

# Commuter Connections Work Program Progress Report

March 2006

## PROGRAM HIGHLIGHTS

### I. COMMUTER OPERATIONS CENTER

#### A. Local Agency Technical Assistance

The End User client reports were sent out to all client members the weeks of March 6<sup>th</sup> and 20<sup>th</sup>.

Client member assistance included the following:

Bethesda Transportation Solutions - Staff retrieved eight commuters from the “deleted commuters” printout provided by North Bethesda staff.

Howard County – Staff completed the placing of FAX numbers on the matchletters and also corrected a problem where the matchletters were printing in the wrong font.

Montgomery County – Training was provided to staff on March 28<sup>th</sup>. A new WASHCOG .APR file was sent to resolve issues with the software. Upload and download issues were also addressed. Staff met with County TDM representatives on March 29<sup>th</sup> to discuss and clarify a variety of issues.

NIH – Training was provided to staff on March 28<sup>th</sup>.

North Bethesda – Staff worked on an issue with NBTMD staff on commuter CID’s that could not be located. Staff worked on checking the upload and download procedures to resolve the issue.

Northern Neck – Staff worked on an upload and download issue reported.

PRTC – Upload and download issues were resolved.

Rappahannock-Rapidan – A problem with a .DBF file was reported and resolved by staff..

TransIT Services – Training was provided to staff on the CCRS on March 28<sup>th</sup>.

The TDM Software System RFP Technical Selection Committee met on the following dates: March 6<sup>th</sup>, March 20<sup>th</sup>, and March 27<sup>th</sup>. The purpose of the Committee is to review the draft Request for Proposals and its associated

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attachments including the review and update of the User Requirements and Functional Specifications Document attachment.

Staff finalized the draft document of the FY 2007 Commuter Connections Work program and presented it to the TPB Technical Committee on March 3<sup>rd</sup>, and to the Commuter Connections Subcommittee on March 14<sup>th</sup>. The draft FY 2007 CCWP was presented to the TPB on March 15<sup>th</sup> and released for a 30 day public comment period. As part of the FY 2007 CCWP updates, staff produced new commuter service area maps for both ridematching and GRH program areas.

Staff continued work on reformatting CCRS purge letters for new peel-apart self mailers that were ordered and are now in use.

A Commuter Operations Center Subcommittee meeting was held on March 14<sup>th</sup>. Highlights from the meeting included the following: A discussion of upcoming transportation fairs and special events in various parts of the region, a discussion and presentation on using the Commuter Connections software help line (202)962-3333 and the newly established E-help e-mail address at [commutersupport@mwkog.org](mailto:commutersupport@mwkog.org), the distribution and discussion of a new client billing schedule, an update on the production of the regional TDM Resource Directory, a presentation by staff on the upgraded "800" telephone system in the Operations Center, a regional TDM marketing update, and a Round Table discussion on several issues. The next meeting of the Commuter Operations Center Subcommittee will be held on June 20<sup>th</sup>.

Staff participated in a meeting on March 21<sup>st</sup> and March 29<sup>th</sup> to discuss the re-development of the St. Elizabeth's Hospital site located in the District of Columbia. Staff met with Trip Convergence representatives from New Zealand on March 24<sup>th</sup> to discuss their HOVer project and possible applicability in the Washington Metropolitan region.

### B. Transportation Information Services

Staff provided commuter traveler information on alternatives to the general public by telephone, Web site, electronically, and through printed information. Statistics on this project are available by viewing the March Commuter Operations Performance Report at the end of this document.

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Staff continued to test and modify the telephone package upgrades on the voice menu options for the 800-745-RIDE telephone number which were completed and deployed last month.

### C. Transportation Information Software, Hardware, and Database Maintenance

Staff continued daily back-up processes for the Commuter Connections Ridematching Software system and FTP server.

Staff updated some of the "master" files that get installed on a new client computer to ensure the most recent versions will be installed in the future.

Staff also wrote detailed documentation for installing the CCRS software. It turns out that there is a "basic" installation, then a slightly enhanced version for COG staff, and yet a third version for the ridematching computer.

### D. Commuter Information System

Staff updated geographic data (the bus stops table), program code (match letter generation in washcog.apr), and match letter templates for Prince George's County, MD. The bus stops and lines and service operator in Laurel, MD changed since the geographic data was last updated.

## II. REGIONAL GUARANTEED RIDE HOME PROGRAM

### A. General Operations and Maintenance

Staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

Staff monitored and maintained the GRH database and server. Daily scheduled back-up task ran without incident. Staff continued to refine recovery procedures with the assistance of the software maintenance contractor. Staff completed documentation the GRH database history purge process.

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Staff processed cab and car rental invoices, and transit vouchers. Staff met with the daily operations contractor on March 29<sup>th</sup> to discuss program operations and issues.

During the month of March, there were 652 GRH applications received. A total of 460 applicants were registered (443 new applicants and 17 previous “one-time exception” users) and 702 commuters were re-registered. The GRH program provided 291 GRH trips. Eighteen (9) of these trips were “one-time” exceptions accounting for three percent (3%) of the total number of GRH trips provided. Child care accounted for the largest portion of the GRH trip reasons followed by personal illness. A total of 21,313 commuters are currently registered in the GRH database.

### III. MARKETING

#### A. TDM Marketing and Advertising

The second wave of direct mailers was sent out to households in the region promoting Commuter Connections’ carpool/vanpool ridematching service. The mailers contained applications for both the ridematching and Guaranteed Ride Home programs. Approximately 200,000 households are being targeted during this campaign in the Washington MSA and will receive the mailers twice over a 10 week period. Approximately 50,000 households in Maryland will receive the HOV mailer which is targeted to residents close to I-270 and Route 50. The non-HOV mailer will be sent to other targeted households in the District of Columbia, Maryland, and Virginia. The households were selected through a PRIZM Analysis conducted by Claritas of the Commuter Connections Rideshare database.

Commuter Connections Radio spots aired during the weeks of March 6<sup>th</sup> and March 13<sup>th</sup>. 60-second radio ads included those in support of GRH, carpooling and a general mass marketing message regarding all alternative modes.

Billboards were placed beginning in March at locations within Frederick and Prince George’s Counties. The billboards coincide with the direct mail campaign and have a similar look and feel as the mailers. Billboards appear on arteries leading to main commuter corridors.

COG’s TDM marketing contractor concluded the qualitative employer survey and issued a draft report of the findings for staff review and comment.

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Staff and the marketing contractor developed the draft Second Half FY06 Marketing Campaign Summary report.

A Selection Committee meeting for the 2006 Commuter Connections Employer Recognition Awards was held on March 22<sup>nd</sup>

Staff and the marketing contractor began to develop story ideas for Commuter Connections spring newsletter.

Staff continued to post commuter news links to web site along with other routine maintenance and enhancements to Commuter Connections web site and Bulletin Board.

Three new Commuter Connections brochures for GRH, Ridematching and a general services piece were finalized and printed.

Staff placed Commuter Connections listing in Yellow Book and Comprint Military publications.

### B. Bike to Work Day

A Bike to Work Day Steering Committee meeting was held on March 8<sup>th</sup>. Highlights from the meeting included a sponsorship update, event web site and registration update, a discussion on the marketing materials for the event, a discussion on T-shirts for the event; media outreach activities, and progress reports from each of the event pit stop managers.

Staff sent invoices to the regional cash event sponsors.

The poster and rack card were printed and distributed to employers, pit stop managers and Bike to Work Day stakeholders.

The marketing contractor produced new 60-second radio spot for 2006 Bike to Work Day. N Staff coordinated and conducted an interview with Clear Channel Radio.

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Bus signage was developed by the marketing contractor to appear on six DC Circulator buses. The marketing contractor also developed banner art for 13 pit stop locations.

### IV. MONITORING AND EVALUATION

#### A. TERM Data Collection and Analysis

Staff collected monthly sales data from the 10 Employer Outreach sales territories and reviewed the employer database records in the regional ACT! Database.

Staff coordinated with BMI-SG on the Employer Outreach commuter survey processing project. Staff also worked on general maintenance and updates for the regional Employer Outreach database. In specific, a domain was purchased and staff set up a website with administrator, user, and email accounts for hosting the regional Employer commuter survey database. This site is hosted on a Windows machine running ASP.NET, so pages we produce can take advantage of the new service.

Staff reviewed the contacts in the ACT! Database to determine appropriate Telework program sales leads in Virginia and Maryland. Staff also reviewed the ACT! Database to add/delete employer Telework contacts.

The draft of the FY 2006 2nd quarter Employer Outreach conformity verification report was finalized.

The FY 2006 Placement Rate Study report was presented and distributed to the Commuter Connections Subcommittee on March 14<sup>th</sup> and released for comments which were due on April 4<sup>th</sup>.

#### B. Program Monitoring and Tracking Activities

Monthly progress reports were produced for all of the program elements adopted in the FY 2006 CCWP.

GRH customer satisfaction survey cards were mailed to program users. The draft FY 2005 GRH Customer Satisfaction Survey Report was completed and

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distributed to the Commuter Connections Subcommittee on March 14<sup>th</sup>. Subcommittee members were asked to submit any edits or comments to staff by April 4<sup>th</sup>.

### V. EMPLOYER OUTREACH

#### 1. Regional Component Project Tasks

##### A. Regional Employer Database Management and Training

Monthly synchronizations from two of the employer outreach jurisdictions were received without any problems. The City of Alexandria, Prince George's County, The District of Columbia, Loudoun County, Tri-County Council, Prince William County, Frederick County, and Montgomery County have not submitted their monthly reports and synchronizations as of the deadline for this report.

Staff coordinated with marketing efforts for outreach to employers by compiling dataset for the outside contractor.

The regional Employer Outreach database was maintained and updated by staff.

Staff coordinated with the DC Marketing Center for software update for Customer Referral Action Email system and maintained client contacts list.

##### B. Employer Outreach for Bicycling

Staff began to review the regional Bicycling Guide for updating purposes.

#### 2. Jurisdictional Component Project Tasks

##### A. Local Agency Funding and Support

Staff assisted the Telework Virginia project by processing survey request forms and supporting the Virginia-based outreach representatives.

One jurisdiction is still outstanding for their December monthly reports. Two jurisdictions are still outstanding for their January monthly reports. One jurisdiction is still outstanding for their February monthly reports

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There were still one sales territory that did have a FY 2006 Scope of Work and budget submitted to COG for review. Staff worked with VDOT and the City of Alexandria to contract Employer Outreach services for the City of Alexandria to the regional Employer Outreach contractor: UrbanTrans. On March 31<sup>st</sup>, staff met with the City of Alexandria and UrbanTrans representatives to discuss the Scope of Work and budget for the project which was underway.

### VI. TELEWORK

#### Jurisdictional Component Project Tasks

##### A. General Technical Assistance and Information

Staff utilized information from the ACT! Data base and employer outreach representatives to determine telework leads. Staff responded to 2 inquiries regarding Telework and distributed seven employer telework kits and 1 “Harness the Power” CD-ROM.

Employer Telework case study profiles were still being produced.

Staff contacted the following employers during the month of March:

Arlington County and Air Line Pilots Association.

Staff participated in a Telework Exchange meeting on March 2<sup>nd</sup> and also worked with the Telwork Exchange to produce an article on Commuter Connections for their newsletter “The Teleworker.”

Staff participated in COG’s regional Broadband Access Task Force on March 14<sup>th</sup> and March 28<sup>th</sup>.

##### B. Program Coordination

The Telework Center utilization rate is currently at 53%. There are currently 401 federal workers using the centers and 177 non federal workers using the centers. *(See graph in Charts section of this report).*



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### C. Telework Outreach and Follow-Up to Local Employers

Staff utilized information from the ACT! Data base and employer outreach representatives to determine telework leads.

Staff and Fairfax County met with the Air Line Pilots Association on March 24<sup>th</sup> to discuss telework program options.

## VII. INFOEXPRESS KIOSKS

### Jurisdictional Project Component Tasks

#### A. Maintenance and Operation of Regional InfoEpxress Kiosks

The InfoExpress kiosks located in the District of Columbia and Northern Virginia were maintained and updated as needed by staff and COG's contractor.

There were 441 kiosk users during the month of March.

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## **PERFORMANCE STATISTICS**

**March 2006**

**Commuter Operations Center  
Guaranteed Ride Home  
Telecenter Use Data  
Employer Outreach  
InfoExpress Kiosks**



# **COMMUTER OPERATIONS CENTER**

## **PERFORMANCE DATA**

**MARCH 2006**



**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD**

**TABLE 2A****COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
MARCH 2006**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	0	1	43	44
ARLINGTON (COG)	0	0	2	2
ARTMA	0	0	155	155
BALTIMORE CITY	2	0	4	6
BMC	0	0	24	24
COG - MD	226	0	315	541
COG - VA	188	1	308	497
COG - Other	16	0	21	37
DISTRICT OF COLUMBIA	21	0	36	57
FAIRFAX COUNTY	96	73	563	732
FREDERICK	3	0	30	33
HARFORD	0	0	20	20
HOWARD	3	0	37	40
LINK	5	0	17	22
LOUDOUN	56	0	236	292
MTA	3	0	0	3
MONTGOMERY COUNTY	120	9	1,082	1,211
Bethesda Transportation Solutions	10	1	216	227
Countywide	43	2	304	349
Friendship Heights/Rockville	59	2	43	104
North Bethesda TMD	2	4	356	362
Silver Spring	6	0	163	169
NIH	7	2	160	169
NORTHERN NECK	4	24	10	38
NORTHERN SHENAN-LORD FFX	0	0	0	0
PRINCE GEORGE'S	6	3	65	74
PRTC	69	0	370	439
RADCO	173	1	1,238	1,412
RAPPAHANNOCK-RAPIDAN	14	0	80	94
TRI - COUNTY	0	64	87	151
USDOE	0	0	1	1
<b>TOTAL INPUT</b>	<b>1,012</b>	<b>178</b>	<b>4,904</b>	<b>6,094</b>

**TOTAL NEW & RE-APPLICANTS****1,190**

**TABLE 2B****APPLICATIONS RECEIVED THROUGH THE COMMUTER  
CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION  
MARCH 2006**

	HOME
ALEXANDRIA	18
ANNE ARUNDEL COUNTY	31
ARLINGTON COUNTY	10
BALTIMORE CITY	11
BALTIMORE COUNTY	14
CALVERT COUNTY	14
CARROLL COUNTY	3
CECIL COUNTY	1
CHARLES COUNTY	33
CLARKE COUNTY	0
CULPEPER COUNTY	4
DISTRICT OF COLUMBIA	18
FAIRFAX COUNTY *	93
FAUQUIER COUNTY	12
FREDERICK COUNTY, MD	33
FREDERICK COUNTY, VA	2
FREDERICKSBURG	16
HARFORD COUNTY	2
HOWARD COUNTY	20
KING GEORGE COUNTY	4
LANCASTER COUNTY	0
LOUDOUN COUNTY	55
MADISON COUNTY	0
MONTGOMERY COUNTY	46
ORANGE COUNTY	5
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	39
PRINCE WILLIAM COUNTY **	127
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	0
SHENANDOAH COUNTY	1
SPOTSYLVANIA COUNTY	58
STAFFORD COUNTY	81
ST. MARY'S COUNTY	7
WARREN COUNTY	5
WESTMORELAND COUNTY	2
WINCHESTER	1
OTHERS	28
<b>TOTAL</b>	<b>794</b>

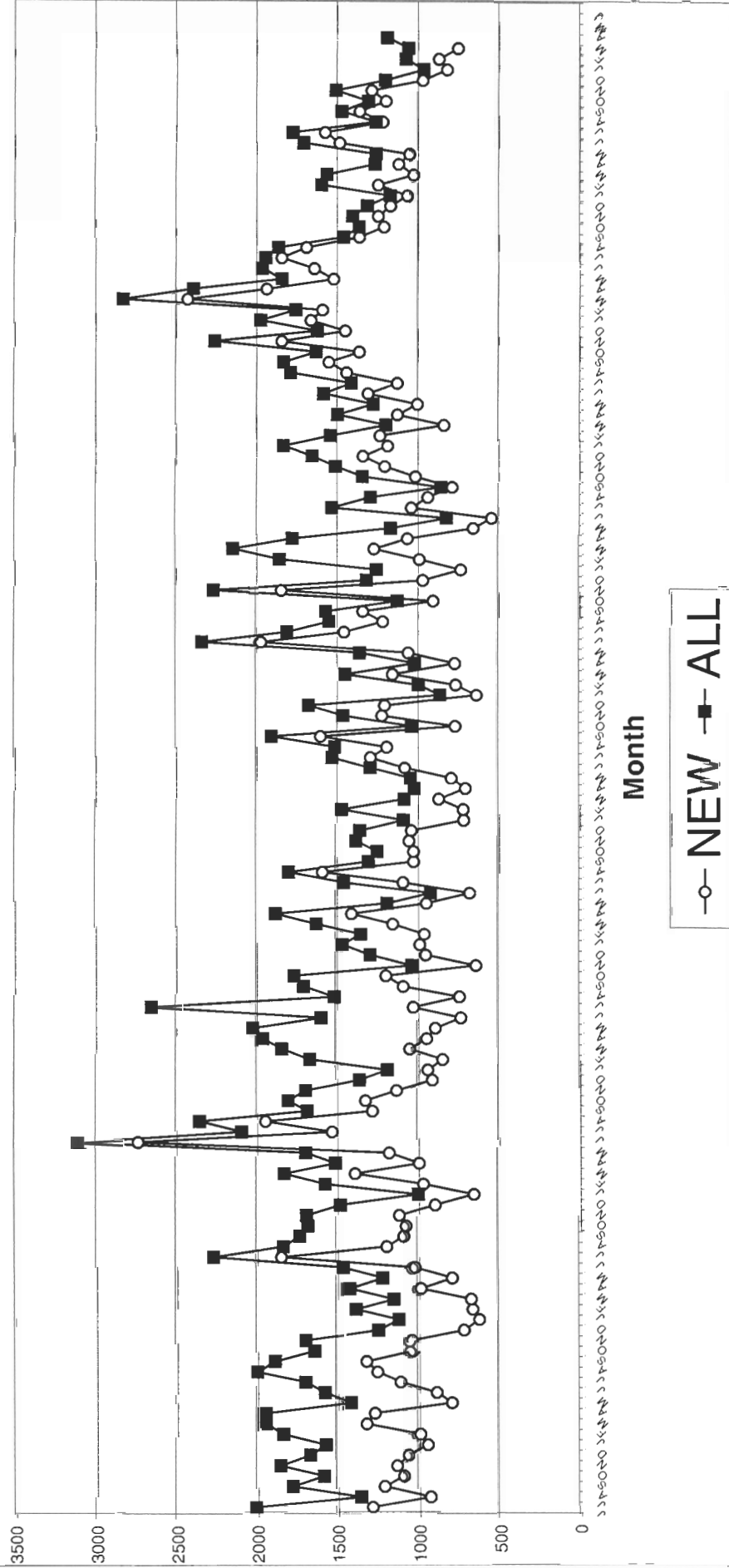
\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manasas and Manasas Park.

# COMMUTER CONNECTIONS CCRS

## Applications Processed

FY1998 - FY2006



# Commuter Connections Applications Processed FY2006

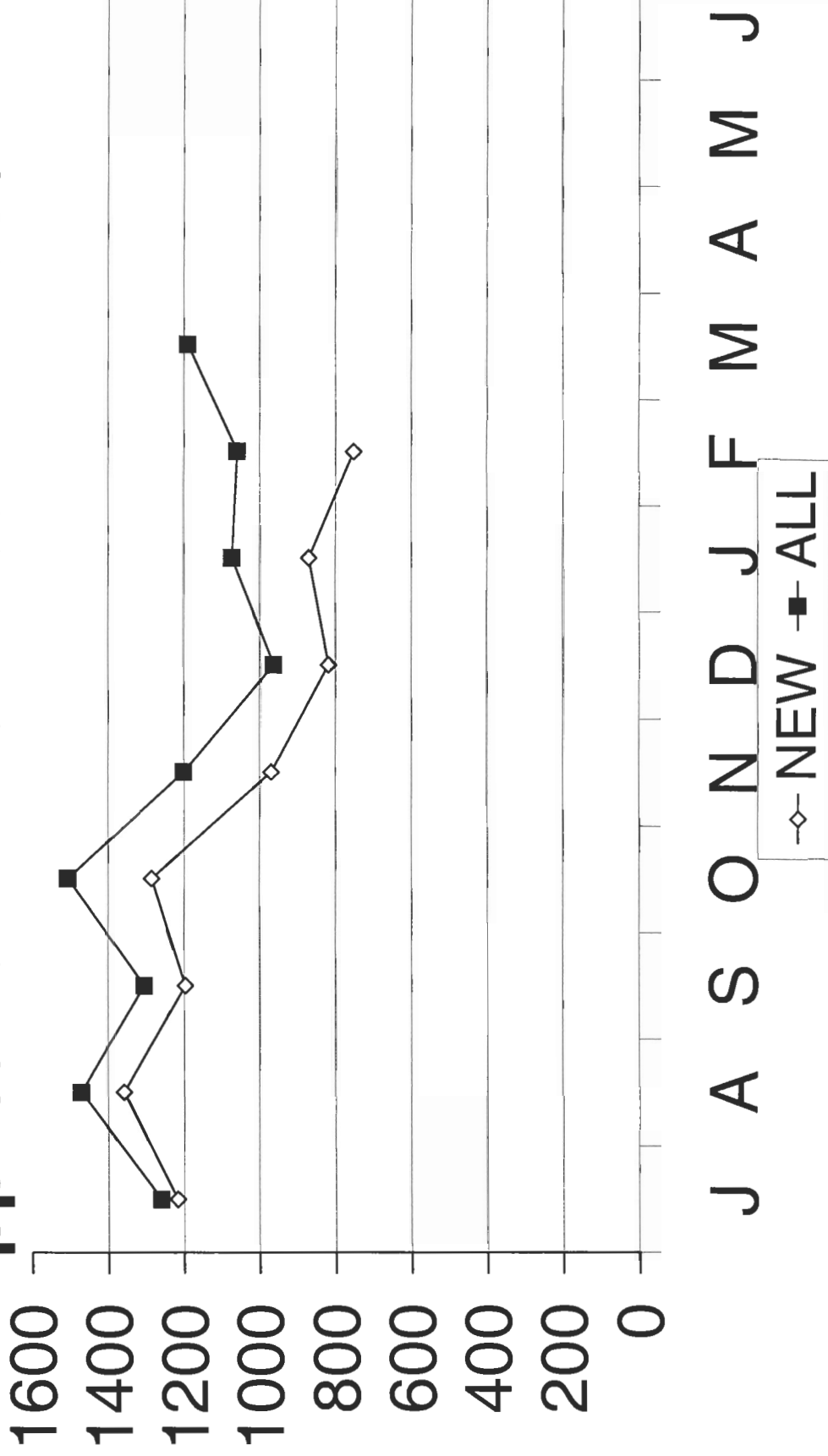




TABLE 3

COMMUTER CONNECTIONS  
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
 MARCH 2006

ALEXANDRIA	183
ARLINGTON (COG)	2
ARTMA	945
BALTIMORE CITY	75
BMC	123
COG	5,989
DISTRICT OF COLUMBIA	5
DOE	1
FAIRFAX COUNTY	2,361
FREDERICK	206
HARFORD COUNTY	128
HOWARD COUNTY	191
LINK/RESTON	63
LOUDOUN COUNTY	897
MONTGOMERY COUNTY	5,931
Bethesda Transportation Solutions	772
Countywide	1,143
Friendship Heights/Rockville	925
North Bethesda Transportation Ctr	2,502
Silver Spring	589
MTA	15
NIH	480
NORTHERN NECK	70
LORD FFX NORTHERN SHENANDOAH	0
PRINCE GEORGE'S COUNTY	267
PRTC	2,107
RADCO	3,900
RAPPAHANNOCK-RAPIDAN	278
TRI - COUNTY	731
OTHER	0
<b>TOTAL</b>	<b>24,948</b>



**TABLE 4A  
 COMMUTER CONNECTIONS RIDESHARE DATABASE  
 SORTED BY HOME AND WORK JURISDICTIONS  
 MARCH 2006**

	HOME	WORK
ALEXANDRIA	320	879
ANNE ARUNDEL COUNTY	1,158	168
ARLINGTON COUNTY	289	3,506
BALTIMORE CITY	235	208
BALTIMORE COUNTY	324	128
CALVERT COUNTY	320	8
CARROLL COUNTY	130	5
CECIL COUNTY	29	5
CHARLES COUNTY	680	20
CLARKE COUNTY	17	0
CULPEPER COUNTY	122	2
DISTRICT OF COLUMBIA	657	9,404
FAIRFAX COUNTY *	2,725	2,462
FAUQUIER COUNTY	255	6
FREDERICK COUNTY, MD	1,004	86
FREDERICK COUNTY, VA	56	0
FREDERICKSBURG	217	12
HARFORD COUNTY	175	80
HOWARD COUNTY	677	139
KING GEORGE COUNTY	100	41
LANCASTER COUNTY	3	0
LOUDOUN COUNTY	1,091	235
MADISON COUNTY	4	1
MONTGOMERY COUNTY	4,001	6,779
ORANGE COUNTY	126	0
PAGE COUNTY	6	0
PRINCE GEORGE'S COUNTY	1,738	470
PRINCE WILLIAM COUNTY **	3,281	155
RAPPAHANNOCK COUNTY	11	0
RICHMOND COUNTY	19	1
SHENANDOAH COUNTY	26	0
SPOTSYLVANIA COUNTY	1,587	7
STAFFORD COUNTY	2,325	25
ST. MARY'S COUNTY	150	32
WARREN COUNTY	98	1
WESTMORELAND COUNTY	58	0
WINCHESTER	37	2
OTHERS	897	81
<b>TOTAL</b>	<b>24,948</b>	<b>24,948</b>

\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manassas and Manassas Park.

**TABLE 5  
TERM/COMMUTE INFORMATION  
MARCH 2006**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	8	N/A	N/A	N/A	2	N/A	
Internet	N/A	637	N/A	N/A	N/A	791	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	8	N/A	
Fax/Phone	N/A	7	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
<b>TOTAL</b>	N/A	652	N/A	N/A	*21	801	N/A	
<b>PHONE CALLS</b>								<b>TOTAL</b>
Brochure/Promo Materials		2		1		1		4
Bus/Train Schedule		5		1		1		7
Bus/Train Sign		2		2		1		5
Direct Mail								0
Employer						1		1
Employer Survey								0
Fair/On Site Event								0
Government Office		2					1	3
Highway Sign				6		7	8	21
Information (411)								0
Internet		5		7		16	4	32
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org		2	1	1		2	7	13
Park-and-Ride Lot Sign						1		1
Post Card (COG)						1		1
Presentation								0
Radio		1				4		5
Real Estate/WelcomeWagon								0
Referral from Transit Org				2				2
Theatre Slide								0
TV						1		1
Van Sign		4				2		6
Was/Is Applicant		372		1		29		402
White Pages		1						1
Word of Mouth		15		5		19	1	40
Yellow Pages - Verizon				3		6		9
Yellow Pages - Yellow Book								0
Yellow Pages - Local		1		1				2
Voice Mail Messages		15		5		11	5	36
Other/Unknown				2			1	3
<b>TOTAL CALLS</b>	0	427	1	37	0	103	27	595

\*Requests for Bicycling information from applications received from all sources

**TABLE 6A  
CALLS RECEIVED AT CLIENT PROGRAMS  
MARCH 2006**

	T O C T O C T O N A O L G L G Y	A R A A R L	A R T M A T T	B E T H	B E T H	D O E	F F X	F R E D	H A R R I	H O W	L I N K	L F F X	L D N	M C A	M T A	N I H	N E C K	N S H E N	P P G C	P R T C O	R A D C O	R A P S	S P A N I	S P A P I	T R A N S L A S L	T R A N S L A S L	
Calls Transfrd by COG	N/A	2	1	**			9	2	1		2	2	2	1	1	1	4	4	4	4	4	4	**	**	6	15	58
How they heard...																											
Brochure/Promo Matris	4	3							3		36	14							1								60
Bus/Train Schedule	7	5	17						2		141	18							235								441
Bus/Train Sign	5	3									70	10							5				1				89
Direct Mail																											0
Employer	1	1									1																2
Employer Survey																											0
Fair/On Site Event																											0
Government Office	3	3							3		1											1					5
GRH Program			3								2	14										14	4				4
Highway Sign	21	12	2								27	2							1		3	1					37
Information (411)											20																48
Internet	32	18	2						9		92	9										4					20
Library																			5								134
Mobile Billboard																											5
Mobile Billboard																											0
Newsletter																											3
Newspaper											3																3
Newspaper (Local)											2																10
Other Ridesharing Org	13	11							8		77										1						90
Park-and-Ride Sign	1	1																	1								1
Post Card (COG)	1	1																		1							2
Presentation																											0
Radio	5	3																									0
Real Estate/Welcomew																											0
Referral from Transit Org	2	2																									2
Theatre Slide																											0
TV	1	1																									1
Van Sign	6	4																									4
Was/Is Applicant	402	390										6							92								504
White Pages	1	1									1																2
Word of Mouth	40	31									63	46										1	12				157
Yellow Pgs-Verizon	9	6																									11
Yellow Pgs-Yellow Book			5																								0
Yellow Pages-Other	2	2							5		5								7								19
Voice Mail Messages	36	35																									72
Other	3	3									46	20															2
<b>Total</b>	<b>595</b>	<b>536</b>	<b>0</b>	<b>0</b>	<b>29</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>588</b>	<b>139</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>347</b>	<b>485</b>	<b>43</b>	<b>68</b>	<b>1</b>	<b>12</b>	<b>0</b>	<b>2283</b>	

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.  
 \*\* Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

TABLE 6B

APPLICATIONS RECEIVED AT CLIENT PROGRAMS

MARCH 2006

	C O G	A L X	A R T M A	B A L T	B E T H	B M C	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	R A P	S S	T A P	T R I	T O T A L
How they heard...																										
Brochure/Promo Matrix	65																									65
Bus/Train Schedule	23																	2								25
Bus/Train Sign	14																									14
Direct Mail	19																									19
Employer	55																					4				59
Employer Survey	2																									2
Fair/On Site Event	0				13					5																78
Government Office	25								5																	30
GRH Program			24						24											2	116	14				270
Highway Sign	7																				2	3				12
Information (411)	0									2																2
Internet	60		8										6	9					13	14	3	2				115
Library	1																									1
Mobile Billboard	1																									1
Newsletter	1																									1
Newspaper	3								6																	9
Newspaper (Local)	4																				3					7
Other Ridesharing Org	5		3		7				3														1			19
Park-and-Ride Sign	0																									0
Post Card (COG)	7													4												7
Presentation	0																									4
Radio	87																									87
Real Estate/Welcomew	0																									0
Referral from Transit Org	0																	2								2
Theatre Slide	0																									0
TV	4																									4
Van Sign	2																									2
Was/Is Applicant	30												5													2
White Pages	1																		91			2	13			141
Word of Mouth	129				1							3														1
Yellow Pgs-Verizon	0																									0
Yellow Pgs-Yellow Bk	2																									2
Yellow Pages-Local	2																									2
Voice Mail Messages	1																									1
Other	53											4	12											6		79
<b>Total</b>	<b>603</b>	<b>0</b>	<b>35</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>32</b>	<b>13</b>	<b>0</b>	<b>0</b>	<b>64</b>	<b>129</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>114</b>	<b>192</b>	<b>24</b>	<b>20</b>	<b>6</b>	<b>0</b>	<b>1253</b>	

<b>Table 1</b>
<b>National Capital Region Transportation Planning Board</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
<b>Month of MARCH 2006</b>

Commuter Connections Activity	This Month	Last Month	Since July 2005
<b>Total applicants/info provided:</b>	1,255	1,130	11,704
Rideshare applicants	1,190	1,059	11,030
Matchlists sent	1,539	1,443	11,931
Transit applicants/info sent	37	44	493
GRH applicants	652	413	5,226
Bike to work info requests	21	14	186
Telework info requests	0	0	4
<b>Kiosk users</b>	441	619	7,934
Kiosk applicants	0	0	0
<b>Internet users</b>	7,848	6,669	68,574
Internet applicants	1,428	894	10,876
<b>New employer clients</b>	13	31	220
Employee applicants	0	0	90

Program Impact Performance Measure	This Month	Last Month	Since July 2005
<b>Continued placements</b>	326	290	3,022
<b>Temporary/one-time placements</b>	157	140	1,456
<b>Daily vehicle trips reduced</b>	123	109	1,135
<b>Daily VMT reduced</b>	4,418	3,932	40,952
<b>Daily tons NOx reduced</b>	0.0031	0.0027	0.0285
<b>Daily tons VOC reduced</b>	0.0013	0.0011	0.0263
<b>Daily gallons of gas saved</b>	186	165	1,720
<b>Daily commuter costs saved</b>	\$817	\$727	7,574

NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift to a higher occupancy commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips from work to home.

## Commuter Connections Website Activity -- March 2006

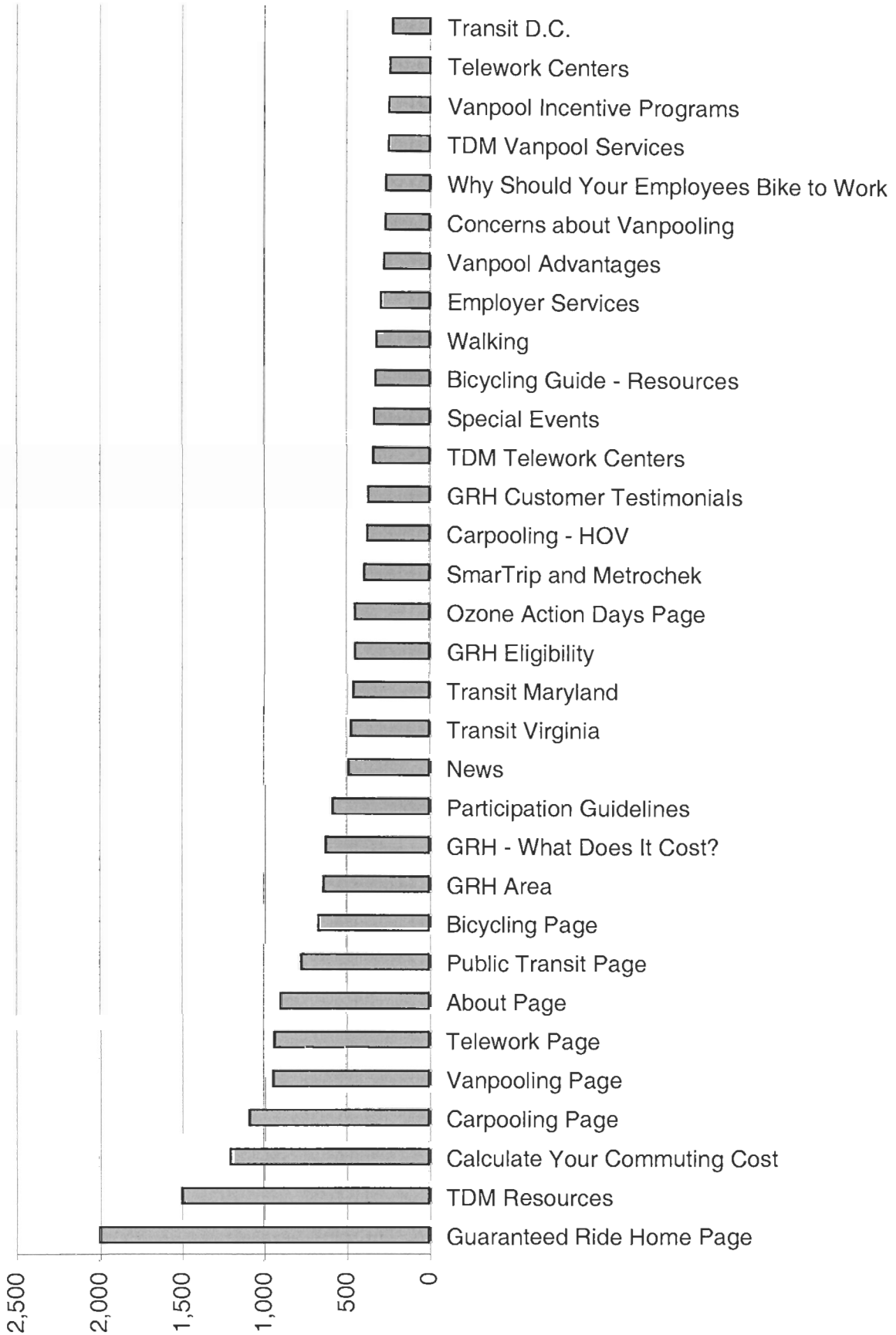
<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	8,999
Total Accesses of Commuter Connections Home Page	7,848
<i>Breakdown of BDY Sub-page accesses</i>	
Guaranteed Ride Home Page	1,997
TDM Resources	1,499
Calculate Your Commuting Cost	1,201
Carpooling Page	1,087
Vanpooling Page	942
Telework Page	936
About Page	898
Public Transit Page	774
Bicycling Page	668
GRH Area	639
GRH - What Does It Cost?	625
Participation Guidelines	584
News	488
Transit Virginia	474
Transit Maryland	458
GRH Eligibility	449
Ozone Action Days Page	448
SmartTrip and Metrochek	393
Carpooling - HOV	375
GRH Customer Testimonials	369
TDM Telework Centers	338
Special Events	334
Bicycling Guide - Resources	327
Walking	321
Employer Services	293
Vanpool Advantages	274
Concerns about Vanpooling	266
Why Should Your Employees Bike to Work	264
TDM Vanpool Services	249
Vanpool Incentive Programs	246



Commuter Connections Website Activity -- March 2006

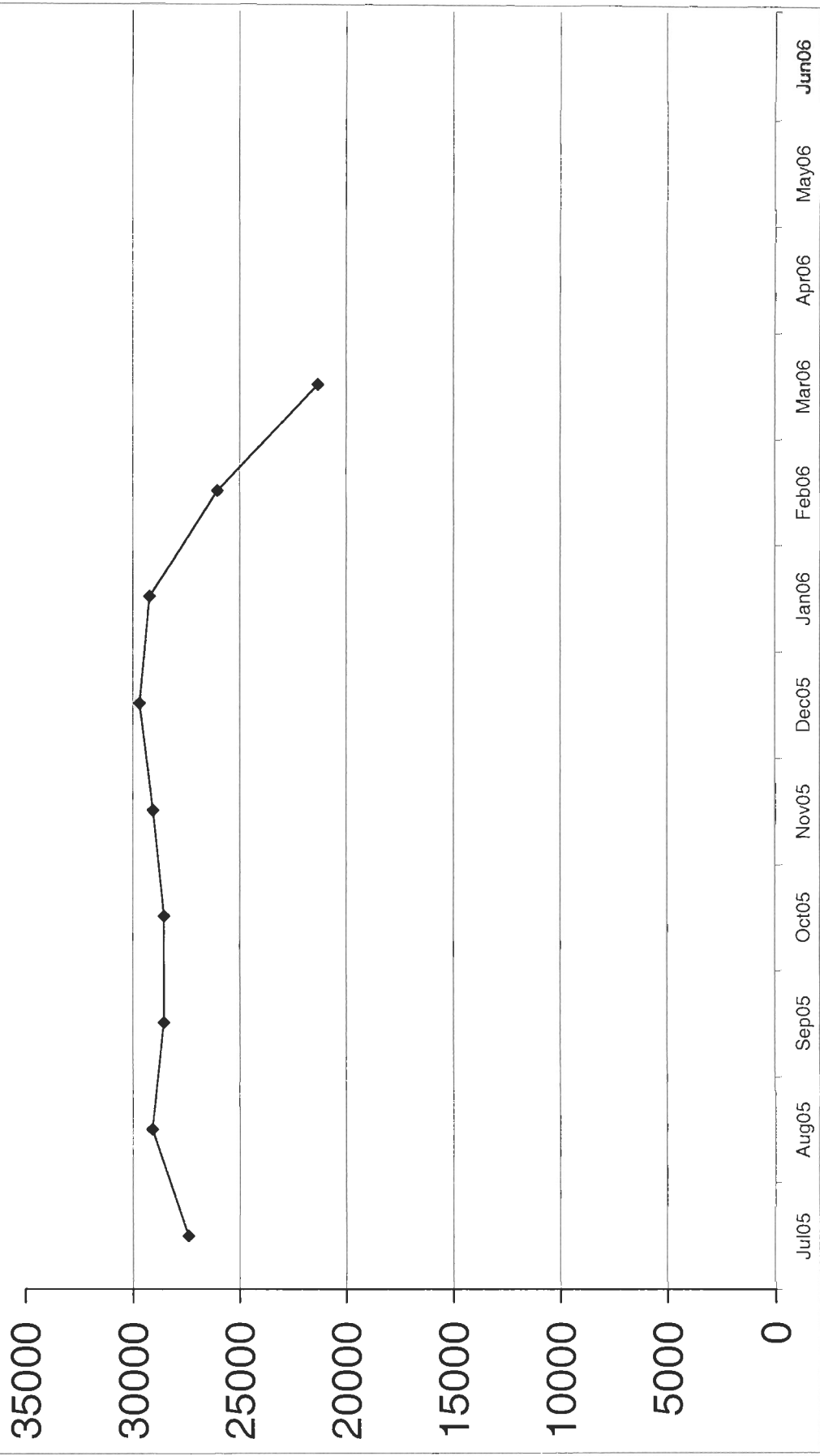
Telework Centers	242	1.30%
Transit D.C.	225	1.20%
Total	18,683	100.00%

Commuter Connections Website Activity -- March 2006



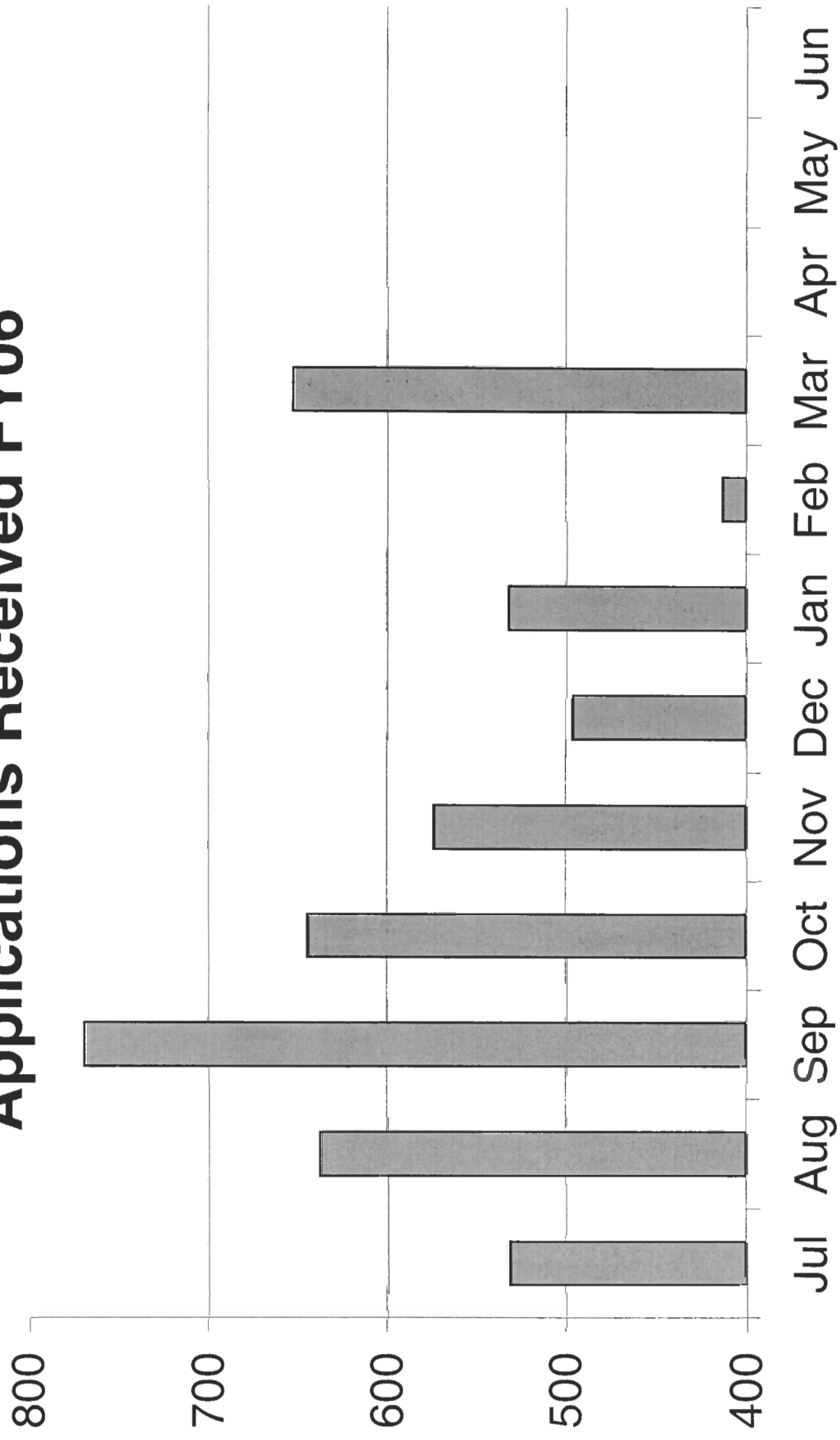


# COMMUTER CONNECTIONS GRH Registrants FY06



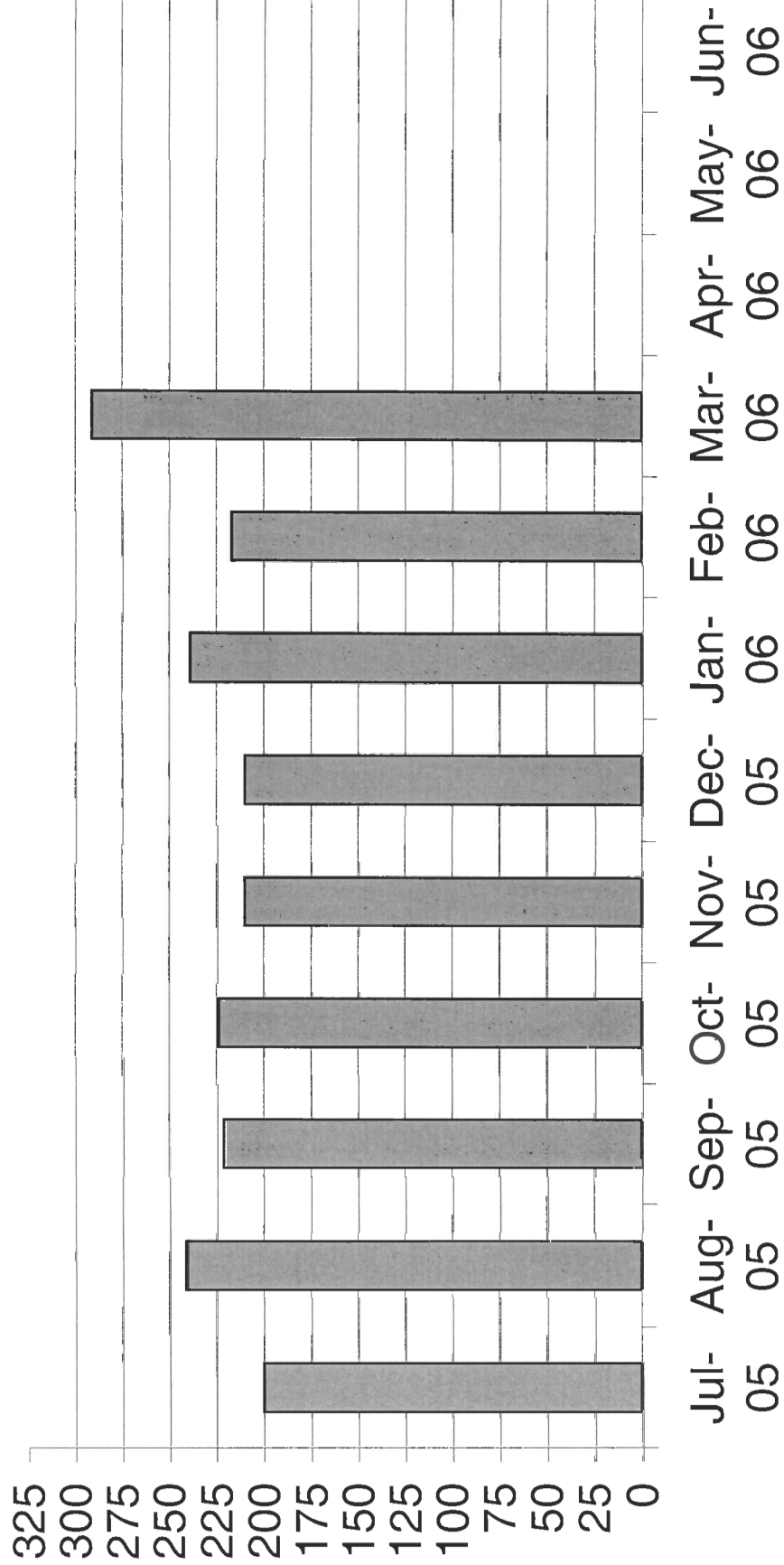
# COMMUTER CONNECTIONS GRH GRH

## Applications Received FY06

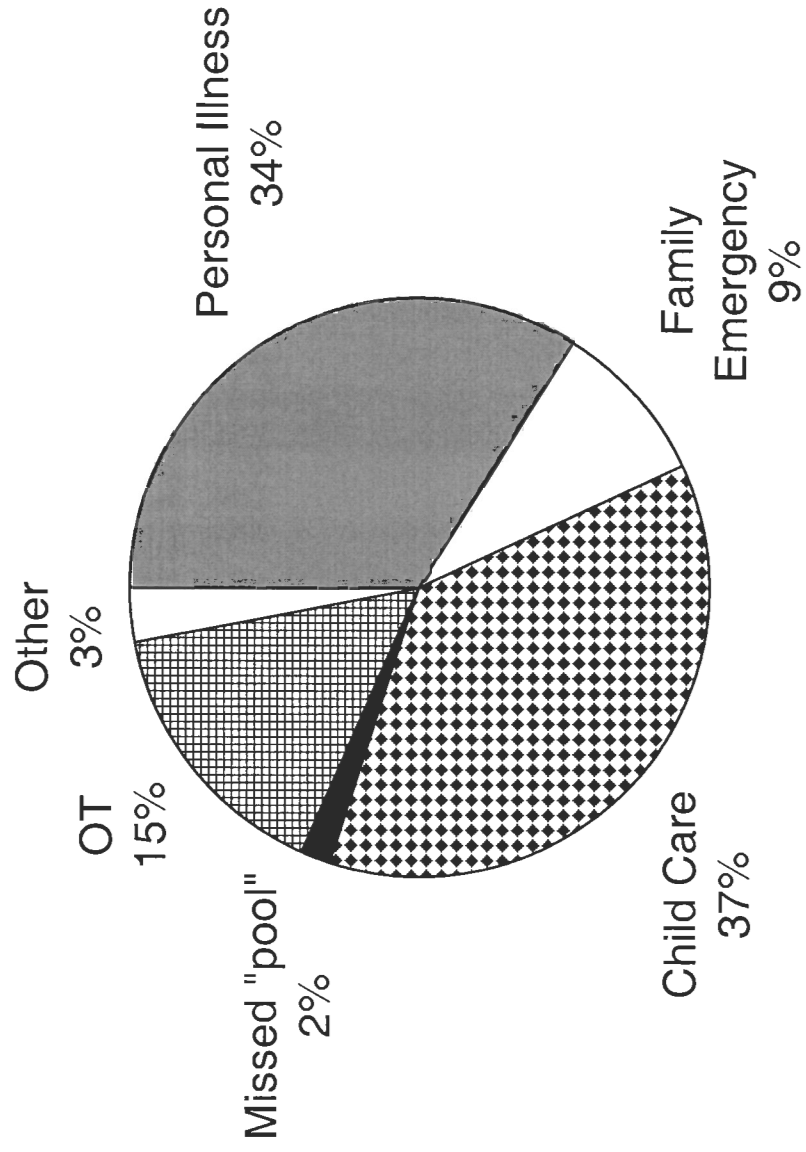


# COMMUTER CONNECTIONS

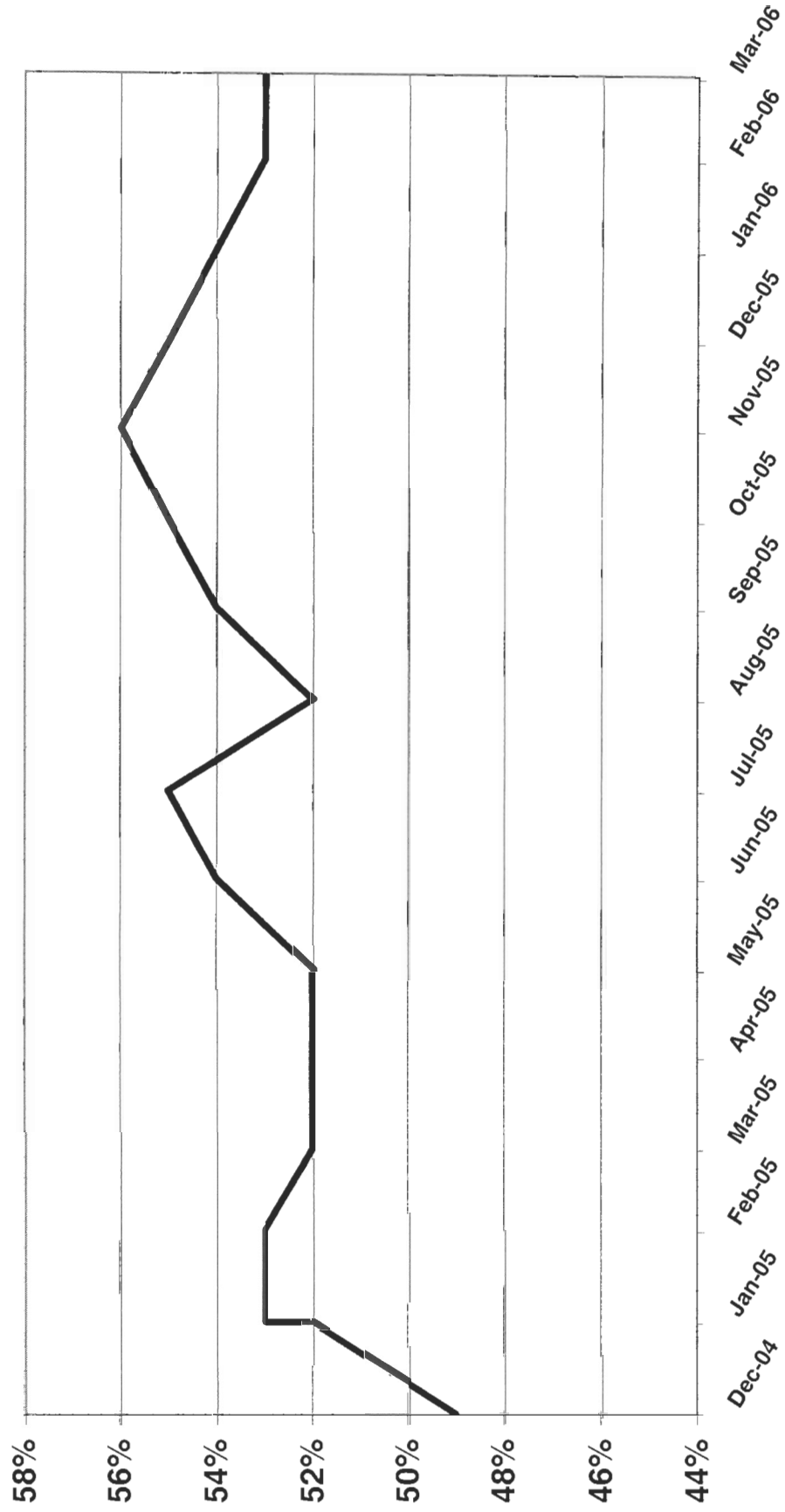
## GRH Trips Provided FY06



# COMMUTER CONNECTIONS GRH Trip Reasons for March 2006



# Telework Center Utilization Percentage







Emp. Outreach  
March 2006

	City of Alexandria *	Arlington County	District of Columbia *	Fairfax County	Frederick County *	Loudoun County *	Montgomery County *	Prince George's *	Prince William *	Tri - County Council *	Metro	Telework
Employers Contacted (new)	0	4	0	3	6	0	0	0	0	0	0	2
Employers Contacted (follow-up)	0	114	0	4	0	0	0	0	0	0	0	0
Total Broadcast Contacts	0	0	0	6	0	0	0	0	0	0	0	0
Total Sales Meetings	0	4	0	2	0	0	0	0	0	2	0	0
Total Employers Contacted	0	122	0	15	6	0	0	0	0	0	0	0
New Level 1 TDM Programs	0	3	0	1	0	0	0	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	1	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	0	1	0	0	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

\* Did not submit a monthly report by deadline.

Emp. Outreach  
Year to Date FY06

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County *	Montgomery County *	Prince George's	Prince William	Tri - County Council	Metro	Telework
Employers Contacted (new)	16	74	37	10	11	0	0	2	0	26	0	72
Employers Contacted (follow-up)	49	774	46	112	2	19	0	384	6	8	0	127
Total Broadcast Contacts	34	12,221	0	146	0	0	0	675	0	190	0	88
Total Sales Meetings	13	25	11	13	0	2	0	7	0	6	0	12
Total Employers Contacted	112	13,094	94	281	13	21	0	1068	6	230	0	296
New Level 1 TDM Programs	17	19	11	5	3	0	0	1	0	1	0	0
New Level 2 TDM Programs	4	0	0	1	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	6	47	0	4	0	0	0	1	0	0	0	0
New Level 4 TDM Programs	3	2	0	1	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

Did not supply monthly report. \*\*New Metrochek for 100+ employers, may include accounts sold by regional employer outreach sales force. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

- A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
  - B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
  - C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)\*\*NEW
  - D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
  - E. Total Employers Contacted: A + B + C+ D
  - F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
  - G. New Level 2 TDM Programs: same as above
  - H. New Level 3 TDM Programs: same as above
  - I. New Level 4 TDM Programs: same as above
- 

## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

- ▶ Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy,
- ▶ Conducts Commuter Survey
- ▶ Distributes alternative commute info. to employees, including Ozone Action Days info.
- ▶ Posts alternative commute info., including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

### LEVEL 2 (SILVER)

- ▶ Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
- ▶ Provides preferential parking for carpools and vanpools
- ▶ Implements an informal telework program
- ▶ Facilitates car/vanpool formation meetings
- ▶ Hosts/sponsors an alternative commute day or transportation fair
- ▶ Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
- ▶ Installs bicycle racks or lockers
- ▶ Establishes an ETC who regularly provides alternative commute information to employees

### LEVEL 3 (GOLD)

- ▶ Implements a formal telework program
- ▶ Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
- ▶ Implements a carpool/bicycle/walk benefit
- ▶ Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- ▶ Implements a parking fee (valid only for companies that previously did not charge employees for parking)
- ▶ Becomes a Commuter Connections member and provides on-site ridematching
- ▶ Provides employee shuttle service to transit stations
- ▶ Provides company vanpools for employees' commute to work
- ▶ Installs shower facilities for bicyclists and walkers
- ▶ Implements a comprehensive Ozone Action Days program
- ▶ Supplements GRH program with payment for additional trips or own program

### LEVEL 4 (PLATINUM)

- ▶ Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting



**INFOEXPRESS KIOSK USAGE RATES**

Month: March 2006

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall # 1	44	1254	Tysons Traffic News Metro Survey	33 23 16 11 7
Tysons Mall # 2	Not Enough Data		VRE Tysons Commuter Connections Weather Transit	
Manassas Mall	31	428	Transit Ridematching Manassas Weather Commuter Connection	2 2 15 9 2
Mitre	23	417	Streets Traffic Transit Weather Commuter Connections	6 11 3 4 13
Union Station	Not Enough data		Weather VRE News Commuter Connections Metro	
Springfield Mall # 1	71	2020	Weather Springfield Mall Transit Traffic	16 42 7 14

VRE 12

Reston  
Weather 54  
Traffic 68  
Transit 28  
News 16  
6

3201

79

Reston TownCenter

News 3  
Springfield Mall 19  
Weather 2  
Transit 2  
Commuter Connections 5

521

43

Springfield Mall # 2

Maps  
Dulles  
Weather  
Loudon Transit  
News

Kiosk Down

Dulles Town Center

FairOaks Mall  
Transit  
Weather  
VRE  
Traffic

Not Enough data

Fair Oaks Mail

29  
12  
9  
26  
11

1765

69

Ballston Common Mall

Ride Matching 18  
News 9  
Traffic 19  
Transit 11  
Weather 18

1714

81

USDA - DC

Commuter Connections  
 Traffic  
 Weather  
 Maps  
 News

Kiosk is down

Hoffman

**Fairfax County Kiosks**

<u>Location</u>	<u>Users</u>	<u>Hits</u>
Sherwood Library	3	72
George Mason Library	2	28
Chantilly	1	16
Kings Towne	2	14
Mason Govt Center	2	32
Kings Park	2	16
Reston Library	N/A	N/A
Tysons Transit	N/A	N/A
Centreville	1	16
DolleyMadison	N/A	N/A
Inova	1	32
Pohick	N/A	N/A
John Marshall	2	30
Tysons Pimmit	N/A	N/A
Pennino	N/A	N/A
Govt. Center	1	16
Fairfax Library	3	56
Warrenton	N/A	N/A
Herndon	2	32
Herrity	1	24
McLean	N/A	N/A
Sherrif's	2	42
South GC	N/A	N/A



**Mar-06**  
**NUMBER OF APPLICATIONS RECEIVED**  
**FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
MITRE	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Ballston	0
USDA - DC	0
<b>Total</b>	<b>0</b>