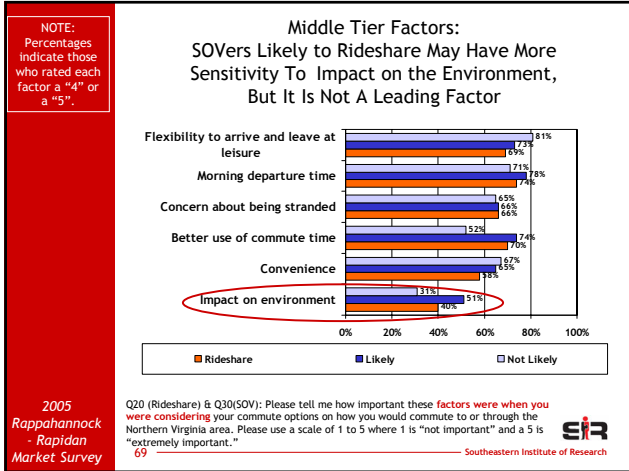
Note: This slide and next 2 pages report the answers to one question - Q20 - across 16 different attributes



Top Tier Factors: Likely Ridesharers Share Similar Opinions As Current Ridesharers On Many Factors



Q20 (Rideshare) & Q30(SOV): Please tell me how important these factors were when you were considering your commute options on how you would commute to or through the Northern Virginia area. Please use a scale of 1 to 5 where 1 is "not important" and a 5 is "extremely important."



Key Finding:

Attitudinally, likely ridesharers look a lot like current ridesharers. Dependability, control (avoid traffic congestion), time savings, and cost savings are all very important considerations/benefits to ridesharers when assessing their commuting options. While they are less important benefits than saving time and money, prospects may place greater perceived value in using the commute time for personal or work-related matters and helping the environment than Current ridesharers do.

Strategic Implication:

Focus messaging on the leading key benefits. You will not only attract primary prospects, you will also reinforce the decision of current ridesharers. Include other perceived benefits as secondary messages.

Personal Issues
Inhibiting
Likely
Ridesharers

Personal Issues

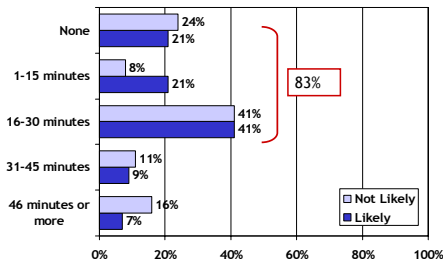
*Understanding key benefits of ridesharing -
saving time and money*

*Inconvenience of being in a vanpool or carpool -
having to pick up people*

Need for a car during the day

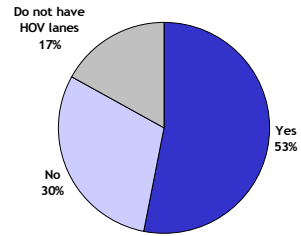
*Appreciation of
Time-saving Benefit?*

The Amount of Time Savings Does Not Have To Be Huge for the Opportunity Target To Consider Ridesharing



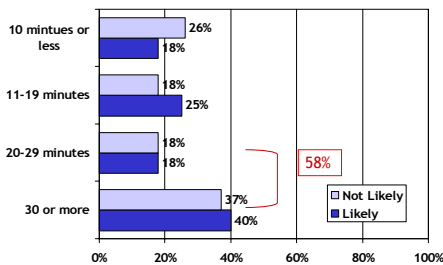
Q23(SOV): How much time would you have to save to consider ridesharing with another person or group of people on your current commute to work?

5 Out of 10 SOVers Ride on Roads with HOV Lanes and Say That They Could Save Time If They Were Ridesharing (By Qualifying for HOV Lanes)



Q25(SOV): If you qualified for HOV lanes, would your commute time be shorter?

More than Half Believe They Could Save a Minimum of 20 Minutes



Q26(SOV): How many minutes do you think you would save on your current commute to work if you qualified for HOV lanes?

Key Finding:

While time savings is one of the major benefits that motivate current ridesharers and seemingly has very high appeal to prospective ridesharers, the amount of time saving does not have to be great.

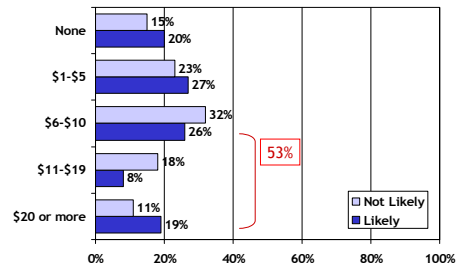
Interestingly, many SOVers (58%) say they already know they could save 20 minutes or more if they had a ridesharing arrangement (and would qualify for HOV Lanes).

Strategic Implication:

Time saving is not a silver bullet message. Communications must advance multiple benefits.

Appreciation of Money-saving Benefit?

Half of the Prospective Ridesharers Would Just Need to Save a Minimum of \$6 On Their Commute to Consider Ridesharing



Key Finding:

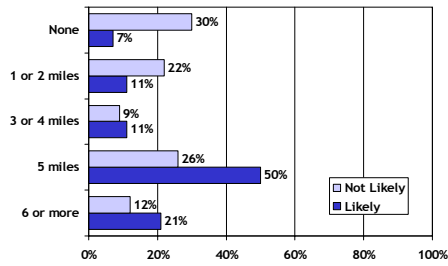
While money savings is another major benefit that motivates current rideshares and seemingly has very high appeal to prospective ridesharers, the amount of money savings does not have to be great.

Strategic Implication:

Savings on transportation cost, like time savings, is not the silver bullet message. Communications must advance multiple benefits at the same time.

Inconvenience of being in a car or vanpool - picking people up ... going out of your way

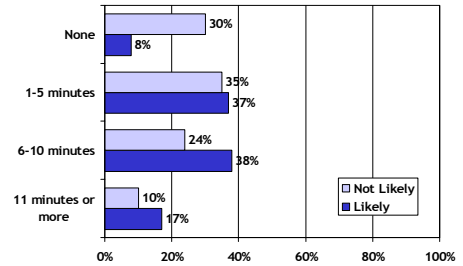
Those Who Say They Are Likely to Rideshare in the Future Are Willing to Drive Further Out of Their Way to Pick Up Someone on Their Way to Work



Q34(SOV): How many miles would you be willing to travel out of your way to pick up someone who could rideshare with you on your way to work?



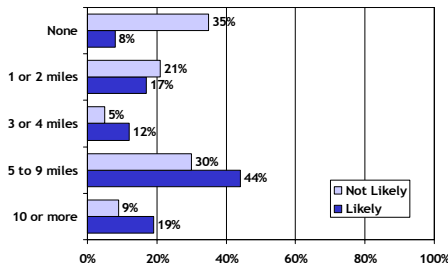
Those Likely to Rideshare Are Also Willing to Spend More Time Picking Up Someone on Their Way to Work



Q34(SOV): How many minutes would you be willing to travel out of your way to pick up someone who could rideshare with you on your way to work?



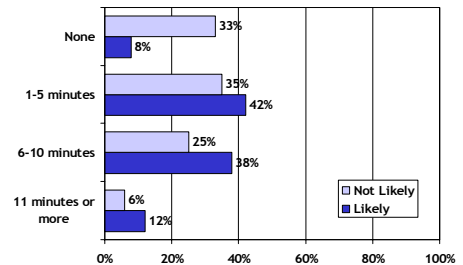
They Are Also Willing to Drive More Miles Out of Their Way to Drop Off Someone



Q35(SOV): How many miles would you be willing to travel out of your way to your work place to drop off someone who could rideshare with you?



And They Would Be Willing to Spend More Time Drop Off Someone



Q35(SOV): How many minutes would you be willing to travel out of your way to your work place to drop off someone who could rideshare with you?



Key Finding:

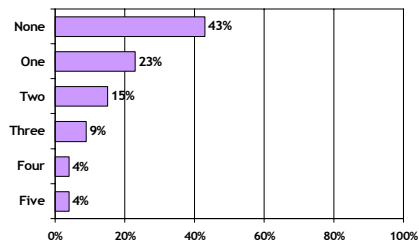
Prospective ridesharers are more than willing to go out of their way or add time to their commute as part of a ridesharing arrangement.

Strategic Implication:

This is not a major hurdle that needs to be addressed.

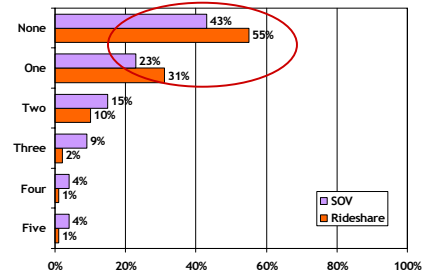
Need to use car during the day

Almost Half of SOV's Do Not Need Their Car on Their Lunch Break to Attend to Personal Matters



Q39(SOV): In an average week, how many days do you need a car during your lunch break to attend to personal matters during the day?

Of Those That Do Need Their Cars, Ridesharers Are Slightly More Likely to Be Able to Attend to All Their Personal Matters in Just One Day




Q39(SOV) & Q23(Rideshare): In an average week, how many days do you need to attend to personal matters during the day where you need transportation?

Key Finding:


Ridesharers are just slightly less dependent on their cars during the day than SOVers to take care of personal matters.

Strategic Implication:

This, too, does not appear to be a major hurdle that needs to be addressed.


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Infrastructure Issues That Support /Inhibit Likely Ridesharers


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Infrastructure Issues

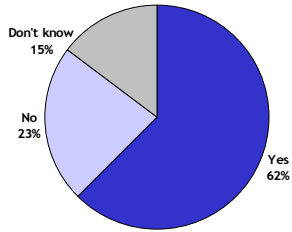
- Awareness of park and ride lots*
- Knowing someone to commute with*
- Awareness of local- and Metro DC-based ridesharing services and organizations*
- Awareness of local- and Metro DC- based specific rideshare assistance services*
- Usefulness of ridesharing information*

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Knowing where convenient Park & Ride lots are located

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A Convenient Park & Ride Lot is Not An Obstacle, As Over 60% of SOvers Are Aware of a Convenient Park & Ride Lot

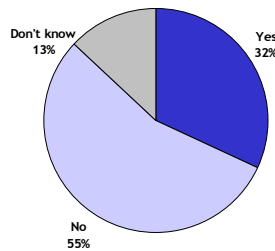


Q27(SOV): Is there a Park & Ride lot or commuter parking lot that is convenient to you? 97 Southeastern Institute of Research

Knowing someone to commute with

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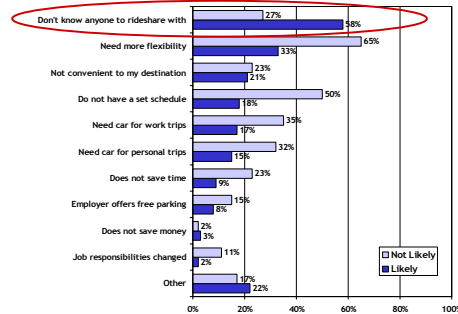
Only a Third of SOvers Said That They Know Someone Who Makes a Commute Similar to Theirs



Q15(SOV): Do you know of anyone who lives near you that commutes to a work destination near where you work? 99 Southeastern Institute of Research

Those working for the government are more likely to say that they know a commuter. Those aged 55 and older and those who say they are not likely to commute in the future are less likely to say that they know a commuter.

“Not Knowing With Whom to Ride” Is The Top Reason Likely-to-Rideshare Prospects Give When They Explain Why They Are Not Currently Ridesharing



Q16(SOV): Why do you not rideshare now? 100 Southeastern Institute of Research

Awareness of ridesharing services and organizations

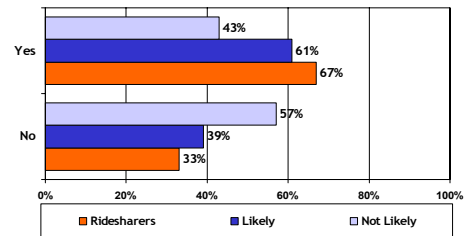
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Those Likely to Rideshare Were More Likely to Have Heard Mention of Commuter Assistance Services than Were Other SOVs
But Still 39% Are Unaware



Q11(Rideshare) & Q10(SOV): Have you seen or heard any mention of commuter assistance services on television, radio, in the newspaper, on the Internet, or mail that you received at home or any other source of information?

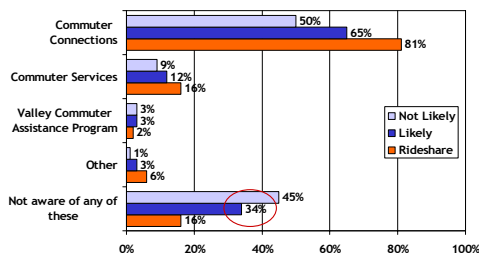
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Those Likely to Rideshare Are Less Likely to Be Aware of Each Organization Than Current Ridesharers



Q18(Rideshare) & Q21(SOV): Are you aware of any of these organizations that provide services to help people with their commutes to work?

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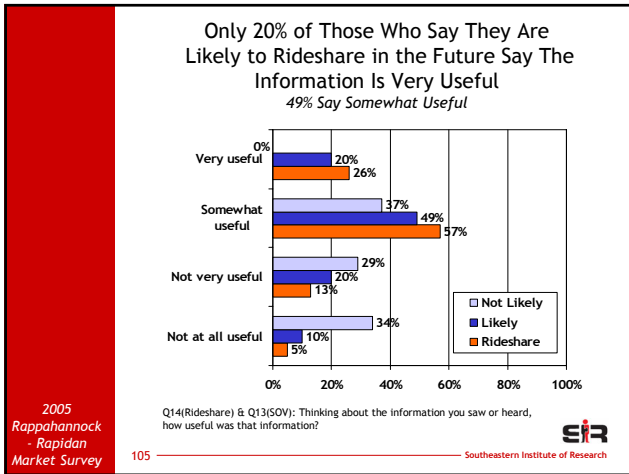
Usefulness of information

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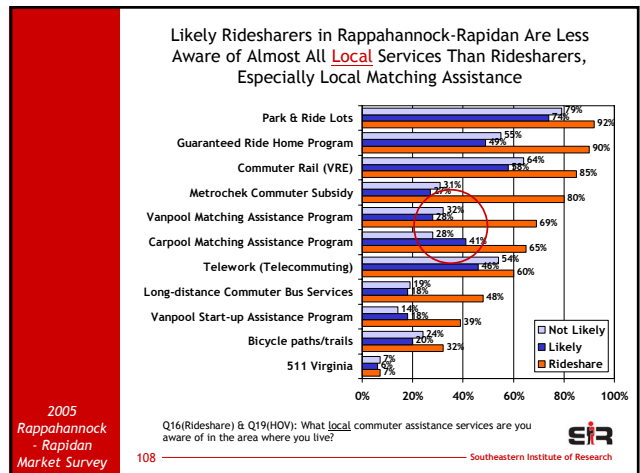
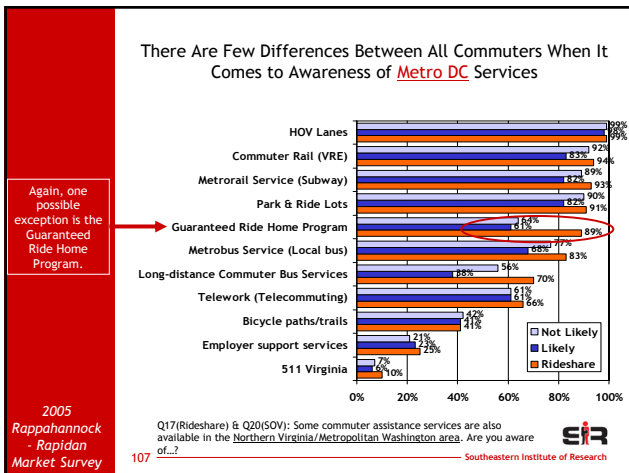




Awareness of specific assistance services

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Key Finding:

SOV Commuters, for the most part, are aware of Park & Ride lots but most (68%) don't know anyone to share a ride with.

Most (65%) are aware of Commuter Connections vs. the PDC's Commuter Services (12% aware). Not surprisingly, most likely ridesharers are more aware of Northern Virginia/Metro DC-based rideshare services than the local-based (PDC) ridesharing services. In fact, only a quarter (28%) of likely ridesharers are aware of local vanpool matching services and 4 in 10 (41%) are aware of carpool matching.

While many (61%) recall seeing or hearing about ridesharing information, only 20% say the information was very useful.

Strategic Implication:

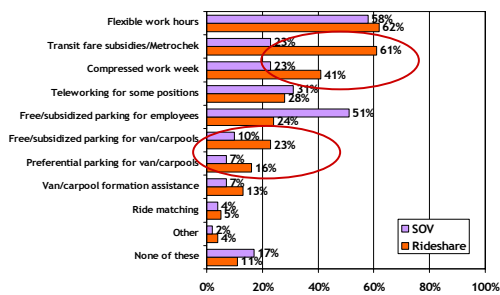
Build awareness of local Commuter Services and the availability of local ride matching services (even though it is actually performed by Commuter Connections). Present the simplicity of finding a match. Encourage people to register on the database so successful matching can take place. Make marketing information more compelling and relevant. Try to personalize the service.



Employer-related Issues That Support /Inhibit Likely Ridesharers



SOV's Are Much More Likely to Be Offered Free Parking; Ridesharers Are Much More Likely to Be Offered Transit Fare Subsidies & Preferential Parking

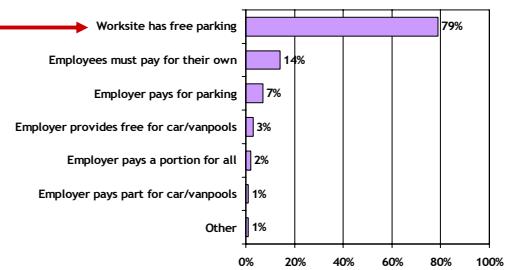


Q35(Rideshare) & Q51(SOV): Which of the following transportation programs does your employer offer or support?



Indeed, When Asked to Describe Their Parking Arrangement at Work, 8 out of 10 SOV's Say Their Worksite Has Free Parking

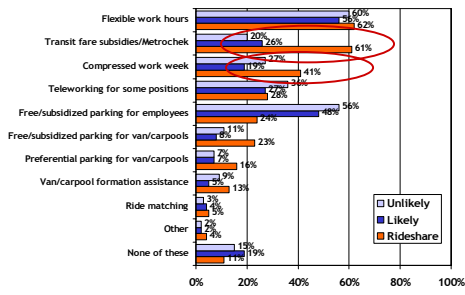
Private industries are more likely to offer free parking.



Q29(SOV): What best describes your parking arrangement at work?



Likely-to-Rideshare SOvers Have Employer Transportation Programs More Like Other SOvers than Ridesharers
 61% of Ridesharers Say Employer Offers Metrochek
 And 41% Have Compressed Workweek



Q35(Rideshare) & Q51(SOV): Which of the following transportation programs does your employer offer or support?
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Key Finding:

Likely ridesharers vs. current ridesharers tend to work for private companies that offer free parking and fewer ridesharing support services such as Metrochek and compressed work weeks. However, likely ridesharers say their companies do offer flexible work hours, perhaps one precursor or facilitator to making rideshare arrangements at a private employment site.

Strategic Implication:

Focus on things on which you can have an impact, as previously mentioned. But mention these employer-based services in promotional materials and suggest that likely-to-rideshare targets should ask their employers about these programs and services (i.e., transit fare or even compressed work week, especially in a tight labor market).

Telecommuting

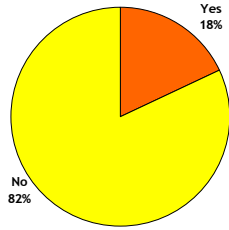
Does it Have an Impact on the Ridesharing Potential?

Telecommuting

Q26(Rideshare): Now we want to ask you about telecommuting, also called teleworking. For purposes of this survey, "telecommuters" are defined as: "Wage and salary employees who at least occasionally work at home or at a telework or satellite center all day during their normal working hours." Based on this definition, are you a telecommuter?

Those who have lived in the area 20 or more years, and those 55 or older were less likely to be telecommuters.

Nearly 1 Out of 5 Ridesharers Are Also Telecommuters



Q26(Rideshare): Now we want to ask you about telecommuting, also called teleworking. For purposes of this survey, "telecommuters" are defined as: "Wage and salary employees who at least occasionally work at home or at a telework or satellite center all day during their normal working hours." Based on this definition, are you a telecommuter?

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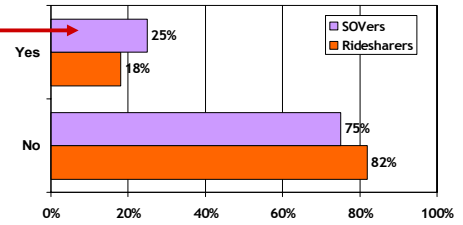
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SOV's who also telecommute are more likely to work in private industry.

SOV's Are Slightly More Likely to Be Telecommuters



Q26(Rideshare) & Q43(SOV): Now we want to ask you about telecommuting, also called teleworking. For purposes of this survey, "telecommuters" are defined as: "Wage and salary employees who at least occasionally work at home or at a telework or satellite center all day during their normal working hours." Based on this definition, are you a telecommuter?

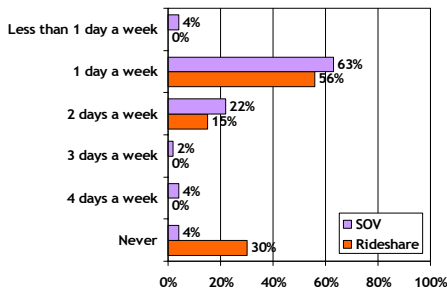
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SOV Telecommuters Do So More Often than Rideshare Telecommuters



Q27(Rideshare) & Q44(SOV): How often do you usually telecommute?

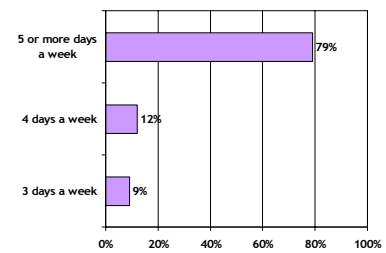
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This Level Of Telework Activity Is Consistent With Self-reported Commute of At Least 5 Days a Week



Q1(SOV): Typically, how many days a week do you commute to work to or through Northern Virginia?

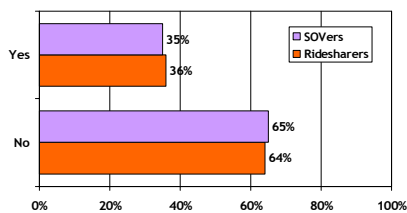
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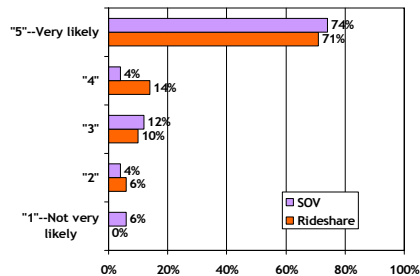
Of Those Who Do Not Telecommute,
a Third Say that Their Job Responsibilities
Would Allow Them To Do So



Q28(Rideshare) & Q45(SOV): Do your job responsibilities allow you to work at a location other than your main work place (i.e. home or telework center) at least occasionally?



SOVers and Ridesharers Are Both Very Likely to
Say that they Would Start Telecommuting
if Their Employer Allowed It



Q29(Rideshare) & Q46(SOV): If your employer were to allow telecommuting, how likely would you be to start telecommuting in the future? [ASKED ONLY OF THOSE THAT SAY THEY DO NOT CURRENTLY TELECOMMUTE, BUT THAT THEIR EMPLOYMENT RESPONSIBILITIES WOULD ALLOW IT]



Key Finding:

Telecommuting impacts the number of potential ridersharers and rideshare prospects. On the days when they are not traveling to their main place of work, SOVers are slightly more likely to be telecommuters. They also telecommute more often than ridesharers. There is no difference, however, between SOVers and ridesharers on whether or not their jobs would allow them to telecommute and whether or not they would be likely to do so if their employer allowed it.

Strategic Implication:

Since SOVers are more likely to telecommute than ridesharers, they may feel that they don't have a need for a formal ridesharing arrangement on the days that they are going to their main place of work. While it unfortunately reinforces their need for flexibility, encourage it as it does reduce vehicle miles traveled. Co-opt it and make it part of the "ridesharing mentality" ... "if you telecommute some days, you can easily carpool others."

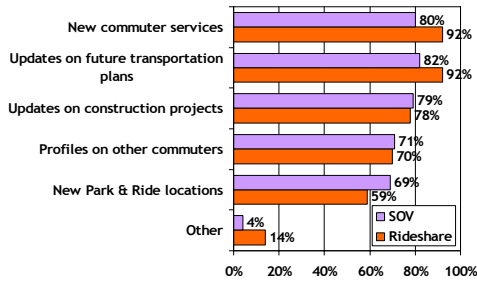


Communication
Vehicles To Advance
Ridesharing



Female SOVs are more interested in new Park & Ride locations.

Most Want The Newsletter To Include Information on New Commuter Services and Updates on Future Transportation Plans



Q38(Rideshare) & Q54(SOV): What information would you like included in this free monthly newsletter?

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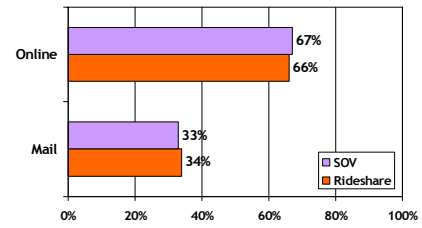
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Ridesharing men were more likely to want this newsletter to be online.

Two-Thirds Would Like the Newsletter to Be Online



Q37(Rideshare) & Q53(SOV): Would you like to receive this newsletter by mail or online (by email)? [ASKED ONLY OF THOSE THAT SAID THEY WOULD LIKE TO RECEIVE THE NEWSLETTER]

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Key Finding:

Ridesharers and SOVs both utilize both local and Washington market media. Both groups have access to the Web at home and work. And, a monthly on-line commuter newsletter holds great appeal.

Strategic Implication:

Consider local media over the relatively higher cost of Washington market media. Use of local media also reinforces "local service." Explore online newsletter as an inexpensive, customized marketing vehicle. Look for ways to make it relevant and meaningful like tying it to I-66 updates, the most heavily used corridor among those most likely to rideshare.

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Key Study Take-A-Ways

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Key Take-A-Ways From This Study

Insights Learned About Ridesharers

1. **Who Are Current Ridesharers:** They tend to be people who have lived in the PDC for some time and have commuted a long distance for years to government jobs. Half earn over \$100K annually.

Most of these ridesharers commute for 1-2 hours each way (70%) and are most likely to travel on I-66 during their commute (68%) in vanpools or carpools with multiple riders (not just one other rider).

2. **Why They Rideshare:** Lowering transportation costs, avoiding traffic congestion, and saving time by using HOV Lanes are the primary motivators in their decision to Rideshare. They realize significant savings every week.
3. **Obstacles They Had To Overcome:** Two-thirds of existing ridesharers said they had to overcome hurdles in trying to rideshare. The biggest hurdles are finding a carpool or vanpool rider - a person to share the ride - and maintaining flexibility.



Key Take-A-Ways (Cont.)

Insights Learned About Current Ridesharers

4. **Rideshare Services Helped Make Ridesharing Easier:** Rideshare organizations are serving a need. Existing ridesharers are aware of and turn to rideshare services and rideshare service organizations - to both local (PDC) services and Northern Virginia / Metro D.C.-based services.
5. **The PDC's Commuter Services Has A Low Profile:** "Commuter Connections" (COG) receives the most credit for providing assistance - half say they helped. Only a few cited "Commuter Services" (13%) as providing help in ridesharing.
6. **Employers Play A Role:** Ridesharers also receive some support from their employers with 62% having flexible work hours and 41% having compressed work weeks.
7. **Ride Matching Is Not Widely Used:** While ridesharers say finding someone to ride with was their biggest hurdle, only 39% say they used ride-matching services.



Key Take-A-Ways (Cont.)

Insights Learned About Best Rideshare Prospects -

8. **Ridesharing Opportunity:** There may be up to 25,000 SOVers from the PDC who travel to or through Northern Virginia on work commutes (based on facts from other, unrelated studies applied to some findings from this study).
9. **Primary Target:** 52% of SOVers say they are "somewhat" or "very" likely to consider ridesharing sometime in the future.
*In the Rappahannock-Rapidan PDC region, potential future converts to ridesharing may represent a "second wave" of ridesharers in that they differ in some ways from current ridesharers.
Newcomers show a greater likelihood of converting to ridesharing. SOVers who are most likely to convert to ridesharing also tend to be concentrated in private industry jobs, unlike current ridesharers from the region who tend to be more government sector workers.
Rideshare prospects use I-66, just like current ridesharers, and these likely ridesharers may also include Rt. 28 and Rt.29 on their commute more than do current ridesharers.*



Key Take-A-Ways (Cont.)

Insights Learned About Best Rideshare Prospects -

10. **Key Perceived Motivating Benefits:** Lowering transportation costs, avoiding traffic congestion, and saving time by using HOV Lanes are the most important benefits prospects see in considering ridesharing modes. Unlike existing ridesharers, however, these prospects see other benefits they could seemingly realize in long distance rideshare arrangements - companionship, personal time & work time during the commute, and reducing impact on the environment.
11. **Conversion Requires More Than Appreciation of Personal Benefits:** Time savings is one of the major benefits that motivate current ridesharers. This benefit is also cited by prospective ridesharers as a major motivator. However, the amount of time saving does not have to be great. Interestingly, many SOVers (58%) say they already know they could save 20 minutes or more if they had a ridesharing arrangement (and would qualify for HOV Lanes).
While money savings is another major benefit that motivates current ridesharers and seemingly has very high appeal to prospective ridesharers, the amount of money savings does not have to be great.



Key Take-A-Ways (Cont.)

Insights Learned About Best Rideshare Prospects -

12. Non-Barriers: Accommodating Others Is Not Perceived As A Big Deal, Nor Is Need For Car During The Day: Prospective ridesharers are more than willing to go out of their way or add time to their commute as part of a ridesharing arrangement. Only a third of SOVers say they need their car one day during the week to run errands at lunch. Half say they don't need it at all.
13. The Biggest Hurdle - Finding Someone To Ride With: For the most part, prospects are aware of Park & Ride lots but most (68%) don't know anyone to share a ride with.
14. Little Awareness Exists of Commuter Services: Most can recall seeing or hearing information about ridesharing, but 39% do not. Of those who recall seeing or hearing about ridesharing information, only 20% say the information was very useful.

Key Take-A-Ways (Cont.)

Insights Learned About Best Rideshare Prospects -

15. There is Little Awareness of the PDC's "Commuter Services" and Local Ride Matching: 65% are aware of Commuter Connections vs. 12% for the PDC's Commuter Services. Not surprisingly, most likely ridesharers are more aware of Northern Virginia Metro DC-based rideshare-specific services than the local-based (PDC) ridesharing services. In fact, only a quarter (28%) of likely ridesharers are aware of local vanpool matching services and 4 in 10 (41%) are aware of carpool matching.
16. Telecommuting Impacts Ridesharing: Since SOVers are more likely to telecommute than ridesharers, they may feel that they don't have a need for a formal ridesharing arrangement on the days that they are going to their main place of work.
17. Target Audiences Can Be Reached Locally and Inexpensively: Ridesharers and SOVers both utilize both local and Washington market media. Both groups have access to the Web at home and work. And, a monthly online commuter newsletter holds great appeal.

Appendices

Relative Appeal
of Existing & New
Rideshare Support
Services

Guaranteed Ride Home

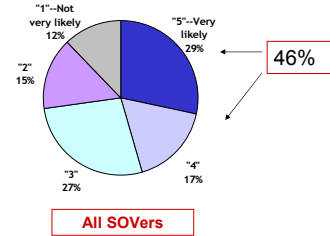
Relative appeal of this base concept

Q40(SOV): How likely would you be to rideshare if you had a free service that would guarantee you a ride home "for free" if you missed your car or vanpool ride home or had to handle an emergency?

Guaranteed Ride Home

About Half of SOVers Say that They Would Rideshare if They Were Guaranteed a Free Ride Home if They Missed Their Car/Vanpool

Women, those who say they are likely to rideshare in the future, and those aged 55 and older are more likely to say that they are "very likely" to use this service.



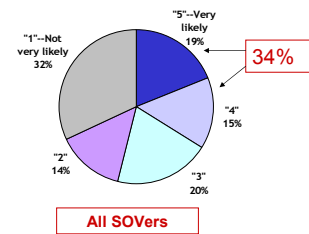
Database Matching

Online, Government, Employer-based?

Q36(SOV): How likely would you be to use a (_____) -sponsored commuter assistance agency to place your name on a regional database that matches people who commute to the same area in Metro Washington as you do?

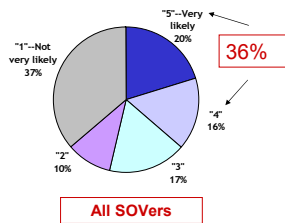
Online Ride-Matching Service To Match You With a Rideshare Partner

Women, those who say they are likely to rideshare in the future, and those who have rideshared in the past are more likely to say that they are "very likely" to use this service.



Government-Sponsored Regional Database to Match You With a Rideshare Partner

Women, those 55 and older, those who say they are likely to rideshare in the future, and those who have rideshared in the past are more likely to say that they are "very likely" to use this service.

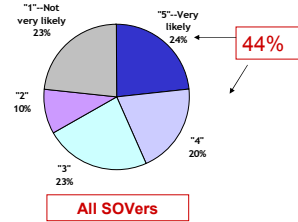


Q36(SOV): How likely would you be to use a government-sponsored commuter assistance agency to place your name on a regional database that matches people who commute to the same area in Metro Washington as you do?



Employer-Sponsored Service To Match You With a Fellow Employee Traveling Their Same Route

Women, those 55 and older, those who say they are likely to rideshare in the future, and those who have rideshared in the past are more likely to say that they are "very likely" to use this service.



Q38(SOV): How likely would you be to use a ride-matching service offered by your employer to match you with a fellow employee who lives in your area, and like you, commutes to or through Northern Virginia?



Relative Appeal Based On Ridematching Database Sponsor Best Rideshare Prospects

Type of Program	5 Rating (Very Likely)	4 rating (Somewhat Likely)	Total Top Two Boxes (4 & 5)
Online	19%	15%	34%
Government Sponsored	20%	16%	36%
Employee Sponsored	24%	20%	44%



Rewards Program

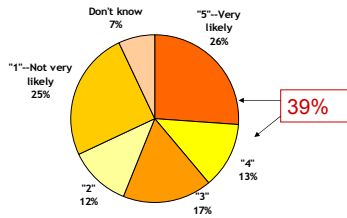
Rideshare Incentives For Every trip (NuRide Concept)

Q40(Rideshare): Suppose that some time in the future, you needed to make new rideshare arrangements. How likely would you be to register for a ridesharing program through which you could earn points that could be redeemed toward rewards every time you share a ride? To register for this program, you register your trip online to find a rideshare partner. You can use the program for either work or non-work trips.



Rideshare Incentives Rewards Program

A Rewards Program For Ridesharing Would Receive Varying Levels of Support From Current Ridesharers



Q40(Rideshare): Suppose that some time in the future, you needed to make new rideshare arrangements. How likely would you be to register for a ridesharing program through which you could earn points that could be redeemed toward rewards every time you share a ride? To register for this program, you register your trip online to find a rideshare partner. You can use the program for either work or non-work trips.



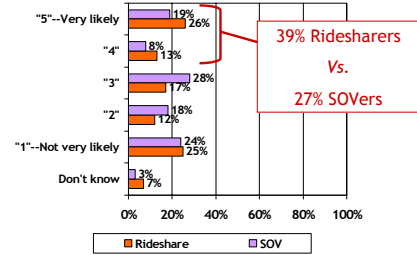
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Rideshare Incentives Rewards Program SOV^{ers} Are Less Likely to Say That They Would Participate in a Rewards Program

Women SOV^{ers} and SOV^{ers} who say they are likely to rideshare in the future are more likely to say that they are "very likely" to use this service.



Q40 (Rideshare) & Q41(SOV): How likely would you be to rideshare if you could earn points that can be redeemed toward rewards every time you share a ride? To participate in this program, you register your trip online to find a rideshare partner for either a work or non-work trip.



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Rideshare Incentives Rewards Program Ridesharers Would Be More Likely to Participate in a Rewards Program if it Were Managed by a Government-Sponsored Commuter Assistance Agency



Q41(Rideshare): How likely would you be to register for this program if it were managed by... MEANS ARE REPORTED HERE...?

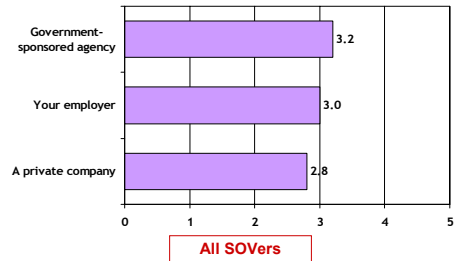


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Rideshare Incentives Rewards Program SOV^{ers} Would Also Be More Likely to Participate in a Rewards Program if it Were Managed by a Government-Sponsored Commuter Assistance Agency or Their Employer



Q42(SOV): How likely would you be to register for this program if it were managed by...?



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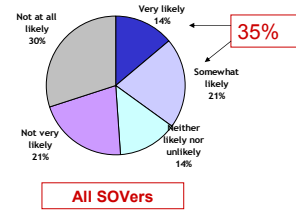
Shuttle Service

Long-Distance Shuttle Service From P&R Lot To Northern Virginia

Q32(SOV): How likely would you be to use a commuter bus service or a shuttle service that would pick you up from a park and ride lot in your home region and would take you to the closest Metro station in Northern Virginia?

Shuttle Service

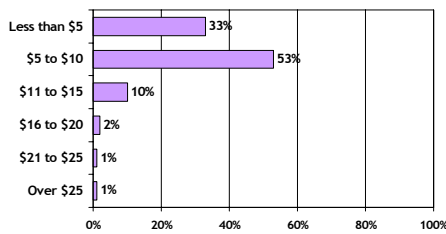
A Third of SOVers Say They Would Be Likely to Use a Service That Would Take Them From a Park & Ride Lot to the Closest Metro Station



Those 55 and older and those with incomes lower than \$75K are more likely to say they would use this service.

Shuttle Service

Most Say That They Would Be Willing to Pay \$5 to \$10 Round Trip For This Service



Q33(SOV): How much would you be willing to pay per day (round trip) to use a commuter bus or a shuttle to the closest Metro station or VRE station in Northern Virginia?

Key Finding:

There is a good level of interest among "best SOV prospects" in all of the rideshare support services tested - guaranteed ride home, ridesharing, reward incentives (NuRide), and shuttle services. Connecting these services to a commuter's employer further increases appeal.


Strategic Implication:

Promote the availability of existing products/services. Look for ways to further tie-in employer support. Proceed with incentive program development.

Other
TDM-Related
Issues

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Northern Virginia
TDM-Related Issues

Dulles Metro Rail Expansion
Awareness & Reaction

HOT Lanes
Potential Reactions

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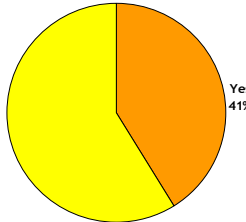
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4 out of 10 Ridesharers Are
Aware of the Dulles Metrorail Expansion


Government workers are less likely to be aware.



Q32(Rideshare): Are you currently aware of the expansion of Metrorail from West Falls Church area to Wiehle Avenue near Reston?

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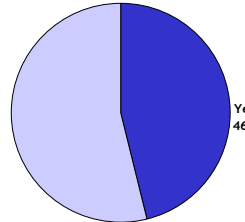
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About the Same Amount of
SOVers Are Aware


Women, those newer to commuting, and those earning less than \$75,000 are less likely to be aware.



Q49(SOV): Are you currently aware of the expansion of Metrorail from West Falls Church area to Wiehle Avenue near Reston?

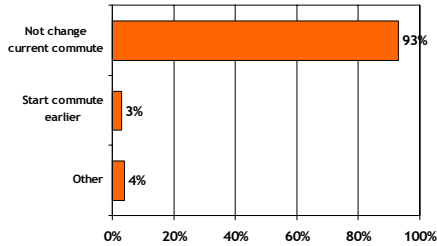
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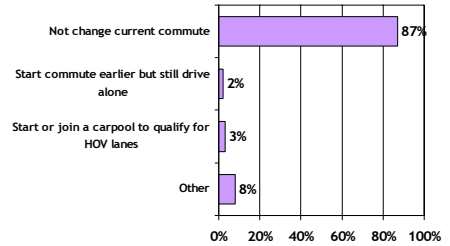
9 out of 10 Ridesharers Will Not Change their Current Commute in Response to the Metrorail Expansion



Q33(Rideshare): What do you plan to do when construction begins on the Metrorail extension, which will impact Rt. 7 and the Dulles Toll Road?



8 out of 10 SOVers Will Not Change Their Commute

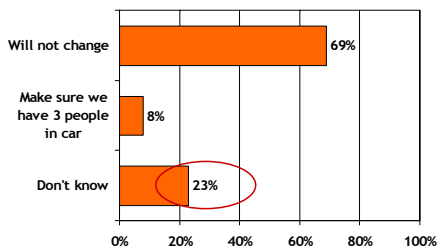


Q50(SOV): What do you plan to do when construction begins on the Metrorail extension, which will impact Rt. 7 and the Dulles Toll Road?



Those indicating they are likely to rideshare were more likely to say that they would start or join a carpool.

7 out of 10 Ridesharers Will Continue to Rideshare After the HOT Lanes Open; A Quarter, However, Aren't Sure



Q34(Rideshare): When the "HOT Lanes" are built on the Beltway (I-495), where single occupant commuters can pay a toll to use new HOV Lanes, will you change the way you currently commute?



Key Finding:

Of those that are aware of the Dulles Metrorail Extension, almost all say that they will not change their commute. A quarter of ridesharers, however, don't know what they will do when the HOT Lanes are available on the Beltway.

Strategic Implication:

HOT Lanes may cannibalize existing rideshare arrangements. Study this issue further. Use the newsletter to remind current ridesharers that there are other benefits to ridesharing (i.e., cost, helping the environment, etc.) than just qualifying for HOV Lanes.

Media Usage Assessment

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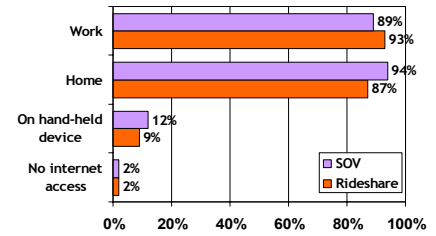
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Almost All Ridesharers and SOVers Have Internet Access

Ridesharers with lower incomes and female SOVers are more likely to have no internet access.



Q54(Rideshare) & Q67(SOV): Do you have internet access at home, at work, or on a hand-held device?

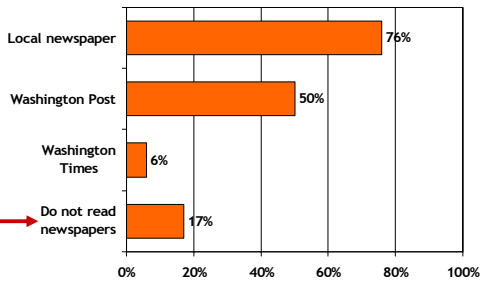
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About Half of Ridesharers Read Local Newspapers and the Washington Post



Those with income under \$75K annually, those new to the area, and those new to commuting were less likely to read newspapers.

Q43(Rideshare): What newspapers, by name, do you read on a regular basis?

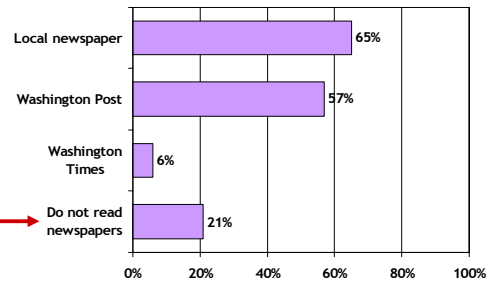
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SOVers Read The Same Newspapers



Those with income under \$75K annually, those newer to the area, and those new to commuting were less likely to read newspapers.

Q57(SOV): What newspapers, by name, do you read on a regular basis?

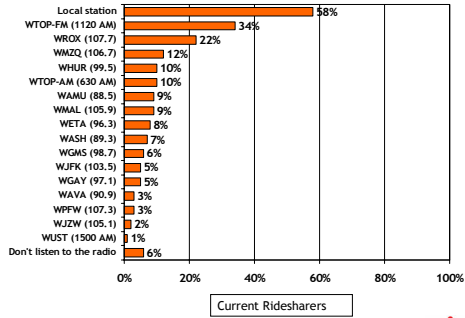
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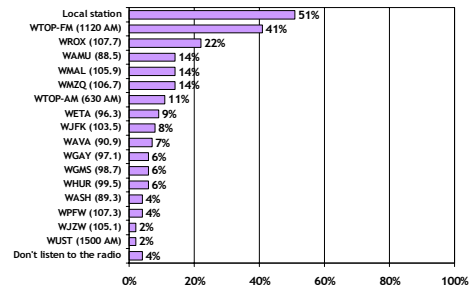


Local Stations and WTOP Are the Most Popular Radio Stations for Both Ridesharers & Prospects



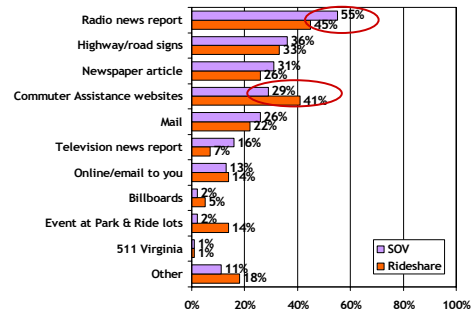
Q44(Rideshare): What radio stations do you listen to on a regular basis?

Local Stations and WTOP Are Also the Most Popular Radio Stations for SOVers



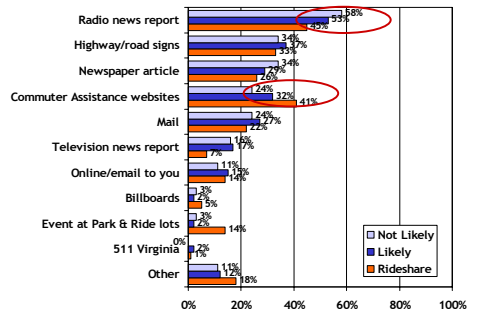
Q58(SOV): What radio stations do you listen to on a regular basis?

SOVers Are More Likely to Have Heard the Information on a Radio News Report, But Less Likely to Have Seen it on a Commuter Assistance Web Site



Q12(SOV) & Q13(Rideshare): Where did you see or hear it?

Likely-to-Rideshare SOVers Are More Likely to Have Heard Mention on a Radio News Report; Ridesharers Are More Likely to See Mention on a Commuter Assistance Web Site



Q12(SOV) & Q13(Rideshare): Where did you see or hear it?

Key Finding:

Local media can reach Commuter Connections' targets. Commuter assistance Websites are a viable medium for likely rideshare targets.


Strategic Implication:

Consider local media first to avoid the relatively higher cost of Washington market media. Explore online marketing, too.

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End of Appendices

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Rappahannock-Rapidan
Marketing Plan To
Increase Ridesharing

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Rappahannock-Rapidan Rideshare Marketing Program

- **Overall Objective:**
 - Increase number of ridesharers in the Rappahannock-Rapidan PDC*
- **Budgetary Resources:**
 - \$20K remaining through June 2006
- **Target Audiences:**
 - Current ridesharers
 - Prospective ridesharers
 - Target greatest need/opportunity:
 - Primary: Commuters headed to or through Northern Virginia using I-66 corridor commuters
 - Secondary: Newer residential developments that use Rt. 29 or Rt. 28 headed into Northern Virginia

* Need to identify current modal split and set specific, measurable goals

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Rappahannock-Rapidan Rideshare Marketing Program

- Communications Strategy:
 - Build greater use of ridesharing alternatives to SOV commuting by advancing the travel options, benefits of ridesharing, and availability of local support services.
 - Increase awareness and image of Commuter Services, as well as awareness of local ridematching services (*even though it is actually performed by Commuter Connections*) by positioning Commuter Services as *customized services for the long-distance commuter headed to Northern Virginia.*
 - Exaggerate and promote all activities around this position. Find ways to promote the PDC residents' commutes to Northern Virginia as a big deal and an increasing trend. Reinforce Commuter Services as the hero in making this commute easier for everyone.



Rappahannock-Rapidan Rideshare Marketing Program

- Specific Action Steps:
 - Consider a tagline that reinforces this position:
free customized services for the long-distance commuter headed to Northern Virginia.
 - Rough example:

Commuter Service

Helping You Get To Northern Virginia & Back

Culpeper - Fauquier - Madison - Orange - Rappahannock



Rappahannock-Rapidan Rideshare Marketing Program

- Specific Action Steps (Cont.):
 - Create local Commuter Services Website that "pays off" local service, yet still hyper-links to COG services. Use available rideshare copy for easy construction.
 - Create an online monthly "I-66 Commuter newsletter" for affordable ongoing education advancing:
 - Key messages (see key message section)
 - New and existing rideshare support services
 - Compelling testimonials about "best practices" by area commuters
 - Update on construction projects
 - New Park & Ride lot locations
 - Update on future transportation plans
 - Share newsletter development cost with Northern Shenandoah PDC
 - But - PDC Commuter Services signs the newsletter and Website
 - Hyper-link newsletter features directly back to Web site



Rappahannock-Rapidan Rideshare Marketing Program

- Specific Action Steps (Cont.):
 - Use low-cost, guerrilla-marketing outreach techniques to drive awareness and sign-ups for the online newsletter:
 - Use small space display ads in local newspapers
 - Use viral marketing - flyers, emails, etc.
 - Use media relations
 - Mass mail simple postcards into key neighborhoods:
 - Newer residential developments that use Rt. 29 or Rt. 28 headed into Northern Virginia
 - Highway signs placed close to ramps on I-66. Message should position newsletter as the I-66 "Driving Manual" - *go to 166Commuter.org*;
 - Park & Ride Lot windshield stuffer
 - Church bulletins

The Key: Always Ask People To Pass It On



Rappahannock-Rapidan Rideshare Marketing Program

- Key Messages:

Primary:

- Advance top tier benefits - save on transportation cost, time savings, avoid congestion
 - Showcase savings amount
- Reinforce "flexibility" in that ridesharing does not have to be 5 days a week.
- Reinforce the availability of local ridematching services and a sizable local database (even though it is managed by COG). Encourage people to register on the database so successful matching can take place.

Secondary:

- Advance middle tier perceived benefits - do more on your commute (personal and work) and help the environment
- Co-opt telecommuters - make them part of the "ridesharing mentality" - "if you telecommute some days, you can easily carpool others."
- Suggest that likely-to-rideshare targets should ask their employers about these programs and services (i.e., transit fare or even compressed work week, especially in a tight labor market).

