

HANDOUTS

from previous meeting



March 14, 2006



**New Client Billing Schedule
March 14, 2006**

The client member billing cycle for FY 2006 and FY 2007 are as follows:

I. Fiscal Year 2006 (remaining)

- 3rd Quarter (Jan- Mar): \geq \$200.00 (April 2006)
- 4th Quarter (Apr-Jun): All amounts (July 2006)

II. Fiscal Year 2007

- 1st – 2nd Quarters (Jul-Dec): All amounts (January 2007)
- 3rd – 4th Quarters (Jan-Jun): All amounts (July 2007)
- Annual Invoices: All amounts (August 2007)

REGIONAL TDM MARKETING SPRING FY 2006

When: February 2006 (mid to end of month)

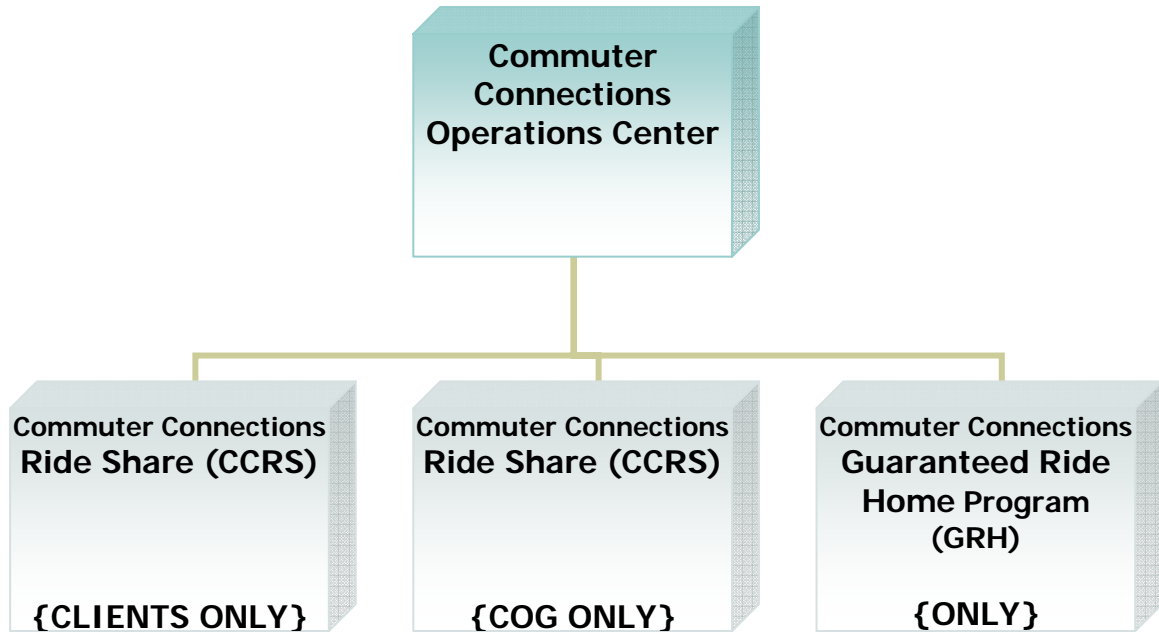
What: Two (2) residential mailers {**\$ Brochure and ☺ w/ HOV information Brochure**} will be sent out to each jurisdiction over 10 weeks for a total of 400, 000. All mailers will not go out at the same time.

Why: The mailers will promote RIDESHARING as primary target message. Guaranteed Ride Home (GRH) will be a secondary message. The message is focused on providing commuters with alternate ways to work that will help to manage traffic congestion.

Ways to Respond: On-line at www.commuterconnections.org, Mailed Back Applications, and Phone.

Impacted: COG, Commuter Connections Operations Center and Local Rideshare Client Offices.

REGIONAL TDM MARKETING SPRING FY 2006



Commuter Connections Operations Team will process applications each morning for 1-2 hours daily.

- 1) Direct Mailers are mailed back to **Commuter Connections Center**.
- 2) COG Staff to Date Stamp incoming applications, sort and place in holding bins for next morning.
 - **CCRS (CLIENTS ONLY)**
 - **CCRS (COG ONLY)**
 - **GRH (ONLY)**
 - **ARTMA**
- 3) **Commuter Connections Rideshare Applications (CLIENTS ONLY)**
 - Enter information for **All Returned Applications** in Direct Mailer Data from Mailed Back Applications Log located on Desktop
 - Make a copy of ALL CCRS Applications and place copies in CCRS (Clients Only) Box.
 - Mail original copies (**except DC/Arlington**) to CLIENTS for processing via **1) FED EX** or **2) Certified Mail**.
 - Standard Delivery 1-2 Days and Signature Required
 - **Original Copies will be mailed out to client rideshare offices on Friday of each week beginning Friday, February 24, 2006.**
- 4) **Commuter Connections Rideshare Applications (COG ONLY)**
 - Process/Enter applications in CCRS Database for **DC** and **Arlington County**.
 - Enter information for **All Returned Applications** in Direct Mailer Data from Mailed Back Applications Log located on Desktop.
 - Place **All Processed Applications** in CCRS (COG ONLY) Box.
 - Assist with Station #1 to process GRH/CCRS Applications (once complete and/or if time remaining).
- 5) **Commuter Connections Guaranteed Ride Home (ONLY)**
 - Process/Enter applications in GRH/CCRS Databases for All Applicants.

- Enter information for **All Returned Applications** in Direct Mailer Data from Mailed Back Applications Log located on Desktop.
- Place **All Processed Applications** in GRH (ONLY) Box.
- Assist with Station #2 to process CCRS applications (once complete and/or if time remaining).

6) **ARTMA (ONLY)**

- Mailed out in summer/fall 2006 (Total = #5000)
- Serving Baltimore/Carroll Counties
- Process/Enter applications in CCRS Database for All Applicants
- Enter information for **All Returned Applications** in Direct Mailer Data from Mailed Back Applications Log (ARTMA) located on Desktop.
- Make copies and place **All Processed Applications** in ARTMA (ONLY) Box.
- Mail out originals to Heather at ARTMA.