



drivelessrockville

Drive Less Rockville • Commuter Challenge Report

Prepared by UrbanTrans Consultants, Inc



Table of Contents

Table of Contents	1
Executive Summary	2
Purpose.....	3
Challenge Design	3
Preparing for the Challenge	5
Site Selection	5
Image and Branding	6
Drive Less Rockville Website	7
Participant Recruitment	8
Online Application.....	8
Challenge Participants	9
Orientation Event.....	11
Baseline Data Recording.....	11
Running the Challenge.....	11
Incentives	11
Daily Updates.....	12
Blog.....	13
Trip Tracking Tool.....	13
Results and Interpretations.....	14
Data Analysis	14
VMT Reductions.....	16
Air Quality Impacts.....	18
Behavior Changes	18
Conclusions and Recommendations	20
Running the Challenge.....	20
Next Steps	21
Appendix.....	22

Executive Summary

The Challenge

In November 2008, a select group of employees at the Henry M. Jackson Foundation for the Advancement of Military Medicine accepted the inaugural Drive Less Rockville Challenge: They would aim to go car-free for a week, getting themselves around using alternative modes of transportation.

The inaugural challenge sought to reward participants for their behavior with travel incentives, information, and a friendly competition. Participants would save money, reduce congestion, do some good for the environment, and gain experience going on a car-free diet. Participants prove to themselves and the community as a whole that together, our individual actions add up to big benefits when it comes to driving less.

Participants logged their trips online, keeping track of their progress. Incentives included a welcome kit, messenger bag, loaded SmarTrip card, as well as mid-week goodies and a celebratory final event.

The Results

All together, 28 people participated in the week-long pilot challenge. For their normal travel, those participants drove alone 50% of the time, but during the Drive Less Rockville Challenge, they only drove alone 12% of the time. Amongst the participants, carpool usage nearly doubled and transit usage more than doubled during the Challenge week.

This change in behavior represented a net reduction of 390 miles of vehicle travel during the five days of the Challenge week. On a per-capita basis, each participant reduced 20.7 miles of vehicle travel during those five days. This tangible reduction in travel also had tangible reductions in greenhouse gas emissions and other pollutants as well.

The challenge demonstrates how small, individual actions can add up to large changes. If one were to assume that all travel during the challenge had required the use of a single-occupant car rather than the transit, carpools, and sidewalks that the participants used, the collective result would have been an extra 2,357 miles of vehicle travel on the streets and highways.

Finally, 48% of participants said they would be likely to continue commuting car-free. Nine out of ten participants said they would recommend participating in the challenge to a friend – a strong endorsement of the commuter challenge process.

The Future

The inaugural Drive Less Rockville Challenge provides momentum to continue Transportation Demand Management efforts in the city. Thanks to the feedback from participants, UrbanTrans will craft a phased roll-out plan for future, expanded challenges. Additional opportunities exist to integrate the challenge with more website content and interactivity, as well as to coordinate with existing and expanded employer outreach efforts in Rockville.

Purpose

The inaugural Drive Less Rockville Challenge was a pilot commuter challenge commissioned by the City of Rockville. This pilot challenge featured two broad objectives – to test the procedures of designing and implementing a commuter challenge, as well as testing individual elements of a potential Transportation Demand Management (TDM) program, such as marketing messaging, incentive structures, and modal strategies.

Working with UrbanTrans consultants, the City sought to design and implement a pilot commuter challenge at a few locations around Rockville with the intent of proving the concept and eventually broadening the program to a wider audience. UrbanTrans and Rockville staff selected one employer within the city to carry out the pilot.

The Drive Less Rockville Challenge had several goals:

1. **Reduce Vehicle Miles Traveled (VMT), emissions, fuel consumption, and congestion.** Achieve a demonstrable reduction in vehicle travel, which in turn affects emissions, fuel use, and congestion.
2. **Promote transportation options in the greater Rockville area.** Promote existing transit and alternative transportation services to local employees.
3. **Share participant experience by encouraging use of new modes.** Instigate behavior change by offering incentives for participants to try a new mode of transportation.

Challenge Design

In order to achieve the goals of reducing VMT, promoting transportation options and encouraging the use of new modes, the Drive Less Rockville Challenge included the following elements:

Sustain Commitment. In order to get high levels of participation throughout the challenge, participants had the opportunity to receive numerous incentives based on their involvement. Additionally, those participants that were not logging their trips received personal attention and messaging in order to get their information.

Make participation feasible. In any behavior change effort, lowering potential barriers to participation is crucial. To maximize participation amongst employees, the duration of the challenge was deliberately kept short, to just one week. Other challenges often run for longer periods of time, but given the transportation characteristics of the area and the time of year, a one week challenge had the best chance to gain the most participants.

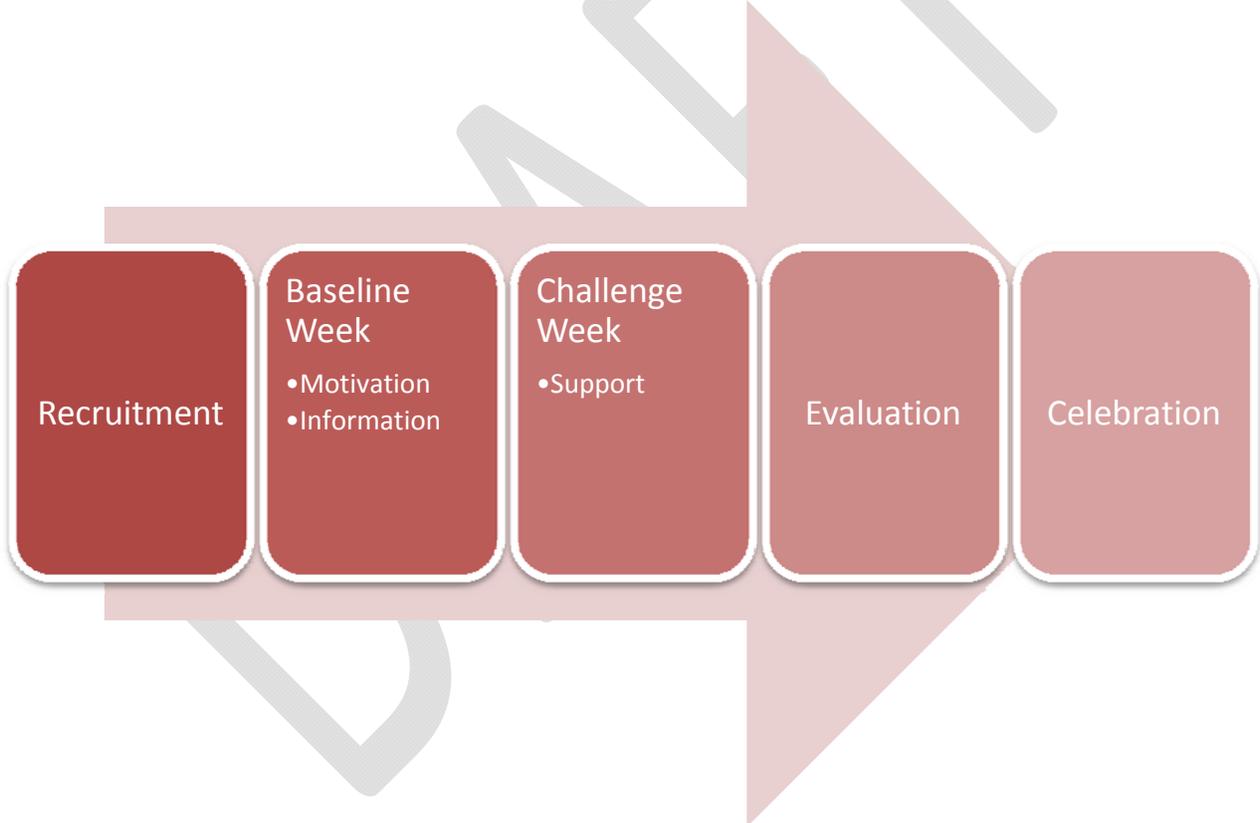
Incorporate a broad transportation message. Though transportation is the main issue of any commuter challenge, broadening the message to encompass everything from local land use planning to employee fringe benefits helps show how integral transportation is in daily life. Participant recruitment actively publicized the eventual publication and presentation of the results to the City of Rockville's Mayor and Council, encouraging participation as part of a larger

civic issue. Additionally, conversations and messaging touched on local land use plans and other issues with both direct and indirect transportation impacts. Any connection to the broader community makes it easier for participants to relate to the issues at stake.

Use innovative, web-based communication. In accordance with making participation easy, making communication easy is equally as important. The main point of contact for participants was through DriveLessRockville.com. The website includes a wide variety of local and regional transportation resources, as well as the Challenge’s trip tracking mechanism. Recruitment focused on email messaging, directing people to sign up online.

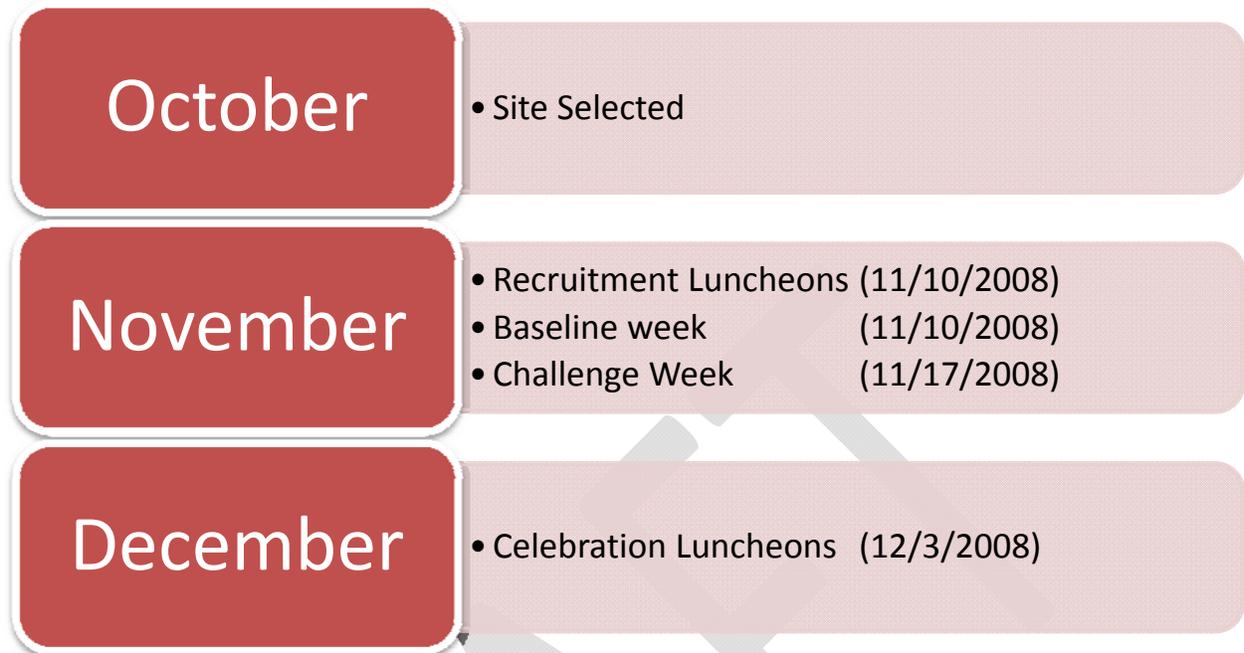
The challenge process involved five major steps: recruitment, baseline data recording, the challenge week, evaluation of the results, and a celebration for all the participants involved. The details of each of these phases are documented later in this report.

Figure 1: Diagram of the Commuter Challenge conceptual design



In total, the challenge was comprised of two weeks worth of trip tracking by participants. During the week of November 7, participants logged their normal commute. Starting on Monday, November 17, the challenge began, with all participants aiming to go car free for one week. For the purposes of the challenge, going ‘car free’ meant eliminating single occupant vehicle trips, thus carpooling would count as a valid reduction for participants. Upon the conclusion of the challenge week, participants were offered a reward luncheon to congratulate them on their efforts and share the results of their work.

Figure 2: Commuter challenge timeline



Preparing for the Challenge

Site Selection

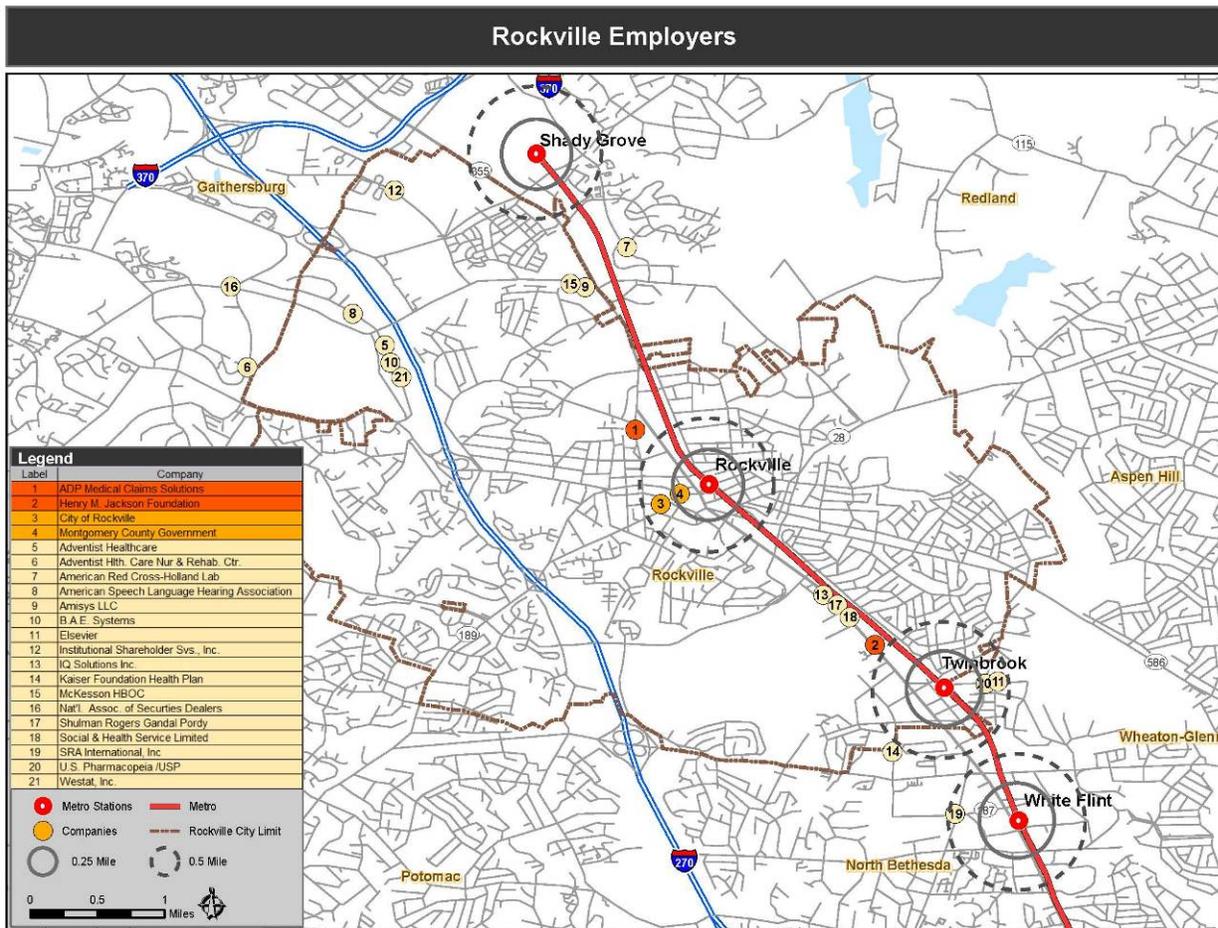
In order to ensure a successful kickoff, UrbanTrans sought to pilot the commuter challenge at one worksite within the City of Rockville. Piloting the program in this way eases logistical hurdles by working with a smaller group and helps establish the program for an expanded challenge in future years.

To select an employer, UrbanTrans focused on several factors:

- Geographical areas amenable to alternative mode use, such as sites close to Metro stations or multiple bus routes.
- Pre-existing transportation benefits programs in place. The Metropolitan Washington Council of Governments maintains a database of employer-based transportation benefits offered to employees. UrbanTrans used this database to narrow the field of potential participants
- Size. UrbanTrans looked for employers with enough employees to get a good participation rate.

Based on these criteria, UrbanTrans created a list of potential targets from the private and non-profit sectors, and then added in several public agencies as well.

Figure 3: Map of employers targeted in the site selection process. HJF's headquarters is listed as number 2. HJF's Gude Dr. Location is not depicted in this map.



From the target list, UrbanTrans contacted the Henry M. Jackson Foundation for the Advancement of Military Medicine (HJF). HJF staff were excited at the prospect of being the 'guinea pig' for a program to improve transportation in Rockville. UrbanTrans worked directly with Kathleen Conway, Manager of Benefits and Compensation for HJF. Ms. Conway was eager to use the challenge as a showcase for HJF's existing transportation benefits, their commitment to the Rockville community, and as an example of their environmental efforts.

Image and Branding

Image is central to any marketing effort. Transportation Demand Management, with its focus on behavior change, relies on a strong image and brand to entice people to try something new. UrbanTrans was tasked with crafting a brand and a logo for the challenge, with the goal that it could be later used as a brand for a wider TDM program.

UrbanTrans' marketing team came up with several ideas, and together with the City of Rockville settled on Drive Less Rockville for the brand. Using that as a starting point, UrbanTrans' graphic designers crafted several logos for the client to choose from. The final selection uses bright colors, clean simple lines, and has an upbeat attitude. The individual icons within the logo convey various alternative modes available in the City of Rockville.

Figure 4: Drive Less Rockville brand and logo



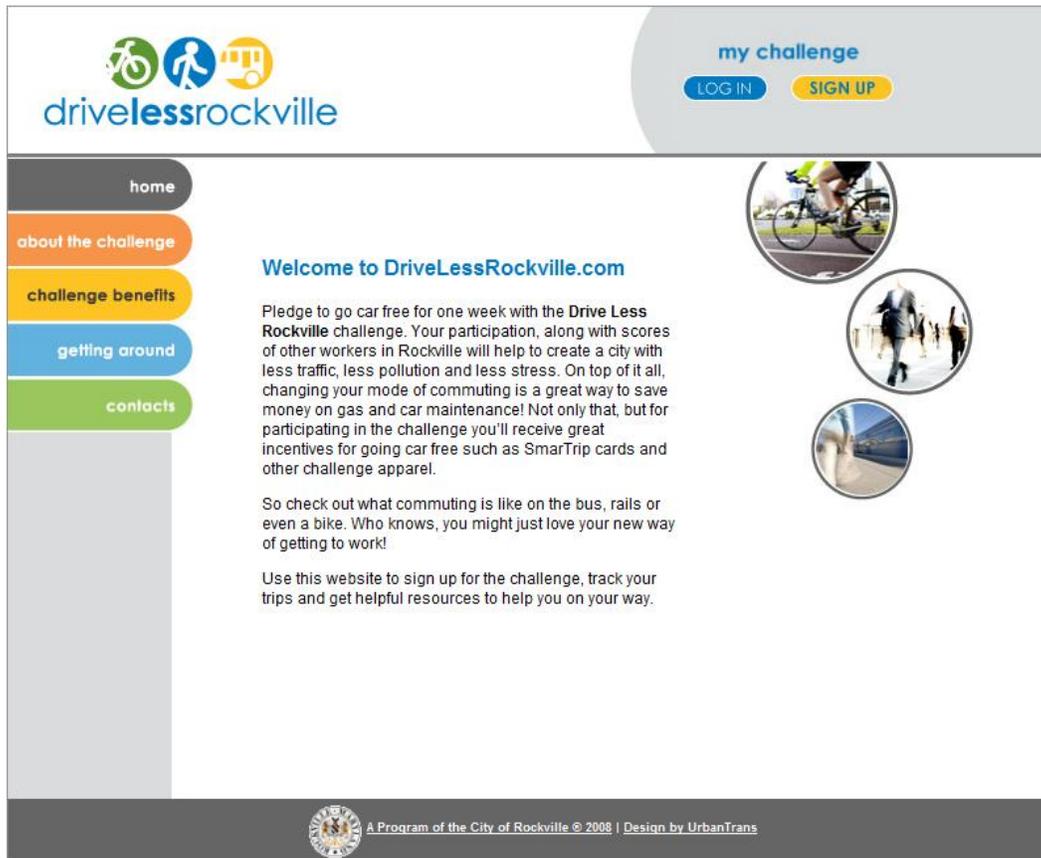
In addition to the brand and logo, the UrbanTrans design team ensured that all graphic communication would be harmonious with the logo, utilizing a complimentary color scheme, similar graphics, and creating a general style that helps build the brand. This included printed materials used for the commuter challenge as well as the Drive Less Rockville website.

Drive Less Rockville Website

As the primary communication tool between participants and challenge organizers, the Drive Less Rockville website is a vital tool in the challenge. One of the first tasks of the challenge was to develop a website that would both advertise the program as well as provide information about transportation options in Rockville. Additionally, the website served as the portal for challenge participants to sign up and log their trips online.

The website contained several pages detailing available transportation options, including transit, carpooling, biking, and walking. Information on the challenge was also available, documenting available incentives and reasons to participate.

Figure 5: Screenshot of the Drive Less Rockville website



Participant Recruitment

After selecting the Henry M. Jackson Foundation as the challenge worksite, all HJF employees working at HJF's two worksites in the City of Rockville received an email invitation to sign up online for the challenge and attend a welcome brown bag lunch. Additionally, lunch attendees received postcard handouts directing them to sign up online. Copies of these postcards were left in common work areas to remind employees of their options. One final email blast before the challenge began encouraged people to sign up online.

Online Application

All of the recruitment communications directed participants to the Drive Less Rockville website to sign up. The landing page featured a prominent button directing users to sign up.

The sign-up page asked applicants for general contact information, home location, work location, employer, number of cars in the household, age, gender, and approximate household income.

Participants also created a username and password for themselves in order to log in to the website for trip tracking. Upon completion of the application, participants received a confirmation email.

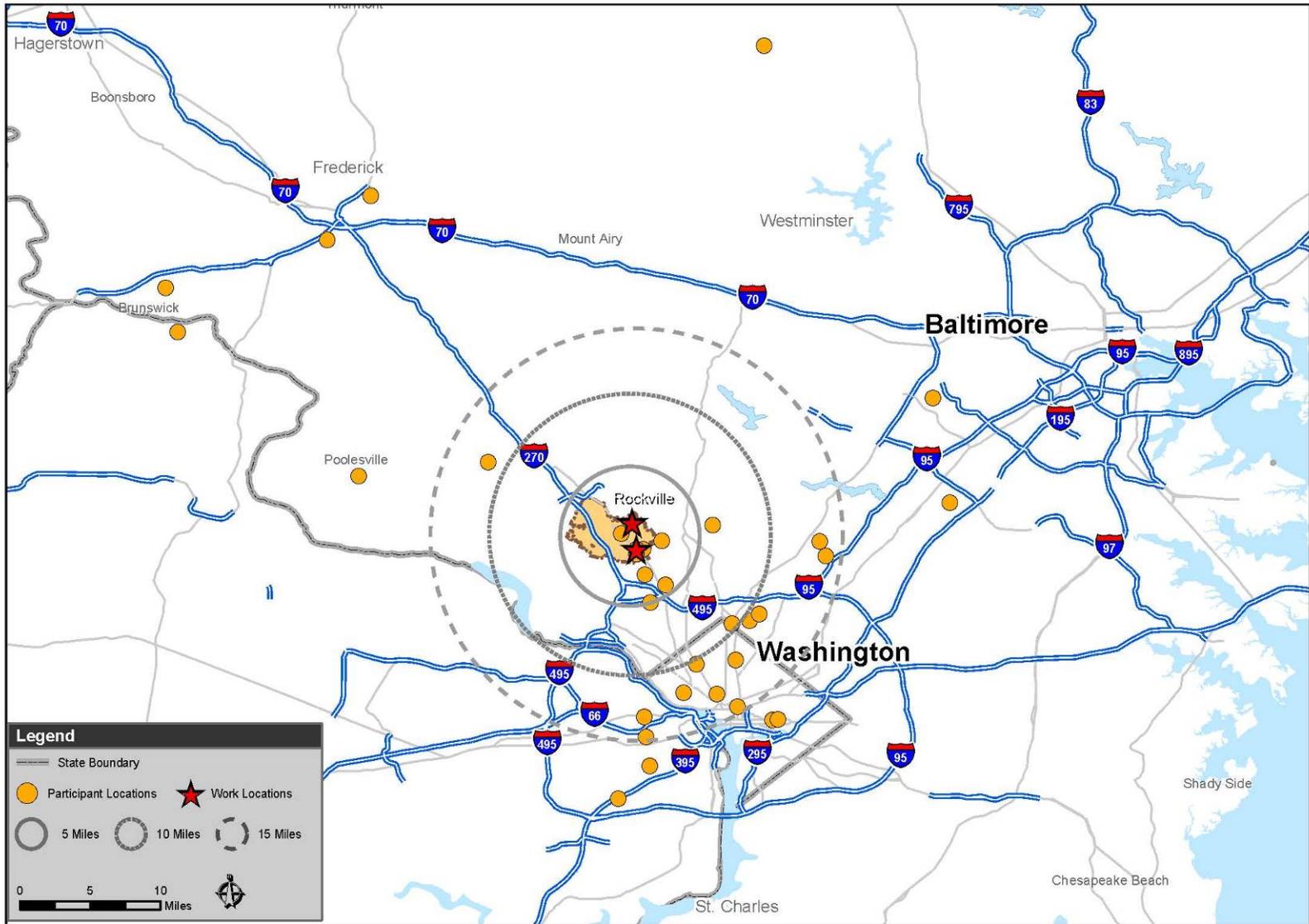
Challenge Participants

In total, 37 HJF employees signed up for the Challenge, representing a wide variety of geographies and demographics:

- The average household size of those participating was 2.06 persons per household. Six participants indicated they had households of four people, twelve indicated they were the sole members of their households.
- Eleven participants were male, 24 were female, and two did not identify their gender
- Two participants had no cars in their household, 18 had 1 car, eleven had two cars, and six participants had three cars or more in their households
- Participants had a wide range of household incomes. Seven participants indicated their annual household income was between \$35,000 and \$49,000, six reported incomes between \$100,000 and \$150,000, and the majority of the rest were evenly distributed in between. Nine participants did not disclose their income.

Additionally, participants in the challenge represented a wide range of commute types based on their home locations, traveling from Maryland, Virginia, and the District of Columbia:

Rockville Challenge Participants Home Locations



Based on addresses entered by the participants, there are a wide variety of commutes represented by the challenge participants. Several clusters of participants appear from the data, including a group living along Rockville Pike, as well as residents in Metro-accessible locations within the Beltway, such as central Washington DC, Silver Spring, MD, and Arlington County, VA.

Orientation Event

Because of a compressed time frame due to the approaching Thanksgiving holiday, the brown bag recruitment lunch also served as an orientation event. Participants who had already signed up got a quick tutorial on how to use the trip tracking tool as well as the other resources available on the website. During the week of November 7, participants began their baseline data recording. Email messages from DriveLessRockville.com reminded them to track their trips.

Baseline Data Recording

For the first week of logging trips, participants were asked to commute as they normally would and record each trip online. This data provides a baseline of information on how participants commute on a normal weekday, and allows for comparison to the challenge week to determine VMT reductions.

Running the Challenge

Incentives

In order to both encourage participants to sign up and to log their trips, several incentives were available. All participants who signed up received a welcome kit, comprised of a messenger bag, transit and transportation information, a stress reliever toy, a SmarTrip card loaded with \$30 of value, a Drive Less Rockville pen, and a notebook.

Midway through the challenge week, those participants that were logging their trips received a customized water bottle/coffee mug. Those that were not logging their trips received an email asking them to do so, and received their incentive after properly recording their travel online.

At the end of the challenge, all participants were treated to a wrap-up luncheon. At the luncheon, they received a Drive Less Rockville "I did it!" shirt and a card documenting their trip reductions during the challenge. The grand prize of a \$300 gift card was also awarded at the luncheon. The winner was selected randomly from all participants that logged their trips.

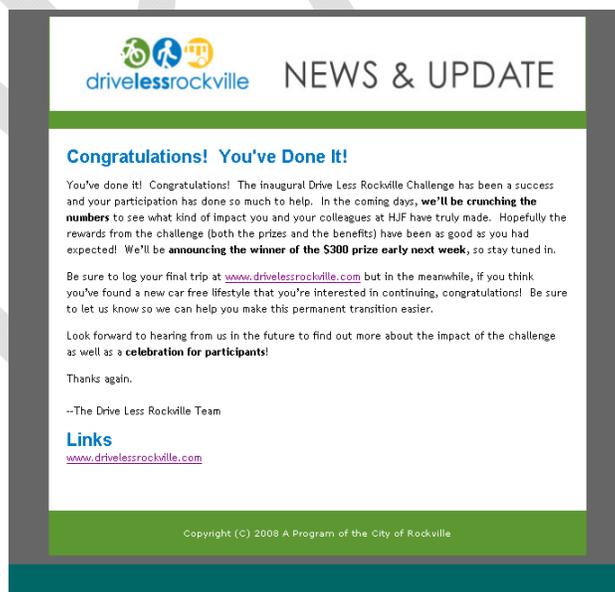
Figure 6: Drive Less Rockville incentive materials, including coffee mug, notepad, t-shirt, stress relievers, information packet, and messenger bag.



Daily Updates

Participants received updates via daily email communication. Email messages reminded participants to log their trips. The email language kept a fun and playful tone, attempting to both prod participants to log trips but also motivate them to drive less. The messages also carried the same graphic themes as the Drive Less Rockville website, building the brand image in the minds of participants.

Figure 7: Screenshot of a daily email update message



Blog

The Drive Less Rockville website also featured a blog for both organizers and participants to post on. This has been a popular feature in other commuter challenges, offering participants a chance to share their stories and experiences online. However, during the Drive Less Rockville challenge, this feature was not used often by the participants.

Trip Tracking Tool

The main interface participants had with the challenge was via the trip tracking tool. Once participants logged into the site via the “My Challenge” button, they were presented with a calendar. By clicking on a particular day, they could log trips for that date. The tracker asked for mode, approximate distance, time of day, and the purpose for the trip. Participants could log multiple trips per day, and had the option of logging a round trip to minimize data entry on their part.

Figure 8: Trip tracking welcome page. Users click the green button to enter the trip tracking interface

The screenshot shows the 'drivelessrockville' website interface. At the top right, there is a 'my challenge' section with 'LOG IN' and 'SIGN UP' buttons. A left-hand navigation menu contains buttons for 'home', 'about the challenge', 'challenge benefits', 'getting around', and 'contacts'. The 'contacts' button is highlighted in green. The main content area is titled 'RECORD YOUR TRAVEL' and contains the text 'Enter you travel data by clicking on a date in the calendar below:'. Below this is a calendar for December 2008. The calendar table is as follows:

Nov	December 2008						Jan
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
30	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28	29	30	31	1	2	3	
4	5	6	7	8	9	10	

Below the calendar is a link: [Back To Member Menu](#). At the bottom of the page, there is a footer with the City of Rockville logo and the text: 'A Program of the City of Rockville © 2008 | Design by UrbanTrans'.

Results and Interpretations

Program participants were asked to record all trips taken, not just work-related trips. Even though this initial challenge program focused on employees in Rockville, the overall goal is to reduce car usage in general. Participants logged their trip mode, distance, time, date, and purpose. The challenge was divided into two sections – a baseline week where participants logged their ‘normal’ commute, and a challenge week where participants endeavored to go car-free. The collection of baseline data helped establish the behavior change during the challenge. Participants were also given an after survey at the wrap up luncheon to provide some qualitative data to compliment the quantitative information collected during the trip tracking process.

The collective data of the entire group yields the following results:

Data Analysis

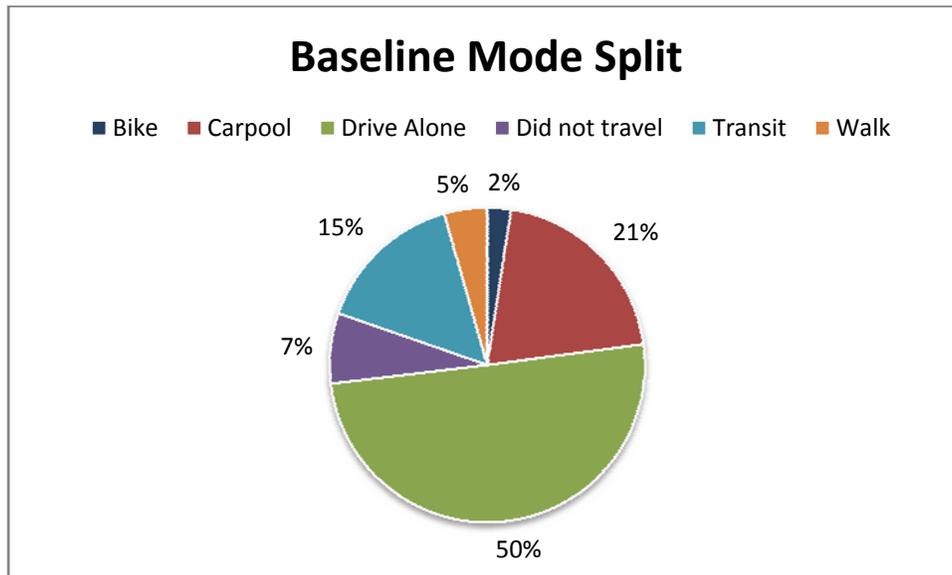
All together, the data collected during the commuter challenge shows that a group of individuals who are already using alternative modes at much higher rates than average can improve their own participation even more. Data collected during the baseline week indicates that participants already drive less than their peers working in the area. Additionally, when challenged to give up their cars, participants were able to save 390 miles of vehicle travel compared against their previous behavior.

Early analysis and past experience with similar commuter challenges shows that participants likely did not log all their trips during either the challenge week or the baseline week. This nuance is compounded by the fact that all of the data is self-reported by the participants, as well as the timing of the challenge. External factors forced the challenge to be complete prior to the Thanksgiving holiday. In order to maximize participation, several participants signed up midway through the baseline week, giving only a partial snapshot of their travel during that time.

Because of the discrepancies between the challenge week and the baseline week, the most reliable indicator of behavior change is the mode split. The mode split amalgamates all trips taken during a given period and then divides them by mode. While this does not capture distance or miles traveled, it does show behavior change.

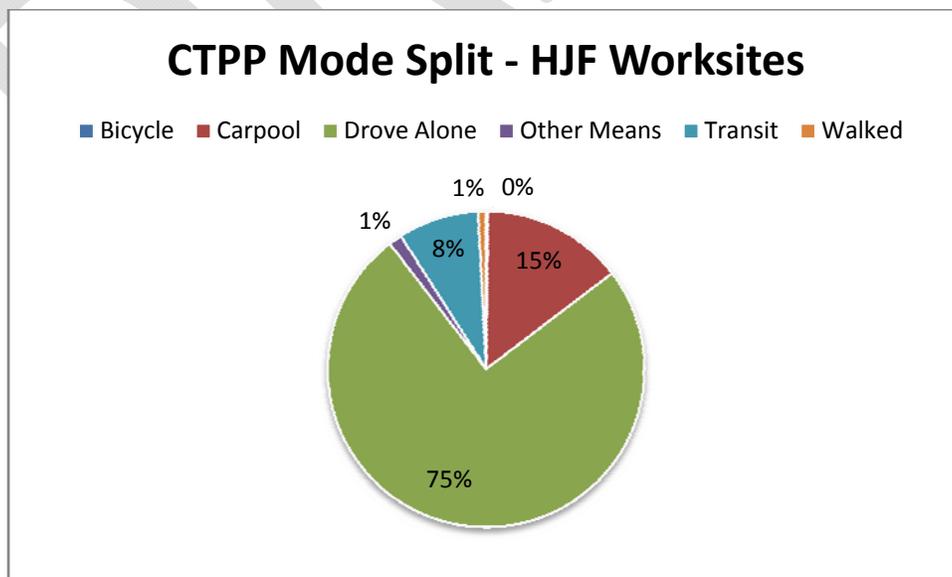
During the baseline week, HJF employees logged a total of 249 trips, 50.2% of which were in single-occupant vehicles. The most notable figure from the baseline data is the drive alone rate of 50.2%. Already, the baseline behavior of the challenge participants is significantly less reliant on single occupancy vehicles than the general population working in the area.

Figure 9: Baseline mode split pie chart



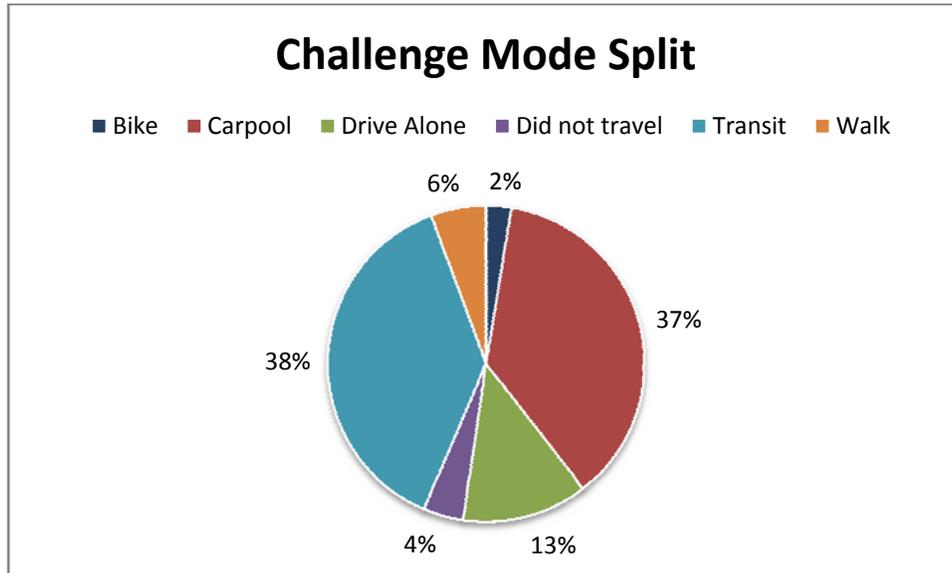
The travel characteristics of the general population are determined from the Census Transportation Planning Package (CTPP), a subset of survey questions inserted into a sampling of the Census forms distributed to the population at large. The most recent data is from the 2000 Census. CTPP data includes questions about the journey to work, determining how employees in any given census tract get to work on a regular basis. For this analysis, the mode split for the general employee population is based on the two census tracts encompassing both participating HJF worksites.

Figure 10: 2000 CTPP mode split for all employees working in the census tracts surrounding the HJF offices.



During the challenge, fewer people logged trips than in the baseline week. As such, participants recorded a total of 195 trips during the challenge week. Single occupant vehicle travel dropped from 50.2% of all trips during the baseline week to only 12.8% during the challenge week.

Figure 11: Challenge mode split pie chart



Between the two weeks, the mode share for biking and walking remained relatively stable. Transit use and carpooling increased tremendously. The transit mode share more than doubled, while carpooling increased from just over 20% during the baseline week to just shy of 40% during the challenge.

The baseline mode split indicates that participants were already using alternative modes at a higher rate than most other workers in the area, as shown by the discrepancies between the baseline data and the CTPP data. This is to be expected, as there's likely a self-selection bias amongst people willing to participate in an event encouraging them to drive less. Even so, the percentage reduction in terms of mode split is a significant shift in behavior.

VMT Reductions

There are two ways to go about interpreting the changes in VMT. One is to compare the challenge trips to the baseline trips, giving a measure of trips reduced directly from the challenge. The other is to compare the challenge modes and distances to driving alone, giving a measure of the overall impact of their behavior. In essence, the first method shows the change from the challenge and the second shows the overall impact of that behavior, whether induced by the challenge or not.

In order to calculate the change relative to the baseline data, all trips were assigned a reduction factor based on their mode and distance. A single occupant vehicle trip would have no reduction. A biking or walking trip would have a 100% reduction, as no vehicle was used. A carpooling trip's reduction would

vary depending on the number of persons in the vehicle. Each of these factors in the overall reductions was based on data from the Environmental Protection Agency.

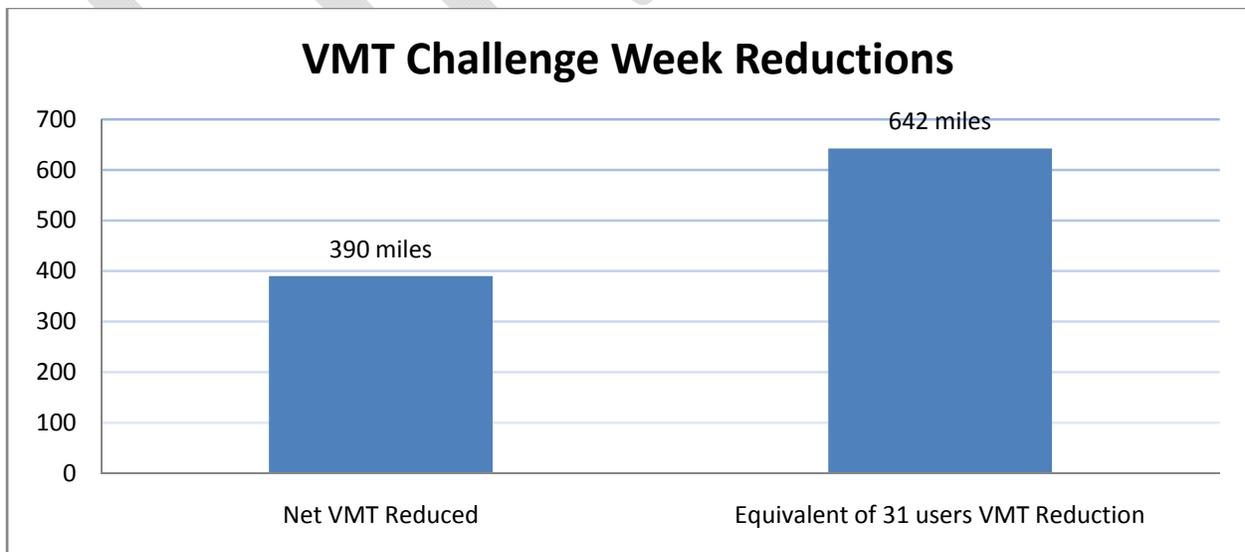
By comparing that absolute data from the challenge week against the data from the baseline week, we get the overall reduction due only to the changes in behavior during the challenge. The net difference was approximately 390 miles of travel reduced.

Breaking the results down on a per capita basis also allows for a fair comparison between the absolute reductions from the challenge week and the baseline week. On a per capita basis, each participant in the challenge week averaged 20.7 miles of VMT reductions. Because fewer people logged their trips during the challenge week, the absolute totals are going to be lower than those in the baseline week, simply due to the reductions in the number of participants. Multiplying the per capita VMT reduction by 31 (the number of participants in the baseline week) equalizes the data on a per person basis. This yields a net adjusted VMT reduction of 642.5 collective miles travelled, the approximate driving distance between Rockville and Atlanta, GA.

There is no 'correct' method to determine what kind of reduction the challenge produced, but there are several ways to look at the data. The first is to compare the net change in vehicle miles traveled based on the absolute totals logged by participants. This method yields a net reduction of 390 miles of vehicle travel over the challenge week, but it does not account for the different numbers of participants logging their trips.

Using an average travel reduction per person and adjusting the totals on an equal basis yields an estimated reduction of 642 miles during the challenge week. This number is what would be expected had all 31 participants in the baseline week continued to log their trips during the challenge week. It assumes their travel behavior would be average relative to their peers. Given the small sample sizes involved, this figure is only an estimate of the potential reduction.

Figure 12: Reductions in VMT, in the form of a net reduction and a per capita equivalent reduction.



Each of these three figures is a collective total for all participants over the course of the entire challenge week. Since each is presented as vehicle miles reduced, these reductions can be put into context by envisioning all of the challenge participants climbing into a bus and travelling that distance. As mentioned above, the net reduction of 390 miles is equivalent to a one-way trip from Rockville to Buffalo, NY; the per capita equivalent reduction of 642 miles is similar to a one-way trip from Rockville to Atlanta, GA.

Air Quality Impacts

Each of the VMT reduction numbers has an associated air quality impact. Each of the air quality indicators is calculated based on the VMT reductions. The associated air quality impacts with each of the reduction scenarios are listed below:

Table 1: Air quality metrics and VMT reductions from various trip reduction estimates

	Cost Savings (dollars)	VMT Savings (miles)	Hydro-carbons (pounds saved)	Carbon Monoxide (pounds saved)	Nitrogen Oxide (pounds saved)	Carbon Dioxide (pounds saved)
Challenge Week	645.83	2356.93	14.54	108.50	7.22	2158.95
Net Change	154.93	389.94	2.40	17.95	1.19	357.19

Behavior Changes

At the concluding luncheons, attendees were asked to fill out a short after survey. The survey asked about the participants' experiences in the challenge, both regarding transportation and procedural aspects. A full summary of the responses is available in the Appendix.

When asked about their mode choices before and during the challenge, the respondents gave responses that were similar to their actual behavior, as measured by their logged trips.

Figure 13: Pie charts comparing the baseline mode split, as determined by the after survey and as determined by the trips logged by participants. The survey results are on the left, the logged results are on the right.

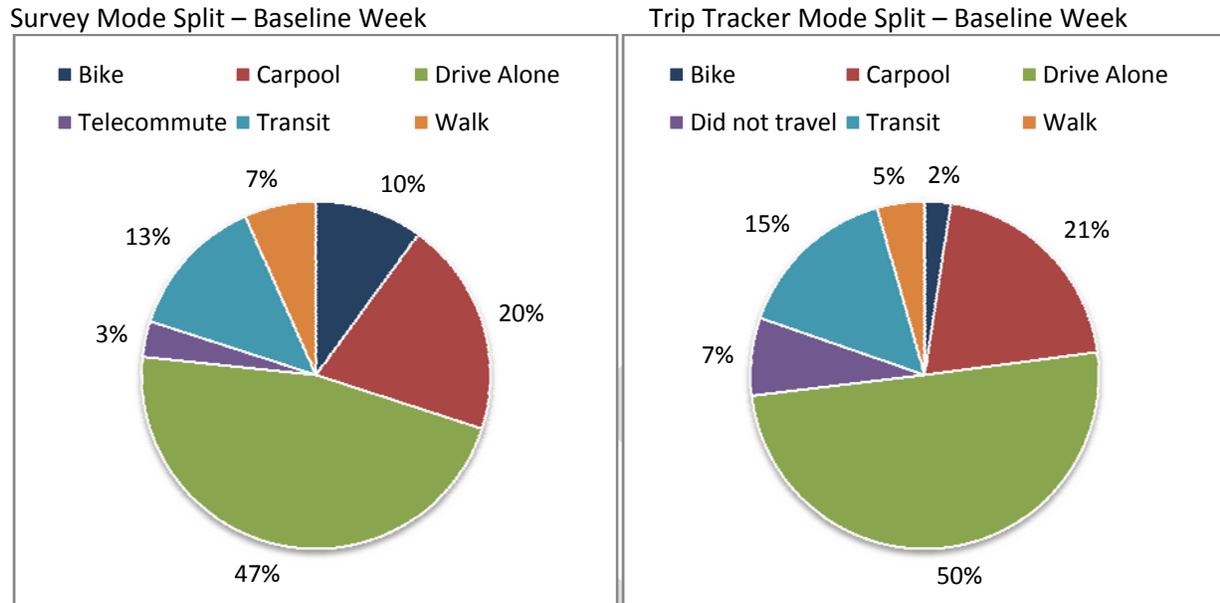
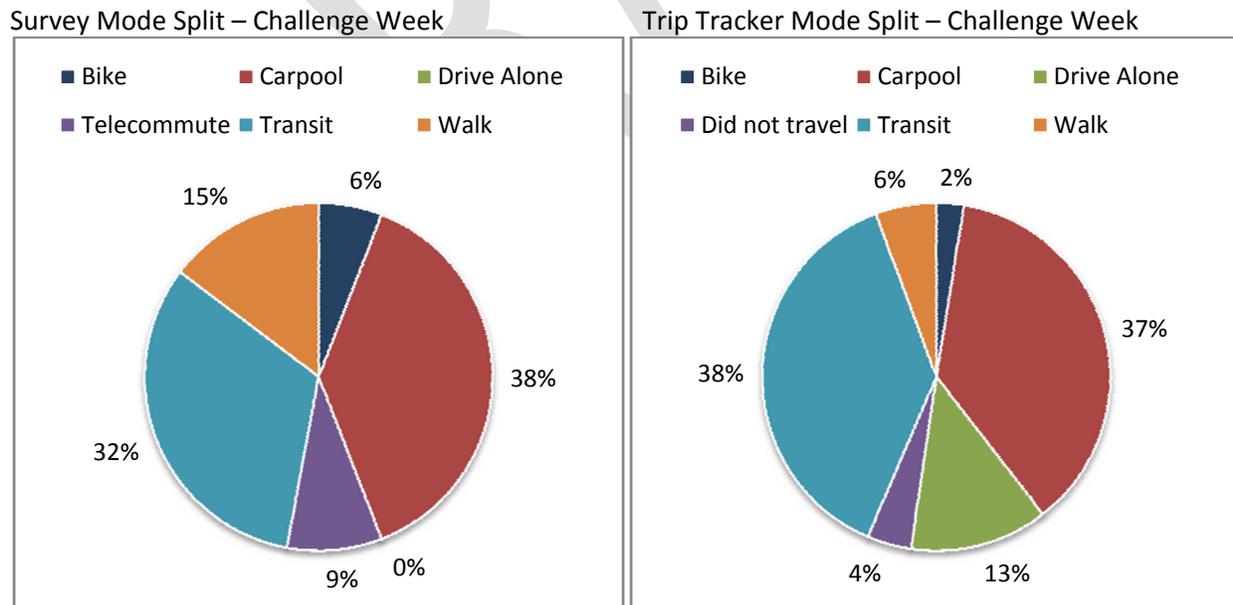
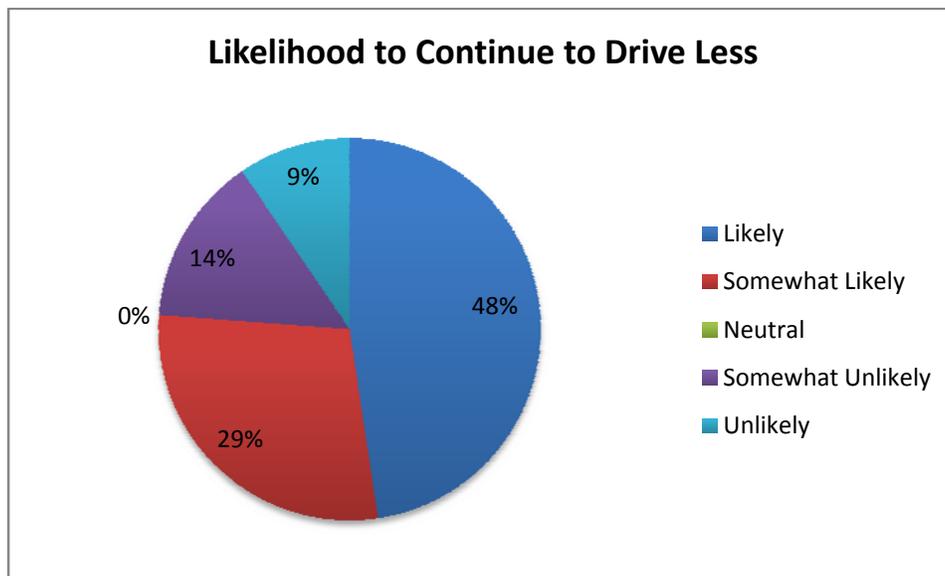


Figure 14: Pie charts comparing the challenge mode split, as determined by the after survey and as determined by the trips logged by participants. The survey results are on the left, the logged results are on the right.



When asked if participants would be likely to change their behavior on a permanent basis, 48% said they would be likely to continue commuting using alternative modes. An additional 29% indicated they would be somewhat likely to continue.

Figure 15: Likelihood to continue commuting while driving less after the conclusion of the challenge.



In general, participants indicated they have a positive experience with the challenge. Ninety percent indicated they would recommend that a friend participate in the challenge. The remaining ten percent only indicated that they were not sure, but did not rule out such a recommendation.

Conclusions and Recommendations

Running the Challenge

Participants in the inaugural Drive Less Rockville Challenge enjoyed their experiences, but also shared some suggestions on how to improve the event in the future.

Time of year. Running a commuter challenge so close to a major holiday made it difficult to recruit participants, due to many employees taking vacations. Likewise, November weather is not the most conducive to certain modes of transportation. Given that the challenge is focused on encouraging people to try new modes, any potential barriers should be eliminated whenever possible. Several participants noted that the weather in November was not conducive to walking, biking, or waiting outside at a bus stop. Holding the challenge in the spring might mitigate many of these concerns. Holding the challenge in conjunction with Earth Day would be a logical choice, as there are synergies in the messaging for each event.

Communication Tools. Participants suggested in the survey that the volume of email communications was not burdensome. However, the Drive Less Rockville blog went largely unused. Promoting this resource not just as a one-way conduit of information, but as an interactive forum where participants can share their qualitative experiences during the challenge. Adding and promoting this interactive element will provide an excellent asset for future expansions in the scope of the event, particularly if face to face meetings become more difficult to facilitate. Several suggestions included using multimedia tools, such as preparing downloadable podcasts for users to listen to while riding the bus.

Challenge Ambassadors: The general purpose of a commuter challenge is to get participants to try a new mode or a new commute. As such, those that are already using alternative modes aren't as likely to get the prizes and accolades, but it's important to recognize their efforts as well. As the baseline data indicates, participants in the challenge are already willing to use alternative modes at a much greater rate than their peers. Designating these users as 'challenge ambassadors' and using them to rally their co-workers to log their trips would provide a link between the electronic communication modes and the face to face interaction that helps drive these kinds of behavior changes.

Next Steps

The inaugural challenge served as a pilot program, a proof of concept, and as a demonstration of quantifiable results that can be achieved with transportation demand management strategies. In the future, expansion of the program will offer broad benefits.

Roll Out Plan: UrbanTrans recommends the development of a large scale roll out plan, including a phased implementation plan and a budget. Such a plan offers a chance to increase the scale of the challenge from year to year at a reasonable pace. Additionally, a phased expansion of the program allows for increased public/partnership opportunities.

Additionally, Rockville may consider adding a Residential component to the commuter challenge, focused on residents rather than just employees working within the city. A residential challenge further broadens the outreach capabilities of the TDM program and also targets a different segment of Rockville's commuting population.

Employer Outreach: UrbanTrans recommends bringing existing employer outreach programs under the Drive Less Rockville brand and overarching TDM program. Using the same brand enables residents and employers alike to use the same portal to access TDM information.

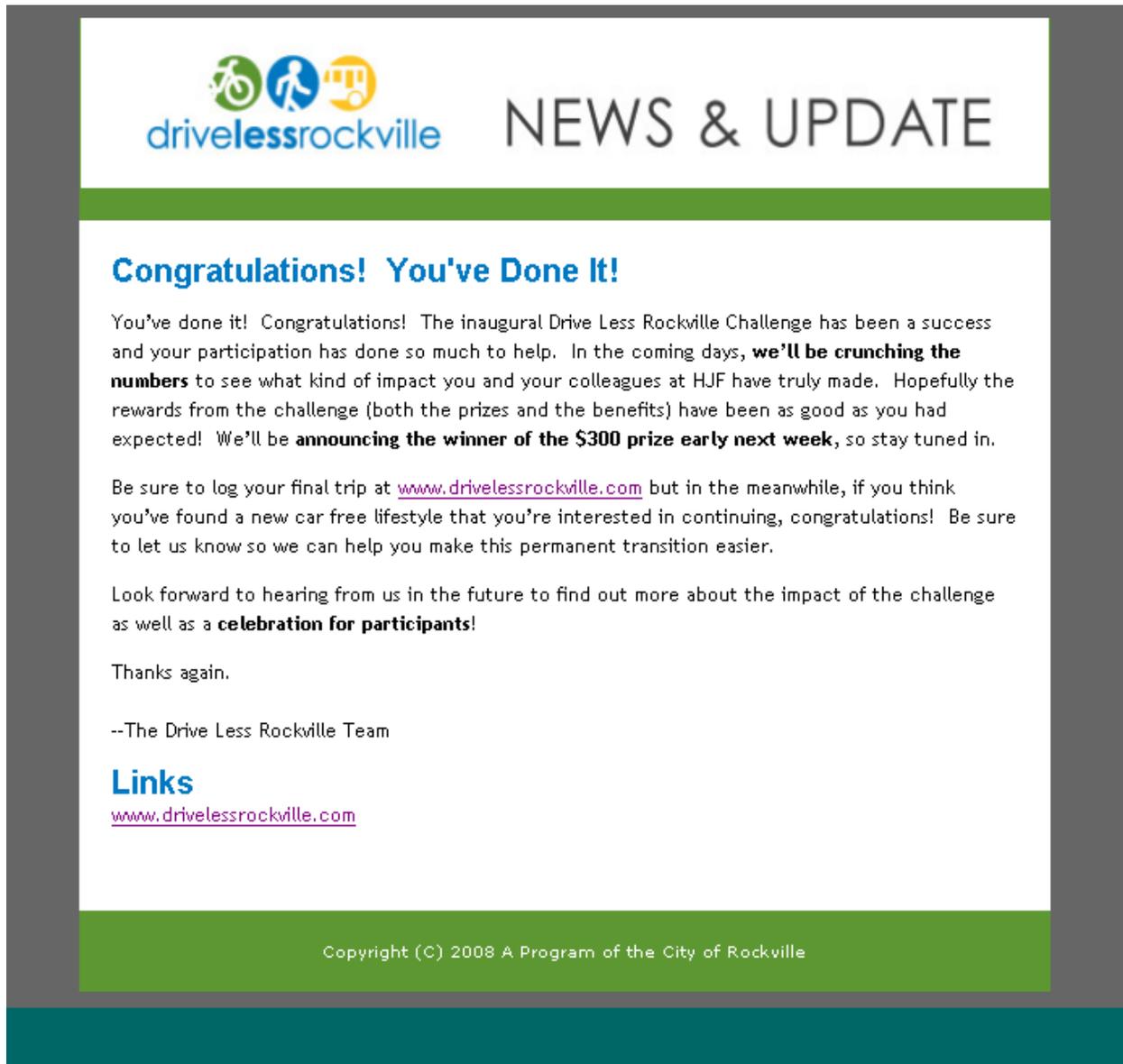
DriveLessRockville.com: UrbanTrans will continue to develop DriveLessRockville.com into a more comprehensive Transportation Demand Management website for the City. Utilizing the Drive Less Rockville brand, the website can house information on a number of TDM services, ranging from the current content to services such as employer outreach. Bringing all of these services under one brand and making them available through one point of contact is key element in ensuring a successful program.

Appendix

Collateral Materials:

- Sample Email Template
- Recruitment Postcard
- Trip logging reminder Postcard
- Congratulations Postcard
- Poster
- Kit Materials

DRAFT



Recruitment postcard – front and back.



The front of the recruitment postcard features a green background with a white border. At the top right, there are three circular images: a person riding a bicycle, a group of people walking, and a person walking on a sidewalk. In the center, there are three icons: a bicycle, a person walking, and a bus. Below the icons, the text "drivelessrockville" is written in white. Underneath, the text "Remember to track your trips!" is written in yellow, followed by the website "www.drivelessrockville.com" in white.

Sign Up. Drive Less. Track Trips. Win Prizes!

Be sure to keep track of how many miles you've traveled by each mode of transportation you've used. **To log your trips:**



1. Login to DriveLessRockville.com with your Username and Password
2. Click on **Trip Tracker**
3. Click on the appropriate day on the calendar
4. Fill out the form on the website and submit. If you did not travel, be sure to note that in the trip tracker.
5. Add additional trips if need be!

Remember, it is vital that you log your trips every day to ensure that the most accurate information can be kept about the challenge! **Don't forget, you can only qualify for the \$300 prize drawing if you log all of your trips during the challenge...!**



Need Help Planning Your Trip?

Call the Drive Less Rockville team at 202.293.1391
or email DC@urbantrans.com

Reminder postcard – front and back



The front of the reminder postcard features a blue background with a white border. At the top right, there are three circular images: a person riding a bicycle, a group of people walking, and a person walking on a sidewalk. In the center, there are three icons: a green bicycle, a white person walking, and a yellow bus. Below the icons, the text "drivelessrockville" is written in white. Underneath, the text "Remember to track your trips!" is written in yellow, followed by the website "www.drivelessrockville.com" in white.

Sign Up. Drive Less. Track Trips. Win Prizes!

Be sure to keep track of how many miles you've traveled by each mode of transportation you've used. **To log your trips:**



1. Login to DriveLessRockville.com with your Username and Password
2. Click on **Trip Tracker**
3. Click on the appropriate day on the calendar
4. Fill out the form on the website and submit. If you did not travel, be sure to note that in the trip tracker.
5. Add additional trips if need be!

Remember, it is vital that you log your trips every day to ensure that the most accurate information can be kept about the challenge! **Don't forget, you can only qualify for the \$300 prize drawing if you log all of your trips during the challenge...!**



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Congratulations postcard template.



[Name],

You did it! You went up against the commuting odds and went car free for an entire week! You and your colleagues at the Henry M Jackson Foundation drove **XX** less miles and saved **XX** in the process.

[Name], you on the other hand saved [field] dollars and drove [field] less miles. This also means that you prevented [field] of CO2 from entering the atmosphere along with [field] of Volatile Organic Compounds.

In the next few weeks, we'll be transforming *DriveLessRockville.com* into a comprehensive transportation resource for the entire City of Rockville. We also hope that you've enjoyed your time going car free and might have found a new lifestyle you can get behind! In the future, don't hesitate to contact any member of the DriveLess Rockville team for advice or questions about a car free lifestyle.

Thanks again. You did it!

--The Drive Less Rockville Team

Trip tracking reminder poster.



drivelessrockville.com

Have you logged your trips today?!

The **Drive Less Rockville** challenge dares commuters in Rockville to change their lifestyle and give up their cars for a week. By joining this program, you can save money, receive cool perks, and feel good about your contribution to cleaner air and less congested roads.



The challenge runs from November 10th through the 21st!

Log your commute today!

drivelessrockville.com

QUESTIONS?
Contact Alex Block with UrbanTrans Consultants at 202.293.1391 x303 or email blocka@urbantrans.com.



Welcome kit sample

