



**FHWA Talking Operations Webinar: It Pays to  
do the Right Thing: Using Incentive Payments  
to Affect Commuting Behavior**

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# Commuter Connections

- Regionwide Transportation Demand Management program for the Washington DC Metropolitan region.
  - Network of organizations dedicated to easing the daily commute
  - Various transportation emission reduction measures used to meet air quality conformity and congestion management process requirements

# Incentive Programs

- Regional Guaranteed Ride Home
  - One of the 1<sup>st</sup> regionwide GRH programs in the nation.
  - Goal is to recruit and retain commuters in alternative modes.
  - Program is regarded as an “insurance policy” for unexpected emergencies or unscheduled overtime.

# Regional Guaranteed Ride Home

- 2008 GRH Analysis shows both transportation and emission reductions
  - 8,700 **daily** vehicle trips reduced
  - 227,000 **daily** vehicle miles of travel reduced
  - 0.106 **daily** tons of NOx reduced and 0.056 **daily** tons of VOC reduced
  - 27,000 **annual** tons of CO2 reduced

# Telework Incentives

- Maryland – Transportation Partnership with Employers
  - Free Consulting Services to Employers to start or expand a Telework Program
- Virginia – Telework!VA
  - Free consulting services to employer and free leased equipment and telework center space

# Telework Incentives

## ➤ Emission Impacts

- MD TPE Program – 0.07 daily tons of VOC reduced and 0.11 daily tons of NOx reduced.
- TWVA Program – 0.01 daily tons of VOC reduced and 0.11 daily tons of NOx reduced

# Carpool Incentive Demonstration Project

- Similar programs have been implemented in Los Angeles, Atlanta, New Jersey, Redmond, WA
- Specific Corridors Selected based on top ten congested corridors in region and feasibility study conducted
- Incentive will be provided to those forming a new carpool using three designated corridors to change travel behavior
- Corridors have little or no public transit or vanpool options and no HOV access

# Carpool Incentive Demonstration Project

- Participants will receive \$2 a day over a 90 day time period
- Will record their participation electronically
- Survey will be conducted at the end of the participation period to gauge level of incentive effectiveness
- Results will be used to determine if the program would be continued and/or expanded

# Contact Information

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