

NORTHERN VIRGINIA  
TRANSPORTATION COMMISSION  
EXPERIMENTAL  
RIDESHARING PROJECT  
1982 - 1983

FINAL REPORT

May 24, 1984

## EXECUTIVE SUMMARY

### OBJECTIVES

During 1982 and 1983 NVTC staff executed two ridesharing grants funded by the Commonwealth of Virginia and the Federal Highway Administration to foster the use of carpools, vanpools and transit in the I-66 corridor and at high density work locations. The primary objectives of these projects were:

- o To promote the use of higher occupancy vehicles (HOV) as viable alternatives to driving alone.
- o To improve the performance and delivery of ridematching services in the region.
- o To experiment with alternative approaches to public education and HOV promotion to identify which techniques are effective.
- o To identify areas where NVTC may be able to expand its role in Transportation Systems Management (TSM) issues.

### CONCLUSIONS

The major activities undertaken and conclusions about their effectiveness are summarized in Exhibit 1. The most responsive commuters to NVTC marketing initiatives typically faced parking costs or parking supply constraints or could directly benefit from the Shirley Highway or I-66 occupancy requirements. In general, working through private employers' administrative personnel to promote HOVs introduced another layer of administration which sometimes hindered our ability to communicate with employees. Occasionally, the Chief Executive Officer would effectively veto any NVTC contact with their staff if they did not perceive that the company would benefit from employee ridesharing.

During the two year project, NVTC cooperatively assisted the Council of Governments Commuter Club in the development, testing and refinement of a new ridematching system. The Fairfax County RIDESOURCES program, the Alexandria Ridesharing Services and NVTC use this system through remote terminals and the regional consensus is that the matchlists it produces are

EXHIBIT 1  
SUMMARY OF NVIC RIDESHARING ACTIVITIES  
1982-1983

RECOMMENDATIONS

COMMENTS

EFFECTIVENESS

ACTIVITY

<p>1. Employer-based Promotion</p>	<p>a. Public agencies medium</p> <p>b. Private companies low</p>	<p>Supportive elements included: federal parking management, parking costs and proximity to HOV lanes.</p> <p>Limiting factors included: work requires schedule flexibility, lack of management commitment, free employee parking.</p>	<p>• Increase GSA role through supporting decentralization of matching equipment • Encourage Pentagon participation in Commuter Club and support new staging area. • Legislative initiative to encourage employee transit subsidy by employers as alternative to parking subsidy.</p>
<p>2. Direct Public Contact</p> <p>I-66 license plate survey mailing and radio ads low</p>	<p>Approach is too diffuse, travel conditions vary widely by worksite location and message is too general.</p>	<p>• Do not continue; not cost-effective.</p>	
<p>3. Assist/Participate in NACOG Commuter Club</p>	<p>Centralized ridematching service is most cost-effective way to process applicants and build large database.</p>	<p>• Support Commuter Club thru continued terminal lease and request to VDH&amp;T to increase number of 783-POOL signs in Northern Virginia.</p>	
<p>4. Media Management</p> <p>I-66 opening high</p>	<p>The media's perception of events will shape their interpretation of activities, data, etc. Efforts to educate media somewhat mitigated their intuitive judgement that I-66 is not being used.</p>	<p>• Educate and steer media through press releases and special events. West Falls Church Park 'N' Ride should provide next major opportunity.</p>	
<p>5. Vanpool Loans medium</p>	<p>Important to individual van owners but limited coverage due to size of program. 11 loans made to date.</p>	<p>• Continue to re-cycle existing funds (\$7,500) and supplement with additional \$3,000.</p>	
<p>6. West Falls Church Park 'N' Ride unknown</p>	<p>Objective: to create a transit/rideshare interface (like Springfield) where commuters have high speed alternatives to drive alone.</p>	<p>• Strong publicity campaign • Monitoring to determine usage and demand for continuation.</p>	

accurate and the system works well. Commuter Club is currently working to expand the number of remote terminal users and the ongoing emphasis by all participating agencies is to expand the regional database to improve matching opportunities.

Shared ride travel continues to be an important component of Northern Virginia core-bound trips, as illustrated in Exhibit 2. Historically, gasoline prices, parking conditions and HOV express lanes have strongly influenced the split between low and high occupant commuter travel. The current relative stability of gasoline prices and parking conditions suggests that the HOV express lanes are the most important continuing incentive for carpools, vanpools and bus patrons. NVTC will continue to support policies that preserve the travel time and safety incentives of the HOV express lanes; and is continuing to encourage the use of HOV lanes through the West Falls Church Metrorail Park 'N' Ride lot demonstration.

Area wide ridesharing promotion and public education is provided by the MWCOG Commuter Club, the Fairfax County RIDESOURCES program, the Alexandria Ridesharing Services and the Prince William County Ridesharing program. As the regional ridesharing agency, the MWCOG Commuter Club potentially can increase the effectiveness and efficiency of localities' activities by coordinating marketing and promotional events.

**EXHIBIT 2**

Northern Virginia Commuter Trends  
to the  
Washington, D.C. Core  
(6:30-9:30 A.M.)

YEAR	TOTAL COMMUTERS	TRANSIT				AUTO							
		METRO*		PRIVATE BUS		1-PERSON		2&3 PERSON		4-6 PERSON		VANS	
		PASSENGERS	MARKET SHARE	PASSENGERS	MARKET SHARE	OCCUPANTS	MARKET SHARE	OCCUPANTS	MARKET SHARE	OCCUPANTS	MARKET SHARE	OCCUPANTS	MARKET SHARE
1977	136,569	28,048	20.5%	5,500	4.0%	50,634	37.1%	35,232	25.8%	17,105	12.5%	N/A	N/A
1978	140,218	26,181	18.7	6,500	4.6	50,427	36.0	36,274	25.9	20,836	14.9	N/A	N/A
1979	145,064	28,972	20.0	4,545	3.1	52,302	36.1	38,573	26.6	20,672	14.3	N/A	N/A
1980	151,412	32,859	21.7	2,643	1.7	51,395	33.9	40,898	27.0	23,617	15.6	N/A	N/A
1981	152,680	33,779	22.1	2,902	1.9	50,324	33.0	40,681	26.6	22,894	15.0	2,100**	1.4**
1983	164,321	29,919	18.2	5,118	3.1	61,909	37.7	35,904	21.8	22,953	14.0	8,518**	5.2**

\* Metrobus & Metrorail at Cordon line.

\*\* New counting procedures adopted for 1983 probably overstate the actual difference between 1981-1983.

N/A = Not Available

Notes: 1) Core Area includes downtown Washington, Rosslyn, Pentagon and Crystal City.  
2) One-way trips from Northern Virginia to the Core.

## INTRODUCTION

In 1981, NVTC was awarded two related ridesharing grants covering calendar years 1982 and 1983. One grant, from the Virginia Department of Highways and Transportation was to promote ridesharing to major employers in Northern Virginia. The related grant from the Federal Highway Administration was to actively support the greatest possible use of I-66 by vehicles with 4 or more occupants (HOV-4). A ten mile segment of I-66 opened in December 1982 and this segment is reserved exclusively for HOV's during morning and evening commuting periods.

The NVTC project was both a comprehensive effort to increase ridesharing in Northern Virginia and a targeted effort to promote the use of I-66 by HOV-4's. The travel environment during the 2 year grant period was one of stable and then declining gasoline prices and little growth in core area employment--the primary ridesharing market in the region. The project objectives were:

- o to encourage employer participation in company-sponsored ridesharing;
- o to publicize I-66 and its HOV incentives;
- o to strengthen area ridesharing activities; and,
- o to diagnose, explore and re-mediate problems with area-wide ride-matching service delivery.

In late 1981, the Metropolitan Washington Council of Governments began a major re-structuring of its Commuter Club ridematching services. After two years of re-programming, testing and refinement, the new computerized matching system has proven itself to be effective and reliable. Other important factors that shaped the scope of NVTC activities during the project were the establishment of ongoing programs in Fairfax County, the City of Alexandria and Prince William County. These jurisdictional programs are specifically targeted to their residents and provided services which were not available or well publicized prior to 1981.

This summary report of the NVTC ridesharing grants describes the activities undertaken and the results of these activities. The quantitative findings in this report are based on two sources: 1) surveys that were conducted by NVTC during the course of the project in order to evaluate specific initiatives, and 2) the state-wide evaluation of ridesharing projects conducted during 1983 and covering the period July 1982 - June 1983. The report includes a description of employer-

based initiatives taken in Crystal City and Rosslyn, the I-66 Opening and related marketing activities, vanpool activities, and follow-up strategies that were tried to increase vehicle occupancies.

#### FINDINGS: EMPLOYER-BASED ACTIVITIES

The receptiveness of different employers to ridesharing promotion within their organization varied widely, even among companies that were physically close to one another (and whose employees had similar travel conditions) or were involved in similar activities. The major emphasis of the project was on multi-employer sites. At one site (Crystal City), the employers were invited to a group meeting where a presentation was made and follow-up individual contacts ensued. This approach was effective at getting a basic level of support, e.g., ridematching applications distribution, but did not produce any major change in company policies or tangible benefits for ridesharing employees. At the second site (Rosslyn) each employer was dealt with individually as an alternative approach to increasing management commitment to shared ride behavior by employees. Ironically, the Rosslyn employers were generally less responsive to NVTC initiatives than the Crystal City employers. No one factor accounted for these differences in attitude but the major reasons appeared to be:

- o The Crystal City work force is largely federal employees (and consultants to these federal offices) and therefore had more previous exposure to shared-ride commuting;
- o Crystal City is close to the Shirley Highway express lanes where travel time differences between main line and HOV lanes are significant;
- o Many Rosslyn employers feel the I-66 HOV restrictions are inappropriate and create less mobility for their employees;
- o The Rosslyn work force is primarily high technology sales, service, research and development, and management generally opposes policies that might limit employees' work schedule flexibility; and,
- o The I-66 HOV policy does not create as large a travel time difference for ridesharers as the Shirley Highway express lanes because the I-66 corridor has significantly less traffic congestion on alternate routes.

## Crystal City Ridesharing Activities

Crystal City has approximately 30,000 employees in both federal agencies and private companies. NVTC contacted 37 companies and advised them of the opportunity for ride-matching interested Crystal City employees. The employers were invited to a meeting to learn more about NVTC's project for commuter services in Crystal City. Representatives from 20 private employers and 15 federal agencies attended the presentation. A slide show about commuting conditions in Crystal City and the purpose and approach for the Crystal City Commuter Services was presented. In follow-up contacts NVTC secured participation commitments from 18 of the companies attending and all of the federal agencies. Follow-up contacts were made to all companies that were initially invited but generally those who were unwilling to attend a one-hour orientation meeting were equally reluctant to participate in the program.

Brochures describing the Commuter Services along with applications were distributed in mid-May to the employers. The 17 private companies and four federal agencies represented about 20,000 employees in Crystal City. The employers were supplied with sufficient material for each employee and approximately 15,000 forms were ultimately distributed. There were some distribution difficulties as some federal agencies failed to distribute the brochures to all employees.

The initial response to this individualized distribution was 1050 applications, for an estimated response rate of seven percent. The response rate was fairly uniform across public and private employees. Employer size did not affect the response level and even firms with carpool/vanpool parking priority did not exhibit significantly higher response levels. NVTC continued to receive applications from Crystal City employees after the initial distribution due to word-of-mouth, advertising in the local paper, and distribution of literature to new personnel by participating employers. The data base increased to a total of about 1300 people prior to the one-year update and purge.

One year after the survey, a follow-up questionnaire was mailed to update the database and assess ridematching impacts. Approximately 1100 applicants were sent a listing of their information for corrections or deletion. Applicants were also asked if the matchlist enabled them



to start or join a carpool or vanpool. About 450 responses to this mailing were received. Approximately 300 people remained in the file at that time and the remaining 800 were deleted because they requested it or they failed to respond. Of the 450 responses, about 20 percent indicated the matchlist was successfully used to start or join a carpool or vanpool. These findings were generally consistent with the program evaluations conducted by the Commonwealth during 1983. Appendix A summarizes the energy and environmental impacts of the NVTC project as well as the estimated carpool formation rate and vehicle-miles travelled reductions.

The U.S. General Services Administration (GSA) has a major ridesharing office in Crystal City which has now become the principal point-of-contact for Crystal City commuters. GSA and NVTC cooperatively arranged this transition of responsibilities in order to maintain ridesharing interest in Crystal City and provide GSA with visibility and contacts to get their own efforts underway. With approximately 20,000 federal employees out of the 30,000 people working in Crystal City, GSA was anxious to become the lead ridesharing office at this site. NVTC supported this transition once GSA was able to commit personnel to the effort.

#### Crystal City Carpool and Vanpool Directory

Because Crystal City already had relatively high levels of ridesharing, an experimental directory of carpools and vanpools was compiled to help keep pools together as long as possible by publicizing vacancies. The Directory was compiled from ridematching applications specifically tailored to Crystal City and listed 400 active carpools and 25 vanpools (see Appendix B). The Directory was placed in 40 locations throughout Crystal City and persons requesting matching assistance were advised of its locations when they received their matchlists.

A combination update and evaluation of the Crystal City Directory was conducted six months after its initiation. During the updating process, Northern Virginia listings were surveyed to assess the effectiveness of the Directory in making placements.

The major survey findings are:

- o 15% of the sampled directory listings received no calls at all about pooling and 48% received 3 or more calls. An attempt was

made to ascertain if those calls were the result of the Directory or the Commuter Club match lists, however, most respondents were unable to determine the referral source. Twenty percent of all respondents said that some calls were the result of the Directory.

- o Twenty-eight percent were able to add members to their pool as a result of calls received. The most common reasons for unsuccessful matching were the pool was full (24%) and bad matches (22%). It should be noted that car and van pool participation in the Directory was solicited even if the pool did not have an immediate vacancy, to allow for the instability in pooling arrangements.

The process of creating and maintaining Directory listings was very labor intensive. The survey results suggest that the Directory probably does not significantly increase ridematching over and above traditional matchlists. The Directory's real contribution probably was in giving greater visibility to ridesharing promotion and giving potentially interested poolers a sense of how widespread ridesharing is in Crystal City.

#### Rosslyn Ridesharing Activities

Rosslyn is the principal employment center in the I-66 corridor with approximately 20,000 employees. Because most Rosslyn employers have less than 100 employees, the fourteen largest employers were contacted and personal interviews were conducted with eight of these firms. (Of the remaining six, two were moving out of Rosslyn and four were unwilling to meet due to their lack of interest).

After personal meetings with senior officers in these major private firms, it appears that the employment characteristics of these firms are not well suited to rideshare marketing. In particular, many of these firms are either sales and service for high technology products or they are research and development companies that operate in very competitive labor markets. Most companies offer fully paid parking for all employees and are particularly anxious that their personnel have the flexibility to meet unexpected travel needs (e.g., mid-day visits to clients, late-night proposal efforts, etc). There was widespread hostility to the

concept of HOV-4 on I-66 and many felt that I-66 should be open to all traffic. Some employers advocated public regulation of off-street commercial parking to lower its cost to commuters.

NVTC contacted a total of 34 companies and agencies in Rosslyn and personal meetings were held with 23 of these employers. Approximately 4,000 applications were provided to Rosslyn employers but unfortunately both their internal distribution of the forms and the response by employees who did receive applications was low. The methods of distribution varied widely among the companies--most chose to supply a matching application only to persons who requested one and did not do unsolicited distribution. The overall level of interest was low and during the following 6 month period approximately 200 applications were received. In our follow-up contacts with Rosslyn employers they were directed to contact Commuter Club for continuing ridematching assistance.

## I-66 ACTIVITIES

### Direct Mailing

A direct mailing to Northern Virginia households was made shortly after the opening of I-66 in December 1982. License plates of vehicles commuting to the core were observed on major roadways in this corridor, mailing labels were prepared by the Virginia Division of Motor Vehicles, and an I-66 brochure and ridematching application were sent to the households where the vehicle was registered (see Appendix C).

The first task in the direct mail campaign for the I-66 opening was executed in mid-June by observing approximately 15,000 Virginia license plates traveling in the I-66 corridor during the A.M. rush period. The survey was conducted earlier than the Fall in order to develop a knowledge of where these trips were originating. Fairfax County expressed interest in developing Park 'N' Ride facilities for I-66 and requested that NVTC assist them in developing plans for these commuters on the basis of the license plate survey results. The license plate observations were sent to VDH&T in July for keypunching and subsequently to DMV for mailing address labels to be printed. From this information it was possible to develop a table of trip origins by zip code boundaries.

The license plates were recorded on the following roadways by 2-person teams with tape recorders (and later transcribed for keypunching):

.Route 50	.10th Street (Arlington)
.Route 29/211	.Canal Road & MacArthur Blvd.
.Wilson Boulevard	.George Washington Parkway

This method of license plate survey generally captured 75% or more of the traffic flow.

Approximately 400 potential I-66 commuters requested matching services, vanpool assistance or METROBUS information using the application in the mailout. Approximately 50 people also took advantage of the pre-posted business reply envelope to express their opposition to HOV-4 on I-66. Numerous telephone calls were also received during this period ranging from requests for information on the restricted hours, location of access ramps, expressions of support for the restrictions and, of course, opposition to the restrictions.

As a method for marketing to potential users, the license plate survey was targeted but costly. The survey techniques and data processing are labor intensive up to the point of mailing label preparation. This approach might be justified on a one-time basis for a special facility or policy inauguration but is not likely to be cost-effective for ongoing promotional activities.

#### Public Relations and Promotion

A decision was made early in the project to promote I-66 through its news-worthiness and special media events rather than to exclusively purchase advertising time. A media consultant was hired to assist in preparing promotional materials and to organize promotional events.

The major media initiative NVTC undertook was to highlight the travel time savings on I-66 by organizing commuter races with major radio stations. On opening day, competitive time runs were made by reporters in HOVs versus drive alones and the results of their competition were broadcast live. An area Congressman also participated by riding in a radio station's HOV. In a related promotion, NVTC organized a contest for HOV-4s on I-66 that provided 300 gallons of gasoline to the contest winner (200 gallons to second draw and 100 gallons to third draw). Poolers called NVTC and reported their travel time savings on I-66 as

compared to their old routes. The winners were drawn randomly from the entrants; gasoline was donated by Texaco and area radio stations announced the contest as a public service.

Other media initiatives during the opening of I-66 included:

- o press kit distribution,
- o press briefing,
- o taped interviews with area radio stations,
- o interviews with CBS and NBC TV affiliates, and
- o paid advertising on radio funded cooperatively by NVTC and the Washington Metropolitan Area Transit Authority.

Efforts to involve news reporters and promotional offices in various media proved highly successful and very cost-effective. The paid advertising produced much less air time than the promotional activities although it was significantly more expensive than the media consultant and NVTC staff effort combined. For example, a favorable article was written by the Washington Post after interviews with carpools were arranged and data on I-66 usage was prepared by NVTC for the reporter. A similar level of exposure through paid advertising would have been several times more expensive than the staff research and coordination time.

#### Public Reaction to I-66 HOV Policies

NVTC monitored public reaction to the HOV policies on I-66 through newsclippings, editorials, telephone calls from the public and comments on the returned direct mail pieces. Although some people opposed all HOV policies, the most criticism was directed at the time period during which I-66 was restricted and the four-person requirement (versus three). In general, neither the public nor the media opposed the concept of HOV treatment for I-66 but rather the specifics of administering the policy.

Another contributing factor to public interest in I-66 is the level of roadway congestion that exists in Northern Virginia. It appears that some critics believed (or hoped) that opening I-66 to all traffic would somehow alleviate congestion on parallel routes. This belief, coupled with the expectation that the HOV policy was inappropriate unless the roadway was filled to capacity tended to cloud any technical discussion

of the potential practical effects of removing the HOV requirements. An area Congressman successfully petitioned Congress to change the hours and occupancy criteria after the first year of operation. The effects of these changes (from 4 persons to 3 persons and shorter restricted periods) are currently being evaluated by VDH&T and FHWA.

#### VANPOOL ACTIVITIES

NVTC promoted vanpooling through advertising, press releases and by providing interest-free loans of \$1,000 for new vanpools. Northern Virginia has experienced continued growth in vanpooling since the late 1970's and NVTC's efforts largely built upon an already high level of interest in this relatively new commuting mode.

The NVTC vanpool loan program was modeled after the Prince William County loan program. Individuals starting new, non-profit vanpools are eligible for loans up to \$1,000 interest free to be repaid over a one-year period. (See Appendix D for application, criteria and agreements used). The loan program has been well received and during Fall 1982 - Fall 1983 fourteen loans were made of which two have been totally repaid. Repayment has been very good and NVTC is continuing the van loan program by recycling the loans as they are repaid. In general, most vanpools are well organized before they seek a loan and therefore the loans do not appear to be a catalyst for vanpool formation. However, the loans do assist with front-end costs and according to the drivers allow them to manage their initial cash flow in a way that minimizes unforeseen problems for passengers.

On behalf of its member jurisdictions, NVTC coordinated and produced a joint press release for the Virginia Vanplan. A press kit was prepared and distributed which included materials on areawide vanpool assistance, including the Vanplan, interest-free loans, 100% financing from area banks, matching services, etc. In a related marketing effort, NVTC mailed 2,860 Van plan brochures and vanpool information on behalf of Fairfax County, Prince William County and Alexandria ridesharing programs. The mailing was sent to Virginia applicants in the MWCOG Computer Club who requested vanpool assistance or who were already in carpools when they applied for ridematching.

## EFFORTS TO INCREASE RIDESHARING THROUGH FOLLOW-UP CONTACTS

One of the project's objectives was to determine the effectiveness of personalized, follow-up contacts after ridematching lists were distributed. NVTC initiated follow-up contacts with over 100 Crystal City applicants for two purposes--to determine the effectiveness of the matching and to see if ridesharing participation could be increased by further NVTC assistance. The results of these contacts led us to conclude that about half of the people used their lists and that about 13 percent of the applicants had already joined a pool as a result of the matchlist. Approximately 35 percent of the persons contacted were already pooling prior to receiving the matchlist or joined a pool without the use of the matchlist. Few respondents expressed interest in taking any further initiatives at the time of the contact.

In conclusion, it appears that telephone follow-up is a time-consuming effort that does not have much effect on ridesharing levels. Individuals who had used the lists but were unsuccessful generally felt that the work schedule or routing problems of ridesharing were too difficult to overcome and NVTC staff soon realized that it could not provide ridematching alternatives that were significantly better. Individuals who had not used their lists generally were unwilling to make a serious effort to find a suitable ridesharing match or were already pooling and wanted the list for "insurance".

In another follow-up initiative, materials were sent to ridematching applicants expressing interest in vanpools. The mailing included the VDH&T publication, "Ridesharing and the Laws of Virginia", a description of financing alternatives, insurance suggestions, NVTC's interest-free loans and a pro forma financial statement for operating a vanpool 60 miles round trip. Over 250 packets were mailed and follow-up phone calls revealed about 15 persons with some level of genuine interest. Over a several month period one of the interested persons did begin a vanpool; however, this person's interest pre-dated our ridematching survey and their vanpool organizing was most benefited by the matchlist. It does not appear that the follow-up telephone contact provided any further assistance to the new vanpool.

## CONCLUSIONS

The opening of I-66 provided a unique opportunity to promote tangible time-saving benefits to commuters as an incentive to rideshare. Although most ridesharing behavior occurs regardless of public initiatives to promote it or provide matchlists, the incremental effect of public efforts to induce ridesharing in appropriate market conditions appear to warrant the costs of these initiatives. Use of I-66 by HOVs will undoubtedly grow as development continues further away from the core. Commuting distances, coupled with downtown parking costs and federal occupancy requirements for parking permits all exert similar pressures on Northern Virginia commuters to consider shared ride alternatives.

NVTC is continuing its efforts to foster HOV use on I-66. With funding from the Virginia Department of Highways and Transportation, NVTC will operate an express bus service and carpool staging area at the West Falls Church Metrorail parking lot. It is NVTC's hope that this Park 'N' Ride service will continue until Metrorail service begins in mid-1986.



Appendix A

Virginia Ridesharing Program Evaluation

January 1, 1984

Prepared by JHK, et. al. for the Public Transit Division, VDH&T

To be Attached

**CRYSTAL CITY  
COMMUTER  
DIRECTORY**

*CARPOOLS AND VANPOOLS*

- Application
- Sample pages

Please do not write  
in this space

1 1 0 0 0  
7 6  
7 16

REGISTRATION DIVISION  
NORTHERN VIRGINIA TRANSPORTATION COMMISSION  
2009 NORTH LEE STREET, SUITE 309  
ARLINGTON, VIRGINIA 22201

# APPLICATION FOR CRYSTAL CITY COMMUTER SERVICES

17

NAME  16 LAST  FIRST  40

HOME ADDRESS  41 STREET ADDRESS  APT#  80

2 CITY OR SUBDIVISION  17  18 COUNTY  20  21 STATE  22  23 ZIP CODE  27

ARE YOU EMPLOYED BY THE US GOVERNMENT? YES  32 NO  33

EMPLOYER  BUILDING

WORK ADDRESS  34 STREET ADDRESS  57  60 ROOM # OR OFFICE SYMBOL  73

2 CITY  17  18 COUNTY  20  21 STATE  22  23 ZIP CODE  27

PHONE  32  35  39 EXT.  42 IS THIS YOUR: HOME?  43 WORK?  44

WORK HOURS: Begin  45  48  49 A.M.  50 P.M.  51 Can You Vary Your Work Hours? If YES, Indicate By How Much. End  57  60  61  62 Begin  51  56 Later Earlier Min. End  63  66 Min.

CHECK BOX IF YOU WORK A VARIED SHIFT SCHEDULE  69 LEAVE BLANK  70  73  74  78

I WOULD LIKE TO BE MATCHED WITH PEOPLE WHO ARE INTERESTED IN A: CARPOOL  2 VANPOOL  4 (You may check both)

I PREFER TO: RIDE  8 DRIVE  9 BOTH  10 (Check only one)

IF YOU WILL ACCEPT RIDERS ON SHORT NOTICE OR FOR TEMPORARY TRAVEL ARRANGEMENTS\* CHECK BOX 17 IN THE UPPER LEFT HAND CORNER OF THIS FORM ABOVE "NAME". YOUR NAME, TELEPHONE AND ZIP CODE WILL BE LISTED IN THE COMMUTER DIRECTORY.

HOW DID YOU GET TO WORK TODAY? DROVE ALONE  11

CARPPOOL  12 VANPOOL  13 PUBLIC TRANSIT  14 COMBINATION  15

YOU WILL BE MATCHED WITH CRYSTAL CITY COMMUTERS WHO LIVE NEAR YOU IF YOU ARE ALSO INTERESTED IN MEETING COMMUTERS AT OTHER LOCATIONS. PROVIDE AN ADDRESS, INTERSECTION, SUBDIVISION OR LANDMARK BELOW.

FIRST CHOICE:  21  (Place "A" between streets if intersection)  65  68 COUNTY  68

SECOND CHOICE:  2  (Place "A" between streets if intersection)  40  47 COUNTY  49

LEAVE BLANK  69

\*COMPLETE SIDE TWENTY IF YOU ALREADY CARPOOL OR VANPOOL AND YOUR FIRM IS LOOKING FOR NEW MEMBERS. INDICATE WHETHER YOU HAVE IMMEDIATE VACANCIES OR WANT REFERRALS FOR POSSIBLE FUTURE VACANCIES.

# REFERRALS FOR CARPOOLS AND VANPOOLS

Instructions: Only one member of the pool should answer the questions. Please consult your commuting partners to avoid duplication.

1. Do you participate in a: carpool?   
vanpool?

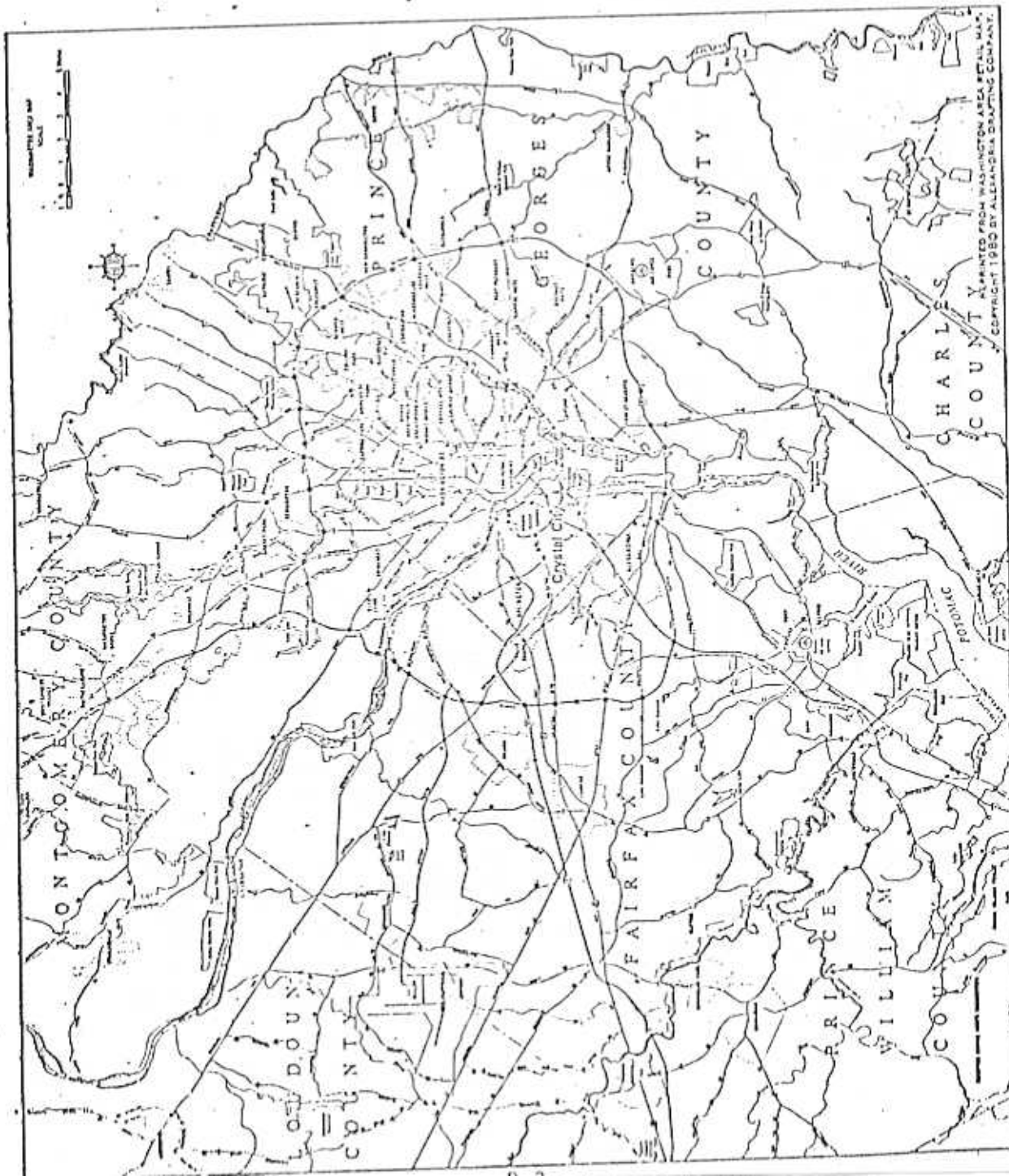
2. Do you want referrals for: immediate vacancy?   
Possible future vacancy?

3. Name of contact person in pool: \_\_\_\_\_

4. Telephone \_\_\_\_\_ Ext. \_\_\_\_\_ Home  Work

5. Pool arrives at Crystal City \_\_\_\_\_ a.m. or p.m.  
Pool departs Crystal City \_\_\_\_\_ a.m. or p.m.

6. Use a dark marker to indicate your usual route on the area map. You may pencil in roads not represented and submit an additional sheet if your area is not included.

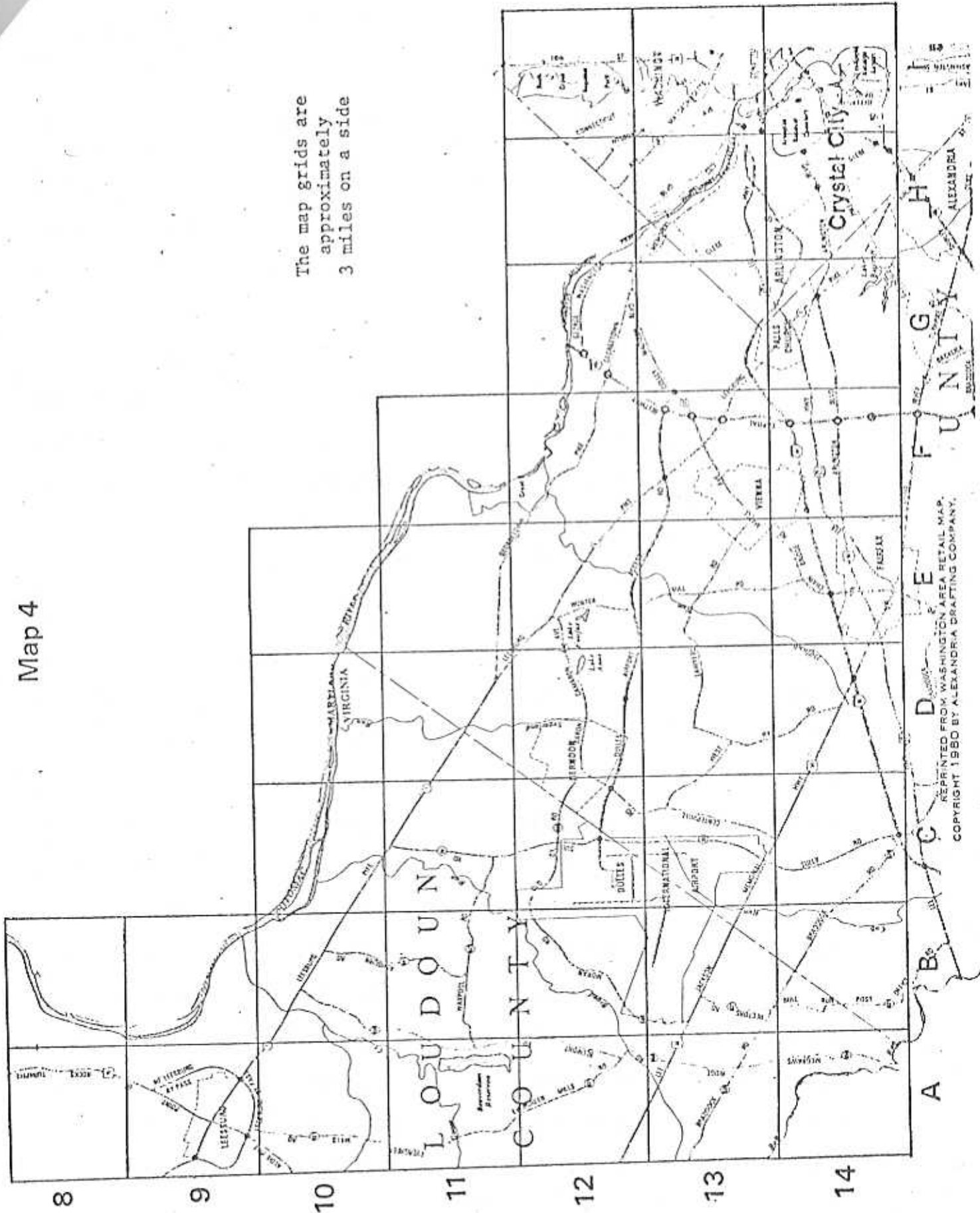


MAP PRINTED FROM WASHINGTON AREA RETAIL MAP  
 COPYRIGHT 1980 BY ALLIANCE DRAFTING COMPANY

STOCK NO. 3-1038

Map 4

The map grids are  
approximately  
3 miles on a side



REPRINTED FROM WASHINGTON AREA RETAIL MAP.  
COPYRIGHT 1980 BY ALEXANDRIA DRAFTING COMPANY.

PRINCE WILLIAM, VA  
CARPOOLS

<u>NAME</u>	<u>PHONE NUMBER</u>	<u>WORK HOURS</u>	<u>MAP/GRID NUMBERS</u>
<u>Dumfries</u>			
ROBERT GHISOLFI	692-8589	7:15-4:00	4-D,7
<u>Manassas/outlying areas</u>			
DONALD SINBACK	692-8521	7:00-4:15	4-B,4
JAMES R. HAMILTON	692-0323	7:30-4:30	4-C,6
MARY CHRISAWN	692-8480	6:30-3:00	4-C,4
SUZANNE ATWOOD	692-6594	8:00-4:30	4-A,5
<u>Woodbridge/Dale City</u>			
GUY KNIERIEM	494-6365 (H)	7:00-4:10	4-D,5
PEGGY KEWHURST	692-3273	7:30-4:00	4-F,6
LAURA S. LLOYD	692-3170	7:45-4:30	4-F,6
DIANA HESELIIS	692-7171	8:00-4:30	4-F,6
HELEN AYLOR	692-2120	6:30-3:30	4-F,6
BARBARA J. GREGORY	892-9503	8:00-4:30	4-F,4
JERRY L. HYRE	692-0552	7:00-3:45	4-E,6
ROBERTA DOTSON	692-0816	7:30-4:30	4-E,6
WILTON BEST	491-7796 (H)	7:30-4:30	4-E,6
LOUISE BEADLE	553-7545	7:00-3:30	4-E,6
RIC SEGOVIA	692-0803	6:45-3:30	4-E,6
SAHAH KINLAW	892-7206	7:30-4:00	4-D,6

(H)-HOME PHONE

MAPS CAN BE FOUND IN THE FRONT OF VIRGINIA SECTION

APPENDIX C

I-66 Brochure

## Did you know?

- I-66 is restricted to an HOV-4\* during rush hours into D.C. in the morning and out from D.C. in the evening. Motorists can use it at any other time with no restrictions.
- I-66 is intended to save you time. As much as fifteen minutes each way under normal conditions, considerably more time in inclement weather.
- I-66 and HOV-4's will save you money. Vanpooling, carpooling, or riding METRO can save you several dollars a day. Many hundreds of dollars in a year.

\*HOV-4 = High Occupancy Vehicle  
(4 or more occupants)

### Rush Hours:

Eastbound — 6:30 AM to 9:00 AM  
Westbound — 3:30 PM to 6:30 PM

## Give yourself a pay raise and more time for what you want to do... not have to do!

1. The Northern Virginia Transportation Commission (NVTC) is ready to help you use this new highway.
  2. NVTC started Shirley Highway express bus service and represents member cities and counties on area transportation issues.
  3. NVTC assists van operators with financing, insurance information and ridership referrals.
- New vanpools are eligible for interest-free loans up to \$1,000 for start-up expenses.



### Park "n" Pool Lots

1. Northern Virginia Community College (Opens Fall, 1983)
2. Fair Oaks Shopping Center (Information & reservations: 385-1009)
3. Vienna Theatre (Information & reservations: 938-0840)

For those interested in METRO routes and schedules, call 637-3437.

## I-66 Commuter Services

Office use only NI1000 14

Name 11 40

Address 41 60

Nearby major intersection 2 46

Subdivision 27 64

Home City 2 17 County 18 20 State 21 22 Zip 23 27

Are you a federal employee? Yes  No

Employer \_\_\_\_\_

Address 34 67

Work City 2 17 County 18 20

State 21 22 Zip 23 27

Phone 32 (Do not enter area code) 34 Extension 36 42 43 Home  Work

Hours: Begin 45 46 48 49 AM  PM  Is your start schedule flexible by: 51 53 minutes later 54 54 minutes earlier.

End 57 58 60 61 AM  PM  Is your end schedule flexible by: 63 65 minutes later 66 66 minutes earlier.

Office use only 70 75 74 78

Indicate your commuting interests: Carpool  Vanpool  METRO

Indicate Preference: Rider  Driver  Both

How do you usually commute? Drive alone  Carpool  Vanpool  Public Transit  Combination  Other

Do you prefer to start a pool at your home address? Yes  No

Do you wish to connect with rider/driver at other points? Yes  No

If yes, indicate an intersection, subdivision or landmark: \_\_\_\_\_

County 18 20 24

County 18 20 24

Office use only 50 68

The information on this form will be used for commuter matching only. It will not be released for any other purpose.

## Vanpool riders and drivers share a mutual benefit.

Did you know that more than 600 vanpools, carrying 7,500 commuters are saving time and money everyday in Northern Virginia?

Vanpools are run by individuals who divide the costs of acquiring and operating the van among their passengers. Vans may be purchased or leased and the driver travels free in exchange for operating the van. In addition to no-cost commuting, drivers can get substantial tax benefits from owning a van and have the use of their van for recreation and travel. Passengers get reliable low-cost service.

## Join the 66-4 Club. You'll take the work out of getting to work, put money in your pocket and time back in your life.

Complete and return the confidential application for carpool or vanpool assistance. This information will only be used for commuter matching and vanpool assistance. Call 524-3323 for more information.



APPENDIX D

APPLICATION FOR NORTHERN VIRGINIA TRANSPORTATION COMMISSION VANPOOL LOAN

Please Print or Type

NAME \_\_\_\_\_ DATE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_ ZIP CODE \_\_\_\_\_

HOME ADDRESS ( if different than mailing ) \_\_\_\_\_ WORK \_\_\_\_\_ HOME \_\_\_\_\_  
TELEPHONE # \_\_\_\_\_

LOAN AMOUNT REQUESTED \_\_\_\_\_ LOAN PURPOSE (specify) \_\_\_\_\_

VAN: MAKE \_\_\_\_\_ MODEL \_\_\_\_\_ YEAR \_\_\_\_\_ SEATING CAPACITY \_\_\_\_\_

TRIP: ORIGIN \_\_\_\_\_ DESTINATION \_\_\_\_\_ TRAVEL TIMES \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.

INSURANCE: COMPANY \_\_\_\_\_ ADDRESS \_\_\_\_\_

AGENT \_\_\_\_\_ TELEPHONE # (work) \_\_\_\_\_

PASSENGERS: NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_ WORK PHONE \_\_\_\_\_

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

LENDOR'S CREDIT VERIFICATION

Please attach a lender's credit verification to your loan application. The credit verification may be obtained from your credit bureau, bank, or the automobile dealership where you are purchasing the van.

DRIVING RECORD

The Virginia Department of Motor Vehicles will provide you with a copy of your driving record at your request. Please attach this record to your application.

NORTHERN VIRGINIA TRANSPORTATION COMMISSION VANPOOL AGREEMENT

This agreement made this \_\_\_\_\_ day of \_\_\_\_\_, by and between \_\_\_\_\_ hereinafter called the owner/operator and the Northern Virginia Transportation Commission, hereinafter called the Commission.

The Commission agrees to loan the owner/operator \$ \_\_\_\_\_ .00 interest-free for a period of twelve (12) months, beginning \_\_\_\_\_.

The owner/operator agrees to:

- Item 1. operate a commuter vanpool with at least seven (7) paying passengers in a safe and responsible manner.
- Item 2. maintain records on the vanpool operations, including daily mileage, costs, revenues and the names, addresses and telephone numbers of all passengers. These records shall be submitted to the Commission upon request.
- Item 3. indemnify and save harmless the Commission, its employees, and the Virginia Department of Highways and Transportation against any and all liabilities, claims, demands, actions, costs, and expenses which may be sustained by the Commission, its employees or the Virginia Department of Highways and Transportation by reason of any injury or death to any person or persons, or for any loss or damage to property caused by the negligent act or omissions of the owner/operator or the vanpool members.
- Item 4. notify the Commission in writing of a change of primary van use to other than commuter vanpooling. (Such change will terminate this agreement.)
- Item 5. make loan repayments to the Commission beginning the third month during the designated twelve (12) month period according to the agreed upon loan repayment schedule.

This agreement shall terminate upon repayment of the interest-free loan. The Commission may terminate this agreement at any time if the owner/operator fails to comply with items one (1) through five (5) above. Upon receipt of written notices of termination by the Commission, all outstanding loan payments shall become due and payable.

By: \_\_\_\_\_

Richard K. Taube  
Executive Director

Date: \_\_\_\_\_

By: \_\_\_\_\_  
(owner/operator)

Date: \_\_\_\_\_

NOTE

Arlington, Virginia

\$ \_\_\_\_\_  
DATED: \_\_\_\_\_

FOR VALUE RECEIVED we promise to pay to the Northern Virginia Transportation Commission at 2009 N. 14th Street, Arlington, Virginia, or at any other place as may be designated by the holder of this note, the principal sum of \_\_\_\_\_ (\$ \_\_\_\_\_), in the following

schedule of payments:

LOAN REPAYMENT SCHEDULE

PAYMENT #	DATE DUE	AMOUNT	BALANCE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Larger payments in any amount may be made on any payment date. The first of these installments is due and payable on the \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_, and a like amount on the 15th day of each successive month thereafter, with the balance of the payments being due and payable on the 15th day of \_\_\_\_\_, 19\_\_\_\_\_.

IF THERE IS A DEFAULT under the agreement entered into on \_\_\_\_\_, 19\_\_\_\_, between the maker and the Northern Virginia Transportation Commission, the principal sum shall at once become due and payable, with written notice, at the option of the holder of this note. Failure to exercise this option shall not constitute a waiver of the right to exercise the same in the event of any subsequent default.

THE MAKER (S) hereby waive the benefit of Homestead Exemption as to this debt, presentment, demand and protest, and agree to pay reasonable attorneys fees if this note is placed with an attorney for collection.

Owner/Operator: \_\_\_\_\_

Attest: \_\_\_\_\_

The above document was acknowledged before me, a Notary Public of and for the State of \_\_\_\_\_, County of \_\_\_\_\_, by Maker (s) this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_\_\_. My commission expires: \_\_\_\_\_.

\_\_\_\_\_  
NOTARY PUBLIC