Marketing Pre-Approved Cross-Border Travel in the Cascade Gateway

Project Performance Review

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1. Introduction

1.1 The PACE and CANPASS Programs

The PACE (Peace Arch Crossing Entry) and CANPASS programs allow pre-approved travelers to utilize a special lane and booth at the Peace Arch and Point Roberts ports-of-entry between Washington State and British Columbia. PACE was established by the U.S. Immigration and Naturalization Service (INS) in 1993, in partnership with Canada Customs and Revenue Agency's (CCRA) CANPASS program. These programs provide a dedicated commuter lane (DCL) for regular, low-risk cross-border travelers to use, provided that they pass a pre-approval background check, carry their approval letters with them, and display appropriate decals on their vehicle.

These two programs have proven remarkably successful in both providing better mobility in the region as well as in assisting inspection agencies in focusing their efforts on higher risk travelers. Although DCL programs similar to PACE and CANPASS exist across the Northern border as well as the U.S. – Mexican border, the number PACE and CANPASS participants far surpass all other programs.

Figure 1-1

Comparison of DCL Program Passenger Enrollment

Location	Enrollment
Buffalo, NY	1,808
Detroit, MI	618
El Paso, TX	3,941
Otay Mesa & San Ysidro, CA	5,771
Port Huron, MI*	1,223
Blaine, WA	113,822

Data compiled from the following dates:
Buffalo NY: 1/11/00-12/28/00   Otay Mesa, CA: 1/1/00-12/31/00
Detroit MI: 1/3/00-11/29/00   Port Huron, MI: 11/28/00-12/31/00
El Paso TX: 1/3/00-12/30/00   San Ysidro, CA: 9/5/00-12/28/00
Blaine, WA: 1/1/00-12/31/00

Data Source: U.S. Immigration & Naturalization Service, U.S. Customs Service
Data Compiled By: Whatcom Council of Governments

*Port Huron's Nexus program had only been open 1 month at the time of this data collection.*

There are many factors which should be included in an analysis as to why PACE and CANPASS have been so successful in comparison to other DCL programs nationwide. CANPASS is free and PACE costs only $25 per family per year – this is compared to over $100 per person for some DCL programs. This region has many families which frequently cross the border as compared to other busy border crossings where the predominant demographic utilizing DCL lanes are individual business persons, not families.[1] And the PACE and CANPASS programs have a relatively simple application process, requiring the submission of an application an in-person visit to the PACE and CANPASS offices to confirm identification, pick up letters and decals, and, for PACE, making the $25 payment.

1.2 Goals of Marketing PACE and CANPASS

A high level of cross-border mobility is crucial to maintain the economic ties of the greater British Columbia and Washington State regions. However, ports-of-entry in Blaine, WA and Douglas, B.C. are strained by the heavy travel demand and limited amount of inspection staff. Pre-approval programs allow inspection agencies to batch low-risk travelers and focus primary inspections on travelers not enrolled.

Analysis completed by the Washington State Department of Transportation (WSDOT) in 1998 concluded that if PACE program usage were to increase from the current 28 percent of southbound traffic at Peace Arch to 45 percent of the traffic flow, wait times at peak hours would drop from 45-90 minutes to a maximum of 15 minutes.[2]

In order to increase participation in the PACE and CANPASS programs, a comprehensive marketing campaign was identified as a way to inform the public about the benefits of PACE and CANPASS. Previously, no marketing of either program had occurred. Firstly, WCOG partnered with the Bellingham/Whatcom Chamber of Commerce who conducted marketing efforts aimed at networks in the regional business communities of both countries. Additionally, WCOG carried out various media-based marketing activities. The marketing efforts undertaken by WCOG and the Bellingham/Whatcom Chamber of Commerce were designed to:

- Increase awareness of PACE and CANPASS.

- Increase the number of applicants to both programs.

And, as a result,

- Increase efficiency and effectiveness of U.S. and Canadian border inspections by pre-approving and separating more travelers from other traffic.

- Decrease at-border congestion and travel time for everyone.

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[1] Information from comparison of PACE user statistical data collected from U.S. Immigration & Naturalization Service and the EDS report Annual Statistical Report: Dedicated Commuter Lane Validation System (2000)

[2] Washington State Department of Transportation. Technical Memoranda – ITS Early Development Program, I-5 Seattle to Vancouver B.C., Appendix F: Border-Crossing Situational Development (1998), pgs. F-17-19

The marketing efforts succeeded in promoting awareness as well as increasing the number of applicants to both programs.

1.3 Contract Summary

The International Mobility and Trade Corridor Project, IMTC, is a U.S. – Canadian coalition of business and government entities that was formed in 1997 to jointly identify and pursue improvements to cross-border mobility in the Cascade Gateway. IMTC participants identified this project as a top priority.

In 1999, the U.S. Department of Transportation awarded Coordinated Border Infrastructure Program funds to the Whatcom Council of Governments (WCOG) to promote increased use of these programs as well as prepare research-based findings on the improvement and joint-administration of the two programs. This report summarizes marketing activities undertaken to promote PACE and CANPASS DCL programs in the Whatcom County/ Lower Mainland B.C. region.

Funding under the grant was provided to:

- Market the PACE program in an effort to increase use and, as a result, increase the productivity of inspection resources.

- Develop recommendations for joint, U.S. – Canadian administration of PACE and CANPASS.

- Develop recommendations for other system improvements to PACE and CANPASS.

This report is the final in a series produced with the funding described above. Previous reports include:

Pre-approved Cross-Border Travel in the Cascade Gateway

- Report 1: Market Research

- Report 2: Marketing Plan

- Report 3: Program Improvements Report

- Report 4: Barriers to Joint Administration

- Report 5: Recommendations for a Jointly Administered Program

- **Report 6: Marketing Summary**

1.4 Post-September 11 Realities Regarding PACE and CANPASS

At the completion of this report, situations regarding PACE and CANPASS travel have been dramatically altered. Both PACE and CANPASS programs have been closed, and it seems likely that both programs may be closed permanently, at least in their current forms. Discussions have been held about replacing the PACE program with NEXUS, a DCL format being piloted in Michigan. NEXUS requires the collection of additional identity data,

distribution of remotely detectable identification cards, and installation of antennas and video display terminals in equipped vehicle lanes.

The relevance of this report lies in the future of any new DCL programs at Peace Arch and Pacific Highway ports-of-entry along the B.C. – Washington border. If a new program such as NEXUS were to be installed at Peace Arch, a marketing campaign similar to the one recently completed for PACE and CANPASS will be needed to announce the re-opening, encourage enrollment and re-enrollment, and communicate new policies.

This report serves as a review of techniques used to advertise pre-approval cross-border travel programs in border communities.

2. Marketing Approaches

After a survey and data-based market analysis completed by WCOG in June, 2000, a target market was identified and methods for reaching that market were specified.

Almost all of the advertising placed for the PACE and CANPASS programs directed potential program users to a website, *getPACE.com*. The website provided visitors with specific information on the programs, as well as applications for participation (see Section 3 for more information). Specific marketing approaches are described below.

2.1 Signage

Prior to the marketing efforts the only existing signs regarding PACE and CANPASS were WA State Department of Transportation (WSDOT) and B.C. Ministry of Transportation (BC MoT) signs that mark the separation of the PACE and CANPASS lanes from the regular, primary traffic lanes. Program information was only available in the PACE and CANPASS offices, requiring a person to be proactive enough to inquire about the program and enter the port-of-entry facility to obtain program information.

The first achievement under the marketing project was the addition of two signs facing southbound traffic which advertise the *getPACE.com* website. These signs were provided by BC MoT.

2.2 Billboard

A billboard advertising the website was placed along Highway 99 in B.C. during the peak travel periods of July and August. The billboard was in a location that would allow travelers backed up in primary inspection queues to view the website address clearly.

2.3 Newspaper Advertisements

Advertisements were placed in local and regional newspapers. Although expensive, the advertisements in the *Vancouver Sun* and *B.C. Province* had the most immediate and overwhelming impact on visitors to the website. Smaller advertisements were placed in the *Northern Light* newspaper which serves the Blaine, Birch Bay and Point Roberts communities. *The Waterside 2001* and *4th Corner View* magazines also included advertisements which were targeted towards tourists who frequent the region.

2.4 Brochures/Fliers

The Bellingham/Whatcom Chamber of Commerce designed a flier, or "rack card," which advertised the benefits of the PACE and CANPASS programs and directed people to visit the *getPACE.com* website. These rack cards presented a longer term marketing approach. The rack cards were distributed to locations throughout Whatcom County that served a high proportion of cross-border travelers. Locations included shopping malls throughout Whatcom and Skagit County, ski resorts in both B.C. and Whatcom County, golf courses, bingo halls,

traveler and tourist information centers, and hotels serving large numbers of Canadian clientele.

2.5 Direct Mail

The PACE and CANPASS rack card described above was mailed to households in the Lower Mainland of B.C. and Whatcom County through direct mail distribution by the Valpak company. The regions for the direct mailing correlated with the regions with the highest percentage of current and potential PACE and CANPASS program users.

Whistler Ski Resort in Whistler, B.C. also mailed out PACE and CANPASS rack cards with information to American season pass purchasers. This mailing went to several thousand U.S. residents who travel across the border to the ski resort several times each winter.

2.6 Administrative Referrals

The PACE and CANPASS offices referred numerous potential users to the *getPACE.com* website. The U.S. INS PACE office provided the website on their telephone recordings and encouraged callers to utilize the downloadable application WCOG made available online. In addition, the INS added the *getPACE.com* web address on all PACE program renewal letters.

Inspection officers working the lines who were asked for information regarding PACE and CANPASS also referred people to the website.

2.7 Word-of-Mouth Referrals

Friends, relatives, and acquaintances provided information about the website through word-of-mouth referrals.

3. *getPACE.com* Advertising

WCOG established the website *getPACE.com* to provide a single source of information for both the PACE and CANPASS programs, as well as a way for people to print and mail application forms from their home or office.

All WCOG marketing efforts directed potential program users to the website. Marketing information was collected on this website through two techniques: web site visitor statistics provided by the site's internet service provider (ISP); and a one-question survey which was put on the website beginning March 14, 2001. This survey asked visitors to identify which advertising source directed them to *getPACE.com*.

An analysis of both the survey data and the website statistical data presents an overall picture of the strengths of each advertising element and illustrates the behavior of potential users searching for more information on the PACE and CANPASS programs.

Between March 14 and August 31, 2001, 20,792 people visited the website. In that same period of time, 1,980 surveys were completed: a ten percent response rate.

The following questions were asked at the conclusion of the marketing campaign to pinpoint the highlights of the marketing effort and better understand which approaches yielded the most cost-effective results.[3]

3.1 What has been the best source for informing website visitors of *getPACE.com*?

By far the most successful way to inform people about PACE and CANPASS were the signs at the border.

B.C. Ministry of Transportation added the website address to two existing southbound signs at Peace Arch.

The two southbound signs at Peace Arch directed 36 percent (approximately 7,245 people) of website visitors to the site.

One major benefit of the sign is its permanence. Unlike other ad campaigns, the sign reaches all of the target markets continuously.

Figure 3-1: The getPACE.com sign

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[3] Some of the information gathered in both the website statistical data and the website survey data is missing, due to technical errors. Dates and hit counts are missing for some specific periods, rendering some of the data presented below to account for different time frames. Such discrepancies have been noted in the data.

Figure 3-2

How People Heard of getPACE.com
March 14 - August 31, 2001

Website 13%

Newspaper 18%

Friend or Relative 11%

PACE and CANPASS Offices 7%

Brochure 5%

Valpak 3%

Billboard 3%

Other 3%

Sign at the Border 36%

Inspection Officer 1%
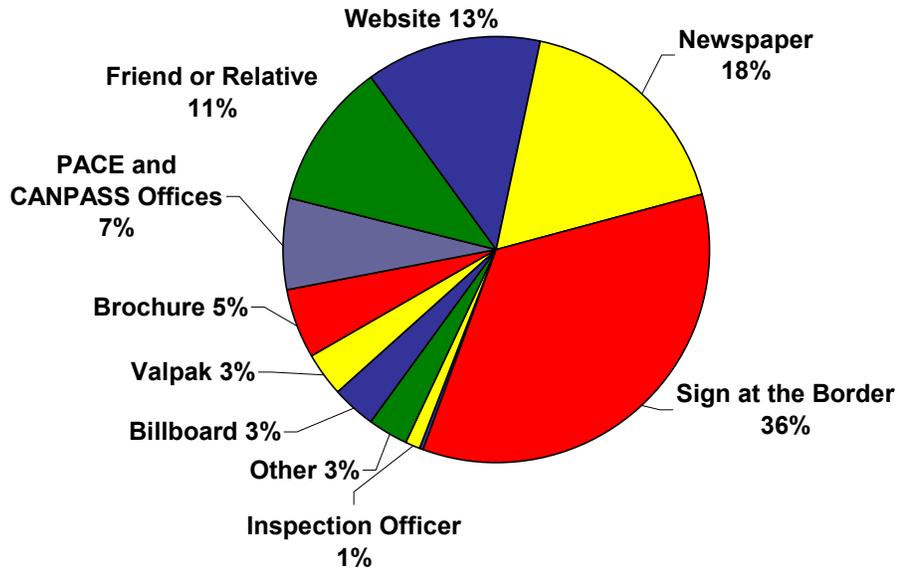
3.2 What was the most cost-effective method of advertising?

To compare the cost-effectiveness of the different advertising methods, responses to the website survey were used to estimate shares of all referrals to the website. These numbers were then divided into the total cost of each advertising campaign. Some of the advertising methods used had a definable cost (newspaper advertisements, brochures, Valpak direct mailings, billboard, and magazine advertisements). An advertising cost for the sign at the border and website banners, links, and search engine references were estimated based on staff time and implementation costs. For word of mouth advertising (friends and relatives), and referrals from inspection officers or the PACE/CANPASS offices, no measurable cost can be defined to determine the method's cost-effectiveness.

Figure 3-3: Cost-Effectiveness of Advertisement Methods

Advertisement	Survey Responses	Proportional Estimate	Total Advertisement Cost	Cost per Person
Newspapers	342	3,591	$9,839.06	$2.74
Brochures	107	1,123.5	$3,320.70	$2.96
Valpak Mailings	67	703.5	$3,750.00	$5.33
Billboard	66	693	$7,823.00	$11.29
Border Signs	690	7,245	$650[4]	$0.09
Website Banners and links	267	2,803.5	$353[5]	$0.13
Word of Mouth	220	2,310	N/A	N/A
Referral	24	252	N/A	N/A
Total	582	6,111	$25,735.76	

The border signs were the most cost effective method of advertising, as were website links (placed without cost on regional websites).

Although newspaper advertisements initially seemed to be the most expensive advertising option, considering their high cost and brevity (several thousand dollars for one day), the audience such advertisements reached was broad enough to entice large numbers of visitors to the website. Therefore, newspaper advertisements proved to be the most cost-effective form of *paid* advertising available for the project. The least cost-effective marketing approach was the billboard at the border. However, the long-term effects of the billboard could not be measured as it was the last marketing effort and was counted for only one and a half months. Nevertheless, the initial cost of the billboard brought the overall cost per visitor to $11.29 per person.

3.3 What day/time is the most popular for visitors?

This question helps analyze whether or not there is a relationship between long weekend lines and visits to the website.

By examining the time trends of both the survey responses as well as the web hits, a correlation can be observed between activity on the website – or demand for information – and longer queues at the border. Visitors to the website came evenly across the week, but the

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[4] Cost is an estimate based on staff time and the construction/placement of signage.
[5] Cost is an estimate based on staff time only.

highest percentage of hits were on Mondays, making up 22 percent of the total hits.[6] This suggests a relationship between long Sunday evening lineups and visits to the website the next morning.

The time of day of visitors to the website is quite diverse, spanning the clock in relatively even amounts. The highest percentage of visitors, 39 percent, came to the website between 12.00 – 6.00pm, according to the website survey results.

Some specific dates stand out with overwhelming numbers of visitors, usually tied to the marketing efforts of the *getPACE.com* campaign rather than the length of queues at the border. For example, there is a 366 percent increase from the average Monday hits of web visitors the day of the full page *Vancouver Sun* and *B.C. Province* ads on July 2, 2001 (from an average of 864 hits each Monday to 4,029 on July 2).

Figure 3-4

Website Visitors by Day of Week

These numbers are based on an analysis of 23 weeks of website hits: 3/3/01 - 5/19/01 and 6/10/01 - 8/30/01 (no data was collected for the missing weeks). Data compiled by: Whatcom Council of Governments

July 2, 2001 Full-Paged Ad
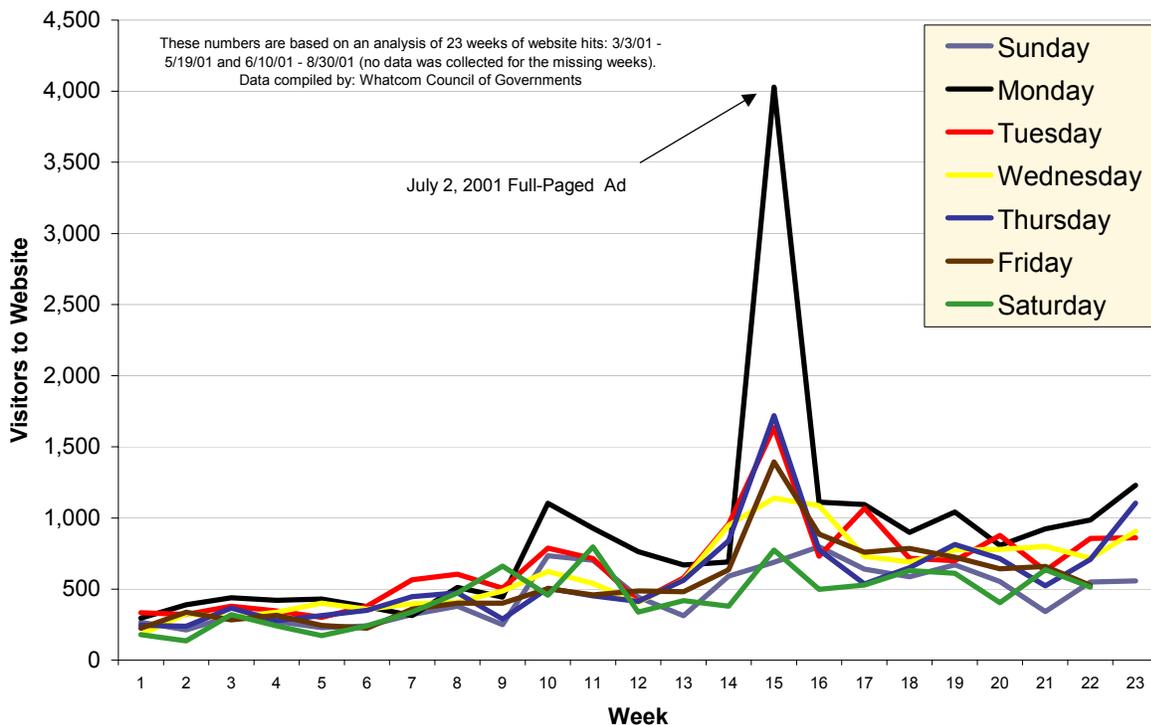
3.4 Which websites have referred the most people?

13 percent of visitors (roughly 2,800 people) were referred to *getPACE.com* from another location on the internet. Links to *getPACE.com* are available on many border region

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[6] These figures are based off analysis of website hit counts collected over 23 weeks, beginning March 4, 2001 and ending August 30, 2001.

municipality pages, local chambers of commerce, traveler information sites, and other regional websites that support increased PACE and CANPASS participation.

The majority of people who came to the site from another web page found *getPACE.com* using a search engine (predominantly google.com). However, there were a few key referral sites. Based on statistics collected from the website[7], most people who were referred by another website used the Bellingham/Whatcom Chamber of Commerce link to get to *getPACE.com*. Other major referrers include the Borderlineups.com website which features live traffic cameras at the border crossings (managed by AACB Customs Brokers) and the Vancouver Board of Trade website.

Figure 3-5

Figure 3-5: Website Referrals
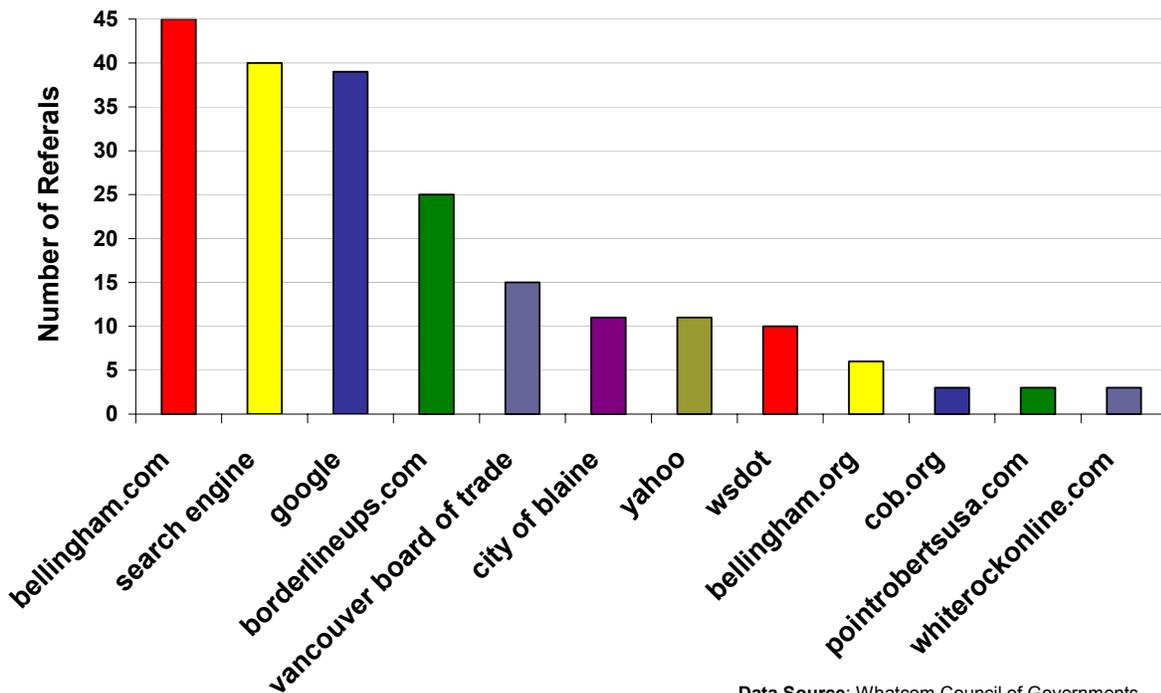
Data Source: Whatcom Council of Governments

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[7] Website statistics were collected separately from the survey statistics by WCOG's Internet Service Provider (ISP).

3.5 What was the percentage increase of website visitors from month to month?

From the beginning of the website in March to the completion of this research in August, the number of visitors to the *getPACE.com* increased by 146 percent. There were fluctuations in the number of visitors each month, with a noticeable increase in July, which is not only the peak month for cross-border traffic through the Cascade Gateway, but also the month in which most of the PACE and CANPASS marketing efforts took place.

Figure 3-6

Monthly Number of Website Visitors

Month	No. Visitors	Percentage Change from previous month
March	1,764	
April	2,189	+24%
May	4,123	+88%
June	2,873	-30%
July	5,998	+109%
August	4,345	-28%
Total	**21,292**	

3.6 What is the relative increase of 'word-of-mouth' advertising?

Website visitors who heard about *getPACE.com* by word-of-mouth, or from friends or relatives, increased 510 percent between March and August, 2001.

Comparing visitor hits referred by word-of-mouth to other advertising efforts taken place over the same period of time, word-of-mouth referrals averaged 11 percent of all visitors to the site. This stays true even at the height of other advertising efforts in the month of July, when it would be expected to drop as an overall percentage of *getPACE.com* users.

Figure 3-7

Increase of Word-of-Mouth Visitors

Month	Word-of-Mouth Visitors	Total Visitors	Percentage of Total Visitors	Percentage Change Each Month

March	105	1,040	10%	
April	147	1,995	7%	+40%
May	326	4,095	8%	+121%
June	273	2,352	12%	-16%
July	714	6,594	11%	+162%
August	641	4,001	16%	-10%
Total	**2,206**	**20,007**	**11%**	

Word-of-mouth advertising, although difficult to measure, can provide a long-term and effective means to continue promotion of the PACE and CANPASS programs.

4. Recommendations for Future Efforts

The PACE and CANPASS programs were both shut down following the events on September 11, 2001 but the advertising techniques found to be most successful in this marketing effort could be applied to future DCL programs in the Cascade Gateway.

If a new marketing campaign were to be established for the promotion of NEXUS, information distribution will be necessary, not only to the previous PACE and CANPASS members, but for the general public as well. A new program will have new requirements and it is important to present this information widely and effectively to encourage frequent cross-border travelers to consider such a program as a beneficial means of travel.

4.1 Future Marketing Campaign Suggestions

Based on the efforts of the PACE and CANPASS marketing program, the following suggestions for a future DCL advertising campaign are as follows:

1. **Place permanent advertising signs at the border**. The advantage of putting information in the path of the target audience is obvious. In addition, such marketing is permanent. Any new program installed at the border should be accompanied by signage visibly displaying both the name of the program, a website address and telephone number.

2. **Advertise the programs in all regional newspapers with large distribution**. The *Vancouver Sun* and *B.C. Province* were the most cost-effective advertising effort in the PACE and CANPASS marketing campaign. Additional newspapers with large regional readership include the *Seattle Times*, the *Seattle Post-Intelligencer*, the *Eastside Journal*, and the *Bellingham Herald*.

3. **Link the new program website in more locations**. A noticeable percentage of website viewers were referred to the site from other locations on the internet. This is a very affordable and effective means of spreading the word about DCL program benefits and the application process.

4. **Pay for search engine preference**. Although this idea was not used in the *getPACE.com* advertising efforts, the high percentage of visitors who found the website using a search engine suggests that paying for higher placement on search engine results may be a cost-effective investment. Adding more meta-tags and other internet identifiers to the site may also help the program.

4.2 Future Improvements to the DCL Programs

A full report of recommendations for improving the PACE and CANPASS programs was submitted to inspection agencies by WCOG in February, 2001. Some of the recommendations would not only improve program administration, but also their marketability.

1. **Create only one application form for both U.S. and Canadian programs**. This idea is currently used under the NEXUS program in Michigan. This alleviates participant

confusion by eliminating the repetitive process of filling out the same information twice and sending it to two separate locations.

2. **Make the form available on-line for immediate submission**. Most companies, and many government agencies, have used the internet to provide online information requests using secure forms. An application which can be filled out online and immediately submitted cuts down on paper, simplifies the submission process, and can assist the inspection agencies by providing them an opportunity to reduce manual entry of form information into a computer database.

3. **Have inspectors at the primary inspection booths to distribute information**. Currently, inspection officers working the line at the border do not make information about DCL programs available to those who ask about such programs, or who cross frequently. This may be an excellent way to reach a large number of potential users, and it would not take much of the inspectors time if the material is prepared ahead of time and can be easily handed out. License plate readers could also be used to recognize frequent travelers and prompt an inspection officer to offer printed information and a program application.

5. Conclusions

The border crossings between Whatcom County, Washington and British Columbia serve a high proportion of frequent cross-border travelers. Roughly 30 percent of summer traffic and over 40 percent of fall cross-border traffic consist of travelers who cross the border at least eight times a year. In fact, on fall weekdays over 50 percent of the cross-border traffic consists of frequent travelers who make up the target audience for pre-approved DCL programs. To encourage such travelers to utilize a DCL lane would dramatically decrease the length of queues at the border and better utilize inspection resources by allowing agencies to focus on higher-risk, infrequent cross-border travelers. But the only way people will sign up for such programs is if they have information about them.

Marketing is a critical element in the success of a cross-border pre-approved travel program such as PACE and CANPASS. Without marketing, the only means by which individuals can learn about the numerous program benefits is through word-of-mouth or through the inspection agencies themselves.

The marketing efforts undertaken by WCOG in the spring and summer of 2001 substantially increased the means by which individuals could gain access to information about the PACE and CANPASS programs. In addition, the campaign led to an increase in program applications. As of September 11, 2001, 32,194 people enrolled in the PACE program as of April 2001, or the beginning of the marketing campaign. This accounts for a 21 percent increase in program enrollment.

With the closure of PACE and CANPASS, there is talk about installing a new DCL program at Peace Arch and Pacific Highway ports-of-entry. This new program's success will depend upon the availability of information about its benefits.

The transportation and inspection efficiencies offered by pre-approved travel are appreciated in this border region. Marketing efforts which targeted the potential audiences for such programs make a difference by improving not only the usability of such programs, but also by decreasing overall border congestion through increased DCL program participation. This marketing campaign provided more information about PACE and CANPASS in one six month period than the total of that available in the previous 10 years of program operation. By raising regional awareness of the existence of such pre-approval programs, and the universality by which regular cross-border travelers can utilize such services, perhaps a greater interest in future DCL programs along the Cascade Gateway will be seen.

Appendices

Appendix A

PACE & CANPASS Marketing Calendar

March 14[8]   Marketing Survey Added to Website
April 26   Rackcards Distributed
May 5   1st Vancouver Sun/BC Province Advertisement
May 12   2nd Vancouver Sun/BC Province Advertisement
May 15   Fourth Corner View Published (2 advertisements)
May 17   Waterside 2001 Published (1 advertisement)
May 19   3rd Vancouver Sun/BC Province Advertisement
June 7   1st Northern Light Advertisement
June 13   Rackcards Distributed
June 14   2nd Northern Light Advertisement
June 21   3rd Northern Light Advertisement
June 27   Valpak Advertisement Distributed
July 2   4th Vancouver Sun/BC Province Advertisement
July 16   Billboard Erected
Sept. 10   Billboard Complete
Sept. 11   PACE & CANPASS programs closed

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[8] Advertising running before the addition of the marketing survey included the *getPACE.com* sign at the border and numerous website links.

Appendix B

Advertising Costs

Domain name purchase		90.00
Rackcard printing (100,000)		$3,320.70
Rackcard display holders		$164.00
Sun/Province advertisements	$7,506.24 CDN	$4,879.06
Sun/Province full page advertisement	$6,100.00 CDN	$3,965.00
Northern Light advertisements		$405.00
Waterside 2001 advertisement		$590.00
Fourth Corner View advertisements		$682.50
Valpak advertisements		$3,750.00
Billboard		$7,823.00
TOTAL		**$25,669.26**

Appendix C

PACE Program Statistics

The following statistics were provided by the U.S. Immigration and Naturalization Service.

Field	March-00	April-01	Change	% Increase
Active Vehicles	37,056	40,327	3,271	8.1%
Active Applicants	30,663	33,449	2,786	8.3%
Active Male Applicants	20,132	21,647	1,515	7.0%
Active Female Applicants	10,512	11,430	918	8.0%
Active Passengers	113,822	119,151	5,329	4.5%
Avg. Age of Applicants	53	54		
Avg. Age of Male Applicants	55	55		
Avg. Age of Female Applicants	51	51		
Avg. Age of Passengers	38	39		
RESIDENCE				
U.S.	7,166	8,893	1,727	19.4%
Washington	6,959	8,588	1,629	19.0%
Blaine	1,298	1,465	167	11.4%
Point Roberts	427	457	30	6.6%
Bellingham	1,434	1,760	326	18.5%
Ferndale	272	316	44	13.9%
Lynden	112	118	6	5.1%
Custer	102	104	2	1.9%
Marysville	34	51	17	33.3%
Mount Vernon	22	34	12	35.3%
Everett	101	126	25	19.8%
Seattle	776	1,035	259	25.0%
Bellevue	256	347	91	26.2%
Redmond	137	180	43	23.9%
Kirkland	113	178	65	36.5%
Issaquah	87	104	17	16.3%
Canada	23,497	24,556	1,059	4.3%
British Columbia	23,442	24,485	1,043	4.3%
Surrey	5,258	5,552	294	5.3%
White Rock	2,088	2,114	26	1.2%
Delta	2,110	2,216	106	4.8%
Vancouver	4,594	4,872	278	5.7%
North Vancouver	638	677	39	5.8%
West Vancouver	465	474	9	1.9%
New Westminster	638	657	19	2.9%
Burnaby	1,361	1,410	49	3.5%
Coquitlam	569	590	21	3.6%
Richmond	2,097	2,215	118	5.3%
Langley	705	712	7	1.0%
Whistler	30	37	7	18.9%
Alberta	49	59	10	16.9%

Statistics at Close of Program (9/11/01):

Active vehicles: 42,555

Active participants: 184,794

21 percent increase from April 2001

Appendix D

Advertisement Samples

Below is a picture of the billboard purchased for the *getPACE.com* marketing campaign.

Appendix E

Website Statistical Information

Analyzed requests from Thu-01-Mar-2001 08:15 to Thu-30-Aug-2001 23:54 (182.7 days).

Total completed requests: **106,463** (5,696) [9]
Average completed requests per day: **583** (813)
Total failed requests: **1,980** (88)
Number of distinct hosts served: **5,133** (456)
Number of new hosts served in last 7 days: **243**
Corrupt logfile lines: **1**
Unwanted logfile entries: **689**
Total data transferred: **2,575 Mbytes** (127,940 kbytes)
Average data transferred per day: **14,436 kbytes** (18,277 kbytes)
(Figures in parentheses refer to the 7 days to 30-Aug-2001).

Monthly Report

Each unit (▪) represents 800 requests, or part thereof.

Month:	No. Requests
Mar 2001:	8820: ▬▬▬▬▬▬
Apr 2001:	10947: ▬▬▬▬▬▬▬
May 2001:	20613: ▬▬▬▬▬▬▬▬▬▬▬▬▬
Jun 2001:	14367: ▬▬▬▬▬▬▬▬▬
Jul 2001:	29992: ▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬
Aug 2001:	21724: ▬▬▬▬▬▬▬▬▬▬▬▬▬▬

Weekly Report

Each unit (▪) represents 250 requests, or part thereof.

Month:	No. Requests
25/Feb/01:	531: ▬▬
4/Mar/01:	1727: ▬▬▬▬▬▬▬
11/Mar/01:	1961: ▬▬▬▬▬▬▬▬
18/Mar/01:	2394: ▬▬▬▬▬▬▬▬▬▬
25/Mar/01:	2207: ▬▬▬▬▬▬▬▬▬
1/Apr/01:	2088: ▬▬▬▬▬▬▬▬▬
8/Apr/01:	2173: ▬▬▬▬▬▬▬▬▬
15/Apr/01:	2741: ▬▬▬▬▬▬▬▬▬▬▬

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[9] This number is not the equivalent of hits: This number represents all requests which include the web page as well as any pictures. For the *getPACE.com* website, **5 requests equal one web hit**.

Date	No. Requests
22/Apr/01:	3252:
29/Apr/01:	3036:
6/May/01:	4711:
13/May/01:	4591:
20/May/01:	8968:
27/May/01:	0:
3/Jun/01:	2479:
10/Jun/01:	3262:
17/Jun/01:	3587:
24/Jun/01:	5039:
1/Jul/01:	11381:
8/Jul/01:	5885:
15/Jul/01:	5355:
22/Jul/01:	4959:
29/Jul/01:	5336:
5/Aug/01:	4777:
12/Aug/01:	4511:
19/Aug/01:	4854:
26/Aug/01:	4658:

Daily Summary

Each unit (▬) represents 400 requests, or part thereof.

Month:	No. Requests
Sun:	11543:
Mon:	20855:
Tue:	16696:
Wed:	20460:
Thu:	13972:
Fri:	12639:
Sat:	10298:

Daily Report

Each unit (▬) represents 150 requests, or part thereof.

Month:	No. Requests	Month:	No. Requests
1/Mar/01:	178:	11/Mar/01:	213:
2/Mar/01:	216:	12/Mar/01:	390:
3/Mar/01:	137:	13/Mar/01:	321:
		14/Mar/01:	326:
4/Mar/01:	267:	15/Mar/01:	239:
5/Mar/01:	296:	16/Mar/01:	336:
6/Mar/01:	334:	17/Mar/01:	136:
7/Mar/01:	180:		
8/Mar/01:	246:	18/Mar/01:	307:
9/Mar/01:	224:	19/Mar/01:	438:
10/Mar/01:	180:	20/Mar/01:	379:
		21/Mar/01:	302:
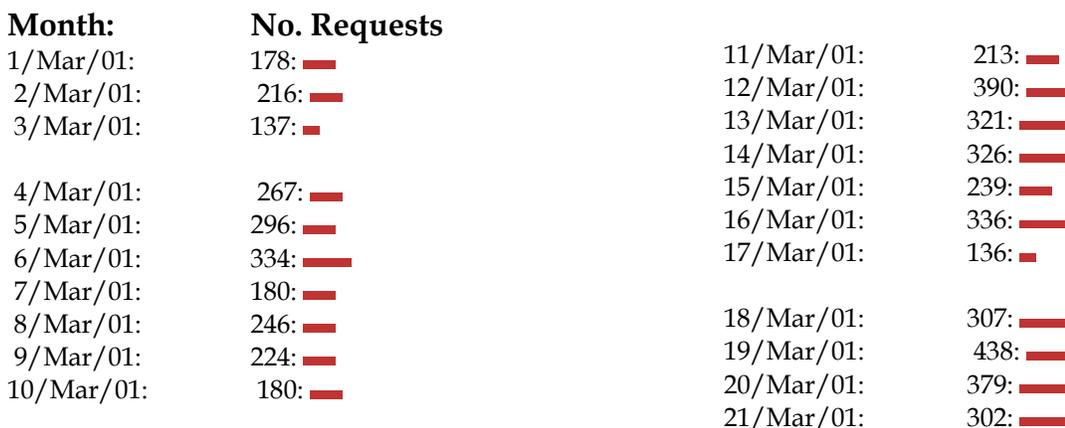
Date	Value		Date	Value
22/Mar/01:	365:		6/May/01:	734:
23/Mar/01:	283:		7/May/01:	1103:
24/Mar/01:	320:		8/May/01:	787:
			9/May/01:	623:
25/Mar/01:	272:		10/May/01:	505:
26/Mar/01:	420:		11/May/01:	502:
27/Mar/01:	346:		12/May/01:	457:
28/Mar/01:	336:			
29/Mar/01:	277:		13/May/01:	702:
30/Mar/01:	316:		14/May/01:	927:
31/Mar/01:	240:		15/May/01:	715:
			16/May/01:	540:
1/Apr/01:	228:		17/May/01:	452:
2/Apr/01:	429:		18/May/01:	459:
3/Apr/01:	301:		19/May/01:	796:
4/Apr/01:	401:			
5/Apr/01:	314:		20/May/01:	895:
6/Apr/01:	243:		21/May/01:	967:
7/Apr/01:	172:		22/May/01:	1071:
			23/May/01:	6035:
8/Apr/01:	240:			
9/Apr/01:	376:		24/May/01:	0: [10]
10/Apr/01:	380:		25/May/01:	0:
11/Apr/01:	358:		26/May/01:	0:
12/Apr/01:	351:			
13/Apr/01:	226:		27/May/01:	0:
14/Apr/01:	242:		28/May/01:	0:
			29/May/01:	0:
15/Apr/01:	322:		30/May/01:	0:
16/Apr/01:	314:		31/May/01:	0:
17/Apr/01:	565:		1/Jun/01:	0:
18/Apr/01:	396:		2/Jun/01:	0:
19/Apr/01:	446:			
20/Apr/01:	360:		3/Jun/01:	0:
21/Apr/01:	338:		4/Jun/01:	0:
			5/Jun/01:	368:
22/Apr/01:	380:		6/Jun/01:	530:
23/Apr/01:	512:		7/Jun/01:	474:
24/Apr/01:	605:		8/Jun/01:	691:
25/Apr/01:	408:		9/Jun/01:	416:
26/Apr/01:	474:			
27/Apr/01:	400:		10/Jun/01:	443:
28/Apr/01:	473:		11/Jun/01:	763:
			12/Jun/01:	411:
29/Apr/01:	250:		13/Jun/01:	406:
30/Apr/01:	443:		14/Jun/01:	413:
1/May/01:	505:		15/Jun/01:	488:
2/May/01:	486:			
3/May/01:	290:			
4/May/01:	401:			
5/May/01:	661:			

[10] The *getPACE.com* internet service provider (ISP) failed to collect statistical data between May 24 – June 4, 2001.

Date	#reqs		Date	#reqs
16/Jun/01:	338:		23/Jul/01:	899:
			24/Jul/01:	716:
17/Jun/01:	313:		25/Jul/01:	690:
18/Jun/01:	668:		26/Jul/01:	651:
19/Jun/01:	579:		27/Jul/01:	786:
20/Jun/01:	564:		28/Jul/01:	630:
21/Jun/01:	562:			
22/Jun/01:	482:		29/Jul/01:	671:
23/Jun/01:	419:		30/Jul/01:	1042:
			31/Jul/01:	699:
24/Jun/01:	591:		1/Aug/01:	775:
25/Jun/01:	690:		2/Aug/01:	814:
26/Jun/01:	956:		3/Aug/01:	724:
27/Jun/01:	947:		4/Aug/01:	611:
28/Jun/01:	840:			
29/Jun/01:	636:		5/Aug/01:	553:
30/Jun/01:	379:		6/Aug/01:	807:
			7/Aug/01:	878:
1/Jul/01:	688:		8/Aug/01:	778:
2/Jul/01:	4029:		9/Aug/01:	714:
			10/Aug/01:	643:
3/Jul/01:	1636:		11/Aug/01:	404:
4/Jul/01:	1140:			
5/Jul/01:	1720:		12/Aug/01:	341:
6/Jul/01:	1394:		13/Aug/01:	923:
7/Jul/01:	774:		14/Aug/01:	629:
			15/Aug/01:	800:
8/Jul/01:	798:		16/Aug/01:	523:
9/Jul/01:	1110:		17/Aug/01:	660:
10/Jul/01:	731:		18/Aug/01:	635:
11/Jul/01:	1086:			
12/Jul/01:	776:		19/Aug/01:	550:
13/Jul/01:	886:		20/Aug/01:	985:
14/Jul/01:	498:		21/Aug/01:	856:
			22/Aug/01:	717:
15/Jul/01:	640:		23/Aug/01:	708:
16/Jul/01:	1094:		24/Aug/01:	525:
17/Jul/01:	1068:		25/Aug/01:	513:
18/Jul/01:	730:			
19/Jul/01:	536:		26/Aug/01:	558:
20/Jul/01:	758:		27/Aug/01:	1230:
21/Jul/01:	529:		28/Aug/01:	860:
			29/Aug/01:	906:
22/Jul/01:	587:		30/Aug/01:	1104:

Referrer Report

Printing the first 100 referring URLs, sorted by number of requests.
#reqs: %bytes: referring URL

387: 29.12%: http://www.wccog.org/pace.htm

157: 14.47%: http://www.borderlineups.com/

156: 15.03%: http://www.bellingham.com/

60: 5.44%: http://www.ci.blaine.wa.us/

59: 0.85%: http://www.internap.com/measurements/readme.html

45: 3.26%: http://www.vancouver.boardoftrade.com/headlines.html

22: 2.09%: http://www.pointrobertsusa.com/footer.htm

22: 2.14%: http://www.ci.blaine.wa.us/index.htm

19: 1.92%: http://www.borderlineups.com/index.htm

11: 0.85%: http://www.vancouver.org/headlines.html

9: 2.07%: http://206.63.96.187/

9: 0.85%: http://www.bellingham.com/index.html

7: 0.01%: http://www.angelfire.com/ky2/stherngrace/horny.htm

6: 0.39%: http://wccog.org/pace.htm

6: 0.01%: http://server3004.freeyellow.com/affiliateszone/affiliates.html

6: 0.01%: http://balder.prohosting.com/bmwmclar/main_frame.html

6: 0.49%: http://www.bellingham.org/link/

6: 0.43%: http://google.yahoo.com/bin/query?p=www.getpace.com&hc=0&hs=0

5: 0.01%: http://www.computerservice-goerlitz.de/linuxwork/werbung.htm

5: 0.35%: http://vancouver.boardoftrade.com/headlines.html

5: 0.11%:

http://search.msn.com/results.asp?ba=(2.13)0&co=(0.15)4.1..2.1.4.1&Form=MSN6B&q=pace+applic
ation&v=1

4: 1.22%: http://www.getpace.com./

4: 0.01%: http://www.k-ware.de/ftpinfo/main.htm

4: 0.01%: http://www.k-ware.de/ftpinfo/oben.htm

4: 0.01%: http://www.schmuddelwitze.f2s.com/schmuddelwitze__main.htm

4: 0.01%: http://www.pinmoney.de/?spu=2948

4: 0.27%: http://www.google.com/search?q=cache:www.getpace.com/+blaine+++PACE&hl=en

3: 0.32%: http://www.kulshan.com/Washington/Whatcom/Bellingham/Community/default.htm

3: 0.21%: http://www.google.com/search?hl=en&lr=&safe=off&q=peace+arch+border+and+pace

3: 0.28%: http://google.yahoo.com/bin/query?p=pace+lane&hc=0&hs=0

3: 0.11%:

http://ca.google.yahoo.com/bin/query_ca?p=peace+arch+border+crossing+pace+program&y=on&hc=
0&hs=0

3: 0.01%: http://ctc.iteens.com/cgi-bin/ctc/ctc.cgi?73726928

3:   :
>   http://us.f121.mail.yahoo.com/ym/ShowLetter?box=Inbox&MsgId=3777_1756663_22_1077_91511_
>   0&PREV=1&inc=&num=&Search=&YY=36224&order=down&sort=date&pos=0

3: 0.11%: http://search.msn.com/results.asp?q=pace+border+application&form=MSN6B

3: 0.11%: http://www.google.com/search?q=Canadian+Pace+lane

3: 0.01%: http://www.speedguide.net/

3: 0.11%: http://search.msn.com/results.asp?q=getpace&form=MSN6B

3: 0.21%: http://www.wcog.org/pace.htm

3: 0.01%: http://www.sportwetten-links.de/

3: 0.32%: http://search.msn.com/results.asp?RS=CHECKED&FORM=MSNH&v=1&q=www.getpace.com

3: 0.01%: http://www.basicpoint.com/r.r?r=31474

3: 0.01%: http://sdtop.com/cgi-bin/bbs3000/bbs.cgi?id=chunmei

3: 0.32%:
>   http://www.goto.com/d/search/p/iepanel/4/cold.jhtml;$sessionid$X3U210AAA0LUHQFIEONQPUQ?
>   type=MSIE4panel&Keywords=www.getpace.com

3: 0.11%: http://www.compuserve.com/compuserve/access.asp

2: 0.21%: http://google.yahoo.com/bin/query?p=pace+border&hc=0&hs=0

2:   : http://www.google.com/search?q=getpace.com&btnG=Google+Search

2: 0.21%:
>   http://auto.search.msn.com/results.asp?cfg=SMCINITIAL&srch=5&FORM=AS5&RS=CHECKED&v
>   =1&q=GETPACE

2:   : http://www16.brinkster.com/davestop/index.htm

2: 0.18%: http://www.wccog.org/imtclinks.htm

2: 0.11%:
>   http://us.f39.mail.yahoo.com/ym/ShowLetter?MsgId=4675_19178_1005_1433_254_0&YY=63836&inc=
>   25&order=down&sort=date&pos=0&box=Inbox

2:   : http://google.yahoo.com/bin/query?p=P.A.C.E.+Project+US+Customs&hc=0&hs=0

2:   : http://www.netcraft.com/survey/

2: 0.11%: http://search.msn.com/spbasic.htm?MT=www.getpace.com

2:   : http://www.paractivity.com/bp_frame.html

2: 0.18%: http://google.yahoo.com/bin/query?p=www.getPACE.com&hc=0&hs=0

2: 0.07%: http://google.yahoo.com/bin/query?p=canpass+blaine&hc=0&hs=0

2: 0.11%:
>   http://search.msn.com/results.asp?RS=CHECKED&FORM=MSNH&v=1&q=PACE+U.S.+Canadian+Bor
>   der+Crossing

2: 0.21%: http://search.msn.ca/results.asp?FORM=MSNH&v=1&RS=CHECKED&CY=en-ca&q=pace+lane

2: 0.11%: http://us.f121.mail.yahoo.com/ym/ShowLetter?YY=5454&order=down&sort=date&pos=0

2: 0.11%: http://search.msn.com/spbasic.htm?MT=Pace lane

2: 0.11%: http://google.yahoo.com/bin/query?p=getpace&hc=0&hs=0

2: 0.11%: http://google.yahoo.com/bin/query?p=border+pace&hc=0&hs=0

2: 0.21%: http://google.yahoo.com/bin/query?p=PACE+LANE+Project&hc=0&hs=0

2: 0.18%: http://www.marksonline.com/app/nicsearch

2: 0.11%: http://search.msn.ca/results.asp?FORM=MSNH&v=1&RS=CHECKED&CY=en-
ca&q=www.getPACE.com

2: 0.11%:
http://search.msn.com/results.asp?q=getpace.com&RS=CHECKED&FORM=SMCRT&v=1&cfg=SMC
INITIAL

2: 0.21%:
http://www.ask.com/main/askjeeves.asp?origin=7039&ask=Does+the+U.S.+have+a+CanPass+Progr
am+crossing+the+border+from+Canada?+&search=Does+the+U.S.+have+a+CanPass+Program+cro
ssing+the+border+from+Canada?+&chk=on

2: 0.18%: http://aolsearch.aol.ca/dirsearch.adp?query=www.getpace.com

2:       :
http://auto.search.msn.com/results.asp?q=www.getPACE.com&FORM=SMCA&cfg=SMCINK&v=1&b
a=0&f=any&co=15&RS=CHECKED&sort=&rgn=&lng=&dom=&depth=&d0=&d1=&cf=

2:       :
http://www.askjeeves.com/main/metaanswer.asp?metaEngine=directhit&origin=0&MetaURL=http://as
k.directhit.com/fcgi-
bin/RedirURL.fcg?url=http://www.getpace.com/&qry=Peach+Arch+border+crossing+blaine+WA&rnk=
6&cz=0feadc3e5a486c96&src=DH_Ask_SRCH&qCategory=geog&metaTopic=Home+Page&ItemOrdi
nal=5&logQID=586A2F495FD8F547B81A797A62E963F2&sv=204&back=http://www.askjeeves.com/
main/askjeeves.asp?ask=Peach+Arch+border+crossing+blaine+WA&origin=0&site_name=Jeeves&m
etasearch=yes&ads=&Ask%21.x=17&Ask%21.y=8

2:       : http://wanghu.3322.net/index.html

2:       : http://www.wettangebote.de/index.html

2: 0.18%: http://www.allpointbulletin.com/links.html

2:       : http://www.friends.acidfreak.dk/cgi-bin/autorank/rankem.pl?id=krystaba

2:       : http://www.basicpoint.com/r.r?r=31956

2: 0.11%: http://google.yahoo.com/bin/query?p=getpace.com&hc=0&hs=0

2: 0.11%: http://google.yahoo.com/bin/query?p=PACE+and+CanPass&hc=0&hs=0

2:       :
http://auto.search.msn.com/results.asp?cfg=SMCINITIAL&srch=5&FORM=AS5&RS=CHECKED&v=1&q=
pace+lane

2: 0.18%: http://google.yahoo.com/bin/query?p=canpass&hc=0&hs=3

1: 0.11%: http://www.google.com/search?q=pace+border+application

1: 0.11%: http://www.ci.blaine.wa.us/open_biz.htm

1: 0.11%: http://google.yahoo.com/bin/query?p=Pace+Border&hc=0&hs=0

1: 0.11%: http://www.netfactual.com/

1:    :

      http://us.f121.mail.yahoo.com/ym/ShowLetter?MsgId=8133_1756663_4464_1116_284_0&YY=42203

      &inc=50&order=down&sort=date&pos=0&box=Guardar

1:    : http://aolsearch.aol.com/dirsearch.adp?query=Canpass - RABC

1: 0.11%:

      http://www.google.com/search?q="point+roberts"+canada+immigration&hl=en&lr=&safe=off&start=20

      &sa=N

1:    :

      http://auto.search.msn.com/results.asp?q=www.getpace.com&RS=CHECKED&FORM=SMCRT&v=1

      &cfg=SMCINITIAL

1: 0.11%: http://search.msn.com/results.asp?RS=CHECKED&FORM=MSNH&v=1&q=pace+lane

1: 0.07%:

      http://auto.search.msn.com/results.asp?q=blaine+peace+arch+INS&RS=CHECKED&FORM=SMCRT

      &v=1&cfg=SMCINITIAL

1: 0.11%: http://www.cityofblaine.com/

1: 0.11%: http://www.google.com/search?hl=en&lr=&safe=off&q=Canada+Customs+PACE+Lane

1: 0.07%: http://www.google.com/search?q=Canpass+how+to+apply&hl=en&lr=&safe=off

1: 0.11%: http://dmoz.org/editors/editunrev2.cgi

1: 0.11%: http://www.google.com/search?q=pace+lane+at+border&btnG=Google+Search

1: 0.11%: http://www.google.com/search?hl=en&lr=&safe=off&q=PACE+border+program

1:    : http://www.citedusexe.com/warezclan/emulator/

1:    : http://www.schmuddelwitze.f2s.com/schmuddelwitze__werbung.htm

1: 0.11%: http://www.google.com/search?q=pace+lane+canpass+blaine

1: 0.11%: http://google.yahoo.com/bin/query?p=PACE+lane+customs&hc=0&hs=0

This analysis was produced by *analog1.9beta6*.