



**FY 2017**

# **Annual Progress Report**

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



**777 NORTH CAPITOL STREET, NE - SUITE 300  
WASHINGTON, DC 20002-4226  
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# FY 2017 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOG) fiscal year 2017 Commuter Connections Work Program. (July 1, 2016 – June 30, 2017.)

Attached is a work program timeline, and highlights for the Commuter Operations Center (*complete with individual program statistics*), Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach, Maryland Telework, and Guaranteed Ride Home Baltimore.

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## PROGRAM HIGHLIGHTS

### I. COMMUTER OPERATIONS CENTER

#### A. Ridematching Coordination and Technical Assistance

##### ***Work Accomplished on all Products and Services:***

##### **The following work was accomplished during the first quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in July 2016, August 2016 and September 2016) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff rolled out a new paper purge letter for commuters without email addressed. The new form is pressure sealed, carbonless, and has an updated and modern look.

COG/TPB staff responded to technical support requests from Frederick County, MD; Baltimore Metropolitan Council; NBTMD; PRTC; Thomas Jefferson Planning District Commission (Charlottesville); GW RideConnect and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff hosted TDM System training on August 24, 2016 for DATA and Prince George’s County, on September 20, 2016 for Rideshare Delaware, and on September 28, 2016 for PRTC.

COG/TPB staff continued to work on updating the report production process including transitioning to less printed reports and converting the reports to an electronic format to be delivered to Network members.

COG/TPB staff completed and distributed the July 2016 edition of Commuter Connections Resource Directory during the month of July.

COG/TPB staff developed a timeline and outline for the FY 2018 Commuter Connections Work program. Work also began on drafting the FY 2018 Work Program.

STDM Work Group meetings were coordinated and held on July 12th and September 13th.

COG/TPB staff participated in a DDOT TDM Plan Stakeholder interview on July 13th.

COG/TPB staff participated in a TDMI Board meeting and coordinated professional development sessions during the ACT conference in Portland, Oregon from July 30 – August 1st.

COG/TPB staffed the regional Commuter Connections working group which continued to address TDM initiatives during WMATA's yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during July:

- Sending SafeTrack surge# 4-6 emails to impacted commuters and employers
- Coordinating and holding a Commuter Connections SafeTrack Work Group meetings on July 8th for Surge #4, on July 15th for Surge #5, and on July 28th for Surge #6
- Attending and participating in a Metro SafeTrack pop-up event at Metro Center on July 13th and at Silver Spring on July 27<sup>th</sup>

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on July 19th. Highlights from the meeting include:

- The appointment of a Subcommittee Vice Chair Nomination Committee
- A briefing on Clean Air Partners
- A briefing on the draft highlights from the 2016 State of the Commute Survey, and a comment period was established
- A briefing on the draft highlights from the 2016 GRH survey for the Washington DC metropolitan region, and a comment period was established
- A briefing on the draft highlights of the 2016 Commuter Connections Retention Rate survey, and a comment period was established
- A briefing on the Employer Recognition Awards event
- A briefing on activities of the Commuter Connections SafeTrack Work Group
- A briefing on the 2016 Car Free Day Event
- A presentation of the 4th Quarter FY 2016 CCWP budget report

COG/TPB continued to staff the regional Commuter Connections working group which continued to address TDM initiatives during WMATA's yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB staff during August:

- Sending SafeTrack surge# 7 & 8 emails to impacted commuters and employers
- Coordinating and holding Commuter Connections SafeTrack Work Group meetings on August 2nd for Surge #7, on August 15th for Surge #8
- Participating in a COG Public Information Offices conference call on August 16<sup>th</sup>

A Commuter Connections Vice Chair Nominating Committee conference call was coordinated by COG/TPB staff and held on August 12th.

A Ridematching Committee meeting was coordinated and held by COG/TPB on September 20th. Highlights from the meeting included:

- Change of Chair/Vice-Chair
- Upcoming Fairs and Promotions
- TDM System Update
- Carpoolnow Mobile Application Update
- Client Site Status/Roundtable
- Quarterly/Annual Progress Reports



A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on September 20th. Highlights from the meeting included the following:

- Announcement and approval of a new Subcommittee Vice Chair, Janice Timmons, WMATA
- Recognition of current chair, Kendall Tiffany, Frederick County TransIT and change of chairs to Fatemeh Allahdoust, VDOT
- A briefing on the substantive changes to the 2016 State of the Commute Survey Technical Report, and endorsement of the report
- A briefing on the substantive changes to the 2016 GRH survey for the Washington DC metropolitan region and endorsement of the report
- A briefing on the substantive changes to the 2016 Commuter Connections Retention Rate survey and endorsement of the report
- A briefing on the draft highlights from the FY 2016 GRH Survey for the Baltimore metropolitan region, and a comment period was established
- A briefing on the 2016 Car Free Day Event
- An update on the Transportation Planning Board's draft 2016 Congestion Management Process
- A briefing on the development of the FY2018 Commuter Connections Work Program & Strategic Plan
- Presentations of the FY 2016 4th Quarter CCWP budget, 4th Quarter Progress Report and FY 2016 CCWP Annual Report

COG/TPB continued to staffs the regional Commuter Connections working group which continued to address TDM initiatives during WMATA's yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during September:

- Participation in a federal General Accounting Office interview regarding SafeTrack practices on September 7th
- Coordinating and holding a Commuter Connections SafeTrack Work Group meeting on September 7th for Surge #9
- Participating in a Metro SafeTrack pop-up event at the Vienna Metro Station on September 7th
- Sending SafeTrack surge# 9 emails to impacted commuters and employers on September 9th
- Participating in a COG Public Information Offices conference call on September 12<sup>th</sup>

COG/TPB staff participated in an I-66 Transit/TDM meeting on September 12th.

COG/TPB staff participated as a key note speaker at the Association for Commuter Transportation's Chesapeake Chapter awards program on September 15th in Herndon, VA.

COG/TPB staff presented the Carpoolnow mobile app to the TPB on September 21st and prepared and distributed an email message to over 66,000 "marketing opt-in" TDM system commuters to introduce the mobile app and invite them to test it.

**The following was accomplished during the second quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2016, November 2016, and December 2016) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; Baltimore, MD; NBTMD; Thomas Jefferson Planning District Commission (Charlottesville); Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

State TDM Work Group meetings were coordinated and held on October 11th, November 9th and December 14th.

COG/TPB staffed the regional Commuter Connections working group which continued to address TDM initiatives during WMATA’s yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during October:

- coordinating and holding a Commuter Connections SafeTrack Work Group meeting on October 14th for Surge #10
- sending SafeTrack surge# 10 emails to impacted commuters and employers on October 24th
- participating in a COG Public Information Offices conference call on October 24th

During the month of November, COG/TPB staff worked with Anne Arundel County to establish an MOU for the TDM system and sent letters terminating MOU’s with both ARTMA and the BWI Partnership.

COG/TPB staff met with Meredith Hill from MDOT on November 4th to discuss TDM programs that are being implemented through Commuter Connections.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on November 15th. Highlights from the meeting include:

A briefing on the substantive changes to the FY 2016 GRH Draft Survey Report for the Baltimore metropolitan region, a presentation of the Transform 66 Transportation Management Plan, a briefing of the draft FY2016 Bike to Work Day event report and establishment of a comment period, an update on COG’s Climate, Energy, and Environmental Policy Committee’s Action Plan and Multi-Sector Working Group activities, a presentation of the results from the 2016 Car Free Day regional event, an update on the Regional TDM Evaluation project, a briefing on COG’s efforts regarding SafeTrack, a presentation of highlights from the draft FY 2018 Commuter Connections Work Program and Commuter Connections Strategic Plan, and a briefing on the 1st Quarter CC WP Budget Report and Quarterly Progress Report.

COG/TPB staff met with Enterprise Rideshare staff on November 17, 2016 to discuss changes in their staff and to review operating guidelines for 'Pool Rewards.

COG/TPB staff hosted TDM System training on November 22, 2016 for Anne Arundel County staff.

COG/TPB staff hosted and participated in an MPO TDM Peer Exchange Group meeting on November 30th.

COG/TPB staffed the regional Commuter Connections working group which continued to address TDM initiatives during WMATA's yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during November:

- coordinating and holding a Commuter Connections SafeTrack Work Group meeting on November 16th for Surge #11,
- made maps and email lists of users who were to be affected by SafeTrack Surge #11. Staff drafted an email message that laid out details of the surge and transportation options for commuters, and
- sent SafeTrack surge# 11 emails to impacted commuters and employers on November 21st.

COG/TPB staff began soliciting updates to the January 2017 edition of Commuter Connections Resource Directory during the month of December 2016.

COG/TPB staff attended the COG Annual Meeting on December 14th.

A Ridematching Committee meeting was coordinated and held by COG/TPB on December 20th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- Carpoolnow and Commuter Connections Mobile Applications Update
- Client Site Status/Roundtable
- January 2017 Resource Directory
- Quarterly Progress Reports
- Updated Bi-Weekly Report Process

**The following was accomplished during the third quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in January 2017, February 2017 and March 2017) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; NBTMD, DATA, FDA, PRTC; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff hosted TDM System training on January 19th and January 26th for Montgomery County, MD staff and on March 8th for NIH staff.

COG/TPB staff continued to work with Anne Arundel County to establish an MOU for the TDM system during the months of January and February.

On January 10th, COG/TPB staff briefed the State TDM Work Group on the substantive updates to the FY2018 Commuter Connections Work Program and the 2016-2017 Commuter Connection Strategic Plan. The STDM Work Group approved both documents on January 10th. COG/TPB staff briefed the Commuter Connections Subcommittee on both documents on January 17th, and briefed the TPB’s State Technical Working Group on the draft CCWP on January 31st.

COG/TPB staff participated in a TDMI Board meeting on January 11th.

COG/TPB staff met with Uber representatives on January 24th to discuss transportation operations.

COG/TPB staff met with University of Maryland staff on January 25th to discuss a Department of Energy Vehicles Technologies Deployment funding opportunity.

COG/TPB staff continued work on SafeTrack activities during the month of January including:

- coordinating and holding a Commuter Connections SafeTrack Work Group meeting on January 25th for Surge #12,
- prepared maps and email lists of users who were to be affected by SafeTrack Surge #12. Staff drafted an email message that laid out details of the surge and transportation options for commuters and employers.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on January 17th. Highlights from the meeting include:

An endorsement for release of the 2016 Bike to Work Day Event Report, a briefing on the FY 2018 Commuter Connections Work Program and the 2016-2017 Strategic Plan, a presentation of the Commuter Connections and Carpoolnow mobile apps, a briefing on the 2016 Bike to Work Day TERM Analysis Survey, an update on COG’s Multi-Sector Working Group (MSWG) activities, a briefing on the draft FY 2016 GRH Customer Satisfaction Survey reports for both the Baltimore and Washington DC metropolitan regions, an update on COG’s SafeTrack Work Group activities, and a briefing of the second quarter CCWP budget report.

COG/TPB staff published the January 2017 edition of the Commuter Connections Resource Directory.

On February 3rd, COG/TPB staff briefed the TPB’s Technical Committee on the draft FY2018 Commuter Connections Work Program. The draft document was released for public comment at the TPB’s Citizen’s Advisory Committee meeting on February 8th. The TPB was also briefed on the draft document on February 15th. COG/TPB staff also briefed the TPB’s State Technical Working Group on February 28th.

COG/TPB staff was invited to share best practices on implementing TDM programs and strategic plans on a North Carolina DOT TDM on February 7th.

COG/TPB staff continued work on SafeTrack activities during the month of February including:

- Sent geo-targeted email messages, including transportation options and surge details, to both commuters and employers who were to be affected by SafeTrack Surge #12.
- Coordinating and holding a Commuter Connections SafeTrack Work Group meeting on February 22nd for Surge #13,
- Prepared maps and email lists of users who were to be affected by SafeTrack Surge #12. Staff drafted an email message that laid out details of the surge and transportation options for commuters and employers for Surge #13.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on March 21st. Highlights from the meeting include:

An endorsement for release of both the Baltimore and Washington DC 2016 GRH Customer Satisfaction survey reports, a presentation of the 2016 Bike to Work Day TERM Analysis Draft Report, a briefing on the 2017 Bike to Work Day Event, an update on the FY2018 Commuter Connections Work Program, an update on COG's SafeTrack Work Group activities, an update on the FY2017 Regional TDM Evaluation Project, and a briefing of the 2nd Quarter CCWP progress report.

A Ridematching Committee meeting was coordinated and held by COG/TPB on March 21st. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- TDM System Mobile Application
- Client Site Status/Roundtable
- Quarterly Progress Report

COG/TPB staff finalized the FY 2018 CCWP and presented the final document to the TPB Technical Committee and TPB Steering Committee on March 3rd and to the TPB for final review and approval on March 29th.

COG/TPB staff and Anne Arundel County executed an MOU for usage of the Commuter Connections' TDM system during the month of March.

COG/TPB staff participated in an I-66 Inside the Beltway Communications Peer Review meeting on March 22nd.

COG/TPB staff participated in a Northern Virginia East-West ICM workshop on March 23rd.

COG/TPB staff continued work on SafeTrack activities during the month of March including:

- Sent geo-targeted email messages, including transportation options and surge details, to both commuters and employers who were to be affected by SafeTrack Surge #13.
- Coordinating and holding a PIO SafeTrack conference call on March 2nd for Surge #13.

STDM Work Group meetings were coordinated and held on January 10th, February 14th and March 14th.

**The following was completed during the fourth quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2017, May 2017 and June 2017) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Anne Arundel County, MD; Frederick County, MD; Loudoun County, VA; NBTMD, DATA, Tri-County Council for Southern Maryland; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff met with Arlington County staff on April 10th to discuss carpool formation and the SchoolPool software.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on May 16th. Highlights from the meeting included: A review of substantive changes made to the 2016 Bike to Work Day TERM Analysis Report and an endorsement for release, a review of preliminary findings from a Flextime Incentive White Paper, a briefing on the May19th regional Bike to Work Day event, an update on Clean Air Partners activities, a briefing on the status of the 2017 Car Free Day event, an update on the FY2017 Regional TDM Evaluation project, and a review of the FY2017 3rd Quarter budget and progress reports.

COG/TPB staff worked on SafeTrack activities during the months of April, May, and June including:

- Sending geo-targeted email messages, including transportation options and surge details, to both commuters and employers who were to be affected by SafeTrack Surges #'s14, 15, and 16.
- Coordinating and holding Commuter Connections SafeTrack Work Group conference calls on April 4th, May 5th, and June 7th.
- Updating the SafeTrack webpage for surges 14, 15, and 16 to reflect current project information to keep commuters and client member sites informed about Metro's SafeTrack efforts for the quarter.

State TDM Work Group meetings were coordinated and held by COG/TPB staff on April 11th, May 9th, and June 13th.

COG/TPB staff coordinated and presented at an MPO TDM Peer Exchange Group meeting on May 24th.

COG/TPB staff met with PRTC staff on June 14th to discuss the TDM System functions and program operations.

COG/TPB staff participated in an I-395 Express Lanes TMP Transit/TDM meeting on June 15th.

A Ridematching Committee meeting was coordinated and held by COG/TPB on June 20th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- Mobile Applications Update
- GIS Update
- Client Site Status/Roundtable
- July 2017 TDM Resources Directory
- Quarterly Progress Report

COG/TPB staff met with McKinley Elementary school of Arlington Public Schools on June 20th to discuss the SchoolPool software.

#### B. Transportation Information Services

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff provided commuter travel information on alternatives to the general public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address (ridematching@mwcog.org) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

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

##### ***Work Accomplished on all Services Provided:***

COG/TPB staff performed daily maintenance processes for the Commuter Connections TDM Software System. This included monitoring the web and database servers, making backups, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports, preventing duplicate data entry (especially in the employers table) and correcting errors in data. Staff made corrections to commute logs for 'Pool Rewards and made changes to the graphics and text displayed on match letters. These activities were ongoing throughout the year. COG/TPB staff removed old, inactive accounts from the TDM database for RideShare Delaware. Our SSL certificates for the TDM server expired this year, so staff acquired new certificates. Media Beef employees handled installation. Some of the links in the TDM system became invalid. These links point to pages in the CommuterConnections.org web site and they became invalid when the Commuter Connections web site was updated. Staff updated the links as needed.

COG/TPB staff continued producing reports as PDF files. Staff ran and audited reports for the monthly purge process, the biweekly end user reports, and the monthly vanpool incentives reports. Producing reports and distributing them electronically speeds delivery, saves paper, and reduces costs.

At the end of the fiscal year, COG and its members were serving 18,435 commuters registered in ridematching. At the beginning of this fiscal year, Commuter Connections served 18,090 commuters. Year over year and for the fiscal year there was an increase of 345 from 18,090 in the system at the end of June 2016. Commuter Connections membership increased in two of the four quarters.

COG/TPB staff met with Media Beef representatives forty-four times during the fiscal year. In the first quarter, staff met with the software development contractor eleven times. The first quarter meeting dates were July 6th, 11th, and 25th, August 8th, 17th, 22nd, and 29th, and September 8th, 12th, 19th, and 26th. Staff met with Media Beef eleven times in the second quarter, on October 3rd, 12th, 17th, and 31st, November 7th, 14th, 21st, and 29th, and December 5th, 12th, and 19th. During the third quarter, COG/TPB staff met with Media Beef representatives a total of ten times. Meetings were held twice in January, on the 9th and 23rd. There were four meetings held in February, on the 6th, 13th, 21st and the 27th. In March, four meetings were held on the 6th, 13th, 20th, and the 27th. Finally, during the fourth quarter COG/TPB staff met with Media Beef representatives twelve times. Four meetings were held in April, on the 3rd, 10th, 17th and 24th. There were also four meetings held in May, on the 1st, 8th, 15th and 22nd. In June, four meetings were held on the 5th, 12th, 19th, and the 26th. Topics addressed most frequently included Carpoolnow.com, a dynamic ride matching app for smartphones, enabling users to login with their Facebook accounts, the Commuter Connections app for mobile devices, incenTrip integration (formerly called "iPRETii"), the development schedule, and new items under consideration for development in FY2018. The highest priorities were Carpoolnow.com, the Commuter Connections app for mobile devices, incenTrip (iPRETii integration), and the software development schedule for FY2017.

COG/TPB staff worked throughout the year to keep customers informed about Metro's SafeTrack efforts. Lists of commuters likely to be affected by each SafeTrack safety surge were produced for the SafeTrack surges.

COG/TPB staff and the development contractor worked on an innovative new algorithm that matches commuters for sharing rides. This powerful matching algorithm considers how much a commuter's route to work overlaps the routes of other commuters when deciding whether it has found a match. Lengthy testing yielded mostly excellent results and low bug counts. The user interface was upgraded to allow the commuter to choose either radius matching or route based matching for each match request. By the end of January, the contractor had corrected the few flaws found by COG/TPB staff. Computing and storing route data for everyone in ridematching was also accomplished. Once this was accomplished, the system had a large enough pool of candidates to provide meaningful match results. Most commute trips find more matches than with radius matching. This is especially the case for commuters who travel from rural areas.

COG/TPB staff retired the IBM InfoPrint impact line printer in FY2017. Reports are now distributed as PDF documents. COG/TPB staff wrote new software to produce reports in a format suitable for converting to PDF files for emailing. For producing purge cards, COG/TPB staff chose a new Print to Mail system. This system uses custom designed stationery and a folding/sealing machine. This system replaces impact printing the purge cards on spot carbon stationery. Purge cards are now printed on custom stationery with a common laser printer. They are then folded and sealed by the machine. COG/TPB staff wrote new software and designed Word templates to format the purge letters for Print to Mail.

Several small enhancements made a big difference in ease of use for the TDM system last fiscal year. Improvements were made to the user interface for the login page. That page now displays an error message when someone trying to log in has typed an



incorrect password. This makes it so commuters do not have to figure out what went wrong when credentials they enter do not work. Commuters are now able to log in to their Commuter Connections accounts with their Facebook accounts. Updates were made to the introductory content for the dashboard the user sees once (s)he is logged in and authenticated. There is also a new set of slideshow slides and content for the dashboard. A new menu item labeled, "PROGRAM STATUS," was added to the rideshare menu that appears on the ridesharing pages. This menu item links to a page that shows the commuter whether he is active in ridesharing and the registration and expiration dates of his account. It also presents a button for re-registering. This link is displayed only when the user's account is due or past due for re-registration. A new look and feel for the Charlottesville and Delaware versions of the web site were deployed. The development contractor made changes to text and graphics to customize these sites. The landing page was customized to remove functions, such as 'Pool Rewards, that pertain only to MWCOG.

COG/TPB staff made needed enhancements that enable GRH appform codes to be entered during registration for people who request a one-time exception. This also is one of those small enhancements that delivers big benefits, as less time is spent scouring the database for records that weren't initialized correctly.

In earlier versions of the TDM system, using the ridematching functions required end users to navigate through two pages and enter parameter values for each match request. To speed things up, the interface was overhauled so the software uses values stored in the database for the first match request so the user does not need to enter them each time. This is "one click" ridematching. It speeds up the matching process and provides end users with a better experience. During the third quarter, this new interface became available to Delaware and Charlottesville commuters.

This fiscal year saw the beginnings of an implementation of an incentive program called "incentrip." Throughout the fiscal year, COG/TPB staff participated in conference calls regarding the incentrip project with University of Maryland and the development contractor. Integrating UMD's incentrip functionality with the TDM system was discussed along with the inclusion of a flextime incentive component. The incentrip software is to implement an incentives program to entice commuters to log their trips and receive incentives for use of alternative modes. The flextime component allows for commuters to delay or change their travel plans when unusual traffic congestion is expected or detected. Media Beef completed their work on an incentrip API for the UMD to use to obtain commuter data from Commuter Connections. UMD continues developing APIs for Commuter Connections to use to obtain traffic data for the flextime incentive. COG/TPB staff assisted by building the code for the APIs and deploying it to the public web server. A demo should be ready early in FY2018.

When developing new features, it is possible to introduce bugs that are often unrelated to the new features. Sometimes a vendor whose software the developer needs to use may make changes that cause old code to become incompatible with the vendor's. Several bugs were discovered and fixed during the fiscal year. Fortunately, they were small and had minimal impact on system performance.

Graphics the program shows on the employer microsities pages did not display correctly in all cases. Media Beef made changes to address that issue.

A bug that prevented administrators from adding notes to a commuter's account was fixed.

A few small problems with the TDM system's email handling surfaced and they were fixed. When the TDM system creates an account for a commuter, it sends a welcoming

email message to that commuter. Ridematching coordinators in Delaware and Charlottesville were not receiving copies of these messages and that was corrected.

COG/TPB staff fixed a bug in the special events ridematching module that caused the program to crash when users requested matches.

Media Beef fixed a problem that arose after upgrading one of the software libraries the system uses for database access. The upgrade made it necessary to make changes in the code where the program communicates with the Oracle database. This obsolete code did not raise an error but it generated many warning messages in the web server logs. This hurt software performance and resulted in logs so bloated they were in many cases impossible to use.

Although it is relatively rare, the system occasionally is unable to compute geocodes for an address that is perfectly valid. It almost always turns out that the address is on a street that was recently addressed or readdressed. Addresses can change in response to new construction or a request by a business for a "vanity" address. A street also might be readdressed because a building was modified or torn down and replaced. These changes can take effect before they get recorded on the maps we use for geocoding. COG/TPB staff designed a workaround for this to enable Rideshare Delaware to enter applications for commuters who work at one of the large employers. COG/TPB staff assisted with cleaning up the employer database to enable this workaround.

Media Beef fixed a problem in the TDM system web app that sent administrators to the wrong page when they tried to enter notes about a commuter's account.

Media Beef fixed two bugs in the TDM system web app that caused crashes. In one case, if an administrator entered an email address that was already in the database, the system could not always handle it. It will now gracefully give the user a polite error message and let the user correct the input. There was a second bug that made it impossible to use the special events ride matching functions. COG/TPB staff worked with administrators and commuters to diagnose and fix the problems.

Sometimes an administrator needs to enter a new employer record that is not yet linked to a commuter or several commuters. The TDM system had a bug that prevented administrators from creating new employer records unless they were entering a new commuter record. This issue has been fixed, and it was one of those small but much appreciated changes that makes it easier to manage employer records.

COG/TPB staff fixed several bugs that inconvenienced administrators when adding new commuter accounts in the web app. The problem was that stale data left over from the last commuter account read in or entered would appear on the page when entering a new commuter. The program also put the cursor in the wrong field for starting a new account. The software now prevents stale data from appearing in the widgets, and when the basic data entry page loads, it places the cursor in the field for entering the app form code. These changes make it possible to enter commuter application data with less manipulation of the user interface elements. This speeds things up a little and reduces errors.

COG/TPB staff launched Carpoolnow, a new location based services (LBS) rideshare web application for smartphones. The app implements on demand carpooling in real time using the smartphone's location. The Carpoolnow app works on iOS, Android, and BlackBerry. A commuter traveling in a vehicle can offer a ride. A commuter who needs a ride can ask for a ride. The system responds to user input by searching for matches using the commuters' locations and destinations. If it finds matches, both users are notified through messages pushed to their phones. The app displays routes, estimates

pickup times, and confirms pick-up and drop-off locations. Carpoolnow made it onto the WMATA SafeTrack web page in the list of transportation options.

Work on the dynamic ridesharing mobile app proceeded apace during the first quarter. Media Beef secured the www.Carpoolnow.com domain for the site. COG/TPB staff set up a new user account and work area in the Oracle database for the new Carpoolnow.org web application. COG/TPB staff continued testing and assisted with procuring SSL certificates for the Carpoolnow server. Media Beef deployed Carpoolnow.com for public use and installed SSL certificates. The contractor continued to fix issues that arose, while COG/TPB staff oversaw needed upgrades to the web server.

Carpoolnow had a few bugs that needed fixing, and by late November 2016, they had all been substantially addressed. The contractor fixed bugs connected to the duration of users' sessions, some problems with the display (or failure to display) of alerts about ridesharing on users' smartphones, and a problem that prevented registered users from recovering forgotten passwords.

COG/TPB staff and Media Beef continued making improvements to the Commuter Connections app for mobile devices. The latest changes were to the user interface to make the app more attractive and easier to use. Media Beef also made some fixes to the code that logs commute trips.

#### D. Commuter Information System

##### ***Work Accomplished on all Services Provided:***

Throughout the fiscal year, COG/TPB staff continued to maintain and monitor the ArcGIS server that provides data for the park and ride lot map to the public.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. Staff received new NAVTEQ Streets data and made updates to the interactive map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. To view the latest version, visit <http://maps.mwcog.org>.

During the third quarter, COG/TPB staff began work on an interactive web map especially for bicycling. Staff began collecting and analyzing data that will go into the map. Staff researched the ArcGIS for Server platform to see how to prepare data for use in the app. These tasks were continued during the fourth quarter. Staff produced a scaled down version of the web mapping application as proof of concept and demonstrated it at the Commuter Connections Subcommittee meeting on June 20th. During their own bike rides around the region, COG/TPB staff have taken a few photos to link with the map to enhance the content. The final products are a web app for routing bicycles, pedestrians, and automobiles as well as a paper map.

COG/TPB staff continued work on updates for the park and ride lot map. Keeping the data fresh was an ongoing project throughout the fiscal year.

## II. REGIONAL GUARANTEED RIDE HOME PROGRAM

### A. General Operations and Maintenance

#### ***Work Accomplished on all Products and Services:***

COG/TPB 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.

COG/TPB staff made no changes to the GRH Participation Guidelines during the fiscal year.

COG/TPB staff monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

Discount coupons for area restaurants and attractions were provided to commuters who renewed their GRH membership, as part of the GRH Corporate Rewards program.

### B. Process Trip Requests and Provide Trips

#### ***Work Accomplished on all Services Provided:***

Between the months of July 2016 and June 2017, there were 3,365 GRH applications received. 5,836 commuters were re-registered and 3,343 commuters were newly registered in the regional GRH program. These new registrants included 88 previous "one-time exceptions." A total of 7,693 registrants were registered for GRH at the end of FY 2017. The GRH program provided 2,419 GRH trips in FY 2017. Forty-three (2%) of these trips were "one-time" exceptions. Personal illness accounted for the largest portion of the GRH trip reasons (38%) followed by child care trip reasons (25%) and family emergency trip reasons (19%) as the top three reasons cited for GRH trips during FY 2017. Missed "pool" accounted for 2% and unscheduled overtime accounted for 15% of the trips taken during the fiscal year 1% of the GRH trips taken during FY 2017 were categorized as "Other." The average cost of a GRH trip in FY 2017 was \$71.73. This was slightly more than last fiscal year's average cost of a trip.

Most registered commuters live in Virginia (57%), with 38% residing in Maryland and 3% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 59% of the GRH registrants work in the District of Columbia, with 25% working in Virginia and 17% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2017, Fifty-six percent (56%) of all GRH registrants use transit to travel to work, twenty-six (26%) carpool or vanpool, and two percent (2%) either bike or walk to work. Figure 5 separates transit only and "pool" only registrants from those that combine transit and pooling (9%) as their commute mode. Seven percent (7%) GRH registrants indicated that "Other" was their primary commute method.

Of the commuters who used the GRH service in FY 2017, 28% used transit to commute to work, 49% carpool or vanpool, and 13% combine transit and pooling. 9% indicated "Other" was their primary commute mode and .59% indicated their commute mode of preference was "Bike/Walk Only w/transit."

Meetings were held three times during the fiscal year with the daily operations contractor, Diamond Transportation Services, to discuss trip coordination and service provider issues. The meetings were held on September 28, 2016, January 25, 2017, and May 31, 2017.

COG/TPB staff continued work on seeking a cab provider in Southern Maryland. COG/TPB staff met with a Lyft representative on August 9th and with an Uber representative on August 17th to discuss coverage for Southern Maryland as a GRH ride provider.

COG/TPB staff met with a representative from Enterprise to discuss GRH trip operations and billing processes on August 19th and May12th.

COG worked with the daily operations contractor and GRH trip providers on contract renewals.

COG/TPB staff processed and paid invoices for all GRH service providers throughout the fiscal year and processed and paid vouchers for those GRH commuters who used public transit as part of the GRH trip.

### III. MARKETING

#### A. TDM Marketing and Advertising

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff updated the Commuter Connections website with news articles, publications, construction projects, press releases, and upcoming events throughout the fiscal year. COG/TPB staff changed the Featured Member of the Month on the Commuter Connections website. COG/TPB staff monitored and reported to senior staff on analytics data from the paid social media campaigns. COG/TPB staff replaced the newsletter with the fall, winter, spring, and summer versions on the Commuter Connections website.

COG/TPB staff met with Clean Air Partners representatives on October 18th for a debriefing on the Commuter Connections sponsorship marketing activities.

COG/TPB staff participated in a conference call meeting on October 27th with ODonnell Company representatives to discuss a re-design of the Commuter Connections web site.

COG/TPB staff held meetings with the contractors to discuss social media strategies on June 13th.

COG/TPB staff added SafeTrack videos to the Commuter Connections homepage for each corresponding surge. COG/TPB staff updated the SafeTrack landing page with additional regional resources. COG/TPB staff added impact data tables for each affected SafeTrack construction area along with maps and brochures and transit route information. COG/TPB staff added SafeTrack pages for each new surge.

COG/TPB staff deployed paid advertising campaigns on Facebook to promote COG/TPB staff updated the bicycling resources page on the Commuter Connection website and fixed broken links on the Commuter Connections site as needed. COG/TPB staff created and posted a Holiday Listicle on the Commuter Connections Facebook page to promote the Ridesharing program.

COG/TPB staff updated the Commuter Connections Facebook page with new content and updates with associated hashtags. COG/TPB staff deployed paid advertising campaigns on Facebook to promote various Commuter Connections programs including Pool Rewards and Rideshare.

COG/TPB staff added a new awards program booklet to the Commuter Connections website. COG/TPB staff added 3 new Employer Outreach case studies to the Commuter Connections website. COG/TPB staff created two new subdomains of the CC website, Carpoolnow.commuterconnections.org and api.Carpoolnow.commuterconnections.org.

COG/TPB staff updated the Brochure Order Form to include a field for phone number collection.

COG/TPB staff monitored Google Analytics website traffic reports and compiled reports for review by senior staff. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. COG/TPB staff troubleshooted an issue with a plugin that was preventing users from updating the Commuter Connections website.

The FY 2017 Marketing Communications Plan and Schedule was posted to SharePoint for committee feedback. The Marketing Plan outlined a proposed strategy for Commuter Connections for the fiscal year, based on review of regional data and market research, as well as previous campaign experience. The document outlined proposed marketing plans and communication strategies which targeted specific audience groups likely to adopt alternative transportation practices to reduce traffic congestion and auto emissions. The FY17 Plan also outlined proposed tactics and media allocations for Ridesharing, GRH, 'Pool Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards), and Employer Outreach. Committee feedback was incorporated into the Marketing Communications Plan and Schedule, and it was finalized.

Volunteers were solicited from each state to serve on the FY 2017 Commuter Connections Marketing Workgroup. Members of the workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2017 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY17 workgroup members included George Clark, Tri-County Council for Southern Maryland; Bobbi Greenberg, Arlington County; and Marina Budimir, District Department of Transportation.

Bi-weekly conference calls were held with the marketing contractor and its sub-contractors throughout the fiscal year to discuss the planning and implementation status of FY17 regional TDM marketing project activities. Earned media conference calls were also held on a quarterly basis.

The Commuter Connections newsletter and a Federal ETC insert were issued on a quarterly basis. The newsletters were drafted, revised and mailed to employers, Committee members, and other stakeholders; a PDF version was also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA. HTML format newsletters were sent via email blast.

The fall media buy and earned media plan were executed beginning October 2016 and ran through the end of the calendar year, using ads developed in the previous fiscal year. The fall campaign themes were "For life's little emergencies" for Guaranteed Ride Home, and "It's never too early to form good habits" for Rideshare. The Rideshare campaign included a mix of news, music, and Hispanic radio stations, television (NBC4), digital/mobile, and social media. GRH advertising included news and music radio stations.

The FY17 Regional TDM Strategic Marketing Plan and Resource Guide was approved at the December 2016 Regional TDM Marketing Group meeting. The final report was printed in a spiral bound publication, and made available online. This annual guide serves as a regional resource for current TDM products & services, and provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections, and its various network members. It also contains summaries of TDM research from the last five years.

Direct mail campaigns were sent out twice during FY2017, in December 2016 and in June 2017, to 500,000 residents per mailing. Mailers were sent to targeted zip codes

within jurisdictions that have shown a higher propensity to rideshare, based on an analysis of applicants in the regional TDM software system. For each mailing, two unique brochures were created with images and messaging that provided emphasis on ridesharing or GRH. Each of the mailer versions cross promoted both services, and the 'Pool Rewards program and Carpoolnow mobile app. A tear off application was included, allowing recipients to apply for various programs offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form, and commuters were also encouraged to go online.

Radio scripts were written and finalized for the FY17 spring marketing campaign, and voice talent was selected. The new ad themes were "Just a Couple Clicks" (Rideshare), and "Problem. Solved." (Guaranteed Ride Home). Both campaigns included radio, online/digital, and paid social media. Table tent and back-lit ad panel Rideshare ads also ran at Fashion Centre Pentagon City.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

September 20, 2016 – presentations on Commuter Connections regional TDM marketing activities, and PRTC marketing. Other agenda items included a change of Chairpersons, and the FY17 Resource Guide and Strategic Marketing Plan draft report. Final documents were issued for both the 2nd Half FY16 Regional TDM Marketing Campaign summary, and the FY17 Marketing Communications Brief and Schedule.

December 20, 2016 – Commuter Connections FY 2017 regional TDM marketing activities, and Montgomery County's Walk & Ride Challenge. The 1st Half FY17 Regional TDM Marketing Campaign summary draft report was issued; and the SMP FY 2017 final draft report was presented and endorsed for release.

March 21, 2017 – Commuter Connections regional TDM marketing activities, and guest presentations from Loudoun County, Street Smart, and MTA. The final FY17 First Half Regional TDM Marketing Campaign Summary report was distributed. The FY17 Second Half Campaign Summary draft report was also distributed.

June 20, 2017 – Presentation on FY 2017 regional Commuter Connections TDM Marketing activities; FY 2018 Marketing Workgroup; presentation by Frederick County Commuter Services; and an updated Second Half FY17 Regional TDM Marketing Campaign draft summary.

Listings were placed in both print and electronic versions of Hibu directories throughout the Washington region, under the carpool and vanpool services category. Directory listings were also placed into military base guides. Commuter Connections brochures were revised and replenished as needed.

The following transportation fairs and other events were attended during FY 2017:

- SafeTrack Metro Center, July 13th
- SafeTrack Silver Spring Metro, July 27th
- SafeTrack Vienna Metro, September 7th
- Ft. Belvoir, VA, September 13th
- Quantico, VA, September 27th
- Joint Base Myer-Henderson Hall, Washington DC, October 27th
- Mark Center-Alexandria, VA, December 7th

- NBC Health & Fitness Expo, Washington DC, January 7-8th
- Washington Navy Yard, Washington, DC, March 23rd
- U.S. Geological Survey, Reston, VA, April 19
- U.S. Department of Commerce, Washington, DC, April 20
- U.S. Patent and Trademark Office, Alexandria, VA, April 20
- U.S. Department of Health and Human Services – Rockville, MD, April 20
- U.S. Department of Health and Human Services – Washington, DC, April 25
- U.S. Food and Drug Administration, White Oak, MD, April 27
- U.S. Department of Defense Pentagon, May 3
- NoMa Bike to Work Day Pit Stop, May 19th
- Department of the Interior, Washington, DC, June 7th
- Fort Belvoir, VA, June 8th
- Mark Center, Alexandria VA, June 28<sup>th</sup>

COG/TPB staff worked on the research and analysis aspects of completing a White Paper on the Examination of a Flextime Incentive for the Washington Metropolitan region. The draft paper was presented during the May 16th Commuter Connections Subcommittee meeting and a comment period was established. The final paper will be presented at the July 18th Subcommittee for review and endorsement.

FY2017 General Media Coverage		
Print/Online		
9/26/2016	The Washington Post	<a href="#"><u>New carpooling app matches riders and drivers — for free</u></a>
10/1/2016	The Washington Post	<a href="#"><u>Metro’s multimillion-dollar mystery: Where have our riders gone?</u></a>
10/12/2016	FOX 5	<a href="#"><u>Alternative options to get home from Nationals Park for Game 5</u></a>
10/12/2016	NBC 4	<a href="#"><u>With Metro Hours Shortened, Here's 10 Other Ways You Can Get Home From Nationals Park Thursday</u></a>
1/18/2017	The Frederick News-Post	<a href="#"><u>Traffic experts suggest avoiding D.C. during inauguration if possible</u></a>
03/11/2017	The Frederick News-Post	<a href="#"><u>Popularity of telework boosts businesses, eases commutes</u></a>

B. Bike to Work Day

***Work Accomplished on all Products and Services:***

COG/TPB staff updated website with new sponsor logos and corresponding website links. COG/TPB staff updated contact information for Bike to Work Day pit stop organizers to ensure accurate contact information was present on the website. COG/TPB staff removed pit stops that no longer participate in Bike to Work Day. COG/TPB staff updated the Find Your Pit Stop URL to reflect the 2017 campaign and



added the new 2017 sign up link to the website. COG/TPB staff updated the mapping code to reflect new pit stop locations. COG/TPB fixed an error with the sponsor logos in the homepage sponsor image slider plugin. The web site, Twitter, and Facebook pages were refreshed with the lavender color treatment and 2017 graphics. The 2017 Bike to Work Day event web site launched in March for early registration.

COG/TPB staff embedded Bike to Work Day videos on the website. COG/TPB staff updated the Bike to Work website buttons and headers to reflect this year's color/theme.

COG/TPB staff posted status updates as need and responded to social media user inquiries. COG/TPB staff updated implemented the Facebook and Twitter advertising campaigns. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. COG/TPB uploaded applicable news articles and press releases to the BTWD website. COG/TPB staff used Facebook Live to publish the proclamation signing in real time. COG/TPB staff created implemented 10 Snapchat filters for Bike to Work Day pit stops. COG/TPB staff updated the Bike to Work Day proclamation page with new photos and information related to the 2017 signing.

COG/TPB staff added raffle winners' pictures to the Bike to Work Day website and social media platforms. COG/TPB staff created and distributed a survey for pit stop owners to discover which t-shirt sizes they wanted and how many of each.

Michelle Valeri, Capitol Hill BID was secured to serve as the FY 2017 Chairperson of the Bike to Work Day Steering Committee.

The Bike to Work Day sponsor declaration form was updated for 2017 and solicitation letters were sent out to perspective Bike to Work Day 2017 sponsors. The Bike to Work Day sponsor drive was held October 2016 through January 2017. Discussions were held with potential companies and organizations regarding sponsorship opportunities. The drive netted a total of \$54,550 in cash donations, and invoices were generated for signed sponsor declaration forms, and payments were processed.

Organizations interested in becoming a new pit stop for the 2017 event were corresponded with to qualify them as potential locations. Throughout the planning and implementation process leading up to the event, questions were answered and general support and guidance was provided to the pit stop managers and Committee members.

Event flyers, large posters, and rack cards were developed for the 2017 event, based on Committee feedback. A quantity of flyers was also printed in Spanish. The materials were distributed to pit stops managers and other bicycling community stakeholders. Posters were also distributed to employers throughout the region, along with a letter asking them to display the poster at their worksite, to encourage employee participation.

At its April meeting, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by City of Rockville Mayor and TPB Chairman, Bridget Donnell Newton. A new 60-second Bike to Work Day radio ad was produced for the 2017 event, and aired on Hot 99.5, ESPN, WFED, WJFK, and DC101.

Vinyl banners were created as tools to promote Bike to Work Day, and served as backdrops at the local pit stop events. The eight-foot-wide banners included event graphics, and were customized with specific pit stop locations and times.

Bike to Work Day was held at 86 locations throughout the Washington metropolitan region on May 19th. The number of registered bicyclists reached 18,751, an increase of 7.4 percent. The 2017 event T-shirts were finalized, printed, and distributed. A group

of volunteers were formed to sort the T-shirts in preparation for pick up by the pit stop managers.

The earned media strategy was developed for Bike to Work Day and media interviews were coordinated. Several pre-event press releases and calendar posting were sent, as well as a final press release on the day of the event. A total of 88 media placements were generated across print, internet, radio, and television for Bike to Work Day in 2017. Elected officials and dignitaries either bicycled to and/or spoke at many of the local pit stop events.

Bike to Work Day registration data was analyzed to determine participation of top employers in the region. The World Bank was chosen as the winner of the 2017 Bike to Work Day Employer Challenge luncheon, which was held at The World Bank in downtown DC on June 21st, where a plaque was presented.

Bike to Work Day 2017 media placements:

<b>BTWD 2017 Media Coverage</b>		
<b>Print/Online Coverage - 83</b>		
3/8/2017	FABB	<a href="#"><u>Bike to Work Day Registration Now Open</u></a>
3/14/2017	DCBikeLawyers.com	<a href="#"><u>Grenier Law Group is Sponsoring Bike to Work Day 2017!</u></a>
3/27/2017	MCDOT	<a href="#"><u>Biking &amp; Walking</u></a>
4/7/2017	Gaithersburg	<a href="#"><u>Gaithersburg Joins Cycling Celebration Bike to Work Day</u></a>
4/11/2017	Trip Savvy	<a href="#"><u>May 2017 Festivals and Events in the Washington, DC Area</u></a>
4/11/2017	Blackbird	<a href="#"><u>Register for Bike to Work Day Set for Friday, May 19, 2017</u></a>
4/12/2017	Washington Post	<a href="#"><u>Alexandria-Arlington community calendar, April 13-20, 2017</u></a>
4/14/2017	DC Triathlon Club	<a href="#"><u>Bike to Work Day 2017 is Friday, May 19–</u></a>
4/13/2017	DCist	<a href="#"><u>Bike to Work Day (Registration) Is Back</u></a>
4/19/2017	Washington Post	<a href="#"><u>Alexandria-Arlington community calendar</u></a>
4/20/2017	Cherry Blossom Volunteers	<a href="#"><u>Downtown DC needs volunteers for Bike to Work Day</u></a>
4/20/2017	The Georgetowner	<a href="#"><u>BID Members Report Phenomenal Winter</u></a>
4/20/2017	SoMD	<a href="#"><u>Springtime fun: April, May events in Southern Maryland</u></a>
4/25/2017	goDCgo	<a href="#"><u>Upcoming Events</u></a>
5/2/2017	GWWM	<a href="#"><u>Bike to Work Day 2017</u></a>

<b>BTWD 2017 Media Coverage</b>		
<b>Print/Online Coverage - 83</b>		
5/2/2017	NoMa News	<a href="#"><u>Biking in NoMa: DDOT Public Workshop &amp; Bike to Work Day 2017</u></a>
5/4/2017	Bike Savvy	<a href="#"><u>Bike Events 2017 in Washington DC</u></a>
5/4/2017	Multi Briefs Blog	<a href="#"><u>Cut your chances of cancer and heart disease by biking to work</u></a>
5/9/2017	Washington Post	<a href="#"><u>Loudon County News Briefs</u></a>
5/11/2017	<a href="#"><u>DSN DrugStoreNews</u></a>	<a href="#"><u>Allegra Allergy Supports Bike to Work Day Events Across the Country</u></a>
5/11/2017	Falls Church News Press	<a href="#"><u>Bike to Work Day to Offer Freebies in Falls Church</u></a>
5/11/2017	ARL Now	<a href="#"><u>Bike to Work Day Festivities Set for Next Week</u></a>
5/12/2017	Arlington Now	<a href="#"><u>Bicycling &amp; Bikesharing</u></a>
5/12/2017	Bike Arlington	<a href="#"><u>One Bike to Work Day Can Get You Hooked</u></a>
5/12/2017	Shooshancompany	<a href="#"><u>Arlington Bike to Work Day</u></a>
5/15/2017	Allegra	<a href="#"><u>Allegra® Allergy Gears Up for Bike to Work Day Across the U.S.</u></a>
5/16/2017	Del Ray Patch	<a href="#"><u>Bike to Work Day to Offer Freebies in Alexandria</u></a>
5/16/2017	Galludet Univ	<a href="#"><u>May 19, 2017, is Bike to Work Day</u></a>
5/16/2017	DDOT	<a href="#"><u>DDOT Invites District Commuters to Participate in Bike to Work Day 2017</u></a>
5/16/2017	Kingstowne Patch	<a href="#"><u>Bike to Work Day to Offer Freebies Near Kingstowne</u></a>
5/16/2017	Reston Now	<a href="#"><u>Commuters Encouraged to Ride to Work During Bike Day Friday</u></a>
5/16/2017	WHUR	<a href="#"><u>Bike to Work Day 2017</u></a>
5/17/2017	Kingstowne Patch	<a href="#"><u>Bike to Work Day to Offer Freebies Near Kingstowne</u></a>
5/18/2017	Urban Scrawl	<a href="#"><u>How to Ride Your Bike to Work on National Ride Your Bike to Work Day</u></a>
5/18/2017	AARP	<a href="#"><u>Leave the Car at Home and Dust off the Bike to Celebrate Bike to Work Day</u></a>
5/18/2017	Urbanplacesandspaces Blog	<a href="#"><u>Bike to Work Day as an opportunity to assess the state of bicycle planning: Part 2, building a network of bike facilities at the regional scale</u></a>

<b>BTWD 2017 Media Coverage</b>		
<b>Print/Online Coverage - 83</b>		
5/18/2017	WTOP	<a href="#"><u>Surprising Stats: How Many People Bike to Work Around DC and More</u></a>
5/19/2017	Patch Falls Church	<a href="#"><u>Bike to Work Day to Offer Freebies in Falls Church</u></a>
5/19/2017	WTOP	<a href="#"><u>What to expect on Bike to Work Day</u></a>
5/19/2017	Washingtonian	<a href="#"><u>Some Scenes from Crystal City's Bike to Work Day</u></a>
5/19/2017	Google	<a href="#"><u>Bike Convoy Maps</u></a>
5/19/2017	E wallstreeter	<a href="#"><u>Things to Do in DC This Weekend (May 18-21): Jazz in the Garden Returns, Films About JFK, and Bike to Work Day</u></a>
5/19/2017	Doctors to You	<a href="#"><u>Bike to Work (and Everywhere else)!</u></a>
5/19/2017	AmerUniv	<a href="#"><u>A healthy U Bike to Work</u></a>
5/19/2017	Dai Global	<a href="#"><u>What Bike to Work Day Tells Us About Open Data</u></a>
5/19/2017	Downtown DC	<a href="#"><u>Bike to Work Day 2017</u></a>
5/19/2017	Inside Nova	<a href="#"><u>Bike to Work Day 2017: 35 pit stops in Northern Virginia</u></a>
5/19/2017	The Wash Cycle	<a href="#"><u>Happy Bike to Work Day</u></a>
5/19/2017	Bethesda Transit	<a href="#"><u>Bike to Work Day</u></a>
5/19/2017	Reston Now	<a href="#"><u>Commuters Encouraged to Ride to Work During Bike Day Friday</u></a>
5/19/2017	Mobility Lab	<a href="#"><u>Bike to Work Day 2017 sets new records for the D.C. region</u></a>
5/19/2017	WAMU	<a href="#"><u>This Guy Rides 28 Miles to The Office — And Not Just On Bike to Work Day</u></a>
5/19/2017	Link	<a href="#"><u>Bike to Work Day 2017</u></a>
5/19/2017	Adamsmorganonline	<a href="#"><u>What's Going on</u></a>
5/19/2017	Wherevent	<a href="#"><u>Event in Washington</u></a>
5/19/2017	A DC Journey	<a href="#"><u>Do This: Bike to Work Day (5/19/17)</u></a>
5/19/2017	Your4state.com	<a href="#"><u>Gaithersburg Residents Celebrate Bike to Work Day</u></a>
5/19/2017	Arlington VA Commuter Page	<a href="#"><u>Bicycling &amp; Bikesharing</u></a>
5/19/2017	Reddit	<a href="#"><u>Bike to Work Day 2017</u></a>
5/19/2017	Prince William County YouTube	<a href="#"><u>The Buzz: Bike to Work Day 2017</u></a>
5/19/2017	Fairfax County/YouTube	<a href="#"><u>Fairfax Bike to Work Week 2017</u></a>

<b>BTWD 2017 Media Coverage</b>		
<b>Print/Online Coverage - 83</b>		
5/19/2017	Accesstysons	<a href="#">Bike to Work Day 2017</a>
5/19/2017	Allevents	<a href="#">Bike to Work Day 2017 - NoMa</a>
5/19/2017	Alexandria News	<a href="#">Bike to Work Day Breaks Records In Metropolitan Washington</a>
5/19/2017	NNSA	<a href="#">NNSA/DOE Bike to Work Day</a>
5/19/2017	Georgetown Patch	<a href="#">Bike to Work Day 2017</a>
5/19/2017	Anne Arundel Patch	<a href="#">Coming Up: 20th Annual Bike to Work Day In Anne Arundel County</a>
5/22/2017	ARL Now	<a href="#">Morning Notes</a>
5/23/2017	Homes with Casey	<a href="#">Breakfast links: The President's budget threatens transit, but not Metro</a>
5/24/2017	Capital Gazette	<a href="#">Trumbauer on Bike to Work Day</a>
5/23/2017	Arlington Connection	<a href="#">Bike to Work Day is Friday, May 20</a>
5/25/2017	Fairfax Connection Newspapers	<a href="#">Fairfax Promotes Bike Safety</a>
5/25/2017	The Journal	<a href="#">NSAB, Walter Reed Participate in Bike to Work Day</a>
5/25/2017	Springfield Plaza Connection Newspapers	<a href="#">New Bike Parking Rack at Springfield Plaza</a>
5/26/2017	Bike Arlington	<a href="#">Bike to Work Day</a>
5/26/2017	Washington Bike Forum	<a href="#">Forum: Bike to Work Day 2017</a>
5/26/2017	Partyearth	<a href="#">Bike to Work Day - DC</a>
5/26/2017	Fairfax County Times	<a href="#">Fairfax County Bike to Work Day an Annual Success</a>
5/29/2017	Alexandria Gazette	<a href="#">Commuting on Two Wheels in Alexandria</a>
5/31/2017	goDCgo	<a href="#">Bike to Work Day 2017 Breaks Record</a>
5/31/2017	Frederick	<a href="#">Frederick Bike to Work Day</a>
<b>Television – 2</b>		
5/18/2017	NBC 4 Washington	<a href="#">Bike to Work Day</a>
5/15/2017	WDCW	Bike to Work Day at Manassas pit stop
<b>Radio - 3</b>		
5/15/2017	WHUR	Taking It to The Streets
5/17/2017	WTOP	Surprising Stats: Surprising Stats: How many people bike to work around DC and more
5/18/2017	WFMD	Morning news express

## C. Employer Recognition Awards

### ***Work Accomplished on all Products and Services:***

COG/TPB staff updated the Employer Recognition Awards page with 2017 information and images. COG/TPB staff fixed the Employer Recognition Awards sign up page to ensure an accurate count of registrants. COG/TPB staff distributed Employer Awards RSVP notices to respective attendees.

The Employer Recognition Awards task schedule was updated for 2017 and distributed. A nomination brochure for the 2017 annual Employer Recognition Awards was developed with feedback from the Employer Recognition Awards workgroup. The brochure was mailed in early December to Level 3 & 4 Employee Transportation Coordinators, and an email blast was sent as well. PDF's of the nomination brochure and application form were also made available online. Employer Outreach Sales Representatives were contacted via conference call about potential award nominees within their jurisdictions, and briefed at their January 19th meeting.

The National Press Club was selected through a competitive bidding process as the venue to host the 2017 Commuter Connections Employer Recognition Awards event. A deposit was processed and sent to the awards venue. Estimates from video production companies were obtained, and a photographer was secured.

Employer nominations were reviewed and qualified, and nominees were interviewed to clarify any ambiguous or missing information on the nomination submissions. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the meeting was held on March 24th. The Committee was made up of various TDM professionals and stakeholders from throughout the region. TPB member, and Gaithersburg Council Member, Neil Harris served as Chair for the Selection Committee. Confirmation and thank you letters were sent to the Awards Selection Committee members. The moderator compiled the Selection Committee's silent ballots, and issued back the official results in memo form. A separate meeting was held internally among staff to discuss the Organization and Sales Achievement award winners.

The 2017 Employer Recognition Award winners were contacted by phone and sent letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status.

Questions were developed for the awards video, filming took place, and the video went through an editing phase. The final produced video encompassed two-three minute segments of each award-winning program. A separate retrospective video was created to recognize the award event's 20th anniversary. Lunch cooler bags were ordered as giveaway items, per workgroup feedback, and given out at the ceremony. Glass trophies were ordered for award recipients. Signage was created for the podium, and a program booklet was created with write-ups and photos about each winner, and included letters from both the TPB and Commuter Connections Chairs. The ceremony agenda was created, and remarks were written for the presenters and Master of Ceremonies. Confirmation letters were sent to speakers along with instructions. An invitation and matching theme envelope were created and mailed, and attendees responded via an online form. An internal logistics meeting was held, and catering arrangements were made with the venue.

The twentieth annual Commuter Connections Employer Recognition Awards event was held at the National Press Club, on June 22, 2017. The event's emcee was Bridget

Newton, TPB Chairman and Mayor, City of Rockville. The Incentives award was presented by COG Transportation Director Kanathur Srikanth, and given to The Cadmus Group, Arlington County. The Marketing award was presented by Janeen Kuser from MTA, and awarded to the American Society of Health System Pharmacists, Bethesda. The Telework award was presented by retired “Dr. Gridlock” Washington Post reporter, Robert Thomson, and was given to TCG, Washington DC. The Employer Services Sales Team and Organization Achievement Awards were presented by District of Columbia Councilmember and TPB 1<sup>st</sup> Vice Chairman, Charles Allen, and went to Montgomery County Commuter Services, and to the Carlyle Council, respectively.

A press release was sent out on the day of the event. Following the event, thank you letters were sent to the speakers, and a display ad was placed in the Washington Business Journal to recognize employer award recipients. Awards ceremony photos, winner seals, awards video, and customized press releases were shared with the winning employers for promotional use. Winner information was placed onto the Commuter Connections web site, and on social media sites as well.

#### D. Pool Rewards

##### ***Work Accomplished on all Products and Services:***

A marketing campaign was developed and ran from October through the end of December 2016 to encourage the creation of new carpools/vanpools through the ‘Pool Rewards incentive program. Paid advertising was deployed on LinkedIn and Facebook, and a :30 second ‘Pool Rewards TV spot ran on NBC4. Cost per click adjustments were made to the LinkedIn ad throughout the campaign to gain optimum performance. A quarter page was created for the NBC4 Health Expo program guide.

For the second half of FY17, ‘Pool Rewards print ads were placed in the Washington Post’s Real Estate section, a banner ad was placed on Realtor.com, and paid social media ads were placed on Facebook, and LinkedIn. The ads ran through the month of March. The social media ads were monitored and adjusted for maximum exposure and response.

COG/TPB staff monitored trip logging for program participants. ‘Pool Rewards vanpool invoices were reviewed and processed monthly. Commuters completing the carpool incentive were also verified and payments were made. COG/TPB staff also completed the FY2016 National Transit Database report in March.

COG/TPB staff met with Enterprise Rideshare representatives on November 17th to discuss the ‘Pool Rewards program.

#### E. Car-Free Day

##### ***Work Accomplished on all Products and Services:***

COG/TPB updated the Car Free Day (CFD) website with applicable articles and press releases as needed. COG/TPB staff reported pledge count information as needed. COG/TPB staff implemented CFD social media strategy by running paid ads, boosted posts, and approved social media posts. COG/TPB staff replaced last year’s CFD poster on the website with the new version.

COG/TPB staff added new sponsors to the website and removed sponsors who no longer support CFD. COG/TPB staff added new prizes and promotions to the CFD website. COG/TPB staff made applicable edits to the “about Car Free Day” page on the CFD website. COG/TPB staff replaced the CFD banner on the website and social media accounts with the new version. COG/TPB staff added new prizes and promotions to the CFD website. COG/TPB staff added new raffle winner image to the CFD website.

Nate Graham from goDCgo was installed as the Car Free Day 2016 event Committee Chair. A Car Free Day poster was created, printed and delivered to network members and employers in the region. The poster displayed commute mode icons and a call to action to take the free pledge to join Team Bus, Rail, Pool, Bike, Walk or Telework on September 22, 2016. A Car Free Day proclamation signing took place at the July 2016 National Capitol Region Transportation Planning Board (TPB) meeting with TPB Vice Chair and City of Rockville Mayor, Bridget Newton. Radio spots entitled "Press play on a new routine" aired on HOT 99 and DC101.

The Car Free Day prize raffle included a pair of tickets and backstage passes to the Fall Fest concert on October 1st at Jiffy Lube Live, donated by iHeart radio station WMZQ. Email blasts were sent out to employers and past Car Free Day participants. Also, an email blast was sent to "marketing opt-in" commuters in the TDM system database to promote Car Free Day. Clean Air Partners produced a video for the Car Free Day web site and embarked on a social media campaign to drive pledges. Text messages were sent to those who opted-in, prompting them to encourage co-workers, family, and friends to take the pledge. The media buy included paid social media ad placement on Facebook, Twitter and Instagram, and a paid social media takeover with NBC4. Online/mobile ads were placed on WTOP.com. A promotion took place around select Capital Bikeshare locations designated as Pokestops where Pokémon "lures" were dropped on Car Free Day. A reciprocal arrangement was made between the Car Free Day and Try Transit Week (VDOT) web sites to promote each other's events.

An earned media campaign secured interviews and encouraged media outlets to place Car Free Day news stories. Bus signage was donated by Montgomery County Ride On, Metrobus, Arlington Transit, Fairfax, and Prince George's County. A complimentary internet banner ad was also created for placement onto the Metro website. The Capital Area Car Free College Campus Challenge was held as a friendly competition to generate a buzz about Car Free Day on college campuses within the region and to garner pledges.

Car Free Day Steering Committee meetings were held in July and September 2016 and provided a forum for planning, reporting, discussion, and feedback regarding the event.

Nearly 4,500 people took the pledge to go Car Free or Car-Lite on September 22, 2016, up 30 percent from the previous year. The breakdown by mode was as follows: Bike 26 percent, Rail 23 percent, Bus 18 percent, Walk 14 percent, Telework 8 percent, Pool 8 percent, and 3 percent unknown. The SOV group consisted of 24 percent of those who pledged, and reduced 23,319 vehicle miles. Pledges were made by residents of the District 30 percent, Maryland 33 percent, Virginia 33 percent, and other states 4 percent.

Car Free Day Media Placements:



CFD 2016 Print & Online Coverage - 37		
Date	Outlet	<u>Topic linked to URL</u>
5/18/2016	EcoWatch	<u>Paris Goes Car-Free First Sunday of Every Month</u>
7/12/2016	National Capital Region Transportation Planning Board	<u>Freight Plan, Car Free Day, and SafeTrack are all on the July 20 TPB agenda</u>
8/13/2016	Adams Morgan BID	<u>News You Can Use</u>
8/23/2016	National Capital Region Transportation Planning Board	<u>Change things up. Go car free or car-lite Sept. 22!</u>
8/25/2016	Adams Morgan BID	<u>News You Can Use</u>
8/31/2016	Gallaudet University	<u>Car Free Day: College Campus Challenge</u>
9/1/2016	Wash Cycle	<u>Eyes on the Prizes: Car Free Day 2016</u>
9/1/2016	Capitol Hill BID	<u>Capitol Hill BID News</u>
9/2/2016	Northern Virginia Community College	<u>This week @ NOVA – September 6, 2016</u>
9/6/2016	Arlington Transportation Partners	<u>Car Free Day - Team Bus, Bike &amp; Walk</u>
9/9/2016	Red Brick Town	<u>Go Car FREE in Alexandria on World Car Free Day!</u>
9/9/2016	goDCgo	<u>Car Free Day is on Thursday, September 22. Are you ready to take the pledge?</u>
9/9/2016	Gallaudet University	<u>Upcoming Events</u>
9/14/2016	Prince William Chamber	<u>Try Transit Week and Car Free Day Encourage Driving Alternatives</u>
9/16/2016	Howard University - Office of Communications	<u>CAR FREE DAY COLLEGE CAMPUS CHALLENGE</u>
9/16/2016	The Frederick-News Post	<u>Car-free day is Sept. 22</u>
9/17/2016	Washington Post	<u>Prince William County news in brief</u>
9/17/2016	Prince William Living	<u>Try Transit Week And Car Free Day Encourage Driving Alternatives</u>
9/19/2016	Inside NOVA	<u>Try Transit Week, Car Free Day encourage driving alternatives</u>
9/19/2016	Greater Greater Washington	<u>Join us for happy hour on Tuesday!</u>
9/19/2016	Reston Now	<u>Alternative Transportation in the Spotlight This Week</u>
9/19/2016	Adams Morgan BID	<u>News You Can Use</u>
9/21/2016	Yahoo News	<u>World Car Free Day is Thursday: 5 cities taking part and what they're doing</u>
9/21/2016	goDCgo	<u>Only One Day Left to Take the Pledge</u>

CFD 2016 Print & Online Coverage - 37		
9/21/2016	CTV News	<u>Five cities ditching four wheels for two on World Car Free Day</u>
9/21/2016	Washington Post	<u>Here's a good reason to ditch your car Thursday: It's World Car Free Day</u>
9/21/2016	Mindful Healthy Life of Metro DC	<u>Car Free Day September 22 and Bike and Walk to School October 5</u>
9/22/2016	sNewsi	<u>Ditching your Car on World Car Free Day</u>

CFD 2016 Radio Coverage - 2		
Date	Outlet	Topic linked to URL
9/21/2016	WMAL	<u>Regional Businesses, Transit Agencies Support Upcoming Car Free Day, Sept. 22</u>
8/30/2016	WMAL	<u>Car Free Day Registration Opens</u>

CFD 2016 Television Coverage - 1		
Date	Outlet	Topic linked to URL
9/22/2016	WJLA	<u><a href="https://vimeo.com/184909397">https://vimeo.com/184909397</a></u>

#### IV. MONITORING AND EVALUATION

##### TERM Data Collection and Analysis

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff worked with LDA Consulting on a new Scope of Work and budget for the TDM Evaluation project.

The draft Bike to Work 2016 report was completed and presented to the BTWD committee on September 8th.

COG/TPB staff continued reviewing comments and edits and finalized the draft 2016 State of the Commute Technical Report, GRH Survey Report, and Retention Rate Survey report. All three reports were endorsed for release at the September 20th Commuter Connections Subcommittee meeting.

COG/TPB staff briefed the TPB's State Technical Working Group on the preliminary highlights from the 2016 State of the Commute survey on September 6th.

COG/TPB staff attended the TPB Technical Committee and TPB Steering Committee meetings on September 9th to present the preliminary findings of the 2016 State of the Commute survey.

COG/TPB staff presented the highlights of the 2016 State of the Commute survey to the TPB on September 21st.

COG/TPB staff attended the TPB's Travel Forecasting Subcommittee meeting on September 23rd to present the results from the 2016 State of the Commute survey.

COG/TPB staff and the consultant began discussions regarding the FY2017 Bike to Work Day participant survey.

In July, monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. Monthly totals from Montgomery, Prince George's, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, and Tri-County were not submitted at this time.

In August, monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. Monthly totals from Montgomery, Prince George's, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, and Tri-County Council were not submitted at this time.

In September, monthly Employer Outreach sales activity reports were received from Arlington, Montgomery, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council. Monthly totals from Montgomery and Prince George's counties were not submitted at this time.

During the fiscal year, COG/TPB staff reviewed the Employer Outreach ACT! database records for classification into levels of participation.

COG/TPB staff published and distributed the 2016 GRH Survey and Retention Rate Survey reports.

COG/TPB staff and the consultant reviewed and prepared the FY2017 Bike to Work Day participant survey. The survey was finalized and delivered to 17,561 respondents via email. LDA Consulting began reviewing the results of the FY2017 Bike To Work participant survey.

COG/TBP staff conducted an analysis of 2016 Car Free Day pledge data, to measure emissions and greenhouse gas reductions impacts.

In October, Monthly Employer outreach sales activity reports were received from Arlington County. Monthly totals from Montgomery, Prince George's, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia and Tri-County Council were not submitted at this time.

COG/TPB staff participated in an EPA webinar on the TEAM approach modeling process on October 20th.

In November, Monthly Employer outreach sales activity reports were received from Arlington County. Monthly totals from Montgomery, Prince George's, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia and Tri-County Council were not submitted at this time.

COG/TPB staff participated in an EPA webinar on the Travel Efficiency Assessment Method (TEAM) on November 16th.

In December, monthly Employer Outreach sales activity reports were received from Arlington, Montgomery, Prince William, Frederick, and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council. Outstanding reports were received from Prince George's County and Fairfax County. Fairfax and Prince George's Counties reports are still outstanding for the second quarter.

COG/TPB staff sent a request for quotes for design of the 2016 State of the Commute Survey general public report.

In January, COG/TPB staff in an anticipation for the TERM analysis created a separate storage of data from the active ACT! employer outreach database to ensure data integrity. COG/TPB staff began reviewing the Maryland Employer Telework survey. Monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports are expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council.

In February, COG/TPB began gathering information for the FY2015-FY2017 TERM analysis for the consultant for analysis. Monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports are expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council of Southern Maryland.

In March, COG/TPB staff delivered information for the FY2015 – FY2017 TERM analysis report to the consultant for analysis. Results from the Maryland Employer Telework survey were analyzed by the consultant. Work continued on the design of the 2016 State of the Commute general public report. A Technical Editor was hired to review the report and submit edits for consideration. The monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia as well as Frederick and Prince George's Counties and Tri-County Council for Southern Maryland. Outstanding reports are expected from Montgomery, Prince William, Fairfax and Loudoun Counties as well as the City of Alexandria.

The monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia as well as Frederick and Prince George's Counties. Outstanding reports are expected from Montgomery, Prince William, Fairfax and Loudoun Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

In April, COG/TPB staff COG/TPB staff delivered information for the TERM analysis to the consultant for analysis. Monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. Outstanding reports are expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, and Tri-County Council.

COG/TPB staff worked on a survey for 'Pool Rewards participants as part of the Mass Marketing TERM Analysis. COG/TPB staff and a design contractor continued work on preparing the 2016 State of the Commute public report and associated "pull-out" sections.

In May, COG/TPB staff continued to work on refining the FY2017 'Pool Rewards participant survey questionnaire. COG/TPB staff and a design contractor continued work on preparing the 2016 State of the Commute public report and associated "pull-out" sections. Work continued the FY2015 – FY2017 TERM Analysis draft report by LDA Consulting. The 2016 Bike to Work Day TERM Analysis Report were completed and the final report was presented to the Commuter Connections Subcommittee on May 16th for endorsement.

COG/TPB staff continued gathering information for the FY2015-FY2017 TERM analysis for the consultant for analysis. Monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. Outstanding reports are expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and

Loudoun Counties as well as City of Alexandria, and Tri-County Council of Southern Maryland.

In June, COG/TPB staff completed the FY2017 'Pool Rewards participant survey and data analysis. COG/TPB staff and a design contractor completed work on the 2016 State of the Commute public report and associated "pull-out" sections. The FY2015 – FY2017 TERM Analysis draft report was completed by LDA Consulting. The 2016 Bike to Work Day Final TERM Analysis Report was posted for distribution on the Commuter Connections web site. COG/TPB staff researched Employer Outreach company information for the TERM analysis and delivered it to the consultant for analysis. Monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia as well as Frederick and Prince George's Counties. Outstanding reports are expected from Montgomery, Prince William, Fairfax and Loudoun Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

A. Program Monitoring and Tracking Activities

***Work Accomplished on all Products and Services:***

During the 1st quarter of FY2017, preliminary Employer Outreach data was collected for the first quarter of FY2017 for the conformity verification statement and work continued on the finalization of the FY2016 fourth quarter statement. COG/TPB staff documented Employer Outreach data received from local jurisdictions in the quarterly progress report spreadsheet.

COG/TPB staff continued to work with VHB representatives throughout the quarter to discuss ongoing tasks for the Commuter Connections Employer Survey Data Tabulation project which included an updated Scope of Work and budget. Meetings were held with VHB representatives on August 16th and September 17th to further discuss the upcoming tasks for the fiscal year.

The effectiveness of advertising campaigns was tracked through call volumes and internet visits. This information was made available as part of the FY16 Second Half Marketing Campaign Summary final report issued at the September 20th Regional TDM Marketing Group meeting along with a draft FY17 1st half of the year Campaign summary.

The GRH Customer Satisfaction Survey was sent via email to Washington commuters who used GRH during the first quarter of FY17. Commuters without an email address were sent a hard copy version of the survey.

COG/TPB staff also reviewed GRH Customer Satisfaction data from FY16 in preparation of the GRH Customer Satisfaction survey report.

COG/TPB staff prepared and completed the 2016 CCWP monthly Executive Summary Reports for June and the FY2017 reports for July and August.

COG/TPB staff also prepared and distributed the 4th Quarter 2016 CCWP Progress Report and the 2016 CCWP Annual Report.

During the 2nd quarter of FY2017, Preliminary Employer Outreach data was collected for the second quarter of FY2017 for the conformity verification statement and work was completed on the FY2017 first quarter conformity verification statement.

Advertising campaign effectiveness was tracked through call volumes and internet visits. This information was made available as part of the FY17 First Half Marketing Campaign Summary draft report issued at the December Regional TDM Marketing Group meeting.

A Customer Satisfaction survey was sent via email to Washington region commuters who used the Guaranteed Ride Home service between October - December 2016, and physical survey cards were sent for September - November trips. Preliminary findings of the FY16 Guaranteed Ride Home Customer Satisfaction Survey for the Washington region were presented at the December Regional TDM Marketing Group meeting.

Throughout the second quarter COG/TPB staff coordinated with VHB for updates to the Employer Services commuter survey archive database application. A conference call was held October 11th to discuss ongoing tasks for the project. COG/TPB staff coordinated and hosted a workgroup session for the survey database application on November 17th. COG/TPB staff worked closely with VHB to make updates to the database. Updates were then published to the live website and tested by COG/TPB staff. COG/TPB staff held a conference call on December 2nd with VHB to plan updates to the COG survey database. Additional surveys were provided to VHB for inclusion into the database.

COG/TPB staff presented the draft Bike to Work Day Report to the Commuter Connections Subcommittee, a comment period was established.

COG/TPB staff prepared and completed the 2017 CCWP monthly Executive Summary Reports for September, October and November.

COG/TPB staff also prepared and distributed the 1st Quarter 2017 CCWP Progress Report.

COG/TPB staff issued the First Half FY17 Marketing Campaign Summary draft report at the December Regional TDM Marketing Group meeting.

In the 3rd quarter of the fiscal year, the FY 2017 2nd Quarter CCWP Progress report was prepared. COG/TPB staff prepared, completed and issued the December 2016, January 2017 and February 2017 CCWP Monthly Executive Summary Reports.

COG/TPB staff presented the final draft of the Bike To Work Day 2016 report to the Commuter Connections Subcommittee on January 17th. The report was endorsed for release. The FY16 GRH Customer Satisfaction Survey report for the Washington region was also presented during the Commuter Connections Subcommittee meeting on January 17th. After an open comment period, the final version was adopted for release on March 21st. Of the 2,242 surveys distributed in fiscal year 2016, 361 or 16 percent of surveys were completed. The vast majority, 91% of the survey respondents were pleased with the overall GRH service. Written responses were made by 77% of the respondents, the overwhelming majority of which (61%) contained compliments. Compliments outweighed criticism more than 3.4 to 1. For every category, good or above ratings were given by 90% or more of the respondents. Average response wait was 16 minutes, and 92% waited 30 minutes or less.

COG/TPB staff presented the final Employer Outreach conformity verification statement for the first quarter of FY2017 at the January 17th Employer Outreach Committee meeting. The draft Employer Outreach conformity verification statement for the second quarter of FY2017 was also presented. COG/TPB staff continued to work with contractors (VHB) to plan updates to the COG survey database. Additional surveys from Arlington County were provided to VHB for them to add to the database.

In February, The Commuter Connections Subcommittee endorsed draft of the Bike To Work Day 2016 report and it was published and posted to the Commuter Connections web site. COG/TPB staff collected preliminary data for the FY2017 third quarter and finalized the second quarter Employer Outreach conformity verification statements. COG/TPB staff verified that new Arlington County survey data was implemented properly to the Commuter Survey Database. COG/TPB staff coordinated and held the Commuter Survey application workgroup meeting on February 21st.

In March, COG/TPB staff collected data for the third quarter conformity verification report. COG/TPB staff continued to work with contractors (VHB) to plan updates to the COG survey database. Additional surveys from Arlington County were provided to VHB for them to add to the database.

The GRH Customer Satisfaction survey was emailed to commuters who used the service between January and March. The final FY17 First Half Regional Marketing Campaign Summary report, and the draft FY17 Second Half Regional Marketing Campaign Summary report were distributed at the March 21st Regional TDM Marketing Group meeting. Each contained data showing the degree of effectiveness of the marketing campaigns tracked through call volumes, internet visits, and GRH and Rideshare applications.

Finally, in the 4th quarter of FY2017, the Customer Satisfaction Survey was sent to Washington region commuters who used the Guaranteed Ride Home service for trips occurring during the quarter. The data was collected and analyzed. Advertising campaign effectiveness was tracked through call volumes, internet visits and by measuring the volume of GRH applications.

The FY 2016 GRH Washington Region Customer Satisfaction final survey report for the Washington region was placed onto the Commuter Connections web site.

COG/TPB staff prepared and distributed the FY2017 2nd Half Draft Regional TDM Marketing Campaign Summary report.

COG/TPB staff finalized the second quarter Employer Outreach conformity verification report and presented it to the Employer Outreach Committee on April 18th and collected and completed data collections for the third quarter conformity verification report. Staff continued collecting data for the fourth quarter.

COG/TPB staff prepared and completed the March, April, and May 2017 CCWP monthly Executive Summary Reports.

COG/TPB staff prepared and completed the 2017 3rd Quarter CCWP Progress Report.

The annual Employer Outreach snapshot analysis and program recommendations was also produced and distributed to the three state funding agencies.

COG/TPB staff continued to work with contractors (VHB) to plan updates to the COG survey database. Additional surveys from Arlington County were provided to VHB for addition to the database.

## V. EMPLOYER OUTREACH

### **Regional Component Project Tasks**

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

##### ***Work Accomplished on all Products and Services:***

Throughout the fiscal year, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. An upgrade to Version 19 of the ACT! database software was completed and COG/TPB staff responded to technical issues and/or new software feature questions posed by Employer Outreach sales representatives.

COG/TPB staff conducted and completed data sweeps of the ACT! Database on a monthly basis throughout the fiscal year.

COG/TPB staff held a training session on October 18th with the Prince William County outreach representative. COG/TPB staff assisted the sales representative for Tri-County Council on ACT! database reporting matters on December 2nd.

COG/TPB staff conducted an ACT! database training session for Fairfax County's new outreach representative on February 9th.

B. Employer Outreach for Bicycling

***Work Accomplished on all Products and Services:***

COG/TPB staff distributed bicycle guides at various events throughout the fiscal year of 2017.

Feedback for the regional 'Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees' was received from the COG Bicycle and Pedestrian Subcommittee. Both text and photo updates were made to the guides. The online version was also revised to reflect changes. Throughout the fiscal year, the bicycling guides were distributed at various events.

**Jurisdictional Component Project Tasks**

A. MD Local Agency Funding and Support

***Work Accomplished on all Services:***

Throughout the year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions. COG/TPB staff worked with each jurisdiction to complete contract amendments.

B. DC, MD, and VA Program Administration

***Work Accomplished on all Products and Services:***

COG/TPB staff completed the 2016 employer case studies and readied them for distribution and posted them to the Commuter Connections website.

Throughout the fiscal year, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff finalized draft the Employer Outreach fall sales support questionnaire. COG/TPB staff updated and replenished the emergency preparedness and general purpose employer brochures.

COG/TPB staff coordinated and presented at the Employer Outreach Committee meeting on July 19th. Topics covered were:

- Third and fourth quarter conformity verification statements
- Employer case studies
- Training review and update
- E3Calc presentation
- ACT! Database employer record maintenance
- Employer outreach roundtable

COG/TPB staff coordinated with Stewart Technologies for database in August training to be held in September. The training session was held on September 30th covering database basics, working with contacts, look-ups, dashboard, and other user helps in regards to Commuter Connections requirements.



COG/TPB staff coordinated and presented at the Employer Outreach Committee meeting on October 19. Topics covered were:

- Fourth quarter FY2016 and first quarter FY2017 conformity verification statements
- Employer case studies
- Training review and update
- Loudoun County Vanpool Promotion
- Employer Survey Database Application Update
- Employer outreach roundtable

COG/TPB staff worked with COG/OPS staff on producing a short video on event planning on December 5th and December 13th. COG/TPB staff coordinated the training session held on December 19th for “how to have a successful event.”

COG/TPB staff worked on researching and identifying final candidate employers from the District of Columbia and Virginia for case studies to profile in 2017.

COG/TPB staff coordinated and held an Employer Outreach Committee meeting on January 17th. Topics covered at the meeting were:

- First and second quarter of FY2017 conformity verification statements
- Employer Case Studies
- Training update and review
- Van Do Attitude
- Employer Survey database application update

In January, COG/TPB staff began coordinating for the March training session for the roundtable best practices training session requested by the Employer Outreach Committee representatives.

COG/TPB staff finalized draft the Employer Outreach spring sales support questionnaire. COG/TPB staff created a new Employer Outreach Best Practices Survey for Jurisdictions to complete. COG/TPB staff coordinated the March 28th training session for the roundtable best practices. COG/TPB staff distributed the Employer Outreach spring sales support questionnaire to the Maryland jurisdictions and the District of Columbia.

COG/TPB staff coordinated the April 18th Employer Outreach Committee. Topics covered in the April meeting were:

- 2nd Quarter Final Conformity Verification and 3rd Quarter Conformity Verification reports
- Employer Case Studies
- Training Update and Review
- Lunch and Learn Event – Prince George’s County
- Employer Awards

COG/TPB staff collected the Spring sales support responses. Two responses are still outstanding from the District of Columbia and Montgomery County.

COG/TPB staff selected a trainer for the Time Management session planned on June 19th.

In June, COG/TPB staff coordinated the Time Management session held for June 19th.

COG/TPB staff created and distributed the 2018 Employer Outreach Training Survey.

## VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

### A. General Operations and Maintenance

#### ***Work Accomplished on all Products and Services:***

The GRH Baltimore program continued to enroll new applicants during FY 2017. The program has now been operational for six years and nine months.

COG/TPB 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. COG/TPB staff provided coupons to commuters who renewed their GRH membership.

COG/TPB staff monitored and maintained the GRH database and server.

COG/TPB staff monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

COG/TPB staff made no changes to the GRH Participation Guidelines during the fiscal year.

COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service each month for the previous month. Commuters without an email address were sent a hard copy version of the survey.

COG/TPB staff presented the FY2016 draft GRH Baltimore survey report to the Commuter Connection Subcommittee on September 20th and a comment period was established. COG/TPB staff finalized edits to the FY2016 draft GRH Baltimore survey report based on the established comment period and highlighted these changes at the Commuter Connections Subcommittee meeting on November 15th. The report was also prepared for distribution in December.

Daily customer satisfaction surveys were sent via email to commuters who used the GRH service in the Baltimore region, and physical survey cards were sent to those without emails. The FY16 Guaranteed Ride Home Customer Satisfaction Survey findings for the Baltimore region were presented at the Commuter Connections Subcommittee meeting on January 17th and a report was issued. After an open comment period, the final version was endorsed for release at the March 21st meeting, and posted onto the Commuter Connections web site.

Of the 118 GRH Baltimore Customer Satisfaction surveys distributed in FY 2016, 17 surveys were completed, 14.5 percent. At 39 percent, personal illness was the reason most stated for using the GRH service. The clear majority, 81 percent of survey respondents were pleased with the overall GRH service. Written responses were received from 65 percent of survey participants. Compliments outweighed criticism 3 to 1. The average wait time was 35.5 minutes, and 52 percent waited 30 minutes or less.

ODonnell Company developed a media placement plan for the GRH Baltimore marketing campaign during the fiscal year. GRH Baltimore advertising ran on radio and social media through Facebook and Google.

## B. Process Trip Requests and Provide Trips

### ***Work Accomplished on all Services Provided:***

COG/TPB staff reports between the months of July 2016 and June 2017, there were 146 GRH applications received. 153 commuters were newly registered in the Baltimore GRH program including four (4) new registrants as “one-time exceptions” during FY 2017. A total of 296 commuters had a GRH status of “re-registrant.” A total of 401 registrants were registered for the Baltimore GRH program at the end of FY 2017. The Baltimore GRH program provided 116 GRH trips in FY 2017. Overtime and Personal Illness accounted for the largest portion of the GRH trip reasons (34%) followed by Family Emergency (19%), Child Care (8%) and Missed “Pool” (4%) accounted for the remainder of specific reasons. One percent (2%) of trips taken during FY 2017 were classified as “Other.” The average cost of a GRH trip in FY 2017 was \$86.23 which was much lower than in FY2016.

Meetings were held three times during the fiscal year with the daily operations contractor Diamond Transportation Services to discuss trip coordination and service provider issues. The meetings were held on September 28, 2016, January 25, 2017, and May 31, 2017.

COG/TPB staff continued work on seeking a cab provider in Southern Maryland. COG/TPB staff met with a Lyft representative on August 9th and with an Uber representative on August 17th to discuss coverage for Southern Maryland as a GRH ride provider.

COG/TPB staff met with a representative from Enterprise to discuss GRH trip operations and billing processes on August 19th and May12th.

COG worked with the daily operations contractor and GRH trip providers on contract renewals.

COG/TPB staff processed and paid invoices for all GRH service providers throughout the fiscal year and processed and paid vouchers for those GRH commuters who used public transit as part of the GRH trip.

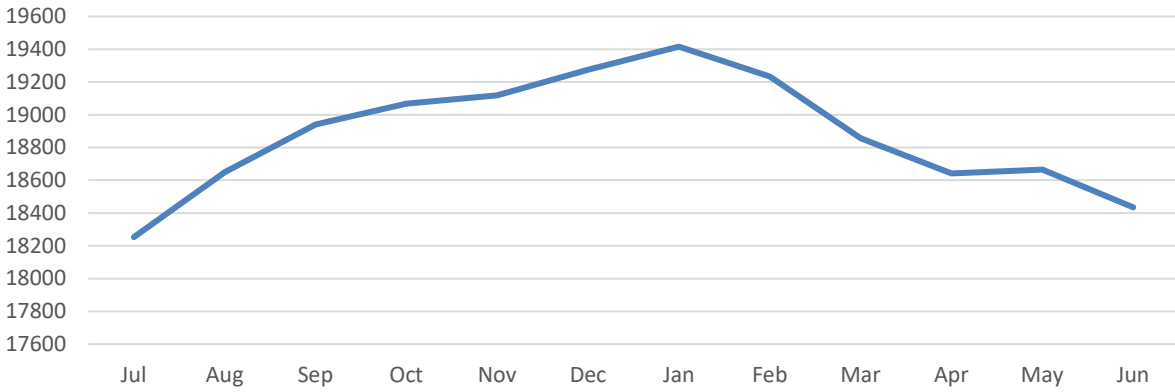
<b>Table 1</b>
<b>Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary</b>
FY 2017 Totals

Commuter Connections Activity	July 1, 2016 - June 30, 2017
<b>Total applicants/info provided:</b>	26,007
Rideshare applicants	11,956
Matchlists sent	24,943
Transit applicants/info sent	264
GRH applicants	9,016
Bike to work info requests	26
Telework info requests	32
<b>Internet users</b>	182,929
Internet applicants	20,789
<b>New employer clients</b>	1,353
Employee applicants	0

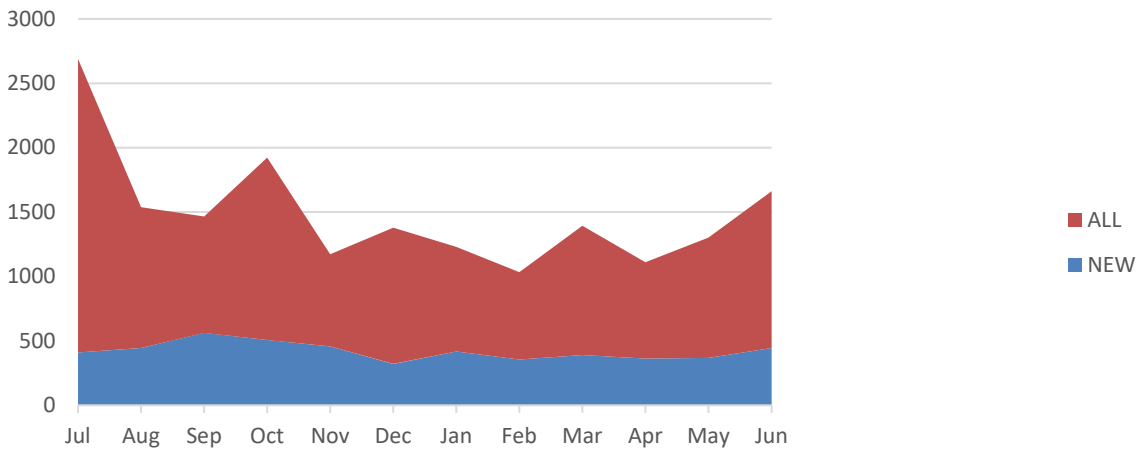
Program Impact Performance Measure	July 1, 2016 - June 30, 2017
<b>Continued placements</b>	4,227
<b>Temporary/one-time placements</b>	612
<b>Daily vehicle trips reduced</b>	2,341
<b>Daily VMT reduced</b>	64,174
<b>Daily tons NOx reduced</b>	0.0245
<b>Daily tons VOC reduced</b>	0.0130
<b>Daily tons PM2.5 reduced</b>	0.00079
<b>Daily tons PM2.5 NOx reduced</b>	0.0267
<b>Daily tons GHG reduced</b>	31.8084
<b>Daily gallons of gas saved</b>	3,225
<b>Daily commuter costs saved</b>	\$10,910

**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.

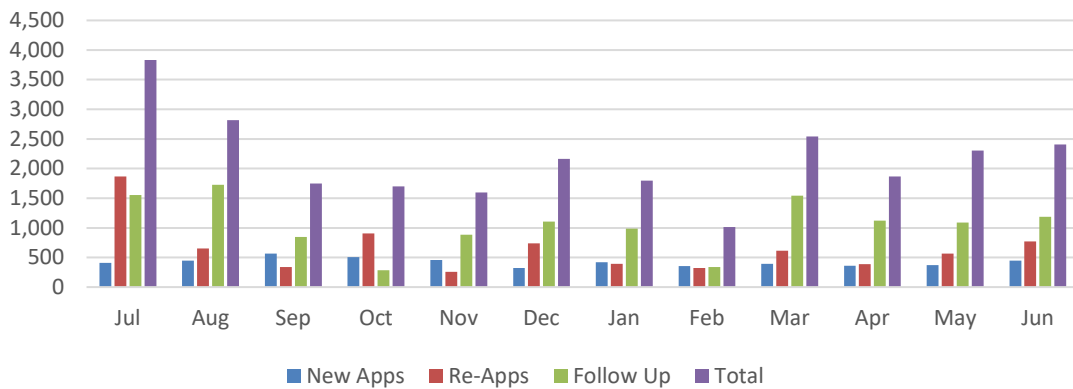
### Commuter Connections Ridematching Database FY 2017



### Commuter Connections Applications Processed FY 2017



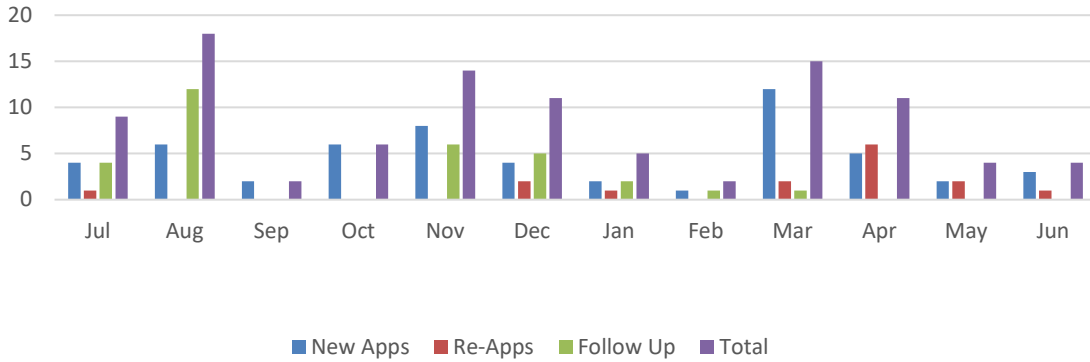
### Commuter Connections Total Activity FY 2017



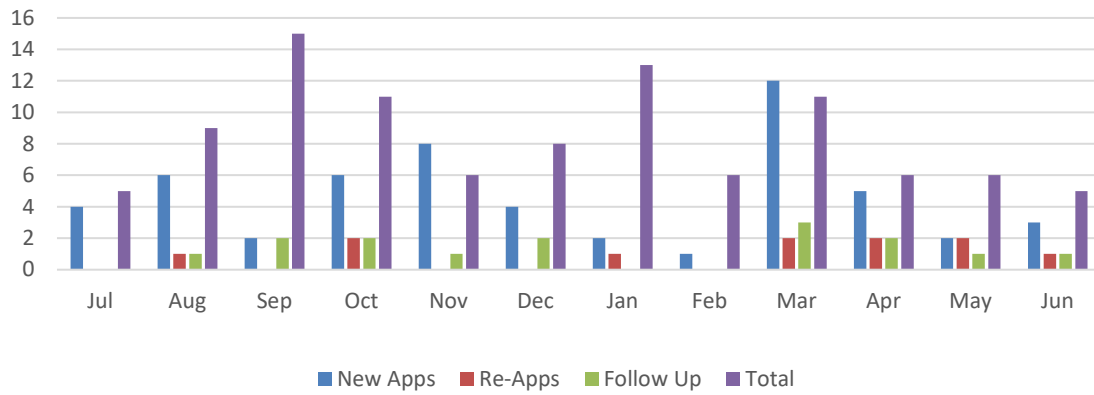
**TABLE 2  
 COMMUTER CONNECTIONS  
 APPLICATION ACTIVITY SUMMARY  
 FY 2017**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	55	15	31	101
ARLINGTON COUNTY	75	11	15	101
ANNE ARUNDEL COUNTY	97	30	16	143
BALTIMORE CITY	60	7	16	83
BALTIMORE METROPOLITAN COUNCIL	28	15	8	51
COUNCIL OF GOVERNMENTS	528	55	66	649
DULLES AREA TRANSPORTATION ASSOCIATION	87	3	57	147
DISTRICT OF COLUMBIA	111	16	17	144
US FOOD & DRUG ADMINISTRATION	127	420	42	589
FAIRFAX COUNTY	579	207	679	1,465
FREDERICK COUNTY	129	360	584	1,073
GW RIDE CONNECT	981	3,472	6,381	10,834
HARFORD COUNTY	1	3	2	6
HOWARD COUNTY	90	63	100	253
LOUDOUN COUNTY	303	98	352	753
MARYLAND TRANSIT ADMINISTRATION	21	10	7	38
<b>MONTGOMERY COUNTY</b>				
Bethesda Transportation Solutions	50	177	358	585
Countywide	166	121	184	471
Friendship Heights/Rockville	32	22	42	96
North Bethesda TMD	328	721	1,964	3,013
Shady Grove	5	7	9	21
Silver Spring	51	50	87	188
NATIONAL INSTITUTES OF HEALTH	3	6	10	19
NATIONAL GUARD REDINESS CENTER	1	4	4	9
NORTHERN NECK PDC	0	0	6	6
NORTHERN SHENANDOAH PDC	79	17	7	103
PRINCE GEORGE'S COUNTY	206	1,077	118	1,401
POTOMAC & RAPPAHANOCK TC	616	270	808	1,694
RAPPAHANNOCK-RAPIDAN PDC	81	36	12	129
TRI - COUNTY COUNCIL	156	517	678	1,351
<b>TDM NETWORK MEMBERS</b>				
CHARLOTTESVILLE RIDESHARE	94	11	48	153
RIDESHARE DELAWARE	4,717	0	21	4,738
<b>TOTAL INPUT COMMUTER CONNECTIONS</b>	<b>5,046</b>	<b>7,810</b>	<b>12,660</b>	<b>25,516</b>
<b>TOTAL INPUT TDM NETWORK MEMBERS</b>	<b>4,811</b>	<b>11</b>	<b>69</b>	<b>4,891</b>
<b>TOTAL INPUT (CC + NETWORK)</b>	<b>9,857</b>	<b>7,821</b>	<b>12,729</b>	<b>30,407</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>12,856</b>		

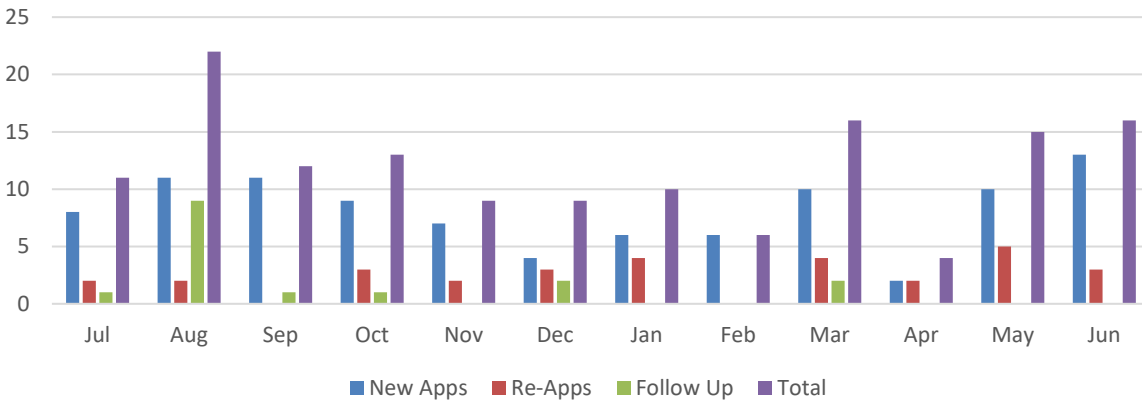
### Applications Processed FY 2017 Alexandria



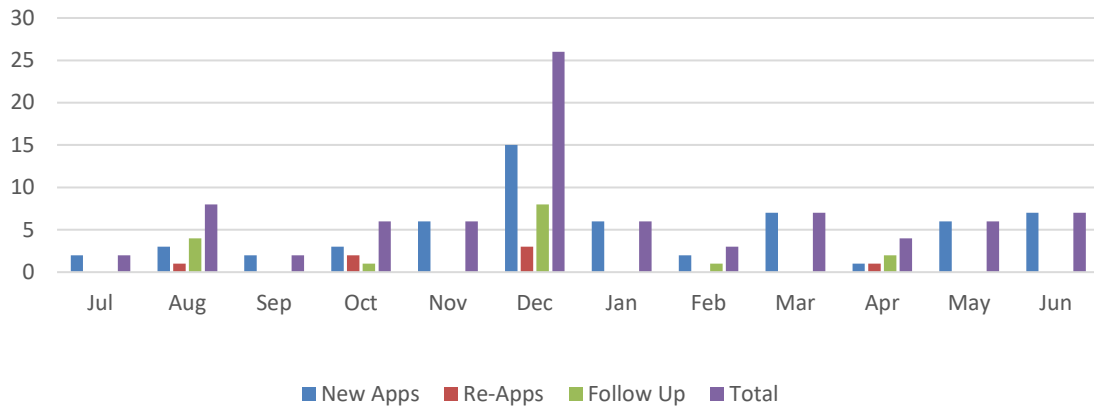
### Applications Processed FY 2017 Arlington County



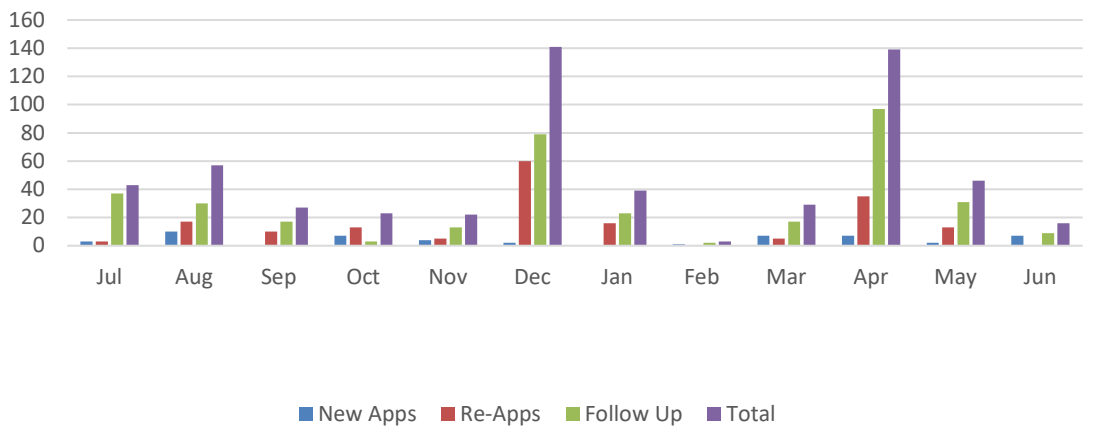
### Applications Processed FY 2017 Anne Arundel County



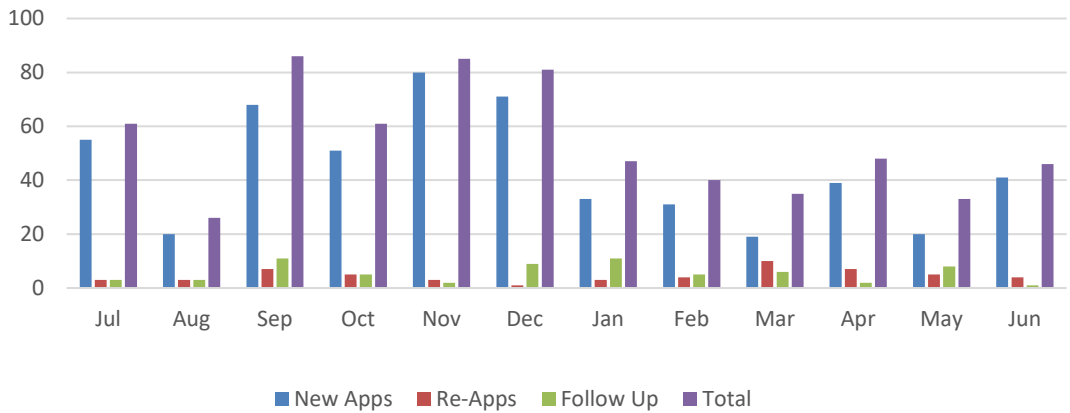
### Applications Processed FY 2017 Baltimore City



### Applications Processed FY 2017 Baltimore Metropolitan Council

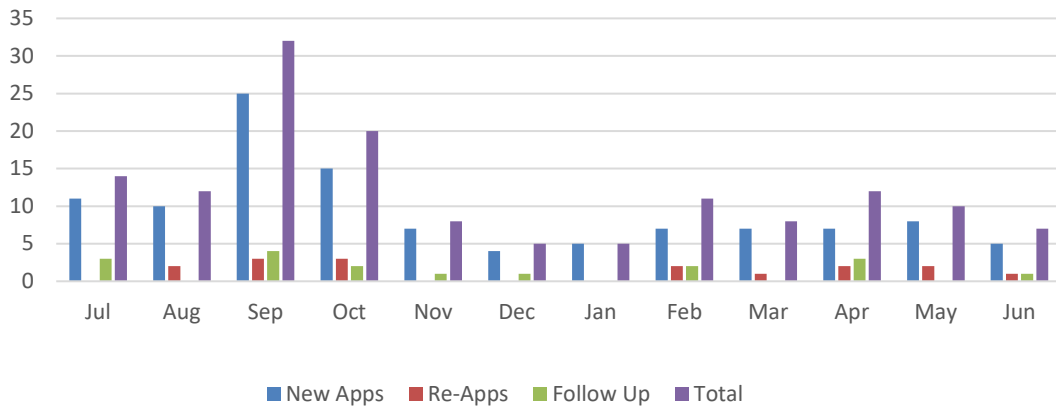


### Applications Processed FY 2017 Council of Governments

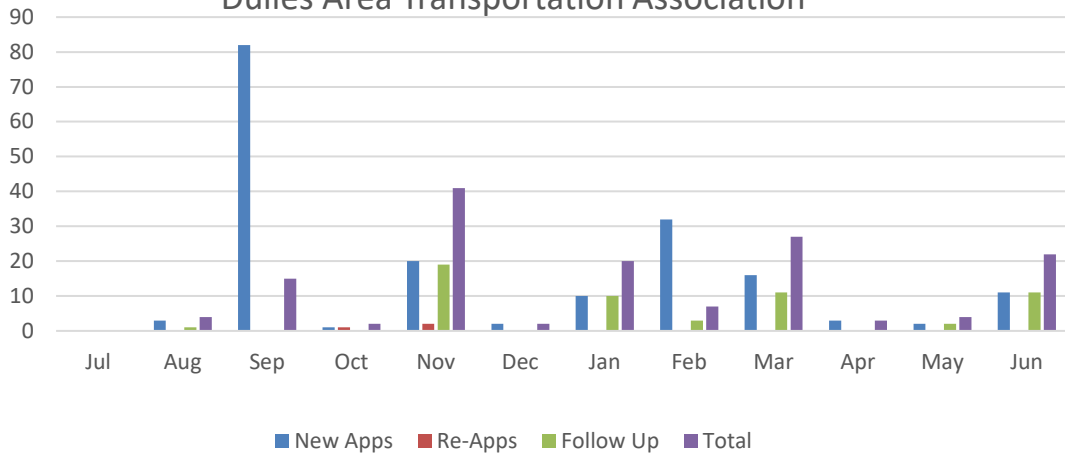




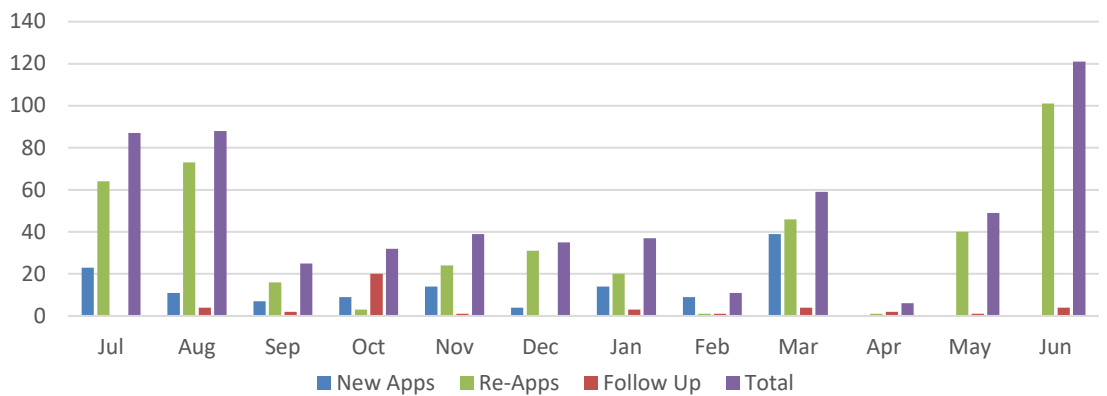
### Applications Processed FY 2017 District of Columbia



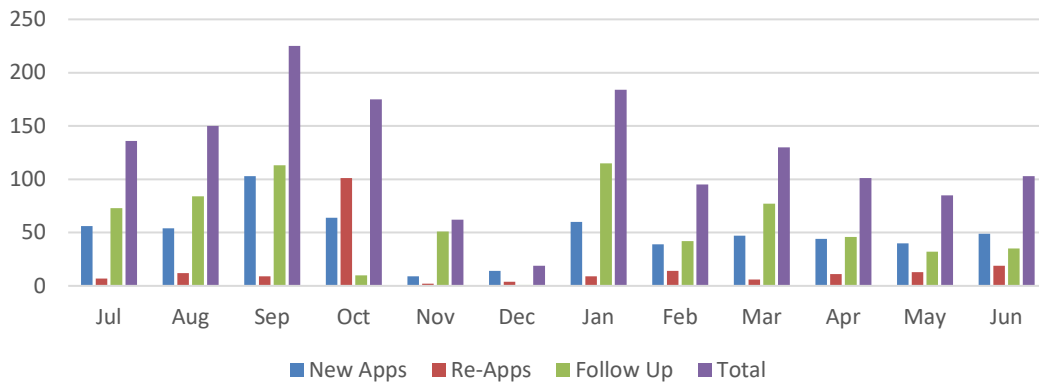
### Applications Processed FY 2016 Dulles Area Transportation Association



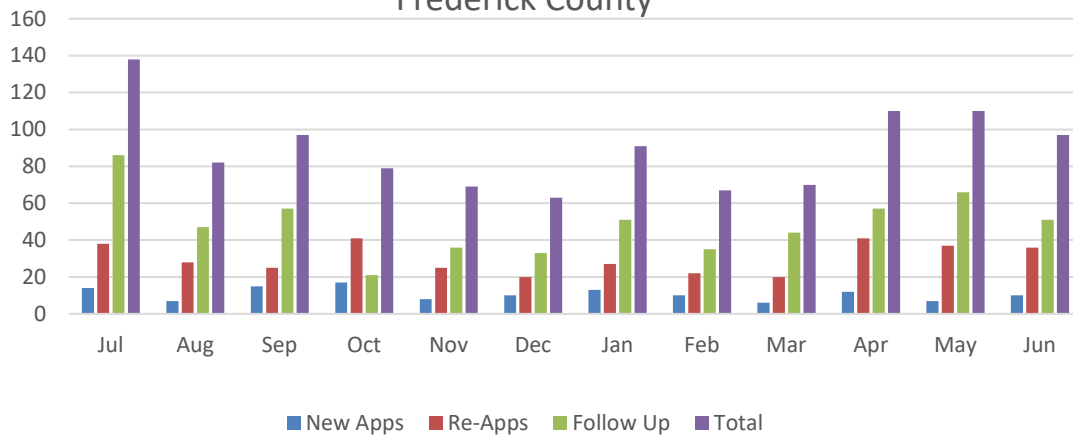
### Applications Processed FY 2017 Food & Drug Administration



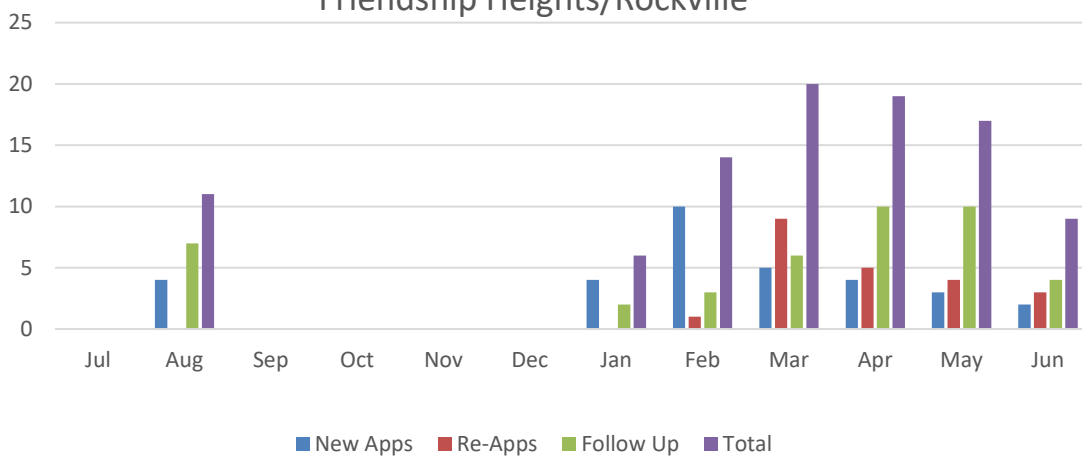
### Applications Processed FY 2017 Fairfax County

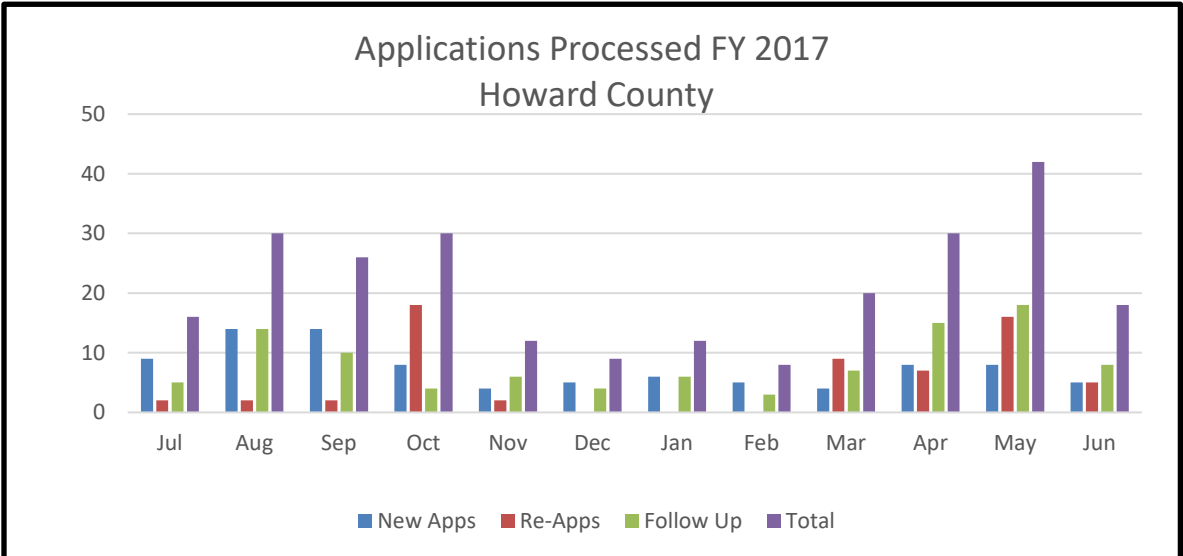
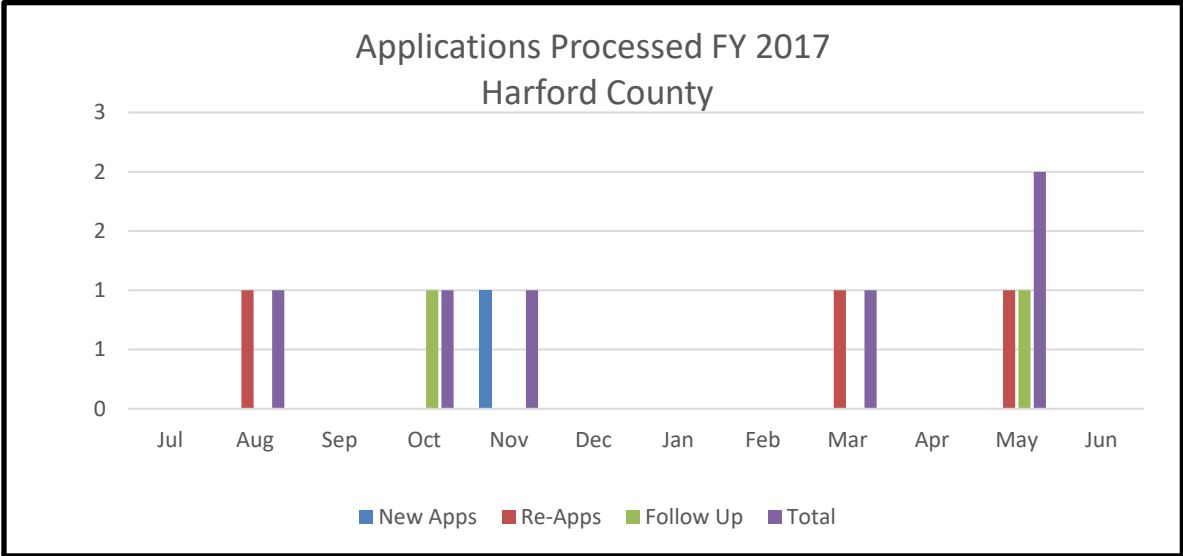
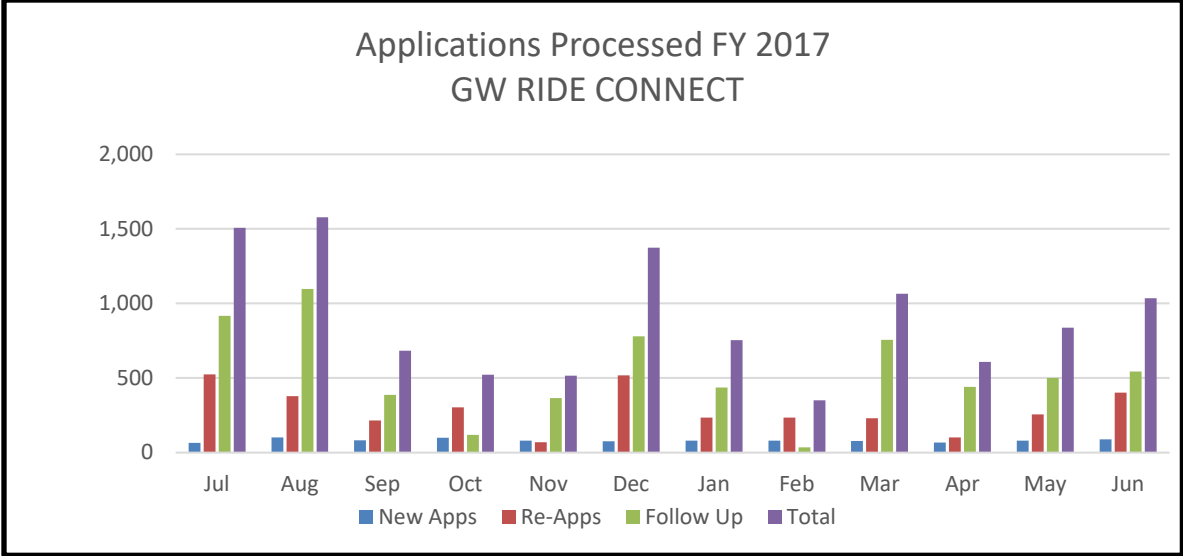


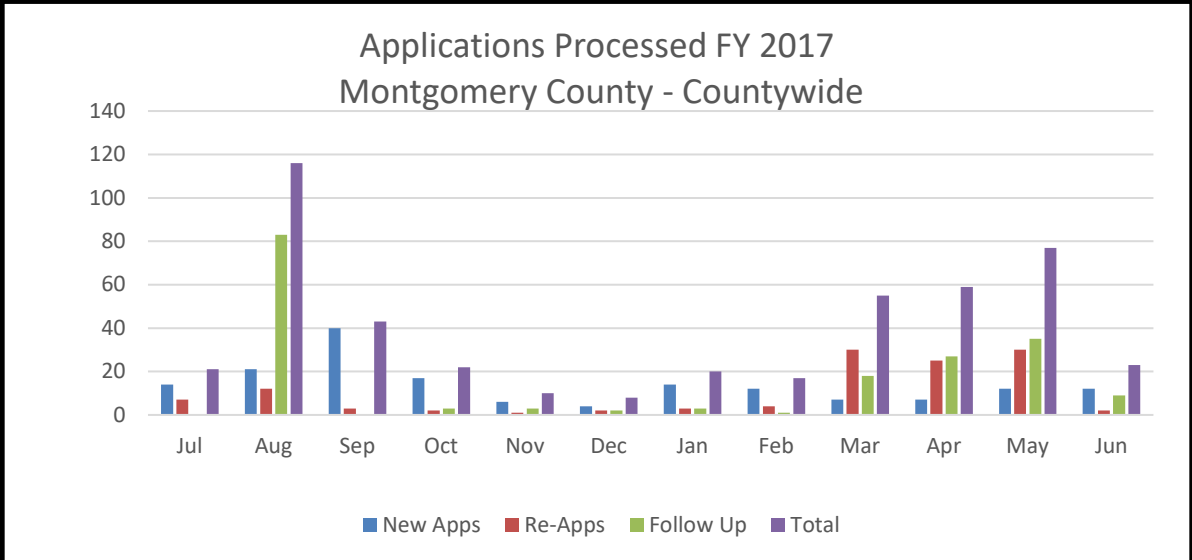
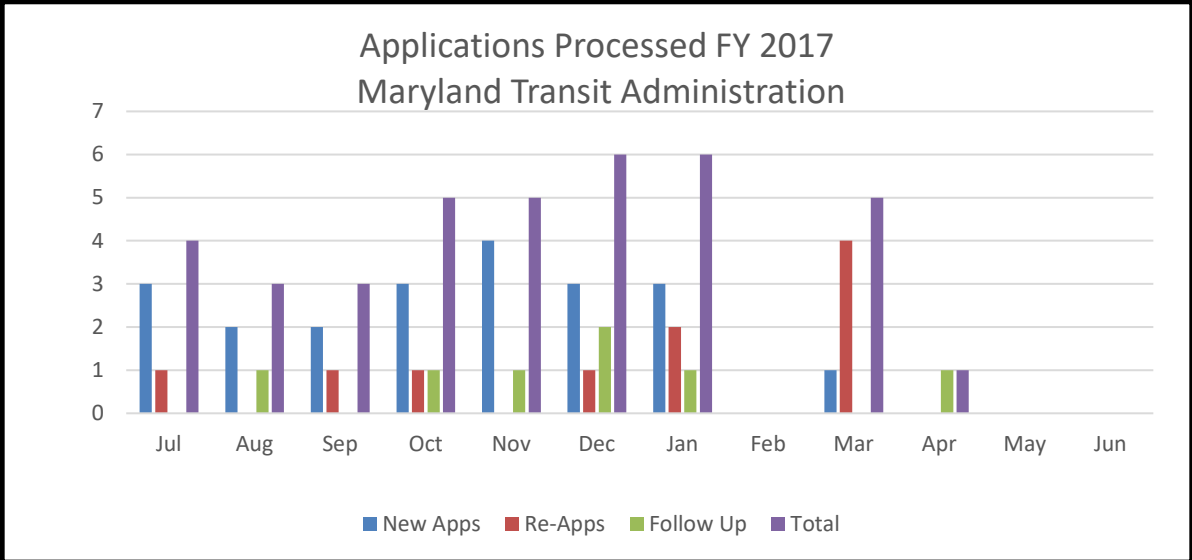
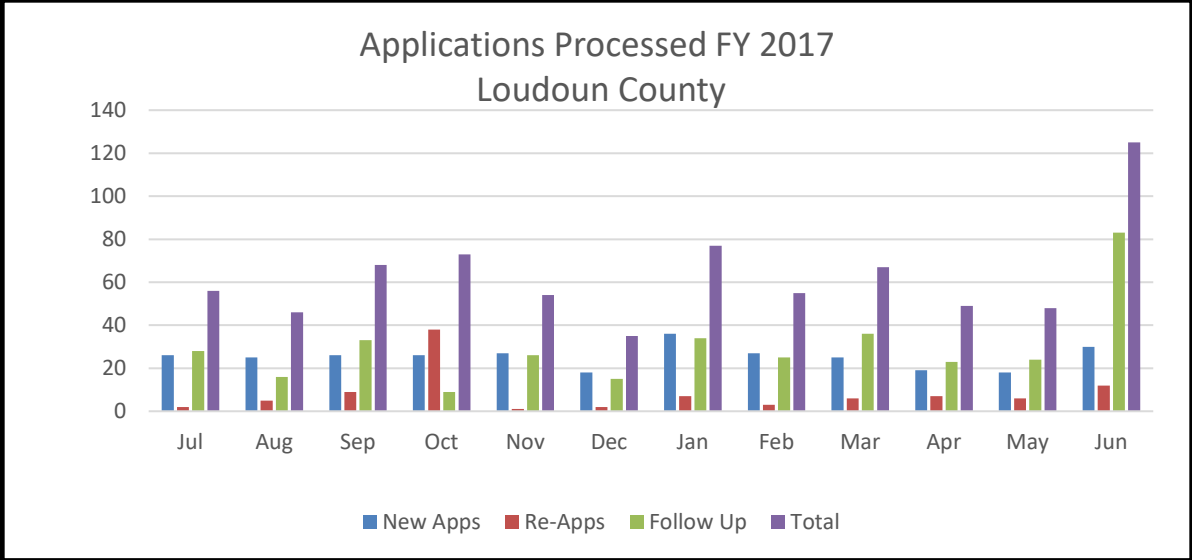
### Applications Processed FY 2017 Frederick County

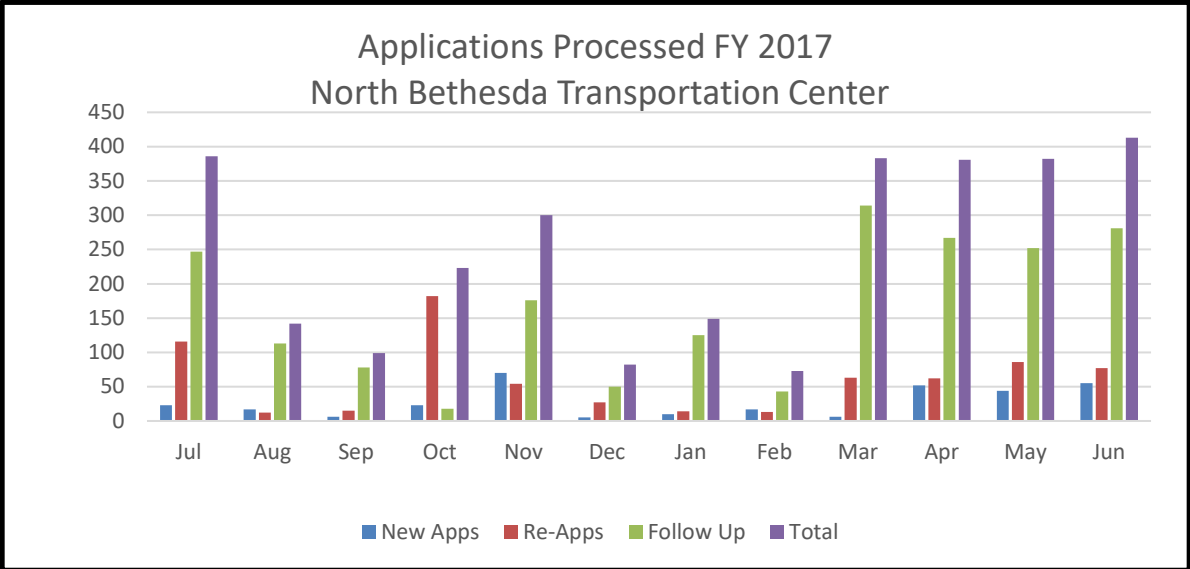
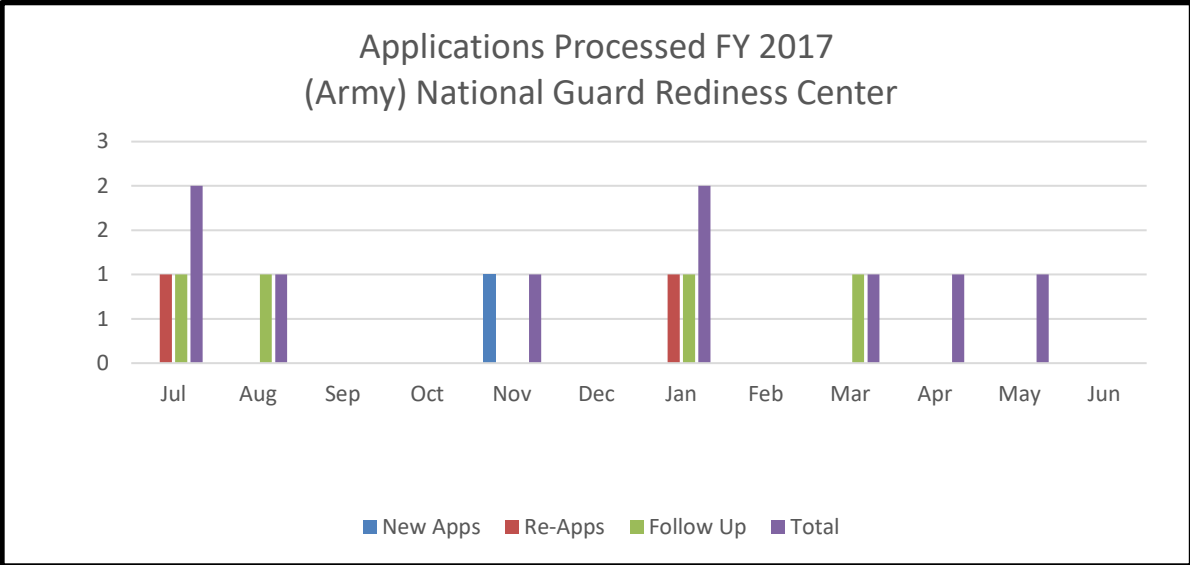
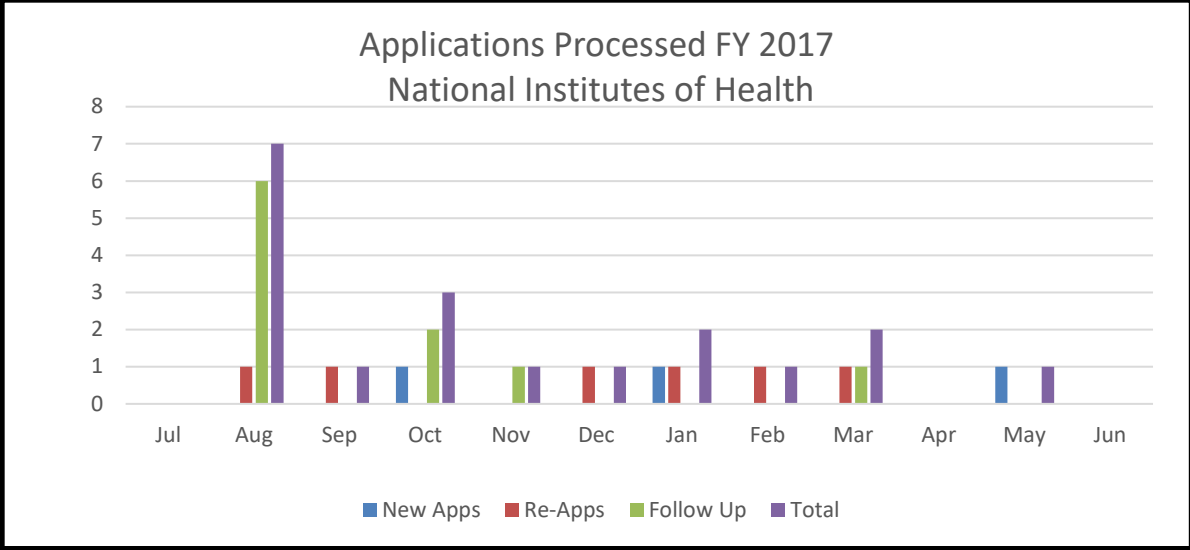


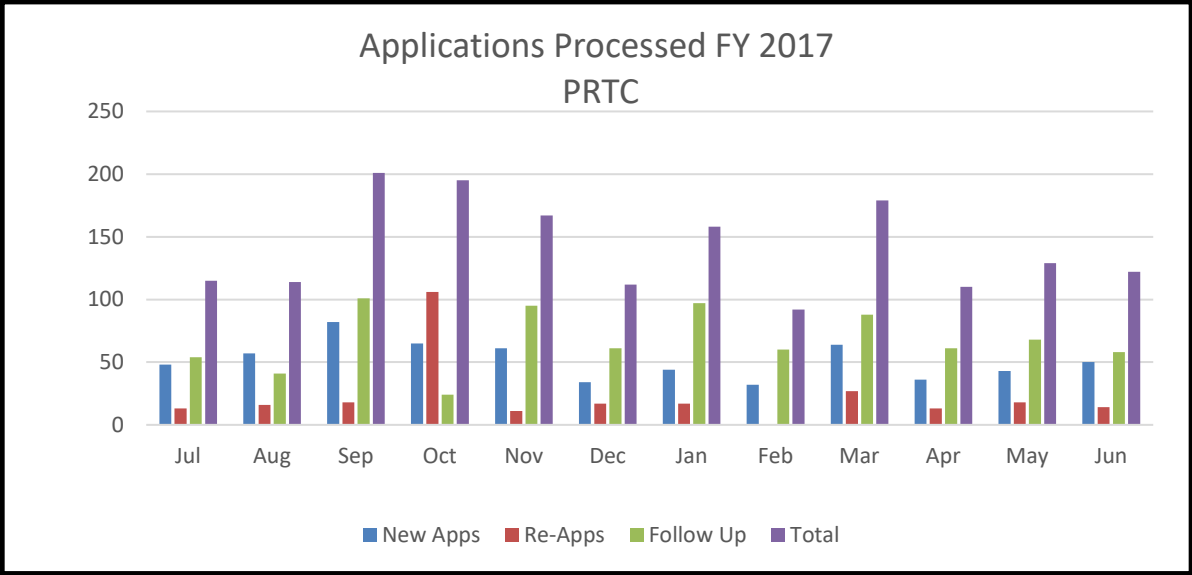
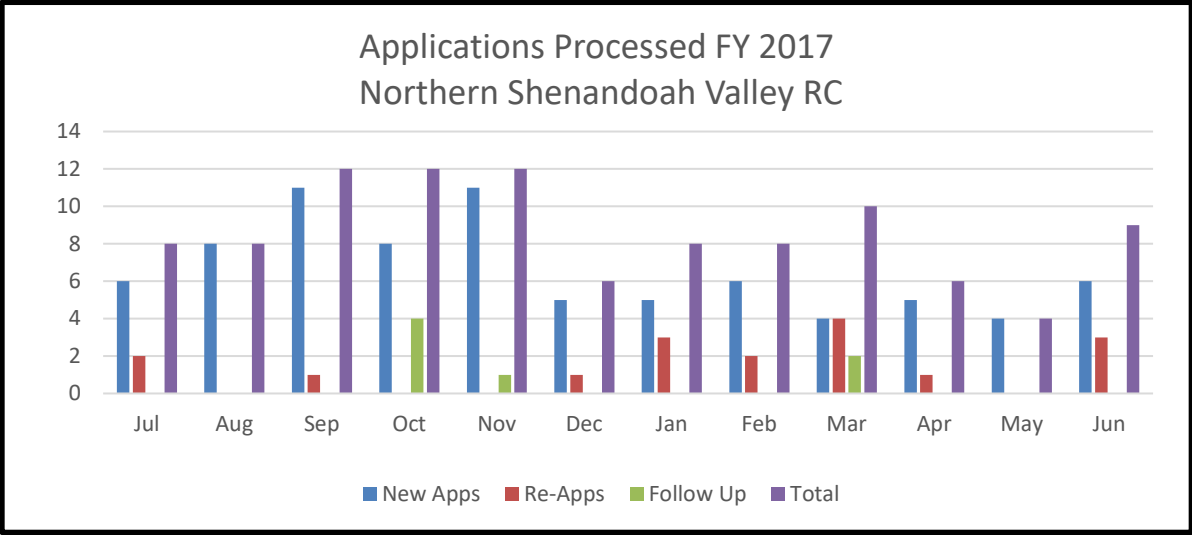
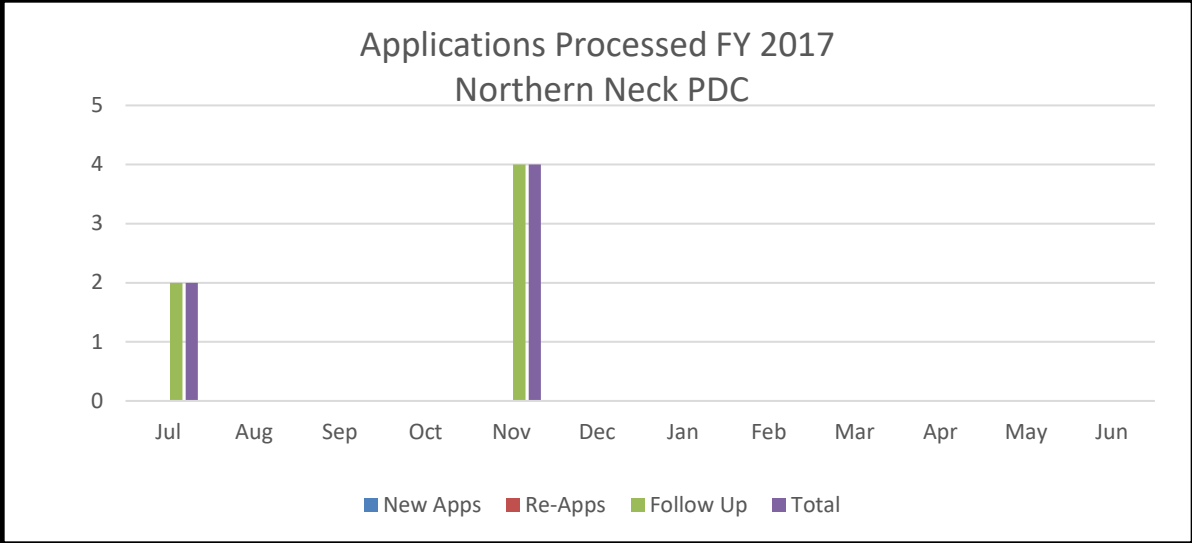
### Applications Processed FY 2017 Friendship Heights/Rockville

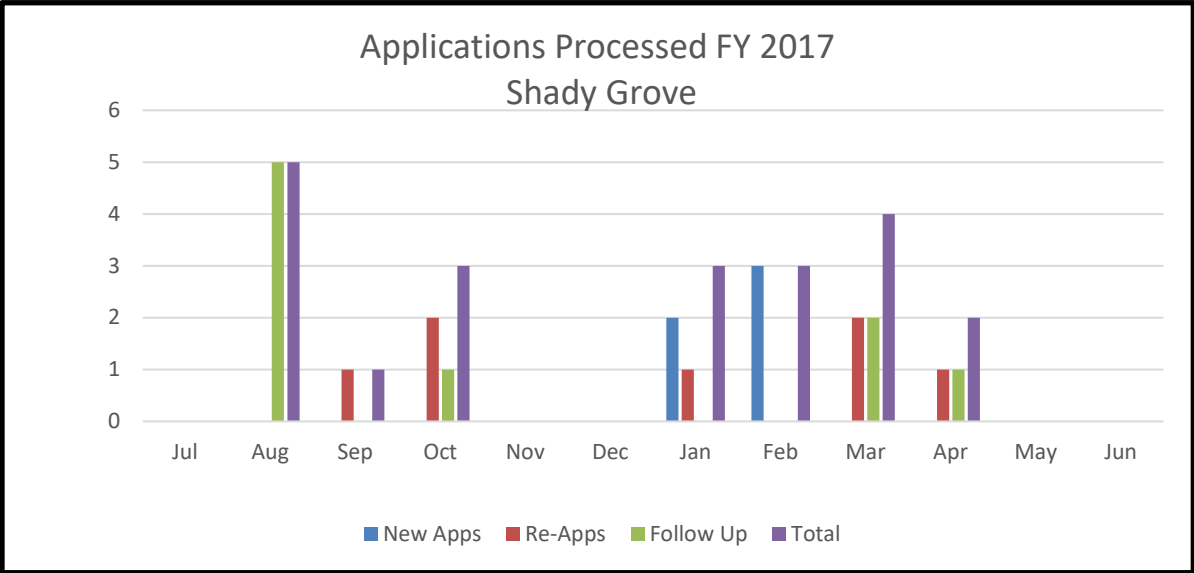
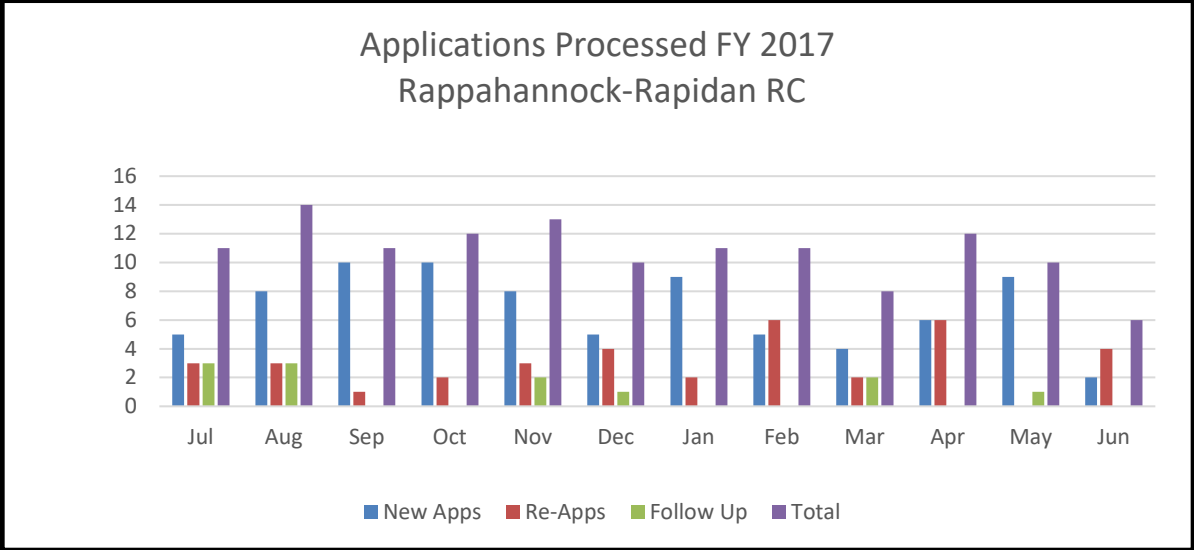
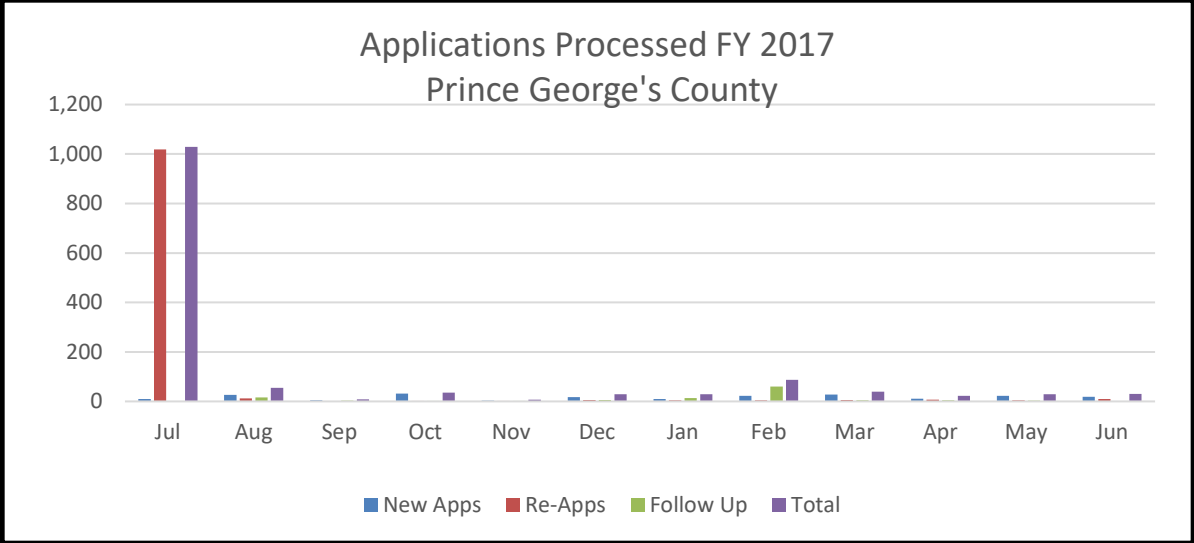


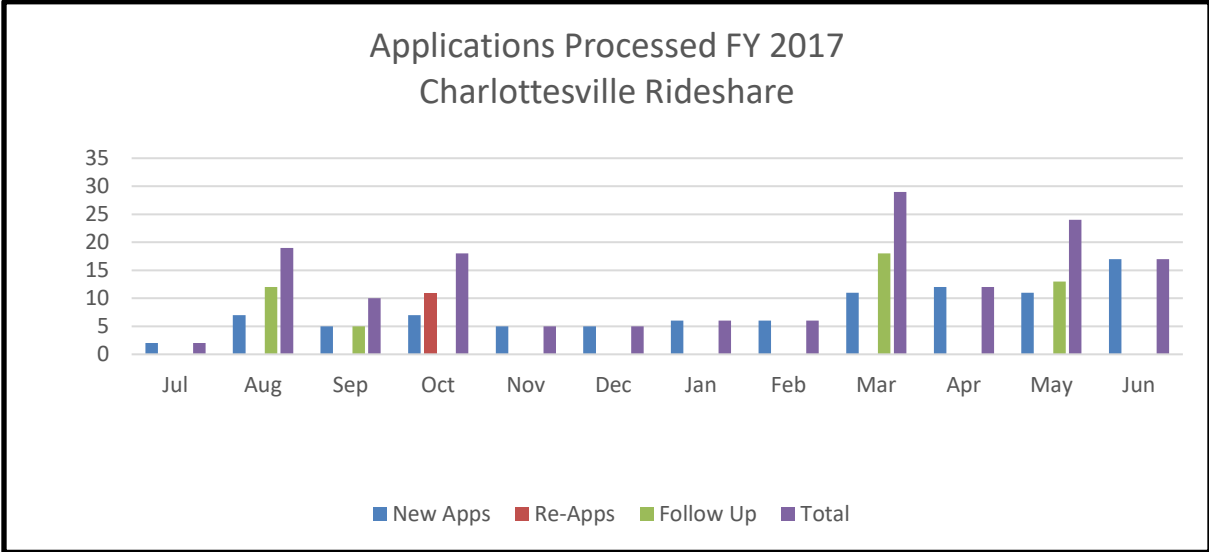
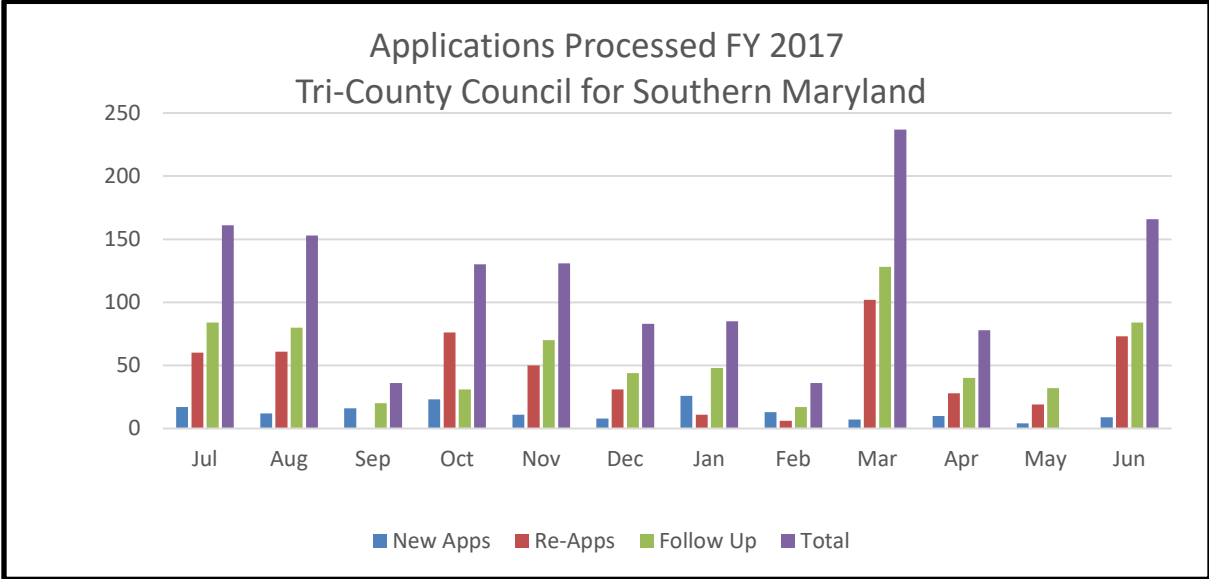
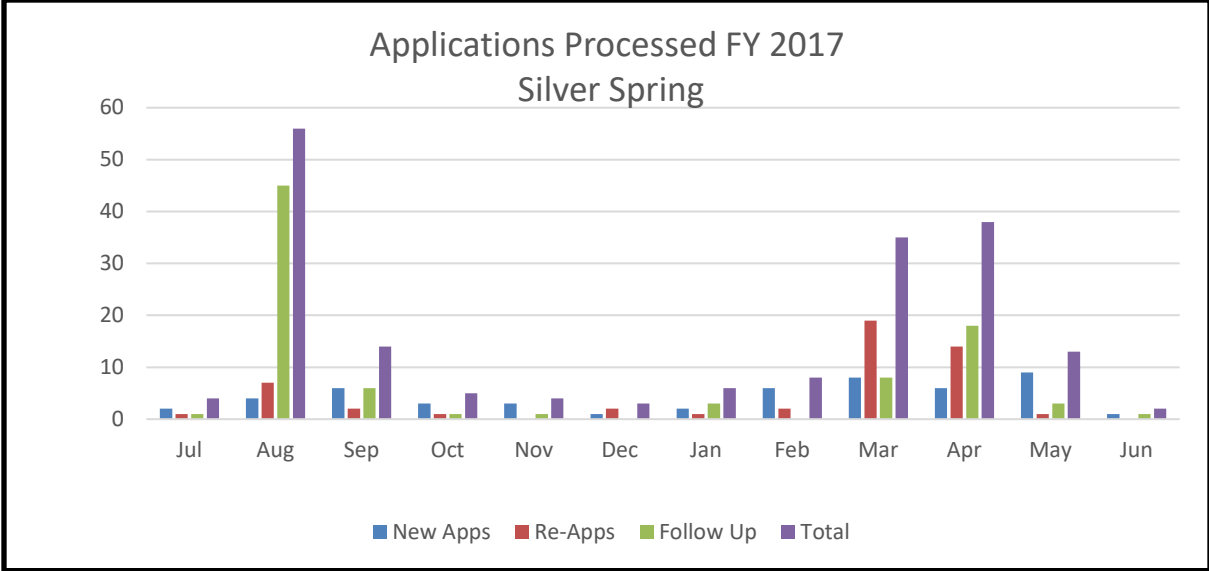






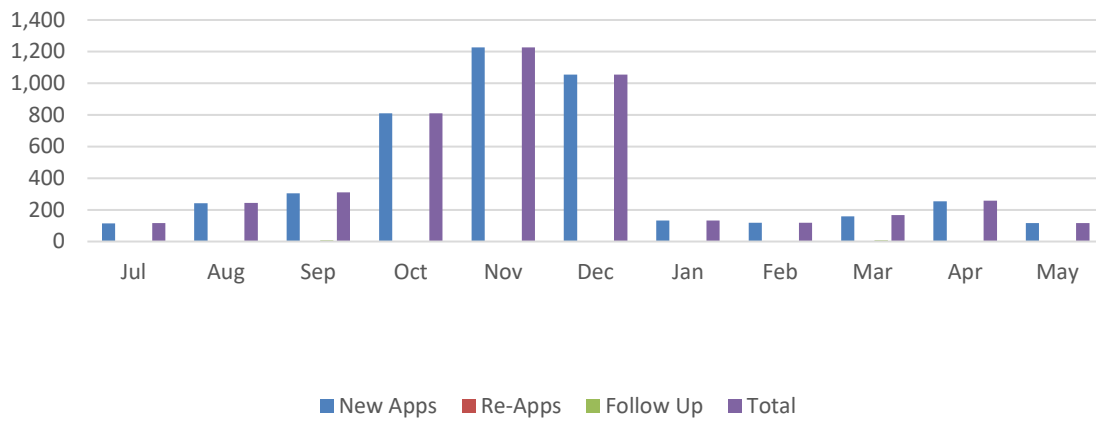








### Applications Processed FY 2017 Rideshare Delaware



**TABLE 5  
TERM/COMMUTE INFORMATION  
FY 2017**

APPLICATIONS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	61	0	N/A	N/A	N/A	15	N/A
Internet	25	8612	122	N/A	N/A	26	12177	N/A
Kiosks	N/A	7	0	N/A	N/A	N/A	55	N/A
Purge Letters	N/A	55	0	N/A	N/A	N/A	485	N/A
Fax/Phone	N/A	0	0	N/A	N/A	N/A	1	N/A
From Client	N/A	0	0	N/A	N/A	N/A	0	N/A
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A
Direct Mail	N/A	281	0	N/A	N/A	N/A	123	N/A
<b>TOTAL</b>	<b>25</b>	<b>9016</b>	<b>122</b>	<b>N/A</b>	<b>N/A</b>	<b>26</b>	<b>12856</b>	<b>N/A</b>
<b>PHONE CALLS</b>								
Brochure/Promo Materials	0	7	0	0	3	0	4	7
Bus/Train Schedule	0	3	0	0	45	0	0	6
Bus/Train Sign	0	6	0	0	55	0	1	5
Direct Mail	0	7	0	0	0	0	6	3
Employer	0	8	0	2	3	0	4	24
Employer Survey	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	1	0
Government Office	0	1	0	0	0	0	0	0
Highway Sign	0	3	0	0	22	0	11	51
Information (411)	0	1	0	0	1	0	1	5
Internet	0	14	0	0	32	2	24	87
Library	0	0	0	0	0	0	2	0
Mobile Billboard	0	0	0	0	0	0	1	0
Newsletter	0	0	0	0	0	0	0	1
Newspaper	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	0	0	0	2	0	0	3
Park-and-Ride Lot Sign	0	2	0	0	4	0	0	17
Post Card (COG)	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0
Radio	0	1	0	0	0	0	0	0
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	1	0	0	6
Theatre Slide	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	1	0	0	0
Was/Is Applicant	0	2274	0	0	7	1	394	34
White Pages	0	0	0	0	0	0	0	0
Word of Mouth	0	40	0	0	22	3	32	26
Yellow Pages - Verizon	0	0	0	0	0	0	0	1
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	1	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0
Other/Unknown	0	7	0	0	6	1	1	1
<b>TOTAL CALLS</b>	<b>0</b>	<b>2374</b>	<b>0</b>	<b>2</b>	<b>205</b>	<b>7</b>	<b>482</b>	<b>277</b>

**TABLE 6A  
CALLS RECEIVED AT CLIENT PROGRAMS  
FY 2017**

	T O C T O B E R	A R I L	M A Y	J U N E	J U L Y	A U G U S T	S E P T E M B E R	O C T O B E R	N O V E M B E R	D E C E M B E R	J A N U A R Y	F E B R U A R Y	M A R C H	A P R I L	M A Y	J U N E	J U L Y	A U G U S T	S E P T E M B E R	O C T O B E R	N O V E M B E R	D E C E M B E R	T O T A L	
Calls Transd by COG	N/A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	159
<b>How they heard...</b>																								
Brochure/Promo Matrix	26	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	688
Bus/Train Schedule	50	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2956
Bus/Train Sign	67	31	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	436
Direct Mail	16	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44
Employer	41	38	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60
Employer Survey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Fair/On Site Event	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	136
Government Office	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Highway Sign	87	74	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74
Information (411)	8	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	78
Internet	162	123	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1215
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	123
Mobile Billboard	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Newsletter	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Other Ridesharing Org	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33
Park-and-Ride Sign	23	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	987
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Real Estate/WelcomW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Referral from Transit Org	13	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	195
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Was/Is Applicant	2343	2328	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2328
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Word of Mouth	117	106	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8634
Yellow Pgs-Bell Atlantic	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pgs-Local	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	145
Other	10	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9216
<b>Total</b>	<b>2973</b>	<b>2804</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>27431</b>

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.





FIGURE 3

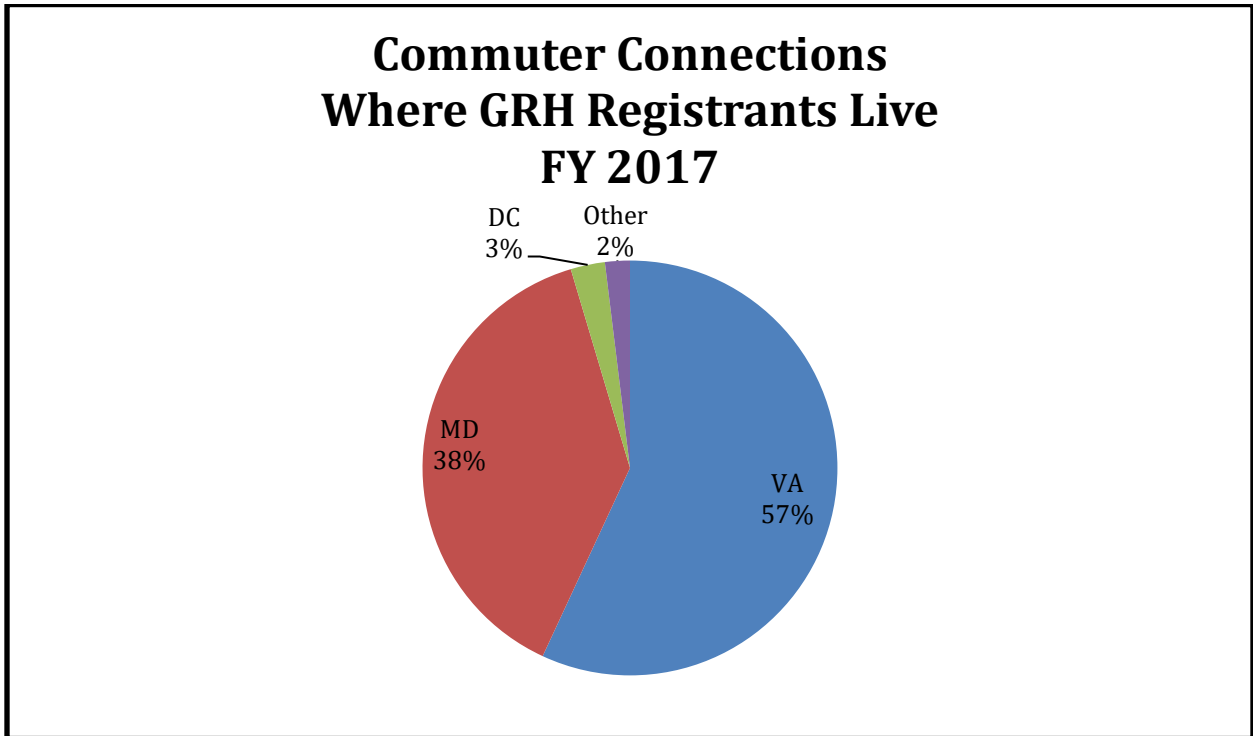


FIGURE 4

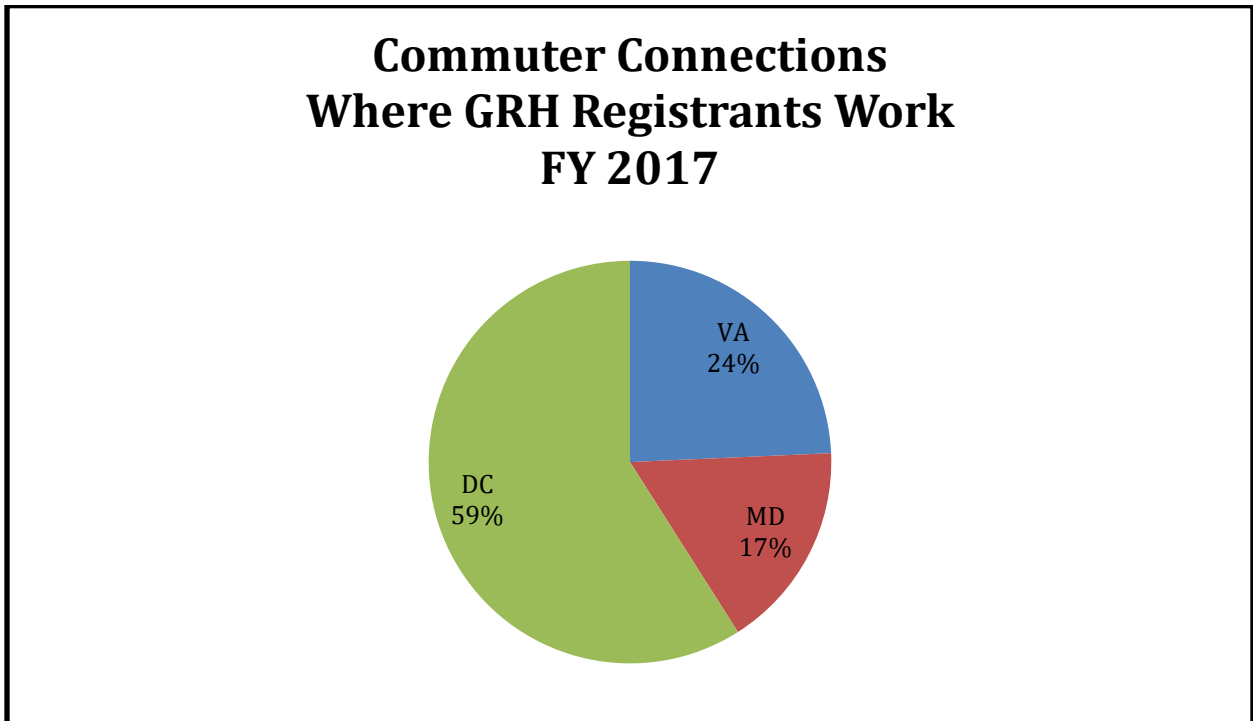


FIGURE 5

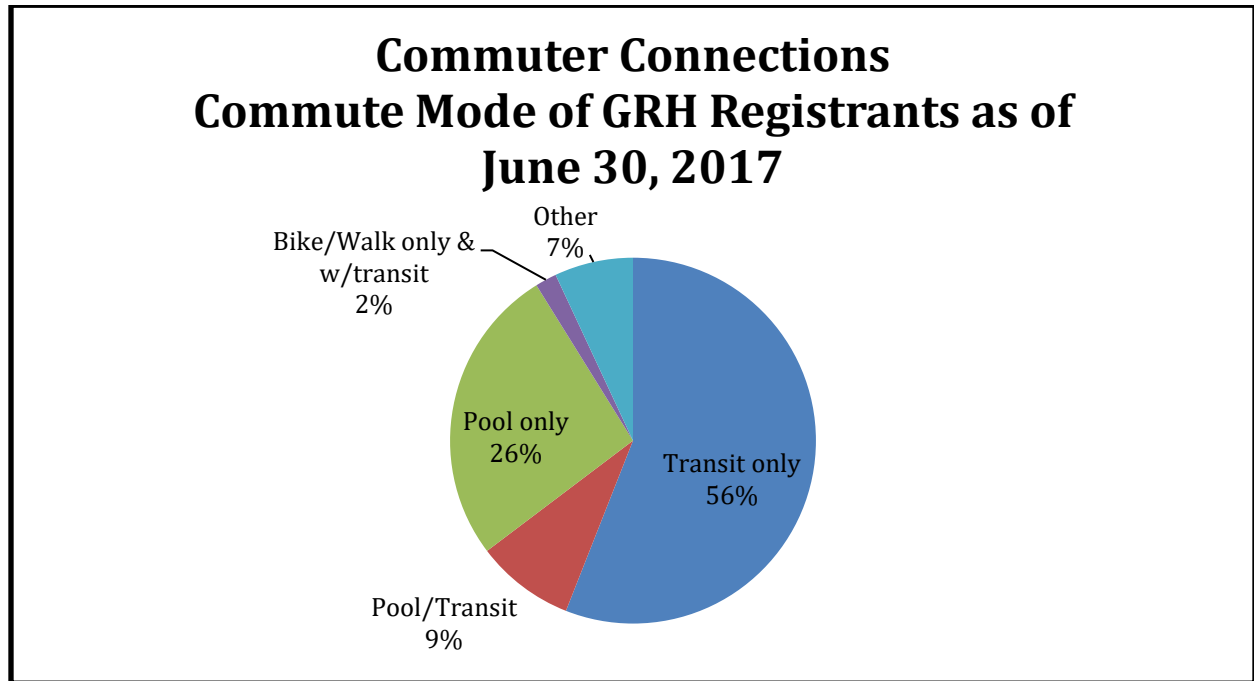


FIGURE 6

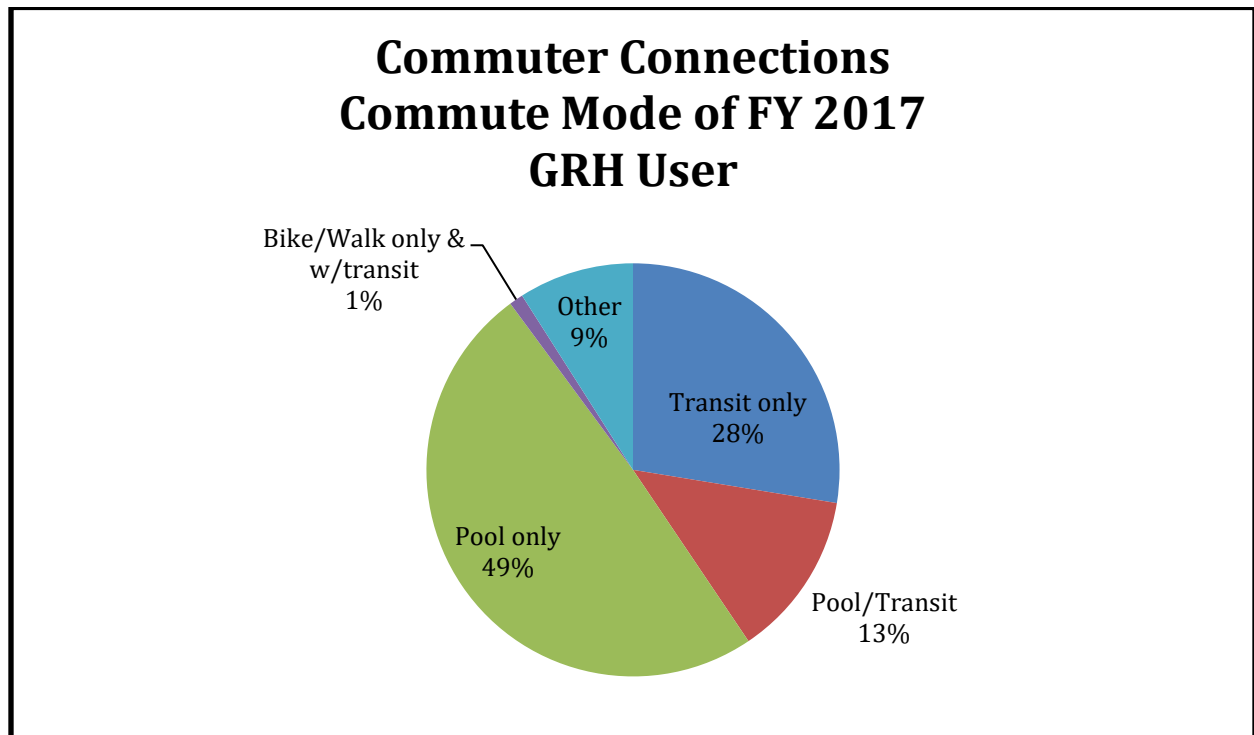


FIGURE 7

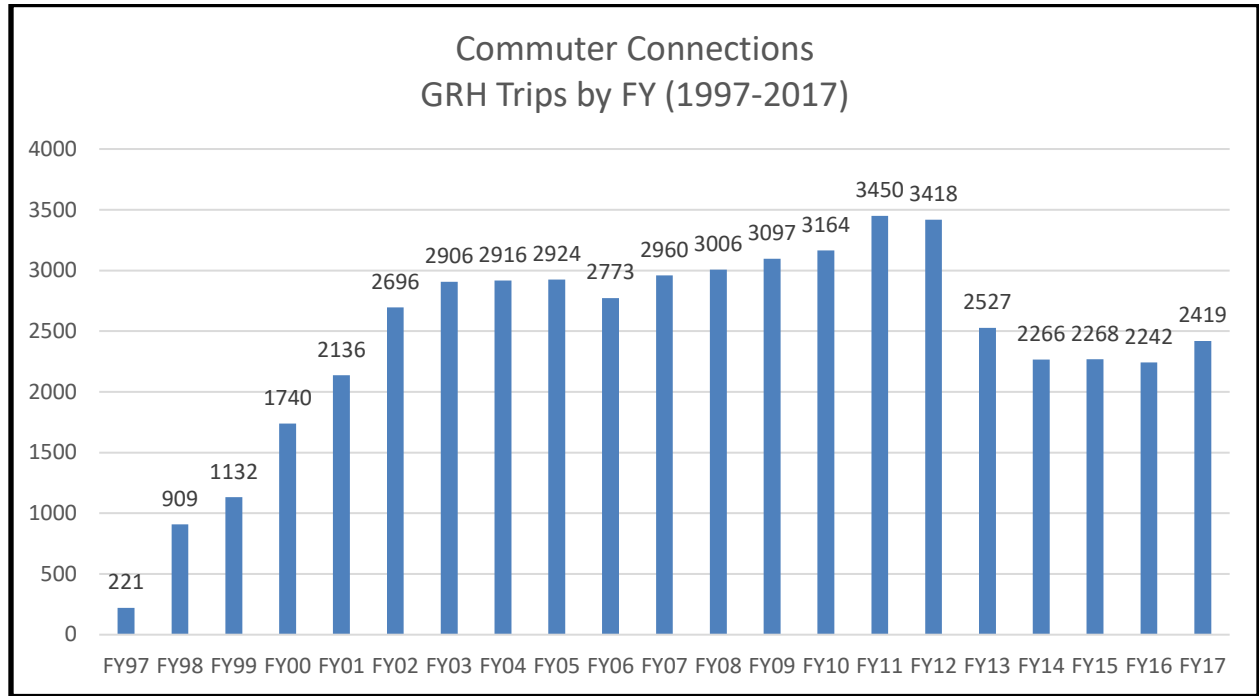
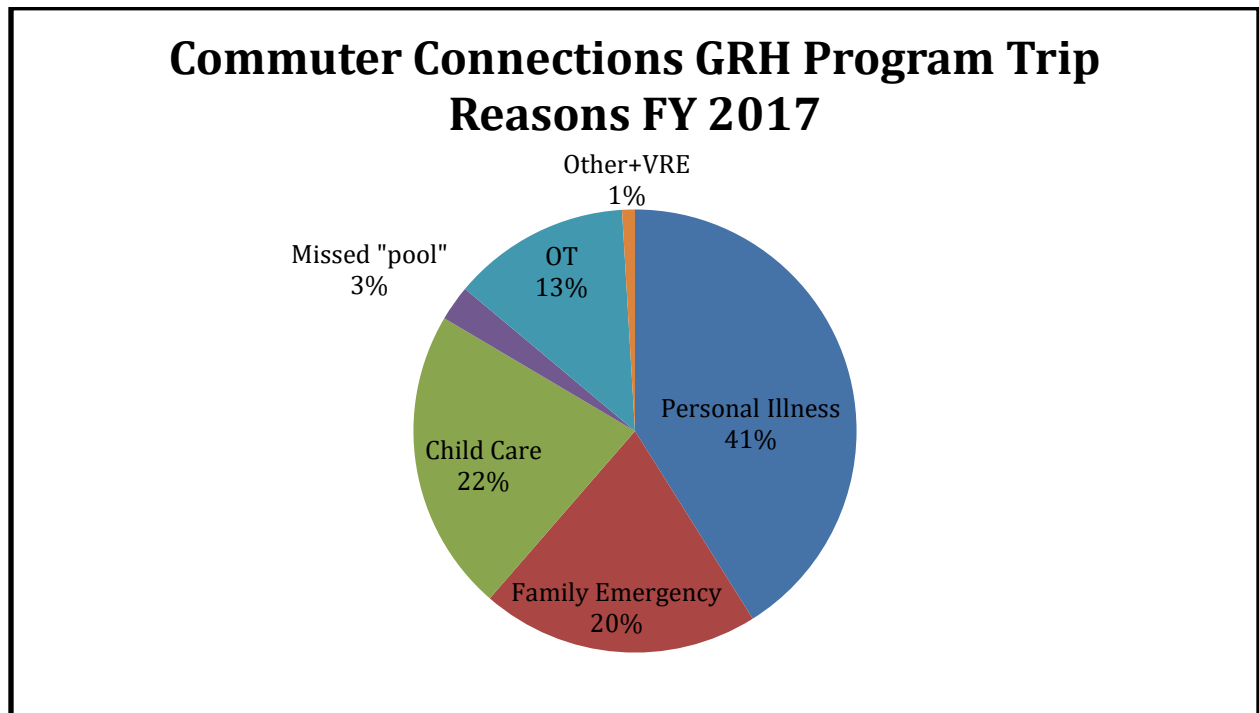


FIGURE 8





**FY 2016**

<b>Annual</b>	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles
Employers Contacted (new) Site Visits (prospects)	172	84	316	231	133	14	291	228	32	73
Telework Contacted (new)	0	0	0	0	1	0	4	0	0	10
Employers Contacted (follow-up)	553	7081	435	979	151	345	6756	457	0	97
Telework Contacted (follow-up)	0	0	0	0	0	0	5	0	0	10
Total Broadcast Contacts Letters, Flyers, Newsletter	1965	41227	24787	40041	21	714	60738	3544	23	681
Total Sales Meetings	28	295	233	88	34	27	232	184	5	22
Total Employers Contacted	2718	48687	25771	41339	340	1100	68026	4413	60	893
New Level 1 TDM Programs	1	66	41	0	3	9	43	6	0	18
New Level 2 TDM Programs	2	8	8	1	2	0	14	5	0	6
New Level 3 TDM Programs	3	5	92	1	3	0	1	4	0	1
New Level 4 TDM Programs	0	6	1	1	0	0	0	2	0	0
New Telework Programs	0	0	0	0	0	0	0	0	0	1
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0



### FY 2017 WEB SITE VISITS

