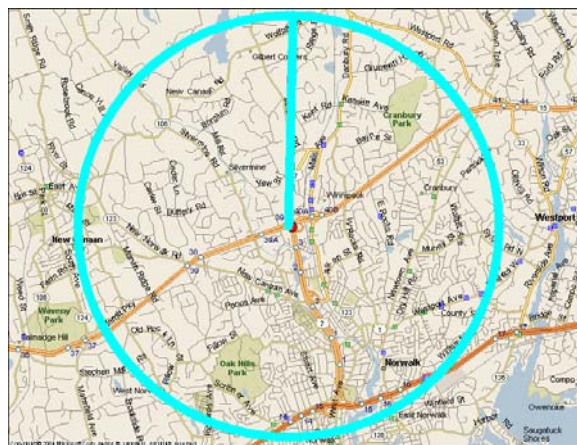
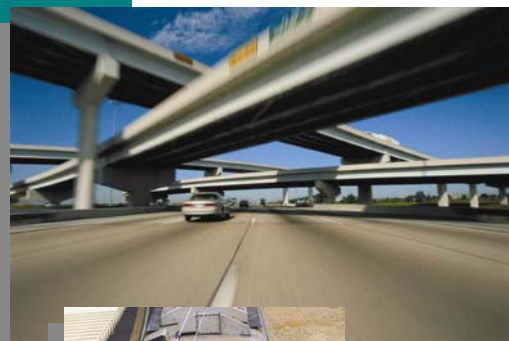


## MERRITT 7 FINAL REPORT



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Westport, CT 06880 ♦ 203.222.7001 ♦ [btittsworth@2plus.com](mailto:btittsworth@2plus.com)

*Presented to  
CONNDOT*

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## **CAMPAIGN DESCRIPTION/OBJECTIVES/GOALS**

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### **PROJECT DESCRIPTION**

The 2007 Route 7/Route 15 interchange marketing campaign was designed to promote Connecticut Department of Transportation (ConnDOT) Commuter Services, and to promote assistance to employers not currently engaged with other transportation programs or offices. Coordinated by the South Western Regional Planning Agency, the campaign included direct telephone contact using a discussion guide (Appendix A), and was implemented by a team consisting of ConnDOT, and ConnDOT Commuter Services representatives from MetroPool, Rideworks, and 2Plus (Appendix B). The campaign ran from the last week of July through mid-September, 2007.

The campaign was budgeted at \$25,000. Funding was included in the 2007 Statewide Ridesharing Project (# 0170-2709; see Work plan Appendix C).

The campaign's target group included 442 businesses in the general area of the Routes 7/15 interchange in Norwalk (see Appendices D & E).

### **OBJECTIVES**

The project was designed to inform employers about available ConnDOT transit & ridesharing options; to deliver ConnDOT transit & ridesharing information to employers; and to promote ConnDOT Commuter Services programs with emphasis on assistance to employers in commuter trip planning.

### **GOALS**

- Assess area business transportation needs
- Gauge awareness of ConnDOT-sponsored ridesharing services
- Measure interest in employer promotion of carpool, vanpool, bus, rail, telecommuting, and tax benefit commuting options
- Identify at least 75 businesses interested in ConnDOT-sponsored alternative commute modes
- Identify 110 persons who are initially interested in ConnDOT-sponsored services
  - Enroll at least ten of that subset into carpool, vanpool, bus, or rail services
- Document and evaluate the program

## **RESULTS SUMMARY**

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### **Business Needs Assessment/Interest**

Nearly two-thirds of the businesses contacted reported being interested in information about ConnDOT's commuting services for their employees. Interest levels varied but were high for specific individual services. The highest interest level was in promoting shuttle service from the train stations. The one exception to the high interest levels was telecommuting with a 12% interest level.

### **Awareness of ConnDOT Ridesharing Services**

Only 27% of businesses reported awareness that ConnDOT offers transportation services. But nearly all (93%) were aware of at least one ConnDOT-sponsored service.

### **Identify 110 Persons Interested in Services/Enroll Ten**

The 124 businesses participating in the initial telephone meetings represent nearly 3,500 employees. The 110/10 goals are expected to be significantly exceeded in the follow-up/fulfillment stages with these employers, which is ongoing among MetroPool, Rideworks, and 2Plus.

### **Document & Evaluate the Program**

This report summarizes the Merritt 7 campaign findings, offers an analysis and discussion of the effort, and presents conclusions and recommendations. Appendices provide the project team participants; related scope-work plan; area map; list of businesses contacted; relevant ConnDOT services & links; contact referrals; and telephone meeting feedback form.

## FINDINGS

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### Employer Contacts

- First attempts to contact all 442 employers were made (100%)
- Interviews were completed with 124 businesses (28%) (see Appendix F). The remaining 318 were either not interested or did not respond to messages left (follow-ups could be made in a second phase of the campaign, but time expired before any follow-ups could be made within ConnDOT's time limit)
- 81 businesses (65%) were interested in ConnDOT-sponsored ridesharing services
- The 124 businesses represent nearly 3,500 total employees

### Employer Awareness

- 27% of the employers interviewed were aware of ConnDOT-sponsored ridesharing services
- 93% of employers were aware of at least *one* of the transportation services sponsored by ConnDOT (see Appendix G):

Metro North	93%
Norwalk Wheels	65%
Easy Street	50%
Norwalk Commuter Connection	42%
Danbury Branch Line	38%
Route 7 Link	31%
Telecommute Connecticut	19%
NuRide	13%

### Employer Interest

- Areas of Interest:
  - Promoting shuttle service to train (86%)
  - Carpool (49%)
  - Vanpool (49%)
  - Commuter Tax Benefit (48%)
  - Norwalk Transit District (48%)
  - Bus (46%)
  - Rail (44%)
  - Telework (12%)
- The campaign generated 160 individual requests for more information on ConnDOT-sponsored ridesharing services, with an average of two requests per company
- Among the 160 requests, 87 responses were sent to MetroPool; 58 to 2Plus; and 15 to Rideworks (see Appendix H)

**FINDINGS ... CONTINUED**

- Initial action on the 160 requests for more information is broken out as follows:

○ Provided requested information	68	(42%)
○ Set up meeting(s)	19	(12%)
○ Meeting/presentation held	6	(4%)
○ Left contact information	11	(7%)
○ Will re-contact	39	(24%)
○ No longer/not interested	17	(11%)

**Total            160        (100%)**

- MetroPool has generated 34 new corporate clients, representing over 900 employees
- 2Plus has scheduled 16 vanpool meetings, and has already delivered presentations on vanpooling at six employer sites
- Rideworks provided requested information to two employers and left contact information/website reference with 11 employers

## OBSERVATIONS

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Following are team members' observations (random order) on issues raised in pre-implementation discussions and during the campaign itself:

- Employers expressed no concerns/complaints about receiving multiple calls from separate ConnDOT Commuter Services representatives
- Geographic definitions should be flexible, incorporating local Transportation Demand Management area expertise. The only specific geographic limitation should be state boundaries. In defining study areas, rigidity should be avoided, thus allowing inclusion of businesses/business segments important to the area that might otherwise be excluded simply because of an overly-specific geographic definition
- Smaller businesses had believed that ConnDOT wasn't interested in them, and were pleased to learn that ConnDOT wanted their input, thus creating a significant amount of good will toward ConnDOT in this business sector
- There was a significant level of response to voicemail messages left from initial calls, indicating strong employer interest in learning about transportation solutions for their employees
- Follow-ups by ConnDOT Commuter Services representatives should be more than just leaving voicemail messages – personal contact should be made to build and reinforce positive relationships
- Despite some initial concerns about including retail, restaurants, medical offices, government offices, and banks, these segments yielded generally positive responses and should not be excluded from future campaigns
- Sole proprietors and real estate offices are low-potential categories. If real estate offices are contacted in future, offering services to their *clients* rather than to their employees may be more productive
- The determination of whether or not an employer prospect is an appropriate "fit" is best made *after* direct personal contact is made
- The relatively high completion rate notwithstanding, summer (because of vacations) and Friday afternoons are not optimum times for contact

## **OBSERVATIONS ... CONTINUED**

- The Meeting Report feedback form (see Appendix I) can be improved to include more detail (e.g., allowing room for more “richness” in terms of the dialogue; analyzing aspects of the form to determine areas most helpful; recommendations for further follow-up)
- Each organization participating in the project should designate a specific individual as the point of contact for that organization to insure optimum coordination



## CONCLUSIONS

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In seeking to identify areas in which to target for alternative commute modes, the data collected and the team's observations lead to the following (random order) conclusions:

- The Merritt 7 area has strong potential for increasing participation in ConnDOT-sponsored transit & ridesharing services, with two-thirds of employers interested in more information on transportation for their employees
- While awareness that ConnDOT offers transportation solutions is relatively low at 27%, awareness of most of the specific programs themselves (e.g., Metro North, Easy Street, etc.) is strong. The Merritt 7 campaign has been a useful, important strategy in increasing the awareness level about ConnDOT's interest and involvement in employee transportation solutions
- Employer interest in promoting ConnDOT-sponsored transit & ridesharing programs is extremely high
- The personalized, localized model used for the Merritt 7 project yields positive results: it generates good will for ConnDOT, communicates ConnDOT's interest in helping smaller businesses promote ConnDOT-sponsored transit & ridesharing services, and enables employers to offer commuting solutions to employees without any incremental cost/effort on the part of the employer
- The ConnDOT Commuter Services *team* approach has proved very successful due to six primary factors: up-front team buy-in; a comprehensive pre-implementation process which developed the campaign's scope; periodic team meetings to review progress and adjust activities; immediate follow-up and delivery of services; the paradigm shift to a sales/customer service/relational format from prior research-oriented surveys with little to no follow-up by vendors; and oversight by the South Western Regional Planning Agency
- A key factor in the success of the project was identification of a project manager for each participating organization. Without a designated project manager, a campaign can suffer from less participation by the organization, less satisfaction with the project by that organization, and fewer positive results for its functional area
- This marketing/sales strategy appears to work effectively as either a single, stand-alone communications tool, or in concert with other ConnDOT efforts (e.g., statewide media campaigns)

## **CONCLUSIONS...CONTINUED**

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- Although interest in telecommuting was low, employers expressed interest in learning more about telecommuting, indicating potential for increasing that interest level with continued contact/education

## **OPPORTUNITIES**

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Following the Statewide Ridesharing Work Plan Goal to “Identify opportunities for TDM growth in business areas,” following are opportunities stemming directly from the data collected and the project team’s observations and conclusions:

- Continue the normal course-of-business follow-up/fulfillment process with the employers contacted
- Follow-up in three to six months with employers who requested information
- Extend contacts in Phase II of Merritt 7 – i.e., expanding beyond the Phase I list of 442 businesses. There are more than 1,000 businesses remaining to be contacted in the area; and more than half of employers contacted expressed interest in ConnDOT’s “flexible” commuter services (carpool; vanpool; tax benefit; etc.). Where ConnDOT’s “fixed” commuter services (bus; rail) are available, these receive strong interest as well
- Utilize the Merritt 7 model for a similar campaign in Stamford
- Utilize the Merritt 7 model for similar campaigns Statewide
- Develop and implement “Try Transit” incentives for available transit services with capacity. This program can be modeled after the “ten trip” CT Transit promotional program in effect in Hartford, and can effectively support marketing and outreach efforts ranging from Merritt 7-like campaigns to community group and faith-based organization outreach to travel training sessions

## **APPENDIX A – DISCUSSION GUIDE**

---

Hello, my name is \_\_\_\_\_. We are contacting you to discuss programs and services available through the Connecticut Department of Transportation (ConnDOT) that benefit employee commuting, and to learn about your company's transportation needs.

**Are you the proper person to speak with about employee transportation issues? If no, ask who? Get phone and appropriate contact information?**

Confirm & update through conversations (data in original list):

Company data: \_\_\_\_\_ Size \_\_\_\_\_ Industry \_\_\_\_\_

ASK THIS QUESTION OF FIRMS WITH MORE THAN 20 EMPLOYEES: What percentage of your employees travel to work via the following: (If you don't know, can you give me an estimate? (You may want to say something like, less than 10%; about half)

- personal automobile
- train
- bus
- vanpool
- carpool
- walk
- bike
- other (get explanation)

Does your company plan to hire additional employees within the next quarter?

Do you experience recruiting problems due to transportation issues and concerns?

Do you discuss employee transportation options during employee orientation?

What type of schedule do your employees work?

☐ Straight schedule ☐ Shifts

What are the hours/shifts?

Obtain the following:

- Contact person
- Contact title
- Contact phone
- Contact email
- Best method of contact – Phone or email

## DISCUSSION GUIDE ... P2

The Connecticut Department of Transportation supports a variety of transit and ridesharing services for employee transportation. Are you familiar with the following?

- Easy Street vanpools
- NuRide incentive based online automobile based rideshare program
- Telecommute Connecticut consultation
- Route 7 Link (jointly operated by Norwalk Transit and HART)
- Norwalk Wheels local bus service with interregional bus connections to the west (CTTRANSIT Stamford Division) and the east (Coastal Link)
- Danbury Branch Line Rail Service operated by Metro-North to Merritt 7 Station
- Metro-North/New Haven Line
- Norwalk Commuter Connections Shuttle Buses

We are trying to measure how transportation issues impact employees in the Merritt 7 interchange area.

- What percentage of your employees have issues with transportation (i.e. trouble finding transportation, too many transfers, too much time spent traveling to work, etc...)? If you don't know, take an educated guess.
- Is parking a problem in your area?
- Do you provide preferential parking to vanpools and carpools?
  - If not, what do you think of the idea?
- Do you provide transit/parking benefits of any kind for your employees?
  - If so, what benefits?
- Are you familiar with the transportation fringe benefit? (You may recognize it as Deduct-A-Ride or Commuter Choice). It can be used to pay for transit and vanpool fares up to \$110.00 per employee per month.
- Does a shuttle bus run from the train station to your facility?
  - If not, if a shuttle ran from the train station to your facility, would you encourage your employees to use it?

**DISCUSSION GUIDE ... P3**

- Do you know that ConnDOT provides transportation solutions for commuting employees that address issues and concerns ranging from telework programs to commuter rail, vanpool, carpool, and bus service in the Merritt 7 area?
- Does recognition for participation in environmentally beneficial programs play an important role in the decision making process in your organization?

- If yes, what are they?

We are currently working with many employers in your area and would like to include your company in our outreach. We want to begin working with you to provide custom transportation solutions as a part of your employee benefits package(s).

- Would you like information on the following transportation services?
  - Commuter rail – Interest level
  - Bus – Interest level
  - Vanpool – Interest level
  - Carpool – Interest level
  - Telework – Interest level
  - Transportation related tax savings programs – Interest level
  - Norwalk Transit District – Interest level
  - Commuter Van Shuttles – Interest level

The information you requested will be sent to you shortly. A Connecticut Commuter Services representative familiar with the information that you requested will also follow up with you to answer any questions you may have and/or to plan an on-site visit.

For immediate assistance or to check the purpose of this contact please feel free to contact Sue Prosi the South Western Regional Planning Agency at (203) 316-5190 x16.

## **APPENDIX B – PROJECT TEAM**

---

**Connecticut Department of Transportation  
(ConnDOT)**  
James Stutz

[www.ct.gov/dot/](http://www.ct.gov/dot/)

**MetroPool**  
Theresa Fanelle

[www.metropool.com](http://www.metropool.com)

**Norwalk Transit District**  
Nancy Carroll

[www.norwalktransit.com](http://www.norwalktransit.com)

**Rideworks**  
No specific individual

[www.rideworks.com](http://www.rideworks.com)

**South Western Regional Planning Agency**  
Sue Prosi

[www.swrpa.org](http://www.swrpa.org)

**2Plus**  
Dr. Travis Bradshaw, Cheryl Jones, Bud Titsworth,  
Byron York

[www.2plus.com](http://www.2plus.com)

## APPENDIX C – 2PLUS STATE FISCAL YEAR 2007 WORK PLAN

### Statewide Employer Services Program

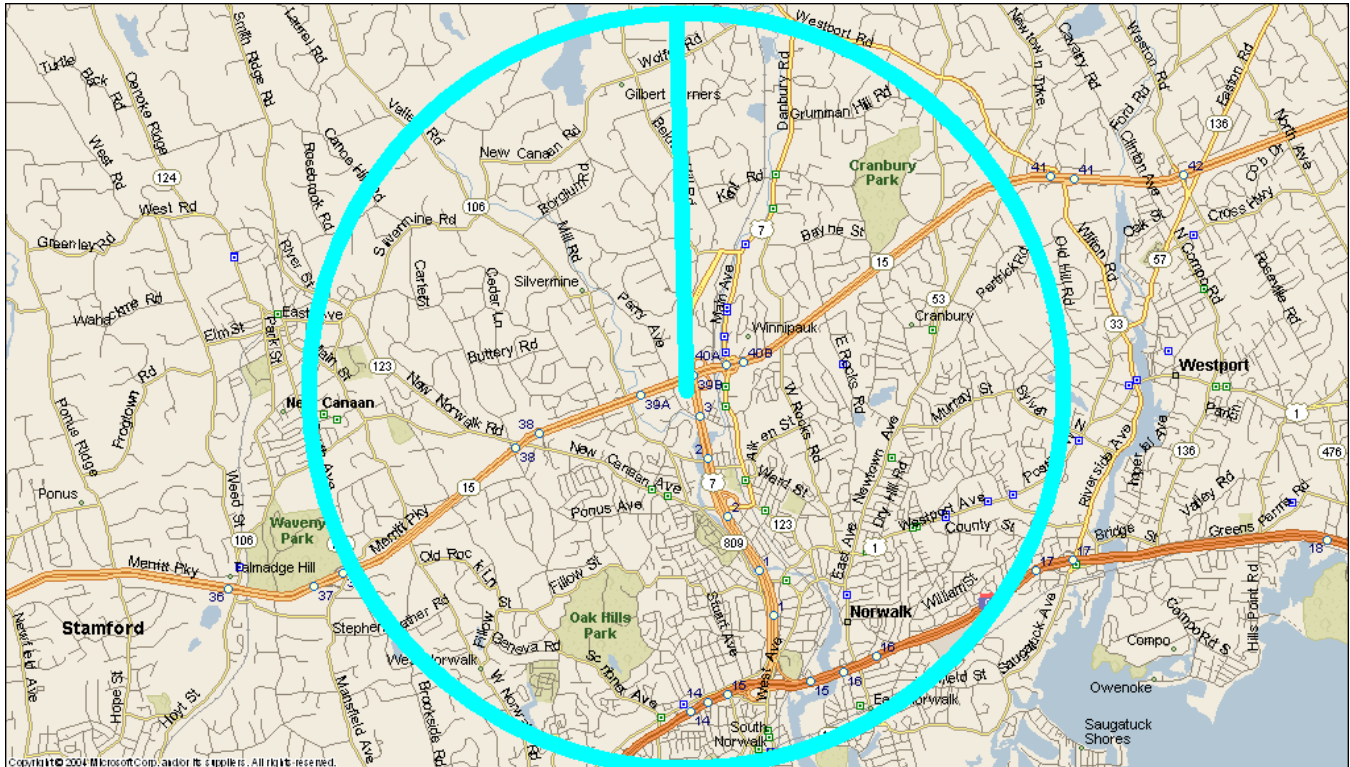
Task 2: Direct Contact to Businesses

Contact: Dr. Travis Bradshaw

Task	Goal	Timeline
2.1 Research - Using demographic and business data seek to identify areas in which to target for alternative commute mode purposes.	Identify opportunities for TDM growth in business areas.	Ongoing
2.2 Create and implement an activity plan for each campaign by coordinating with the state and any other TDM organization, including a complete fulfillment and evaluation plan, that will be affected by the campaign.	Outline a working plan for each campaign. Coordinate with the state and any affected TDM provider on their role(s) in the campaign.	Ongoing
2.3 Identify and contact businesses as directed by CDOT.	Gather information such as transportation, growth, and employee needs of businesses and place the information into an on-line accessible database.	Ongoing
2.4 Provide follow-up letter and sample brochures of state ridesharing programs to interested business customers as needed.	Follow-up with all new prospects via letter, sample brochures, and appropriate supporting material as needed.	Ongoing
2.5 Place new business customer information into a on-line database accessible by ConnDOT and TDM providers.	Work with ConnDOT and TDM providers in identifying potential business customers willing to promote ridesharing.	Ongoing
2.6 Initiate specialized follow-up contact for all businesses interested in receiving more information on ridesharing, if they have not been contacted by local TDM providers within one month of being placed in the database.	Provide customized follow-up to businesses interested in ridesharing, if they have not been promptly contacted by local TDM providers.	Ongoing
2.7 Prepare an activity/evaluation report for the employer direct contact program on a quarterly basis.	Prepare quarterly reports.	Ongoing
2.8 Track ridesharing pre-qualified contacts from first contact to initial placement in an HOV mode. Work with local TDM professionals on this effort.	Continuously monitor the business leads generation and placement process in a web-accessible interactive database format. Report the progress quarterly.	Ongoing
2.9 Tracking support for the state's business TDM customers by HOV mode, after placement.	Maintain a tracking program for the ridesharers, enrolled in the state's TDM programs.	Ongoing

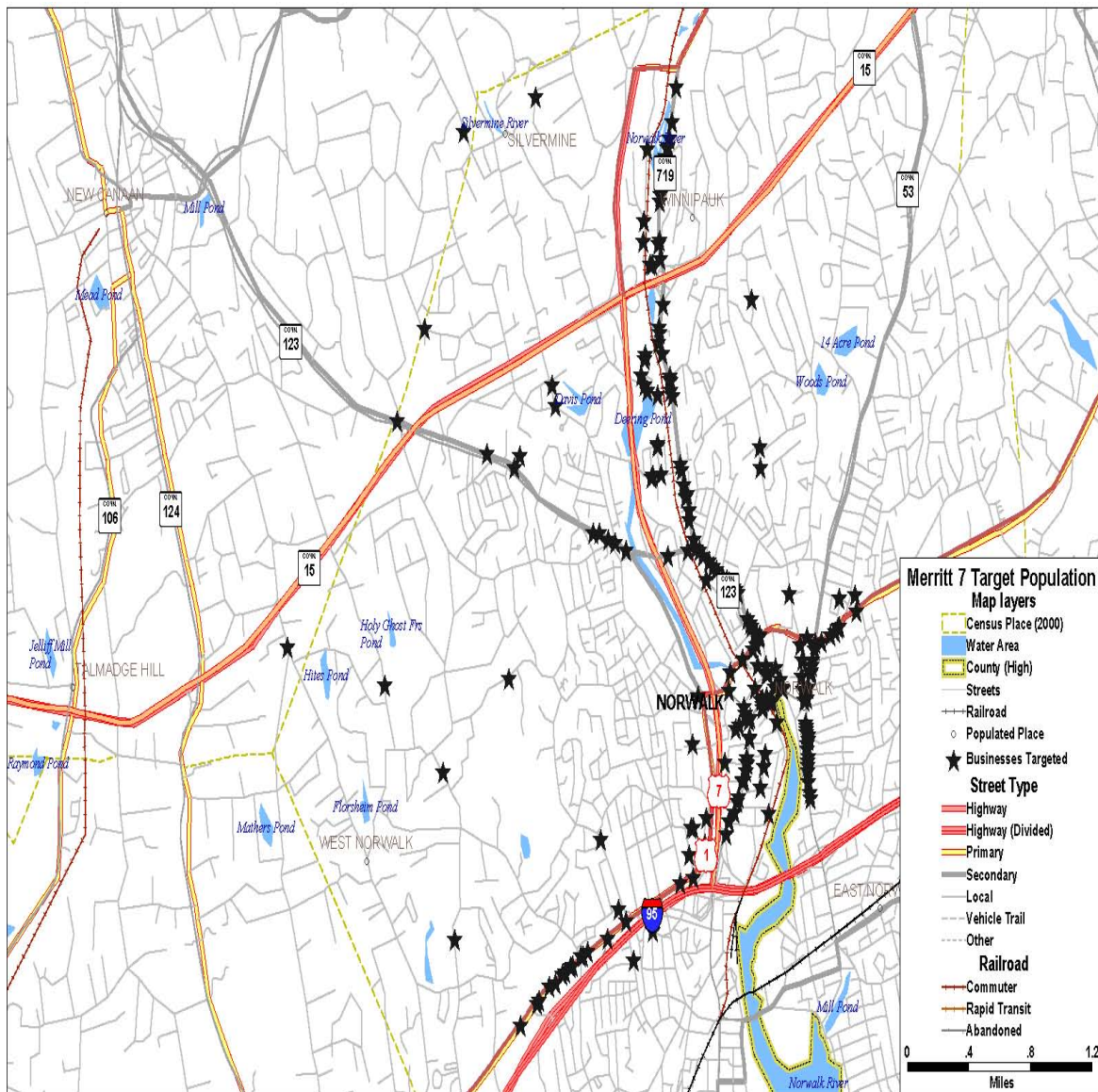


## APPENDIX D – GENERAL TARGET AREA MAP



## APPENDIX E – TARGETED BUSINESSES

**Target Group Locations:** The target group included 442 businesses within the general area of the Route 7/Route 15 intersection in Norwalk, Connecticut.

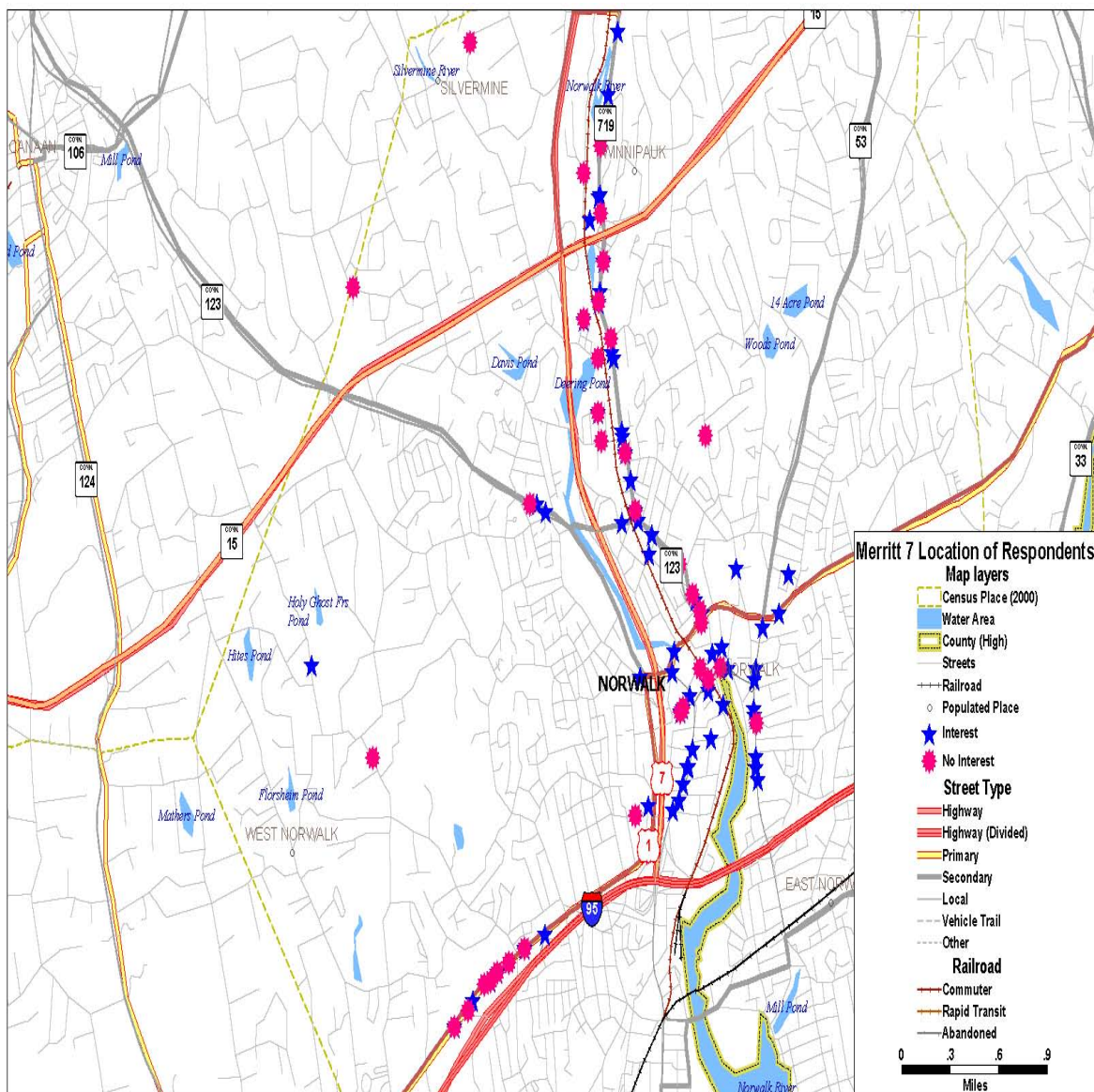


## APPENDIX E ... CONTINUED

**Reached Group Locations:** The reached group included 124 businesses. One hundred and twenty-four businesses completed the discussion format survey with 81 interested in ConnDOT sponsored alternative commuting services and 43 with no interest.

Blue stars are indicative of businesses with an interest in these services. Pink splash circles are indicative of businesses with no interest in these services.

It appears that businesses along East and West Avenues paralleling the Norwalk River South of Route 1 and North of I-95 have a higher interest in ConnDOT alternative commute services than do businesses scattered along other streets or routes.





**APPENDIX E ... CONTINUED**

<b>COMPANY_NAME</b>	<b>SELECTED_SIC_DESC</b>	<b>SIC_CODE</b>
A T & T	TELECOMMUNICATIONS SERVICES	481302
ABB USA INC	POWER PLANT EQUIPMENT-MANUFACTURERS	361201
ACHIEVE	CHILD CARE SERVICE	835101
ADAMS BUSINESS RESEARCH	MARKET RESEARCH & ANALYSIS	873204
ADEPTRA INC	COMPUTER SOFTWARE	737101
ADVANCED CENTER-REHAB MEDICINE	PHYSICIANS & SURGEONS	801101
ADVANCED COMPUTER TECHNOLOGIES	COMPUTERS-SERVICE & REPAIR	737801
ADVANCED HEALTH PROFESSIONALS	CHIROPRACTORS DC	804101
AIDS COUNSELING & TESTING	GOVERNMENT OFFICES-CITY, VILLAGE & TWP	912104
ALAN FREEDMAN	COUNTY GOVERNMENT-COURTS	921103
ALBERT D PHELPS BLDG MGMT	FUEL MANAGEMENT	874198
ALCAN PACKAGING	CAN-MANUFACTURERS	341101
ALL AMERICAN CUSTOM POOLS INC	HOME IMPROVEMENTS	179921
ALLEGRA PRINT & IMAGING	PRINTERS (MFRS)	275998
ALLERGY ASTHMA ASSOC-NORWALK	PHYSICIANS & SURGEONS	801101
ALLIANCE FOR WOMEN'S HEALTH	PHYSICIANS & SURGEONS	801101
ALLIANCE FOR WOMEN'S HEALTH	PHYSICIANS & SURGEONS	801101
ALLIANCE FOR WOMEN'S HEALTH	PHYSICIANS & SURGEONS	801101
ALLIANCE MD LLC	PHYSICIANS & SURGEONS	801101
ALLIED FINANCIAL SVC	REAL ESTATE LOANS	616201
ALLSTATE INSURANCE CO	INSURANCE	641112
ALLSTATE INSURANCE CO	INSURANCE	641112
ALTIERI SEBOR WIEBOR CNSLTNG	ENGINEERS-CONSULTING	871111
AMERICAN ALARM & COMMUNICATION	BURGLAR ALARM SYSTEMS & MONITORING-MFRS	366906
AMERICAN EXPRESS	CREDIT CARD & OTHER CREDIT PLANS	615302
AMERICAN LIVERY SVC INC	AIRPORT TRANSPORTATION SERVICE	411903
ANDRIOPOULOS-DESIGN ASSOC	INTERIOR DECORATORS DESIGN & CONSULTANTS	871202
ANDY ON CALL	HANDYMAN SERVICES	152115
ANDY ROSS GROUP	REAL ESTATE LOANS	616201
APPLE FARM PRODUCE & DELI LLC	FOOD PRODUCTS-RETAIL	543101
APPLERA CORP	LABORATORY ANALYTICAL INSTRUMENTS (MFRS)	382698
ARCH CHEMICALS INC	CHEMICALS-MANUFACTURERS	289905
ARISE FUTON	FUTONS	571223
ARTISTS' MARKET INC	PICTURE FRAMES-DEALERS	599969
ASPEN DENTAL ASSOC	DENTISTS	802101
AUSTIN MC GUIRE CO	REAL ESTATE APPRAISERS	653116
AVERY CENTER FOR OBSTETRICS	PHYSICIANS & SURGEONS	801101
BANK OF AMERICA	BANKS	602101
BANKSVILLE DESIGNER FABRICS	FABRIC SHOPS	594902
BARNES & NOBLE BOOKSELLERS	BOOK DEALERS-USED & RARE	594201
BAYADA NURSES	NURSES & NURSES' REGISTRIES	808201
BCC RESEARCH	MARKET RESEARCH & ANALYSIS	873204
BCC RESEARCH	PUBLISHERS (MFRS)	274105

**APPENDIX E ... CONTINUED**

BEDFORD ASSOCIATES INC	COMPUTER SOFTWARE	573401
BENEFIT PLANNING SVC	INSURANCE CONSULTANTS & ADVISORS	641112
BEST FRIENDS PET CARE INC	PET SERVICES	075210
BEST IMPRESSIONS	PRINTERS (MFRS)	275202
BILDNER CAPITAL CORP	REAL ESTATE LOANS	616201
BINDING BRAUEREI USA	BREWERS (MFRS)	208201
BIOMED PACKAGING SYSTEMS INC	PHYSICIANS & SURGEONS EQUIP & SUPLS-MFRS	384104
BMI FULFILLMENT SVC	MARKETING PROGRAMS & SERVICES	874213
BOB'S STORES	APPAREL-MENS-WHOLESALE	561101
BOCICAUT GUY REAL ESTATE	REAL ESTATE	653118
BOOTH FINANCIAL ASSOC	FINANCIAL PLANNING CONSULTANTS	628205
BPI REPROGRAPHICS	COMMERCIAL PRINTING NEC (MFRS)	275998
BRAND REALITY GROUP	PUBLIC RELATIONS COUNSELORS	874302
BRANDMAN'S EQUIPMENT & REPAIR	PAINT-RETAIL	526106
BRANDMAN'S PAINT & DECORATING	HOME CENTERS	523107
BRIDGE TO INDIA	FOODS-CARRY OUT	581208
BRIGGS TIRE CO	METALWORKING MACHINERY NEC (MFRS)	553123
BROAD RIVER ANIMAL HOSPITAL	VETERINARIANS	074201
BROAD RIVER HOMES	RETIREMENT COMMUNITIES & HOMES	805904
BROOKS LABORATORIES	PREPACKAGED SOFTWARE	873111
C S UNITEC INC	TOOLS-PNEUMATIC-MANUFACTURERS	508456
CANON BUSINESS SOLUTIONS EAST	COPYING & DUPLICATING MACHINES & SUPLS	504403
CAPITAL BROKERAGE	INSURANCE	641112
CAPITAL REALTY SVC	REAL ESTATE	653118
CAPT'N JOHN'S CLAMBAKES	SEAFOOD-RETAIL	581212
CARDIOLOGY ASSOCIATES	PHYSICIANS & SURGEONS	801101
CARLSON RESIDENCE	REST HOMES	805901
CAROUSEL PRESCHOOL DAY NURSERY	CHILD CARE SERVICE	835101
CARTESIS	PUBLISHERS-COMPUTER SOFTWARE (MFRS)	274121
CARUSO'S PLUMBING & HEATING	HEATING CONTRACTORS	171102
CARVEL ICE CREAM & BAKERY	DAIRY PRODUCTS-RETAIL	581203
CEBAL AMERICA	PHYSICIANS & SURGEONS EQUIP & SUPLS-MFRS	384104
CENTENE CORP	HEALTH MAINTENANCE ORGANIZATIONS	809904
CENTERCHEM INC	CHEMICALS (WHOLESALE)	516916
CENTRAL COMMUNICATIONS INC	BURGLAR ALARM SYSTEMS (WHOLESALE)	738903
CENTURY LEASING	REFRIGERATION EQUIPMENT-TRUCK (MFRS)	762921
CHILDRENS DENTAL OF NORWALK	DENTISTS	802101
CHILDREN'S PLACE	CHILDRENS & INFANTS WEAR-RETAIL	564103
CIRCUIT CITY	APPLIANCES-HOUSEHOLD-MAJOR-DEALERS	573117
CISCO SYSTEMS	INTERNET SERVICE	737904
CITY OF NORWALK EMPLOYEES	GOVERNMENT OFFICES-CITY, VILLAGE & TWP	912104
CITY SANITARIANS	GOVERNMENT OFFICES-CITY, VILLAGE & TWP	912104
CLASSIC NAILS	MANICURING	723102
COAST DENTAL SVC INC	DENTISTS	802101

# APPENDIX E ... CONTINUED

COASTAL HAND THERAPY	OCCUPATIONAL THERAPISTS	804911
COASTAL ORTHOPAEDDICS	PHYSICIANS & SURGEONS	801101
COMDISCO INC	DATA PROCESSING EQUIPMENT (WHOLESALE)	504507
COMMERCE BANK	BANKS	602101
COMPUSA	COMPUTER & EQUIPMENT DEALERS	573407
CONNECTICUT COMMUNITY BANK	BANKS	602101
CONNECTICUT DESIGN CTR	FURNITURE-DEALERS-RETAIL	571216
CONNECTICUT HOME HEALTH CARE	NURSES & NURSES' REGISTRIES	808201
CONNIE JANSSEN LCSW	SOCIAL WORKERS	832221
COREN CHIROPRACTIC CARE CTR	CHIROPRACTORS DC	804101
COSMIC COMPUTERS INC	COMPUTERS-SYSTEM DESIGNERS & CONSULTANTS	737103
COUNTRY LIVING ASSOC	RELOCATION SERVICE	653118
COUNTRYWIDE HOME LOANS	REAL ESTATE LOANS	616201
COUNTRYWIDE HOME LOANS	REAL ESTATE LOANS	616201
COURTYARD-NORWALK	HOTELS & MOTELS	701101
CRANBURY CHIROPRACTIC CTR	CHIROPRACTORS DC	804101
CREATIVE DIRECTIONS	GRAPHIC DESIGNERS	733603
CREATIVE VIDEO CORP	WEDDING SUPPLIES & SERVICES	781211
CVS PHARMACY	PHARMACIES	591205
CVS PHARMACY	PHARMACIES	591205
DA VITA HEALTHCARE	CLINICS	809203
DARBY SHOFF CO INC	INSURANCE	641112
DAVID HARVEY JEWELERS	JEWELERS-RETAIL	594409
DE ROSA RESEARCH & TRADING INC	RESEARCH SERVICE	873206
DEPARTMENT OF MENTAL HEALTH	MENTAL HEALTH SERVICES	806301
DERMATOLOGY CENTER	PHYSICIANS & SURGEONS	801101
DESMOND VIRGULAK BROWN REALTY	REAL ESTATE	653118
DEVAN ACURA OF NORWALK	AUTOMOBILE DEALERS-NEW CARS	551102
DEVINE BROTHERS INC	STONE-CRUSHED	327301
DI NARDO BROTHERS	REAL ESTATE	653118
DICKSON PRODUCT DEVELOPMENT CO	MACHINE SHOPS (MFRS)	359903
DINA'S DELI	DELICATESSENS	581209
DIRECTIVE ANALYTICS	MARKET RESEARCH & ANALYSIS	873204
DOG GONE SMART'S DOG GUARD	PET BOARDING & SITTING	075211
DOLCE NORWALK	CONVENTION & MEETING FACILITIES & SVC	738931
DRAPERIES INC	CURTAINS-MANUFACTURERS	571916
EACM ADVISORS LLC	FINANCING CONSULTANTS	628204
EAST AVENUE PODIATRY NORWALK	PODIATRISTS	804301
EASTER SEALS	REHABILITATION SERVICES	833102
EDIBLE ARRANGEMENTS	PARTY SUPPLIES	594732
EDS CORP	DATA PROCESSING SERVICE	737401
EMC CORP	DATA PROCESSING EQUIPMENT-MAINTENANCE	737802
EMCOR GROUP INC	CONSTRUCTION-HEAVY PROJECTS	173101

APPENDIX E ... CONTINUED

EMG CONSULTING GROUP	CONSULTANTS-BUSINESS NEC	874899
ENDODONTIC ASSOCIATES	DENTISTS	802101
ENR	PUBLICITY SERVICE	731910
ENTRE'	IMPORTERS (WHOL)	874201
EQUITY CORPORATE HOUSING	HOUSING CONSULTANTS	653124
EVALUATION ASSOCIATES	PERIODICALS-PUBLISHING & PRINTING (MFRS)	272198
EXPRESSWAY DRIVE-THRU LUBE CTR	AUTOMOBILE REPAIRING & SERVICE	753801
FACT SET RESEARCH SYSTEMS INC	PUBLISHERS-DIRECTORY & GUIDE (MFRS)	274107
FAIRFIELD CNTY CONVENTION	GOVERNMENT OFFICES-COUNTY	912103
FAIRFIELD COUNTY BANK	BANKS	602101
FAIRFIELD MANOR HEALTH CARE	NURSING & CONVALESCENT HOMES	805101
FAIRFIELD MINT	COLLECTIBLES	594705
FAIRFIELD PODIATRY ASSOC	PODIATRISTS	804301
FAIRFIELD RETAIL PARTNERS	REAL ESTATE	653118
FAMILY & CHILDREN'S AGENCY INC	MEDICAL ALARMS (WHOLESALE)	839901
FAMILY DENTISTRY	DENTISTS	802101
FAMILY RE ENTRY	MARRIAGE & FAMILY COUNSELORS	832215
FASHION BUG	WOMEN'S APPAREL-RETAIL	562101
FIBROMYALGIA & FATIGUE CTR INC	MEDICAL CENTERS	806201
FIRST CLASS DRIVING SVC	AIRPORT TRANSPORTATION SERVICE	411903
FIRST DISTRICT WATER DEPT	WATER & SEWAGE COMPANIES-UTILITY	494102
FORESIGHT TECHNOLOGIES CORP	DATA PROCESSING SERVICE	737401
FOUR POINTS BY SHERATON-NORWLK	HOTELS & MOTELS	701101
FRANCES BECKER	MENTAL HEALTH SERVICES	806301
FRANCO'S REFINISHING	FURNITURE-REPAIRING & REFINISHING	764105
FRANK C MEYER CO	PAPER-MANUFACTURERS	262101
FRIENDLY SERVICE STATION	SERVICE STATIONS-GASOLINE & OIL	554101
GAMESTOP	VIDEO GAMES	573112
GAP	MEN'S CLOTHING & FURNISHINGS-RETAIL	561101
GAP	MEN'S CLOTHING & FURNISHINGS-RETAIL	561101
GAP KIDS	CHILDRENS & INFANTS WEAR-RETAIL	564103
GE CORPORATE FINANCIAL SVC	NONCLASSIFIED ESTABLISHMENTS	999999
GENUARIO'S FLOOR COVERING CTR	TILE-CERAMIC-CONTRACTORS & DEALERS	571305
GEORGE P KELLY MD	PHYSICIANS & SURGEONS	801101
GEORGE WASHINGTON CARVER CMNTY	SOCIAL SERVICE & WELFARE ORGANIZATIONS	832218
GEORGETOWN SUBARU	AUTOMOBILE DEALERS-NEW CARS	551102
GERIATRIC CARE MGMT ASSOC	HOME HEALTH SERVICE	808201
GMR	FINANCING	614102
GOLDMAN GRUDER & WOODS LLC	ATTORNEYS	811103
GOODMIND LLC	MARKET RESEARCH & ANALYSIS	873204
GOODWILL INDUSTRIES	THRIFT SHOPS	593222
GREENFIELD ONLINE	FOOD BROKERS (WHOL)	514102
GREENWICH HOSPITAL BLOOD DRAW	LABORATORIES-MEDICAL	807101
GUARDSMAN FURNITURE PRO	FURNITURE-REPAIRING & REFINISHING	764105

**APPENDIX E ... CONTINUED**

GUARIGLIA & GOLDBERG	DENTISTS	802101
H & R BLOCK TAX SVC	TAX RETURN PREPARATION & FILING	729101
HAND REHABILITATION CTR	REHABILITATION SERVICES	833102
HARDWOOD WHOLESALERS	FLOOR MATERIALS-WHOLESALE	502313
HARMON STORES	HEALTH & BEAUTY AID PRODUCTS-WHOLESALE	512215
HARRIS INTERACTIVE INC	MARKET RESEARCH & ANALYSIS	873204
HASBRO INTERNATIONAL	LEATHER GOODS-DEALERS	594803
HEALTHSOUTH SPORTS MEDICINE	PHYSICAL THERAPISTS	804918
HEARING & BALANCE ASSOC	HEARING IMPAIRED EQUIPMENT & SUPPLIES	599979
HEARING BALANCE & SPEECH CTR	HEARING IMPAIRED EQUIPMENT & SUPPLIES	599979
HEWITT ASSOCIATES	PENSION & PROFIT SHARING PLANS	874216
HICKS & OTIS PRINTS INC	PAPER-MANUFACTURERS	308302
HOC METALS INC	STEEL-DISTRIBUTORS & WAREHOUSES (WHOL)	505106
HOME & FLOORING SOLUTIONS	FLOOR LAYING REFINISHING & RESURFACING	175203
HOME INSTEAD SENIOR CARE	HOME HEALTH SERVICE	808201
HOMESTEAD VILLAGE GUEST STUDIO	HOTELS & MOTELS	701101
HONEY HILL CARE CTR	NURSING & CONVALESCENT HOMES	805101
HOOR PRESS	PRINTERS (MFRS)	275202
HUMAN SERVICES COUNCIL	SOCIAL SERVICE & WELFARE ORGANIZATIONS	839998
I T TECHNOLOGY LLC	COMPUTERS-ELECTRONIC-MANUFACTURERS	737314
IMMEDIATE HEALTH CARE	PHYSICIANS & SURGEONS	801101
IN BEV USA	MARKETING PROGRAMS & SERVICES	874213
INFORMATION RESOURCES INC	MARKET RESEARCH & ANALYSIS	873204
INTEGRATED MARKETING	MARKETING CONSULTANTS	874214
INTEGRATED SECURITY SVC	SECURITY CONTROL EQUIP & SYSTEMS-WHOL	506304
INTELLI CLAIM	COMPUTER SOFTWARE	573401
INTERCONEX INC	RELOCATION SERVICE	653101
INTERNATIONAL HEALTHCARE LLC	MEDICAL RESEARCH	873304
IPSOS-ASI INC	MARKET RESEARCH & ANALYSIS	874213
IVILLAGE INTEGRATED MEDIA	MULTIMEDIA (MANUFACTURERS)	274119
J M LAYTON CO INC	INSURANCE	641112
JACKSON HEWITT TAX SVC	TAX RETURN PREPARATION & FILING	729101
JAYSTAR GROUP	COMPUTER SOFTWARE	573401
JEANNE S CAPASSE MD	PHYSICIANS & SURGEONS	801101
JERRY'S ARTRAMA	PICTURE FRAMES-DEALERS	599965
JOHN G KYLES INC	PHYSICIANS & SURGEONS EQUIP & SUPLS-MFRS	384104
JOHN ROBERT POWERS INTL INC	MODELING SCHOOLS	829913
JOHN S HEROLD INC	PETROLEUM CONSULTANTS	738992
JOHN W IMHOFF JR LAW OFFICES	ATTORNEYS	811103
JOSTAL CORP	TRUCKING-MOTOR FREIGHT	653118
JUVENILE MATTERS	STATE GOVT-CORRECTIONAL INSTITUTIONS	922302
KEW PROFESSIONAL PHOTO	PHOTO FINISHING-RETAIL	738401
KEYSTONE HOUSE INC	SOCIAL SERVICE & WELFARE ORGANIZATIONS	832218
KING INDUSTRIES INC	LUBRICANTS-MANUFACTURERS	299202
KITCHEN & BATH	BATHROOM FIXTURES & ACCESSORIES-RETAIL	571923



# APPENDIX E ... CONTINUED

KNOLL INC	OFFICE FURNITURE & EQUIP-MFRS	252204
KODAK POLYCHROME GRAPHICS LLC	LITHOGRAPHIC NEGATIVES & PLATES (MFRS)	279604
KOHL'S DEPARTMENT STORE	DEPARTMENT STORES	531102
KOLMAR PETROCHEMICALS AMERICAS	CHEMICALS (WHOLESALE)	516916
KRUGER PAPER SALES INC	PAPER PRODUCTS (WHOLESALE)	511101
LABATT USA	EXPORTERS (WHOL)	518101
LEV & BERLIN	ATTORNEYS	811103
LEVCO ENERGY	GAS COMPANIES	492501
LEVIN ASSOCIATES	REAL ESTATE	653118
LIBERTY TAX SVC	TAX RETURN PREPARATION & FILING	729101
LIFELINE CONNECTICUT AT FCA	MEDICAL ALARMS (WHOLESALE)	504711
LILJEQVIST & WARGO INC	GRAPHIC DESIGNERS	733603
LINCARE	OXYGEN THERAPY EQUIPMENT	809923
LINENS 'N THINGS	LINENS-RETAIL	571925
LINENS 'N THINGS	LINENS-RETAIL	571925
LOCKWOOD-MATHEWS MANSION	NON-PROFIT ORGANIZATIONS	841201
LOEHMANN'S INC	WOMEN'S APPAREL-RETAIL	562101
LOVEJOY & RIMER	ATTORNEYS	811103
M & R INTL INC	EXPORTERS (WHOL)	509901
M F DI SCALA & CO	REAL ESTATE MANAGEMENT	653108
MAEROWITZ-KLEIN	DENTISTS	802101
MAGNOLIA HOME THEATRE	ELECTRONIC EQUIPMENT & SUPPLIES-RETAIL	573117
MANGO COMPUTERS INC	COMPUTER SOFTWARE	573401
MARATHON	NURSING & CONVALESCENT HOMES	805101
MARQUEZ PRODUCE	FRUITS & VEGETABLES-WHOLESALE	514801
MAX Q TECHNOLOGIES INC	COMPUTER & EQUIPMENT DEALERS	573407
MC INTYRE GROUP	EMPLOYMENT AGENCIES & OPPORTUNITIES	736103
MC MAHON FORD PARTS	AUTOMOBILE DEALERS-NEW CARS	551102
MCCA	ALCOHOLISM INFORMATION & TREATMENT CTRS	839902
MEDIASPACE SOLUTIONS	MARKETING PROGRAMS & SERVICES	874213
MEDI-FIT CORPORATE SVC	HEALTH CARE INSTRUCTION	832259
MENTAL RETARDATION DEPT	STATE GOVERNMENT-PUBLIC HEALTH PROGRAMS	943102
MERCER HUMAN RESOURCE CNSLTNG	PENSION & PROFIT SHARING PLANS	874201
MERRITT RIVER APARTMENTS	APARTMENTS	651303
MERRITT UNISEX SALON	BEAUTY SALONS	723106
MERRITT VIEW PLAZA	REAL ESTATE MANAGEMENT	653108
MET LIFE	INSURANCE	641112
MID VALLEY PRODUCTS CO INC	FOOD BROKERS (WHOL)	514102
MID-FAIRFIELD CHILD GUIDANCE	CHILD GUIDANCE	832202
MILITARY DEPT	FEDERAL GOVERNMENT-NATIONAL SECURITY	971101
MILLEN INDUSTRIES	MANUFACTURERS	399903
MILLER'S HALLMARK	GREETING CARDS-RETAIL	594712
MILLIGAN REAL ESTATE	REAL ESTATE	653118

**APPENDIX E ... CONTINUED**

MORTGAGE CONSULTING SVC	REAL ESTATE LOANS	616201
MORTGAGE PLUS LLC	REAL ESTATE LOANS	616201
MRS CORP	REAL ESTATE	653118
MULTIPLE MYELOMA RESEARCH	FOUNDATION-EDUC PHILANTHROPIC RESEARCH	873303
MY GYM CHILDREN'S FITNESS CTR	GYMNASTIC INSTRUCTION	799936
NATIONAL EMPHYSEMA FOUNDATION	FOUNDATION-EDUC PHILANTHROPIC RESEARCH	873303
NEON INC	SOCIAL SERVICE & WELFARE ORGANIZATIONS	832218
NESTLE HOLDINGS INC	HOLDING COMPANIES (NON-BANK)	671901
NEUROLOGY ASSOCIATES-NORWALK	PHYSICIANS & SURGEONS	801101
NEUROPSYCHOLOGICAL ASSESSMENT	PSYCHOLOGISTS	804922
NEW VISION	LASER VISION CORRECTION	804967
NEW YORK MORTGAGE CO	REAL ESTATE LOANS	616201
NEXTEL	CELLULAR TELEPHONES (SERVICES)	481207
NORFIELD DATA PRODUCTS	COMPUTER PERIPHERALS (MANUFACTURERS)	573401
NORSTAR CORP	COMPUTER SOFTWARE	737101
NORWALK ANESTHESIOLOGY	PHYSICIANS & SURGEONS	801101
NORWALK ANIMAL HOSPITAL	VETERINARIANS	074201
NORWALK COMM CLG RESOURCE CTR	LIBRARIES-INSTITUTIONAL	823109
NORWALK DENTAL ARTS	DENTISTS	802101
NORWALK DEPARTMENT OF HEALTH	MEDICAL CENTERS	806201
NORWALK EMPLOYEE ASSISTANCE	GOVERNMENT OFFICES-CITY, VILLAGE & TWP	912104
NORWALK FEDERATION OF TEACHERS	LABOR ORGANIZATIONS	863101
NORWALK GLASS CO INC	GLASS-AUTO PLATE & WINDOW & ETC	523110
NORWALK HEALTH DEPT	CITY GOVERNMENT-PUBLIC HEALTH PROGRAMS	943104
NORWALK HEALTH INFORMATION	GOVERNMENT OFFICES-CITY, VILLAGE & TWP	912104
NORWALK INN	HOTELS & MOTELS	701101
NORWALK MARINE CONTRACTORS INC	PILE DRIVING	162901
NORWALK MEDICAL GROUP	PHYSICIANS & SURGEONS	801101
NORWALK MEDICAL GROUP	PHYSICIANS & SURGEONS	801101
NORWALK OPEN MRI	MAGNETIC RESONANCE IMAGING	807112
NORWALK PUBLIC LIBRARY	LIBRARIES-PUBLIC	823106
NORWALK PULMONARY CONSULTANTS	PHYSICIANS & SURGEONS	801101
NORWALK SOCIAL SVC	CITY GOVERNMENT-SOCIAL & HUMAN RESOURCES	944104
NORWALK WIC PROGRAM	CITY GOVERNMENT-SOCIAL & HUMAN RESOURCES	944104
NOTRE DAME CONVALESCENT HOME	NURSING & CONVALESCENT HOMES	805101
OAK HILLS PARK	GOLF INSTRUCTION	799951
OASIS COFFEE CO	COFFEE & TEA PRODUCTS-MANUFACTURERS	209501
OCCUPATIONAL HEALTH CARE	PHYSICIANS & SURGEONS	801101
OCCUPATIONAL HEALTH SVC	PHYSICIANS & SURGEONS	801101
OFFICE POWER LLC	MARKETING PROGRAMS & SERVICES	874213
OLDHAM RESOURCE GROUP INC	STOCK & BOND BROKERS	621101

**APPENDIX E ... CONTINUED**

OPAL PUBLISHING	PUBLISHERS (MFRS)	274105
OPEN SUPPORT SYSTEMS INC	COMPUTER SOFTWARE	573401
ORAL SURGEONS ASSOC	DENTISTS	802101
ORBIA	FINANCIAL ADVISORY SERVICES	628203
ORCHARD LAKE HOME OWNERS ASSN	ORCHARDS	017501
ORIENTAL FURNITURE WAREHOUSE	FURNITURE-DEALERS-RETAIL	593202
ORTHOLINE LIMITED	PHYSICIANS & SURGEONS EQUIP & SUPLS-MFRS	384104
PACK-TIMCO INC	HEATING CONTRACTORS	762304
PAGANO'S SEAFOOD	SEAFOOD-WHOLESALE	514601
PARK STREET PEDIATRICS	PHYSICIANS & SURGEONS	801101
PARKWAY CHRISTIAN ACADEMY	RELIGIOUS SCHOOLS	821101
PARTY CITY	COSTUMES-MASQUERADE & THEATRICAL	569905
PATCHEN AUTO PARTS INC	BOAT EQUIPMENT & SUPPLIES	555103
PAYLESS SHOE SOURCE	SHOES-RETAIL	566101
PEARLE VISION	OPTICAL GOODS-RETAIL	599502
PEDIATRIC ASSOCIATES-NORWALK	PHYSICIANS & SURGEONS	801101
PEOPLES BANK	BANKS	602101
PEOPLES BANK	BANKS	602101
PEOPLES BANK	BANKS	602101
PERFECT SOFTWARE	COMPUTER SOFTWARE	573401
PERIODONTOLOGY ASSOCIATES	DENTISTS	802101
PHOENIX OF FAIRFIELD COUNTY	FLOORS-CONTRACTORS & BUILDERS	175208
PIRATE CAPITAL LLC	FINANCIAL PLANNING CONSULTANTS	628205
PLC MEDICAL SYSTEMS	PHYSICIANS & SURGEONS	801101
PLUMBER-ROOTER.COM	PLUMBING CONTRACTORS	171105
POWERLINE EQUIPMENT CO	RESTAURANT EQUIPMENT & SUPPLIES (WHOL)	504604
PREFERRED PROPERTIES INC	REAL ESTATE	653118
PREMIER APPRAISAL GROUP	REAL ESTATE APPRAISERS	653116
PREMIER WORLDWIDE EXPRESS	MAILING & SHIPPING SERVICES	733101
PRIMARY MEDICAL CARE CTR	PHYSICIANS & SURGEONS	801101
PRINTERS INC	PRINTERS (MFRS)	275202
PROFESSIONAL GRAPHICS INC	PRINTERS (MFRS)	275998
PROFESSIONAL MEDIA GROUP	PUBLISHERS-ART (MFRS)	274114
PROTECTION ONE INC	SECURITY CONTROL EQUIP & SYSTEMS-MFRS	366902
PRUDENTIAL CONNECTICUT REALTY	REAL ESTATE	653118
PSA-INFOTECH	BUSINESS MANAGEMENT CONSULTANTS	874201
PURSUIT DYNAMICS INC	NONCLASSIFIED ESTABLISHMENTS	999977
R R DONNELLEY & SONS CO	PRINTERS (MFRS)	275202
RAG SHOP	CRAFT SUPPLIES	594501
RAINBOW	WOMEN'S APPAREL-RETAIL	562101
RE/MAX ELITE REALTY	REAL ESTATE	653118
REEBOK STORE	SHOES-RETAIL	566101
REED EXHIBITIONS	TRADE FAIRS & SHOWS	738987
REHABILITATION CONSULTANTS PC	REHABILITATION SERVICES	833102
REHABILITATION SERVICES	PHYSICIANS & SURGEONS	804918

**APPENDIX E ... CONTINUED**

REMAX ABOVE & BEYOND	REAL ESTATE LOANS	616201
REPRODUCTIVE MEDICINE ASSOC	PHYSICIANS & SURGEONS	801101
RESPIRATORY ASSOCIATES	PHYSICIANS & SURGEONS	801101
RICHARD M SALLICK MD	PHYSICIANS & SURGEONS	801101
RIGHT MANAGEMENT CONSULTANTS	BUSINESS SERVICES NEC	874201
RIS PUBLISHING CO	PUBLISHERS (MFRS)	274105
ROCATON INVESTMENTS ADVISORS	FINANCIAL ADVISORY SERVICES	628203
ROCKBOTTOM FURNITURE & CARPET	FURNITURE-DEALERS-RETAIL	571216
SANDVIK INNOVATIONS	PUBLISHERS-ART (MFRS)	274114
SCHWARTZ & HOFFLICH LLP	FINANCIAL ADVISORY SERVICES	872101
SCISSORS SHARP INC	MANICURING	723106
SCOTT SPECTOR'S EYE CARE CTR	PHYSICIANS & SURGEONS	801101
SECURITY SERVICES-CONNECTICUT	STOCK & BOND BROKERS	621101
SEDONA GROUP	REAL ESTATE	653118
SEQUOIA PROPERTY MANAGEMENT	REAL ESTATE MANAGEMENT	653108
SHERWIN-WILLIAMS	SPRAYING EQUIPMENT-WHOLESALE	523107
SHOP RITE SUPERMARKET	GROCERS-RETAIL	541105
SHORELINE FINANCIAL SVC	REAL ESTATE LOANS	616201
SHOREWOOD FINE ART RPRDCTNS	ART GALLERIES & DEALERS	599969
SIEMENS BUSINESS SVC LLC	COMMUNICATIONS EQUIPMENT NEC (MFRS)	573407
SILVERMINE GUILD ARTS CTR	ART INSTRUCTION & SCHOOLS	829919
SIMULEARN INC	MANAGEMENT TRAINING	829911
SISTERS OF ST THOMAS	CONVENTS & MONASTERIES	866109
SKIN CARE PHYSICIANS	PHYSICIANS & SURGEONS	801101
SLEEPY'S INC	MATTRESSES	571220
SMARTE QUIP INC	COMPUTER SOFTWARE	573401
SONITROL	SECURITY CONTROL EQUIP & SYSTEMS-MFRS	366902
SOUND SOLUTIONS	MUSIC & LIVE ENTERTAINMENT	792908
SOUNDVIEW MEDICAL ASSOC	PHYSICIANS & SURGEONS	801101
SPORTS AUTHORITY	SPORTING GOODS-RETAIL	594113
STANLEY M SELIGSON PROPERTIES	REAL ESTATE MANAGEMENT	653108
STARBUCKS	COFFEE SHOPS	581228
STEPPING STONES MUSEUM FOR	MUSEUMS	841201
STEW LEONARD'S	FLUID MILK (MANUFACTURERS)	541105
STEW LEONARD'S RETAIL SHOPPING	GROCERS-RETAIL	541105
STOP & SHOP PHARMACY	PHARMACIES	591205
SUCCESS PRINTING & MAILING	PRINTERS (MFRS)	275202
SUPER STOP & SHOP	CONVENIENCE STORES	541105
SUPER STOP & SHOP	CONVENIENCE STORES	541105
SUPERCUTS	BEAUTY SALONS	723106
SUZANNE A VAN VECHTEN LCSW	SOCIAL WORKERS	832221
T J MAXX	DEPARTMENT STORES	531102
T MOBILE MERRITT SEVEN	CELLULAR TELEPHONES (SERVICES)	481207
TD BANKNORTH	BANKS	602101
TECHNICAL REPRODUCTIONS INC	PRINTERS (MFRS)	733403

**APPENDIX E ... CONTINUED**

TELLER TAB SVC	MARKET RESEARCH & ANALYSIS	873204
TEMPLETON WORLD WIDE	INVESTMENT SECURITIES	621105
THEERAYUT CHUMNANVECH MD	PHYSICIANS & SURGEONS	801101
T-MOBILE	CELLULAR TELEPHONES (SERVICES)	481207
TOMKEN INDUSTRIES INC	IMPORTERS (WHOL)	509905
TOYS R US	TOYS-RETAIL	594517
TREASURE HOUSE	THRIFT SHOPS	593222
TRUDY CORP	BOOKS-PUBLISHING & PRINTING (MFRS)	273198
TUTOR TIME CHILD CARE LEARNING	CAMPS	835101
UNITED COUPON OF FAIRFIELD CO	ADVERTISING-DIRECT MAIL	733105
UNITED MORTGAGE ACCEPTANCE CO	REAL ESTATE LOANS	616201
UNITED WAY	SOCIAL SERVICE & WELFARE ORGANIZATIONS	832218
UROLOGY ASSOCIATES OF NORWALK	PHYSICIANS & SURGEONS	801101
US INTERNAL REVENUE SVC	FEDERAL GOVERNMENT-FINANCE & TAXATION	931101
US MARINE CORP RECRUITING	FEDERAL GOVERNMENT-NATIONAL SECURITY	971101
US POST OFFICE	POST OFFICES	431101
US SERVICE CORPS-RETIRED EXECS	FEDERAL GOVERNMENT-ECONOMIC PROGRAM ADM	961101
US SOCIAL SECURITY ADMIN	FEDERAL GOVERNMENT-SOCIAL & HUMAN RSRCS	944101
UTOPIA HOME CARE INC	NURSES & NURSES' REGISTRIES	804908
VERIZON WIRELESS	CELLULAR TELEPHONES (SERVICES)	481207
VERIZON WIRELESS	CELLULAR TELEPHONES (SERVICES)	481207
VERTRUE INC	MARKETING PROGRAMS & SERVICES	874213
VETERINARY REFERRAL & EMRGNCY	VETERINARIANS	074201
VIRGIN ATLANTIC AIRWAYS LTD	AIRLINE COMPANIES	451201
VISION WORKS	OPTOMETRISTS OD	804201
VISION WORLD	OPTICIANS	599504
VITAL IV CARE INC	PHARMACIES	591205
W K SYSTEMS	BUSINESS MANAGEMENT CONSULTANTS	874201
WACH ENTERPRISES LTD	BEAUTY SALONS	723106
WACHOVIA BANK	BANKS	602101
WALGREENS	PHARMACIES	591205
WASSERMAN GROUP LLC	EMPLOYMENT AGENCIES & OPPORTUNITIES	736103
WEATHERVANE HILL FABRIC OUTLET	DRAPERY & CURTAIN FABRICS-RETAIL	571406
WEBSTER BANK	BANKS	602101
WEBSTER BANK	BANKS	602101
WEGMANN USA	MARKETING CONSULTANTS	874214
WELLS FARGO FINANCIAL	FINANCING	614102
WELLS FARGO HOME MORTGAGE	REAL ESTATE LOANS	616201
WESCO TRACTORS & EQUIPMENT	CONTRACTORS-EQUIP/SUPLS-DLRS/SVC (WHOL)	508206
WESTEC SECURITY	BURGLAR ALARM SYSTEMS (WHOLESALE)	506324
WESTON WOODS STUDIOS INC	VIDEO PRODUCTION & TAPING SERVICE	781211
WHITE OAK MEDICAL CTR	PHYSICIANS-NATUROPATHIC	804901
WILLIAM RAVEIS REAL ESTATE	REAL ESTATE	653118
WINDHOVER INC	PUBLISHERS-ART (MFRS)	274114

**APPENDIX E ... CONTINUED**

WOMEN'S HEALTH CARE	PHYSICIANS & SURGEONS	801101
YANKEE LINEN SUPPLY CO	LINEN SUPPLY SERVICE	721302
YMCA	COMMUNITY SERVICES	832229
YMCA	EXERCISE & PHYSICAL FITNESS PROGRAMS	832229
YOH CO	EMPLOYMENT CONTRACTORS-TEMPORARY HELP	736304



## APPENDIX F – WEEKLY PROGRESS REPORTS

### Progress Report # 1 August 6, 2007 Merritt 7 Employer Contact Campaign

**Contact Project Area:**

*Merritt 7 Employment Area*

**Target Population:**

*442 Employers within an approximate 2 mile radius*

**Objectives:**

- ◆ *Assess business transportation needs*
- ◆ *Assess awareness of ConnDOT sponsored ridesharing services.*
- ◆ *Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.*
- ◆ *Educate and offer other Connecticut Commuter Services.*

**Methodology:**

*Direct telephone contact using a discussion guide. Follow ups and response to expressed interest performed as needed.*

**Completed Contacts to date: ~600**

*30 this report/week  
30 total*

**Contact Completion Rate:**

*29% (30 completed interviews out of 104 businesses contacted at least one time)*

**Response Requests**

*Rail 12  
Bus 15  
Vanpool 13  
Carpool 13  
Telework 2  
Deduct-A-Ride 18  
Norwalk Transit 14  
Commuter Van Shuttles 5*

**Contact Response Tracking: By**

*By Date & Interviewer*

### *Highlights*

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ◆ 55% plan on hiring additional employees within the next quarter
- ◆ 23% report having recruiting issues related to transportation concerns
- ◆ 34% would be interested in providing preferential parking for pooling
- ◆ 84% would be interested in promoting shuttle bus services to their location from the train
- ◆ 40% requested rail information
- ◆ 50% requested bus information
- ◆ 45% requested vanpool information
- ◆ 45% requested carpool information
- ◆ 7% requested telework information
- ◆ 60% requested information on Deduct-A-Ride
- ◆ 47% requested more information on Norwalk Transit District
- ◆ 62% requested more information on commuter van shuttles

## Progress Report # 2 August 13, 2007

### Merritt 7 Employer Contact Campaign

#### Contact Project Area:

Merritt 7 Employment Area

#### Target Population:

442 Employers within an approximate 2 mile radius. First attempts to contact employers have been made to 183 businesses (41%).

#### Objectives:

- ◆ Assess business transportation needs
- ◆ Assess awareness of ConnDOT sponsored ridesharing services.
- ◆ Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.
- ◆ Educate and offer other Connecticut Commuter Services.

#### Methodology:

Direct telephone contact using a discussion guide. Follow-ups and response to expressed interest performed as needed.

#### Completed Contacts to date:

25 this report/week, 55 total \*\*

#### Contact Completion Rate:

30% (55 completed interviews out of 183 businesses contacted at least one time)

#### Response Requests:

	Week #2	Total
Rail:	7	19
Bus:	6	21
Vanpool:	11	24
Carpool:	11	24
Telework:	3	5
Deduct-A-Ride:	9	27
Norwalk Transit:	11	25
Commuter Van Shuttles:	10	15

## Highlights

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ◆ 86% (this week) report that, before this contact, they were unaware that ConnDOT offers transportation solutions for commuting employees (75% total)
- ◆ 39% plan on hiring additional employees within the next quarter (48% total)
- ◆ 21% report having recruiting issues related to transportation concerns (22% total)
- ◆ 40% would be interested in providing preferential parking for pooling (37% total)
- ◆ 53% would be interested in promoting shuttle bus services to their location from the train (70% total)
- ◆ 30% requested rail information (36% total)
- ◆ 26% requested bus information (40% total)
- ◆ 50% requested vanpool information (47% total)
- ◆ 47% requested carpool information (46% total)
- ◆ 13% requested telework information (9% total)
- ◆ 39% requested information on Deduct-A-Ride (51% total)
- ◆ 47% requested more information on Norwalk Transit District (47% total)
- ◆ 43% requested more information on commuter van shuttles (48% total)



### PROGRESS REPORT #2 ... P2

#### **Request Response Rate:**

*37 of the 55 total completed contacts requested further information (67%)*

*\*\* At this point in the campaign we are focusing on first contacts to all employers, there is still great potential for reaching the remainder of the businesses in further attempts as the peak vacation season winds down.*

#### **Additional Noteworthy Items:**

- ◆ *We are finding that the relationship-building type of discussion we are currently having with employers is more time-intensive than previous campaigns. However, the foundation is being effectively established for future successful follow-up. Additionally, the current approach is yielding immeasurable "good will" for ConnDOT.*
- ◆ *This campaign is increasing awareness, primarily among the relatively untouched market of small businesses, for the DOT's Commuter Assistance Program. This is evidenced by the fact that 86% of the businesses we met with this week were previously unaware of the services offered/supported by the DOT.*
- ◆ *Because of the relational aspect of the meetings being held, we are seeing interest and awareness being raised, even when employers don't choose to receive additional information at this time.*
- ◆ *Many of the employers we contact say early in the meeting that they are "too small". When we explain our new approach to contacting all size employers they seem to understand how we can connect employees from different employers to create vanpools and carpools.*
- ◆ *There is a general sense of appreciation on the part of employers, even those who decline further information, for:*
  1. *Being given the opportunity to share their commuting experiences*
  2. *Being able to give feedback to the DOT regarding their own awareness of services offered*
  3. *Receiving an offer of partnership with the DOT*
  4. *Having the opportunity to receive further information that will benefit their employees.*
- ◆ *The contact list is grouped by type-of-business. This week there was a heavy focus on retail businesses which are somewhat less receptive to alternative commuting options because of their varying schedules and shifts. However, many retailers do see potential in these commuting services which is supported by their requests for further follow-up.*
- ◆ *Our cooperation as a commuter assistance team is being evidenced by measurable results. MetroPool has already signed two additional agents as a direct result of this campaign.*
- ◆ *The establishment of concrete response tracking has enabled each agency to quickly follow-up on the referrals provided, allowing the relationship established with employers in the initial meeting to be built upon by other members of the team. Employers are remembering the initial phone call/meeting and are anticipating the further contact.*
- ◆ *The previous two weeks have included some additional administrative focus as we created the new meeting report/referral format and polished the process of distributing referrals and planning for effective follow-up. We anticipate the pace of contact will elevate somewhat as we continue to meet with employers throughout the remainder of the campaign.*

## Progress Report # 3 August 20, 2007

### Merritt 7 Employer Contact Campaign

#### Contact Project Area:

Merritt 7 Employment Area

#### Target Population:

442 Employers within an approximate 2 mile radius. First attempts to contact employers have been made to 273 businesses (61%).

#### Objectives:

- ◆ Assess business transportation needs
- ◆ Assess awareness of ConnDOT sponsored ridesharing services.
- ◆ Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.
- ◆ Educate and offer other Connecticut Commuter Services.

#### Methodology:

Direct telephone contact using a discussion guide. Follow-ups and response to expressed interest performed as needed.

#### Completed Contacts to date:

14 this report/week, 68 total \*\*

#### Contact Completion Rate:

25% (69 completed interviews out of 273 businesses contacted at least one time)

#### Response Requests:

	Week #3	Total
Rail:	4	23
Bus:	4	25
Vanpool:	2	26
Carpool:	2	26
Telework:	0	5
Deduct-A-Ride:	1	28
Norwalk Transit:	4	29
Commuter Van Shuttles:	1	16

## Highlights

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ◆ 64% (this week) report that, before this contact, they were unaware that ConnDOT offers transportation solutions for commuting employees (73% total)
- ◆ 33% plan on hiring additional employees within the next quarter (45% total)
- ◆ 7% report having recruiting issues related to transportation concerns (19% total)
- ◆ 7% would be interested in providing preferential parking for pooling (31% total)
- ◆ 53% would be interested in promoting shuttle bus services to their location from the train (79% total)
- ◆ 30% requested rail information (35% total)
- ◆ 30% requested bus information (38% total)
- ◆ 15% requested vanpool information (41% total)
- ◆ 15% requested carpool information (40% total)
- ◆ 0% requested telework information (8% total)
- ◆ 7% requested information on Deduct-A-Ride (42% total)
- ◆ 30% requested more information on Norwalk Transit District (44% total)
- ◆ 7% requested more information on commuter van shuttles (36% total)

### PROGRESS REPORT #3 ... P2

#### Request Response Rate:

*44 of the 69 total completed contacts requested further information (63%)*

***\*\* We are still focusing on first contacts to all employers, and there is still great potential for reaching the remainder of the businesses in further attempts as the peak vacation season winds down.***

#### Additional Noteworthy Items:

- ◆ *This week was clearly impacted by the "summer lull" and we found that MANY of the employers were out of town on vacations. However, we were able to determine the correct point of contact at many of these businesses which will make additional contacts more efficient.*
- ◆ *This week's contacts included a larger percentage of single and two-person offices which seem to represent a group of employers that are less inclined to seek information on commuter transportation alternatives. The businesses included many small marketing offices, import businesses, and several small non-profit agencies. Still noteworthy, even the smallest organizations do not express any problem with our contact and offer of information and assistance.*
- ◆ *It was exciting to see the positive responses that MetroPool has had in following-up on the information requests we have received in the past two weeks as a result of the Merritt 7 campaign. Being able to track follow-up response is a significant benefit to the changes being made in how we approach this campaign. We anticipate this to continue and exceed all previous efforts.*
- ◆ *We continue to find that even when employers do not request additional information, they are very receptive to the contacts and are appreciative of the partnership being offered by ConnDOT's team of commuter service representatives.*
- ◆ *Based on feedback from the team working on this campaign, we have added a discussion point to our meetings which requests information on the working hours of the employees. This will enable NTD to plan for additional commuter shuttle space and assist in matching potential vanpool participants.*
- ◆ *Response continues to be favorable to the relational approach in making contacts. We continue to find that employers are pleasantly surprised to know that their small business has a voice with the DOT, and that there is an effort being made to partner with them to improve the commuting experience for themselves and their employees.*
- ◆ *Discussion between 2Plus and Nancy Carroll (Norwalk Transit District) resulted in discovering that the information provided in the meeting reports has valuable data for NTD in their planning. So, per their request, they will also be receiving the weekly report and the weekly batches of meeting reports which include information from both sets of employers – those who requested information and those who did not.*
- ◆ *As in previous weeks we are excited to see that while retail businesses traditionally have difficulty in effectively using alternative commuting options, we have had retail employers who not only express interest in learning about and utilizing the services presented, but who are, in fact, currently promoting carpooling!*
- ◆ *Finally, the length of our meetings with employers combined with summer schedules are contributing to a longer campaign schedule than originally expected. However, the results continue to be overwhelmingly positive and encouraging.*



## Progress Report # 4 August 27, 2007

### Merritt 7 Employer Contact Campaign

#### Contact Project Area:

Merritt 7 Employment Area

#### Target Population:

442 Employers within an approximate 2 mile radius. First attempts to contact employers have been made to 417 businesses (94%).

#### Objectives:

- ◆ Assess business transportation needs
- ◆ Assess awareness of ConnDOT sponsored ridesharing services.
- ◆ Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.
- ◆ Educate and offer other Connecticut Commuter Services.

#### Methodology:

Direct telephone contact using a discussion guide. Follow-ups and response to expressed interest performed as needed.

#### Completed Contacts to date:

27 this report/week, 95 total \*\*

#### Contact Completion Rate:

23% (95 completed interviews out of 417 businesses contacted at least one time)

#### Response Requests:

	Week #4	Total
Rail:	16	39
Bus:	17	42
Vanpool:	15	41
Carpool:	15	41
Telework:	4	9
Deduct-A-Ride:	15	43
Norwalk Transit:	12	41
Commuter Van Shuttles:	14	30

## Highlights

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ◆ 76% (this week) report that, before this contact, they were unaware that ConnDOT offers transportation solutions for commuting employees (74% total)
- ◆ 40% plan on hiring additional employees within the next quarter (44% total)
- ◆ 38% report having recruiting issues related to transportation concerns (24% total)
- ◆ 37% would be interested in providing preferential parking for pooling (33% total)
- ◆ 53% would be interested in promoting shuttle bus services to their location from the train (88% total)
- ◆ 61% requested rail information (42% total)
- ◆ 65% requested bus information (46% total)
- ◆ 60% requested vanpool information (46% total)
- ◆ 60% requested carpool information (46% total)
- ◆ 16% requested telework information (10% total)
- ◆ 60% requested information on Deduct-A-Ride (47% total)
- ◆ 48% requested more information on Norwalk Transit District (45% total)
- ◆ 56% requested more information on commuter van shuttles (43% total)

## PROGRESS REPORT #4 ... P2

### **Request Response Rate:**

*64 of the 95 total completed contacts requested further information (67%)*

*\*\* We are completing first contacts to all employers, and will begin our focus on reaching the businesses we haven't yet made contact with this upcoming week. Traditionally, subsequent contacts proceed more quickly so we are anticipating continued success with the campaign.*

### **Additional Noteworthy Items:**

- ◆ *This week was still prime vacation season, which we saw reflected in the lack of availability of employers, especially in the smaller offices. However, we were able to increase the number of contacts made this week.*
- ◆ *We are still learning that there are certain types of businesses which are more difficult to reach than others, and which have less inclination to seeking information on transportation options. For example, real estate offices generally have very few actual employees, and it's a business which requires the use of personal vehicles and typically has very irregular hours.*
- ◆ *Medical offices, on the other hand, have been very receptive to learning more about the alternatives which are available and have schedules that often allow employees to be perfect candidates for alternative commuting options.*
- ◆ *We frequently meet with employers who take the opportunity to share their ideas or vent their frustrations regarding the traffic situation in the area. It is gratifying to note that at the end of these conversations, the employers are pleased to have had the opportunity to be heard. We continue to see people end our meetings with a whole new appreciation for ConnDOT's efforts to reach out to them with possible solutions for the transportation issues their employees may have.*
- ◆ *Some examples of suggestions that we have heard from employers this week include re-opening the train station that was in downtown Norwalk and making I-95 a limited access highway.*
- ◆ *Overall, this campaign is still resulting in increasing the good will between the DOT and the employers in the Merritt 7 interchange area. Seeds are certainly being planted for further efforts and further success.*
- ◆ *So far our efforts have reached **2177** employees through this campaign! Each one of them has been represented by his/her employer and has been able to, in effect, share the experiences they have each day to and from the workplace. Additionally, each one will have access to further information on commuting options available to them.*

## Progress Report # 5 September 4, 2007

### Merritt 7 Employer Contact Campaign

#### Contact Project Area:

Merritt 7 Employment Area

#### Target Population:

442 Employers within an approximate 2 mile radius. First attempts to contact employers have been made to 442 businesses (100%).

#### Objectives:

- ♦ Assess business transportation needs
- ♦ Assess awareness of ConnDOT sponsored ridesharing services.
- ♦ Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.
- ♦ Educate and offer other Connecticut Commuter Services.

#### Methodology:

Direct telephone contact using a discussion guide. Follow-ups and response to expressed interest performed as needed.

#### Completed Contacts to date:

23 this report/week, 117 total \*\*

#### Contact Completion Rate:

26% (117 completed interviews out of 442 businesses contacted at least one time)

#### Response Requests:

	Week #5	Total
Rail:	11	50
Bus:	11	53
Vanpool:	11	52
Carpool:	11	52
Telework:	3	12
Deduct-A-Ride:	10	53
Norwalk Transit:	14	55
Commuter Van Shuttles:	13	43

## Highlights

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ♦ 69% (this week) report that, before this contact, they were unaware that ConnDOT offers transportation solutions for commuting employees (73% total)
- ♦ 58% plan on hiring additional employees within the next quarter (47% total)
- ♦ 40% report having recruiting issues related to transportation concerns (28% total)
- ♦ 37% would be interested in providing preferential parking for pooling (33% total)
- ♦ 100% would be interested in promoting shuttle bus services to their location from the train (85% total)
- ♦ 47% requested rail information (43% total)
- ♦ 47% requested bus information (43% total)
- ♦ 47% requested vanpool information (46% total)
- ♦ 47% requested carpool information (46% total)
- ♦ 13% requested telework information (11% total)
- ♦ 43% requested information on Deduct-A-Ride (46% total)
- ♦ 60% requested more information on Norwalk Transit District (48% total)
- ♦ 56% requested more information on commuter van shuttles (47% total)



### PROGRESS REPORT #5 ... P2

Request Response Rate: 75 of the 117 total completed contacts requested further information (64%)

*\*\* We have completed first contacts with all 442 employers. We continue to see added success in meeting with employers as we re-contact those we were unable to reach in first attempts.*

#### **Additional Noteworthy Items:**

- ◆ *In the past we have not left voicemails, believing that live interaction was more productive. However, after creating a process for retrieving employers in our database, I began leaving voicemails (only when unable to contact employers directly) explaining why we were contacting them and leaving a callback number. We have had several employers respond to this and return calls! While first opportunity live interaction is certainly preferable, this is proving to be an effective way to make contact with employers who are particularly interested in providing their employees with alternative commuting methods.*
- ◆ *One example of this success was with Virgin Atlantic Airways. The employer returned my call and left a voicemail asking me to PLEASE call him back as they are very excited about being able to help their employees be more environmentally responsible and he VERY MUCH wanted to talk with me about transportation issues! They employ 80 people onsite and are already using telecommuting extensively. We are continuing our dialogue and I anticipate future success stories developing from this company's workforce.*
- ◆ *We continue to watch the trends relating to type of business and their response to our discussions. We've experienced very little outward "success" from 1-person businesses, in terms of requests for information. However, I am finding that they are often very receptive to our meetings and often have insightful input or suggestions. We might consider whether or not they need to be included in future projects based on these observations.*
- ◆ *Encouragement for our efforts is consistently given by the employers we meet with. One office manager said, "It's great that you are calling. It's so good to know that DOT is offering options for those who can use them."*
- ◆ *Throughout the campaign, there have been requests for written information about the options available. We inform them that they will be receiving exactly that from other commuter service representatives in their specialty areas. One employer this week suggested that DOT send this information to all employers in the M7 area on a regular basis.*
- ◆ *We query employers on their familiarity with the services and programs offered and/or supported by the DOT. We have found that 48% have heard of Easy Street Vanpools. 19% of employers have heard of Telecommute Connecticut. 12% of those questioned had heard of Nu-Ride incentive-based carpool program.*
- ◆ *This campaign continues to build a partnership between ConnDOT and the employers in the Merritt 7 Interchange area. Even the employers who choose not to receive any additional information are appreciative of the efforts DOT is making to reach out to them and their employees. We have reached 3032 employees in the course of this campaign, with more on the horizon!*

## Progress Report # 6 September 10, 2007

### Merritt 7 Employer Contact Campaign

#### Contact Project Area:

Merritt 7 Employment Area

#### Target Population:

442 Employers within an approximate 2 mile radius. First attempts to contact employers have been made to all 442 businesses (100%).

#### Objectives:

- ◆ Assess business transportation needs
- ◆ Assess awareness of ConnDOT sponsored ridesharing services.
- ◆ Measure interest in employer promotion of rail, bus, vanpool, carpool, telework, Deduct-A-Ride, Norwalk Transit, and Vanpool Shuttles.
- ◆ Educate and offer other Connecticut Commuter Services.

#### Methodology:

Direct telephone contact using a discussion guide. Follow-ups and response to expressed interest performed as needed.

#### Completed Contacts to date:

7 this report/week, 124 total \*\*

#### Contact Completion Rate:

28% (124 completed interviews out of 442 businesses contacted at least one time)

#### Response Requests:

	Week #6	Total
Rail:	3	53
Bus:	3	56
Vanpool:	6	58
Carpool:	6	58
Telework:	3	15
Deduct-A-Ride:	5	58
Norwalk Transit:	3	58
Commuter Van Shuttles:	4	47

## Highlights

PERCENTAGES ARE BY QUESTION RESPONSES ONLY.

- ◆ 66% (this week) report that, before this contact, they were unaware that ConnDOT offers transportation solutions for commuting employees (73% total)
- ◆ 71% plan on hiring additional employees within the next quarter (48% total)
- ◆ 28% report having recruiting issues related to transportation concerns (28% total)
- ◆ 66% would be interested in providing preferential parking for pooling (35% total)
- ◆ 100% would be interested in promoting shuttle bus services to their location from the train (86% total)
- ◆ 50% requested rail information (44% total)
- ◆ 50% requested bus information (46% total)
- ◆ 100% requested vanpool information (49% total)
- ◆ 100% requested carpool information (49% total)
- ◆ 50% requested telework information (12% total)
- ◆ 83% requested information on Deduct-A-Ride (48% total)
- ◆ 50% requested more information on Norwalk Transit District (48% total)
- ◆ 66% requested more information on commuter van shuttles (48% total)



### PROGRESS REPORT #6 ... P2

**Request Response Rate:** 81 of the 124 total completed contacts requested further information (65%)

**\*\* We have completed first contacts with all 442 employers. We continue to see added success in meeting with employers as we re-contact those we were unable to reach in first attempts.**

**Additional Noteworthy Items:**

- ◆ Although this was a short week, we reached **431** additional employees through their employers. Throughout the campaign to date, we have reached **3,463** employees in the Merritt 7 Interchange area!
- ◆ This week some administrative time was spent reviewing the feedback reports from metropool and rideworks. We are encouraged by the positive response from the employers. The fact that the follow-ups are occurring within days of the initial meeting allows the information to remain fresh in the employer's mind which significantly increases their receptiveness to the requested information.
- ◆ Additionally, the teleconference on September 7<sup>th</sup> with Jim Stutz, Sue Prosi, Nancy Carroll, Theresa Fanelle and Cheryl Jones allowed the majority of the team to assess the project thus far, share lessons learned, and look ahead toward future follow-up and additional campaigns.
- ◆ We continue to receive call-backs from employers who have received a voicemail telling them of the three-fold purpose for the meeting. The three aspects are: to find out what the commute to/from work is like for their employees, to find out how well we have done so far in providing information on alternative forms of commuting, and finally to offer any information or services that they believe would be helpful to their employees.
- ◆ An additional administrative focus this week has been on developing the training model which will allow projects like this M7 campaign to continue on an even larger scale. The process and the skills to reach employers and successfully engage them in discussion and offer them information are transferable to other call center staff.
- ◆ One of the questions asked of the employers in every meeting is, "Before our conversation today, were you aware that the Connecticut Department of Transportation offers solutions for commuting employees?" 73% of employers have answered that question with a "no". This has been a perfect opportunity to reinforce the concept that ConnDOT does, indeed, desire to listen and respond to their issues and concerns regarding transportation issues. The amount of "good will" that is being fostered between the businesses in the M7 area and ConnDOT, while somewhat intangible, is certainly beneficial!

## **APPENDIX G — CONNDOT-SPONSORED SERVICES & LINKS**

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### **MERRITT 7 CAMPAIGN RESOURCES**

<b>Commuter Tax Benefit Program</b>	<a href="http://www.commutertaxbenefit.org">www.commutertaxbenefit.org</a>
<b>Danbury Branch Line</b> <i>(Metro-North rail service between Norwalk and Danbury)</i>	<a href="http://www.mta.info/mnr/">www.mta.info/mnr/</a>
<b>Easy Street</b> <i>(CT Vanpool Program)</i>	<a href="http://www.easystreet.org">www.easystreet.org</a>
<b>Metro North</b> <i>(New Haven Line Rail Service)</i>	<a href="http://www.mta.info/mnr/">www.mta.info/mnr/</a>
<b>Norwalk Commuter Connections</b> <i>(Norwalk Transit District commuter shuttle services)</i>	<a href="http://www.norwalktransit.com/ncc.htm">www.norwalktransit.com/ncc.htm</a>
<b>Norwalk Wheels</b> <i>(Norwalk Fixed Route)</i>	<a href="http://www.norwalktransit.com/wheels.htm">www.norwalktransit.com/wheels.htm</a>
<b>NuRide</b>	<a href="http://www.nuride.com">www.nuride.com</a>
<b>Route 7 Link</b> <i>(Norwalk Transit District &amp; Housatonic Area Transit fixed route bus service between Norwalk and Danbury)</i>	<a href="http://www.hartct.org/commute.html">www.hartct.org/commute.html</a>
<b>Telecommute Connecticut</b>	<a href="http://www.telecommutect.com">www.telecommutect.com</a>

## APPENDIX H – CONTACT REFERRALS

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	<u>MetroPool</u>	<u>Rideworks</u>	<u>2Plus</u>
Provided requested information	51	2	15
Set up meeting(s)	3	-	16
Meeting(s) held	-	-	6
Will deliver information	10	-	-
Left contact/website referral	-	11	-
Will attempt/call/deliver again	11	2	16
Not/no longer interested	<u>12</u>	<u>-*</u>	<u>5</u>
<b>TOTAL</b>	<b>87</b>	<b>15</b>	<b>58</b>

\* Rideworks determined that seven of the 15 contacts referred to them were “not a good target/fit”

## APPENDIX I — MEETING REPORT

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2Plus record number \_\_\_\_\_

Meeting date: \_\_\_\_\_

Commuter Services Rep: \_\_\_\_\_

Met with: \_\_\_\_\_

Title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email: \_\_\_\_\_

Type of business: \_\_\_\_\_

Number of employees: \_\_\_\_\_

**Current profile:**

Drive alone %: \_\_\_\_\_

Train riders %: \_\_\_\_\_

Bus riders %: \_\_\_\_\_

Vanpoolers %: \_\_\_\_\_

Carpoolers %: \_\_\_\_\_

Bike riders %: \_\_\_\_\_

Walkers %: \_\_\_\_\_

Work schedule: \_\_\_\_\_

Meeting discussion points: \_\_\_\_\_

Potential challenges: \_\_\_\_\_

**Request for assistance:**

Provide information on the following:

- ◆ Commuter Rail \_\_\_\_\_
- ◆ Bus \_\_\_\_\_
- ◆ Vanpool \_\_\_\_\_
- ◆ Carpool \_\_\_\_\_
- ◆ Telework Consultation \_\_\_\_\_
- ◆ Tax Savings Program \_\_\_\_\_
- ◆ Norwalk Transit District \_\_\_\_\_
- ◆ Commuter Connection Shuttles \_\_\_\_\_

Estimated interest level:

Additional suggested follow-up:

## APPENDIX J — FOLLOW-UP REPORT

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### Follow-up/Response Report

Information transmitted to:

Name: \_\_\_\_\_

Information transmitted by:

Agency: \_\_\_\_\_

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

Response performed by: \_\_\_\_\_ Date: \_\_\_\_\_

Type of Response: \_\_\_\_\_Telephone \_\_\_\_\_Mail \_\_\_\_\_Email \_\_\_\_\_Personal

Services/Information Provided: \_\_\_\_\_

### Additional Contact

Name of Contact: \_\_\_\_\_ Date: \_\_\_\_\_

Contacted by:

Agency: \_\_\_\_\_

Name: \_\_\_\_\_

Type of Response: \_\_\_\_\_Telephone \_\_\_\_\_Mail \_\_\_\_\_Email \_\_\_\_\_Personal

Participation Update:

- Transit riders: \_\_\_\_\_
- Carpoolers: \_\_\_\_\_
- Vanpoolers: \_\_\_\_\_
- Teleworkers: \_\_\_\_\_
- Train: \_\_\_\_\_
- Pass sales: \_\_\_\_\_
- Commuter Choice: \_\_\_\_\_
- Other: \_\_\_\_\_

## **APPENDIX K – SWRPA OVERVIEW**

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11-24-07