



# HANDOUTS

From previous meeting

May 17, 2005



**ITEM 9- Information**

May 18, 2005

## Briefing on Draft

## FY 2006 Commuter Connections Work Program (CCWP)

**Staff**

**Recommendation:** The Board will be briefed on the enclosed draft CCWP for FY 2006 (July 1, 2005 through June 30 2006), which was released for public comment at the TPB Citizens Advisory Committee meeting on May 12.

**Issues:** Funding committed to date to the regional marketing program accounts for approximately 75 percent of the proposed budget. The funding for the remaining 25 percent is still under review by the state funding agencies.

**Background:** The program has been restructured and streamlined in consultation with the state funding agencies. The TPB Technical Committee was briefed on the restructured program on May 6, 2005. The document was reviewed by the Commuter Connections Subcommittee on May 17, 2005. The final version will be presented for the Board's approval at its June 15 meeting.

**COMMUTER CONNECTIONS WORK PROGRAM  
FOR THE GREATER WASHINGTON METROPOLITAN  
REGION**

**FY 2006**

**DRAFT  
May 10, 2005**

**NATIONAL CAPITAL REGION  
TRANSPORTATION PLANNING BOARD**

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

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## SUMMARY

The Fiscal Year 2006 Commuter Connections Work Program (CCWP) represents a restructured program that consists of regional activities, plus a set of jurisdictional activities that could be conducted at the discretion of individual states. This new CCWP structure is similar to the structure of the Unified Planning Work Program (UPWP), which comprises a core program of regional planning activities funded jointly by state and local jurisdictions plus a set of technical assistance activities funded by and conducted for individual agencies.

The regional state funding shares for the program elements are defined in terms of A formula agreed to by the three state funding agencies. The jurisdictional activities are defined by the costs allocated directly to the jurisdiction or jurisdictions that choose to conduct them. This new approach ensures that the regional activities upon which all other activities depend would be conducted regionally, and that the costs are allocated to the participating jurisdictions according to the agreed upon formula. At the same time, considerable flexibility is now available to the state funding agencies and other agencies to define and fund discretionary activities that respond to their individual policy and funding priorities.

Based on this new structure, the FY 2006 Commuter Connections program elements are classified as follows:

<b>REGIONAL PROGRAMS</b>	<b>JURISDICTIONAL PROGRAMS</b>
Commuter Operations Center	Employer Outreach*
Guaranteed Ride Home	Telework Resource Center
Marketing	InfoExpress Kiosks
Monitoring and Evaluation	

*\*Includes both a Regional and Jurisdictional Component*

The restructuring of the CCWP provides an opportunity for streamlining the administration and oversight processes for the program. The program has expanded incrementally over time, with different program elements having different jurisdictional participation and funding shares. As the program has become more complex, it became increasingly difficult to track how much each state funding agency was participating in and paying for each program element. Different ad hoc oversight groups were created over time for different program elements, resulting in a complex oversight structure that made it difficult and time-consuming for funding agencies, program participants, and staff to ensure that program progress was adequately reported and understood.

A new feature in the FY 2006 CCWP is an oversight structure similar to that for the UPWP for Commuter Connections. The Commuter Connections Subcommittee would continue to provide overall technical review of the regional program elements, as the TPB Technical Committee does for the UPWP, and a State Technical Working Group (STWG) would provide administrative and programmatic oversight of the core program elements by the funding agencies, again as is currently done for the UPWP. The STWG for Commuter Connections is the State TDM Work

Group and will meet regularly each month. Oversight for jurisdictional program elements would be provided by the states that are funding them. Specialized "ad hoc" groups would continue to meet as needed to address particular implementation issues, such as eligibility criteria for guaranteed ride home or the development of marketing materials.

The purpose of the State TDM Work Group will be to define the program content and budget for each fiscal year and to develop and approve a detailed annual work program in cooperation with COG/TPB staff that will be reviewed by program stakeholders, the Commuter Connections Subcommittee, the TPB Technical Committee, and the TPB. The State TDM Work Group will also develop all RFP's and RFQ's as part of the work program and serve as the selection committee. The State TDM Work Group will review and approve all CCWP work products with input from the Commuter Connections Subcommittee. The State TDM Work Group will also chair the group and establish meeting agenda's on a rotation basis between the three states on an annual basis. Program performance measures will also be put in place by the State TDM Work Group that will include an end of year survey of the member jurisdictions of Commuter Connections to determine program satisfaction and value the program adds to their jurisdictions' TDM efforts. Findings from the end of year survey will be used to make changes, as appropriate, to the program and the manner in which it is implemented.

The key elements of the FY06 Commuter Connections Work Program may be summarized as follows:

- The Commuter Operations Center provides ridematching services to commuters through a central toll free number "1-800-745-RIDE";
- Guaranteed Ride Home provides users of alternative commute modes up to four free rides home per year in a taxi or rental car in the event of an unexpected personal or family emergency or unscheduled overtime;
- Marketing of alternative commute options provides continual regional marketing of car/vanpooling, teleworking, mass transit, Live Near Where You Work, Bike to Work Day, and Guaranteed Ride Home aimed at persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles, as well as persuading commuters currently using alternative commute modes to continue to use those modes.
- Monitoring and Evaluation provides data collection and analysis activities as well as program tracking and monitoring reports for each program area.
- Employer Outreach supports outreach and marketing efforts to the region's employers to encourage use by their employees of alternative commute modes such as ridesharing, transit, telecommuting, bicycling, and walking; including assisting employers to hold bicycling seminars for employees, and maintaining an up-to-date regional Bicycling Guide.

- Telework provides information and resources to employers on the benefits of teleworking and assists them in setting up telework programs for their employees;
- InfoExpress Kiosks are located at selected shopping centers and other high pedestrian activity areas and provide commuting information to the general public;

Figure 3 illustrates the Commuter Connections service area is actually much larger than the MSA for workers eligible for the guaranteed ride home (GRH) program, and larger still for workers who can access the Commuter Connections ride-matching services. The total population in the Commuter Connections service area has 10 million resident workers with almost half commuting into the Washington Metropolitan Statistical Area (MSA) for work purposes.

### **Program Background**

Commuter Connections is a continuing commuter assistance program for the Washington region which encourages commuters to use alternatives to the private automobile, including ride-sharing, transit, telecommuting, bicycling, and walking. The program has evolved and expanded over the past three decades following its inception in 1974 as the Commuter Club. In the mid-1980s, in an effort to better share regional ridesharing information the Commuter Club was expanded into the Ride-Finders Network, which included Alexandria, Fairfax County, Montgomery County, Prince William County and the Northern Virginia Transportation Commission. By 1996, after steady growth in both size and strength, the Ride Finders Network became Commuter Connections, the commuter transportation agency serving the Washington metropolitan region, encompassing twelve counties, four cities, and eight federal agencies. The Commuter Operations Center component of the current Commuter Connections Program represents the evolution of the earlier Commuter Club and Ride-Finders Network programs.

In the mid-1990s, several new elements were added to the Commuter Connections Program as Transportation Emissions Reduction Measures (TERMs) to help meet regional air quality conformity requirements. All of these measures were designed to produce specific reductions in Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) by reducing vehicle trips and vehicle miles of travel associated with commuting. The measures were developed by the Travel Management Subcommittee of the TPB Technical Committee, and adopted into the regional Transportation Improvement Program (TIP) by the Transportation Planning Board (TPB). These measures were funded jointly by the District of Columbia, Maryland, and Virginia Departments of Transportation, with some variation in funding shares for the different measures.

<u>Measure</u>	<u>Date Implemented</u>
Employer Outreach	1997
Guaranteed Ride Home	1997
Commuter Operations Center	1974

Metropolitan Washington Telework Resource Center	1996
Integrated Ridesharing	1996
Employer Outreach for Bicycling	1998
Mass Marketing of Alternative Commute Options	2003

As the program elements shown above were implemented their performance was evaluated over time, and for FY06 the measures have been revised to focus resources on the most effective program components. Total daily impacts of the Commuter Connections program are estimated to be:

VT Reductions:	111,413
VMT Reductions:	1,959,263
NOx Reductions(Tons):	2.3
VOC Reductions Tons):	1.22

Extensive monitoring and evaluation have been carried out for the Commuter Connections Program over the past several years, and comprehensive data sets are available for reviewing the performance of individual program elements and identifying areas for both strengthening the performance of the program and streamlining the oversight and management procedures. The Program has been shown through the 2004 State of the Commute Survey and other earlier evaluation studies to be a highly cost-effective way to reduce vehicle trips (VT), vehicle miles of travel (VMT), and vehicle emissions associated with commuting. The following overall cost-effectiveness measures for the Commuter Connections Program are based on the results of the 2004 State of the Commute Survey and other recent evaluation data:

Cost per VT reduced:	\$0.15
Cost per VMT reduced:	\$0.01
Cost per ton of NOx reduced:	\$6,000
Cost per ton of VOC reduced:	\$12,000

The Commuter Connections Program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reductions effected in vehicle trips and vehicle miles of travel. Existing data collected on Commuter Connections program performance has been used to refine and enhance the program and to streamline procedures for oversight and administration of the program.





## Expanded Telework Initiative

## Commuter Connections Subcommittee Meeting

May 17, 2005

## **Your Investments at Work**

Your investments in the Expanded TERM program have generated:

- Front-line knowledge of successful tactics that can be leveraged for future success.
- Key information regarding what regional organizations need to expand flexwork/telework initiatives.

## Lessons Learned

- Expand the focus from telework to flexwork.
- Target those flexwork efforts most likely to be accepted easily (low-hanging fruit), and watch that momentum spill over to other initiatives.
- A modular approach to training/education is effective, and organizational research is necessary to implement it.
- Organizations in the Washington metropolitan region are more sophisticated and require advanced offerings.

## Lessons Learned

- Patience pays off.
- Be sensitive to the differences between public and private participation.
- Research potential organizations to maximize recruiting, participation and impact.
- Organizations prefer in-person training.

## **Expand the Focus from Telework to Flexwork**

- Assist organizations in the investigation of multiple flexwork initiatives.
- Leverage the reality of equifinality.

Case Study Example: Federal Bureau of Investigation

## Target Actionable Entry Points

- Identify the early wins for a specific organization's program.
- Add or increase the structure, management support, tools and information for the flexwork program an organization is implement.
- Program gains, employee and management acceptance, and potential for additional “wins” naturally expands into other flexwork options.

Case Study Example: Marriott International

## **Modular Customization is Key**

- A modular approach to training/education is effective, and organizational research is necessary to effectively implement it.
- On-line surveys, interviews and emails can identify needs.
- One-size does not fit all, does not create action.
- Modular approach permits shorter, more targeted sessions, increasing participation and acceptance.

Case Study Example: National Institutes of Health

## **From Flexwork Basics to Implementation**

- Organizations in the Washington metropolitan region are more sophisticated and require advanced offerings.
- Organizations desire more in-depth courses that will allow them to graduate into implementing programs.
- The region must provide a higher level and more focused curriculum of workshops and resources.

Case Study Examples: Northrop Grumman and ATF



# Patience Pays Off

- Program interruptions cause delays:
  - Leadership changes
  - Conflicting priorities
  - Promotions
  - Maternity/paternity leave
- Flexwork “duties” are often collateral duties.
- Perseverance, continued research and discussions to identify “hot buttons” may eventually pay off.

Case Study Example: Northrop Grumman

## **Be Sensitive to Needs of Public vs. Private Organizations**

- While both populations need support making the case to executive-level folks, there are differences:
  - Differences in substance
  - Differences in marketing and subtle language adjustments

Case Study Examples: ATF & Northrop Grumman

# Employ Research to Maximize Recruiting, Participation & Impact

- Understand organization history, needs, attitudes:
  - Conduct online survey
  - Conduct research and interviews
- Collaborate with participants to select training modules.
- Encourage organizations to leave workshops with an action plan that facilitates program implementation or expansion.

Case Study Example: MITRE

## **In-Person Training Is Essential**

- Organizations thrive when they receive in-person training.
- Organizations value on-line support tools and information to augment training.
- Emphasize growing integration of technology into everyday life/work and the expectations of employees.

Case Study Example: Marriott

## **Make sure that Enterprises Tie Flexwork to Their Business Model**

- Upper-management will tie business model goals to flexwork goals and metrics.
- Metrics gain buy-in from management and create sustainable programs.
- Managers need incentives to learn new skills.

Case Study Example: MITRE

## **Expand from Telework to Flexwork**

- Flexwork expands the scope of suitable job-tasks and the number of employees that can participate.
- Flexible schedules, compressed workweeks and other flexwork programs meet goals of reducing commute trips and moving traffic from peak commute times.
- Many equity issues are addressed through expanded flexwork offerings. This eliminates a common hurdle.

Case Study Example: Marriott

## **Integrate and Coordinate Regional Resources**

- Integrate the types of services offered by each agency and make the process for accessing the resources transparent.
- Tie the types of resources and qualification to an organizations current flexwork status and needs.

Case Study Example: Discovery Communications

## **Provide a Flexwork Roadmap**

- Create a way for organizations to identify where they are in the process of developing their own program.
- Allow organizations to identify their gaps and needs.
- Augment previous efforts and existing tools.
- Modularize resources to allow efficient customization.
- Informal programs implode when they expand. Formalizing programs is an effective way to increase participation.



## Perception of “Free” Offers

- Having no investment or risk on the part of an organization provides an environment where organizations can waste resources.
- Create a flexible approach to identify the organizations that will respond to “free” offers.
- Subsidizing part of the investigation, implementation and support of a flexwork program provides shared investment and risk and an environment of partnership.

# ***Commuter Connections TDM Evaluation Project Project Update***

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**Presentation to  
Commuter Connections Subcommittee**

**May 17, 2005**

LDA Consulting

with

ESTC, CIC Research Inc., Elham Shirazi, and Cheryl Collier



CONSULTING

# **Project Objectives**

- **Estimate transportation and air quality impacts for Commuter Operations Center and 6 TERMS**
  - **Telework Resource Center**
  - **Guaranteed Ride Home**
  - **Integrated Rideshare**
  - **Employer Outreach**
  - **Employer Outreach for Bicycling**
  - **Mass Marketing**
  
- **Track commute trends and attitudes**
  
- **Collect program management data for CC and local commute organizations**

# ***TERM Evaluation Activities***

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- **Triennial evaluation of TERMS – 2002–2005**
- **Conduct surveys of TERM users and general commute population**
- **Collect CC tracking data (COC, GRH, TRC)**
- **Analyze data and estimate TERM impacts**
  - **TERM users, placements, trips/VMT reduced, emissions reduced**
- **Discount impacts for overlapping TERMS**
- **Compile TERM Report**

## ***02-05 TERM Activities to Date***

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- Database applicant placement surveys
- Telecenter surveys
- GRH survey
- Bike to Work Day surveys
- State of the Commute Survey

# ***TERM Activities to Date***

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- Database application placement surveys
  - Phone interview of 700 CC applicants
  - Collect data for COC and Integrated RS TERM
  - Nov 2002, Nov 2003, Nov 2004
- Telecenter surveys
  - Track occupancy over 1 month period
  - Written survey of telecenter users
  - Travel before/with TC, travel on non-TC days
  - Collect data for TRC TERM
  - April 2004, April 2005

## ***TERM Activities to Date – cont.***

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- **GRH survey**
  - **Phone interviews of 1,000 GRH users**
  - **Collect data for GRH TERM**
  - **Feb-Mar 2004**
- **Bike to Work Day surveys**
  - **Written surveys of BTW Day participants**
  - **Bike use before/after BTWD, travel on non-bike days**
  - **Collect data for EO for Bicycling TERM**
  - **2002, 2003, 2004**

## **TERM Activities to Date – cont.**

- State of the Commute survey
  - Phone interviews with 7,200 commuters
  - Data weighted to regional commute population
  - Track regional mode use and attitudes
  - Collect data for TRC, Integrated Rideshare (kiosks), and Mass Marketing TERMS
- Jan-March 2004



## ***Remaining 02-05 Activities***

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- Mini-Household survey
- TRC follow-up and Expanded TW surveys
- Metrochek survey
- Mass Marketing ad campaign data
- Employer Outreach contact data

# Mini-Household Survey

- **Method**
  - **Reduced-scale follow-up to 2004 SOC**
  - **2,163 workers surveyed – 180 per jurisdiction, weighted to regional commute population**
  - **Track regional mode use**
  - **Collect data for TRC and MM TERMS**
- **Status**
  - **Data collected Jan-March 2005**
  - **Currently analyzing data**
  - **Prepare report – June 05**

# **TRC Follow-up Survey**

- **Written survey of employers that received TRC assistance/participated in TW seminar**
- **Collect data for “assisted employer” component of TRC TERM**
  - **TRC assistance received**
  - **Number of employees at site**
  - **% of employees TC before / after asst**
- **Status**
  - **Data collected May 2005**
  - **Currently compiling/analyzing data**

## Expanded TW Surveys

- Employers participating in Expanded TW TERM
- Email survey with telephone follow-up
- 27 employers contacted, 18 responded
- Collect data on number of employees and % TC before / after asst
- Status
  - Data collected April 2005
  - Currently compiling/analyzing data

# Metrochek Survey

- **Written/email survey of employers that offer Metrochek but are not in ACT!**
- **Data collected for Employer Outreach (Metrochek component)**
  - **Commute services offered in addition to MC**
- **Status**
  - **Currently collecting data**
  - **Will analyze results in May 2005**

## ***Mass Marketing Ad Data***

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- Reviewing MM ad campaign data
  - Timing of marketing activities
  - Volume of calls/inquiries to CC
  - Volume of RS/GRH applications
  
- Purpose of review
  - Supplement “direct measurement” of MM impacts through SOC/Mini-HH surveys
  - Track “intermediate” MM results (contact with CC services)

# *Employer Outreach Data*

- Summarizing data from ACT! database
  - Number of employers/employees included
  - Types of employers/locations
  - Types of commute services offered
- Remaining activities
  - Categorize employers by type, location, and commute services
  - Estimate trip reduction for each combination of employer/services (COMMUTER model)
  - Apply trip reduction to employers groups

# **TERM Analysis/Report Schedule**

- **Complete data collection (Metrochek, TRC follow-up surveys) – May 05**
- **Complete TERM impact calculations – June 05**
- **Prepare “interim” TERM Eval Report (impacts for Jul 02 – Dec 04) – June 05**
- **Present interim TERM results – July 05**
- **Prepare complete TERM Eval Report – Aug 05**



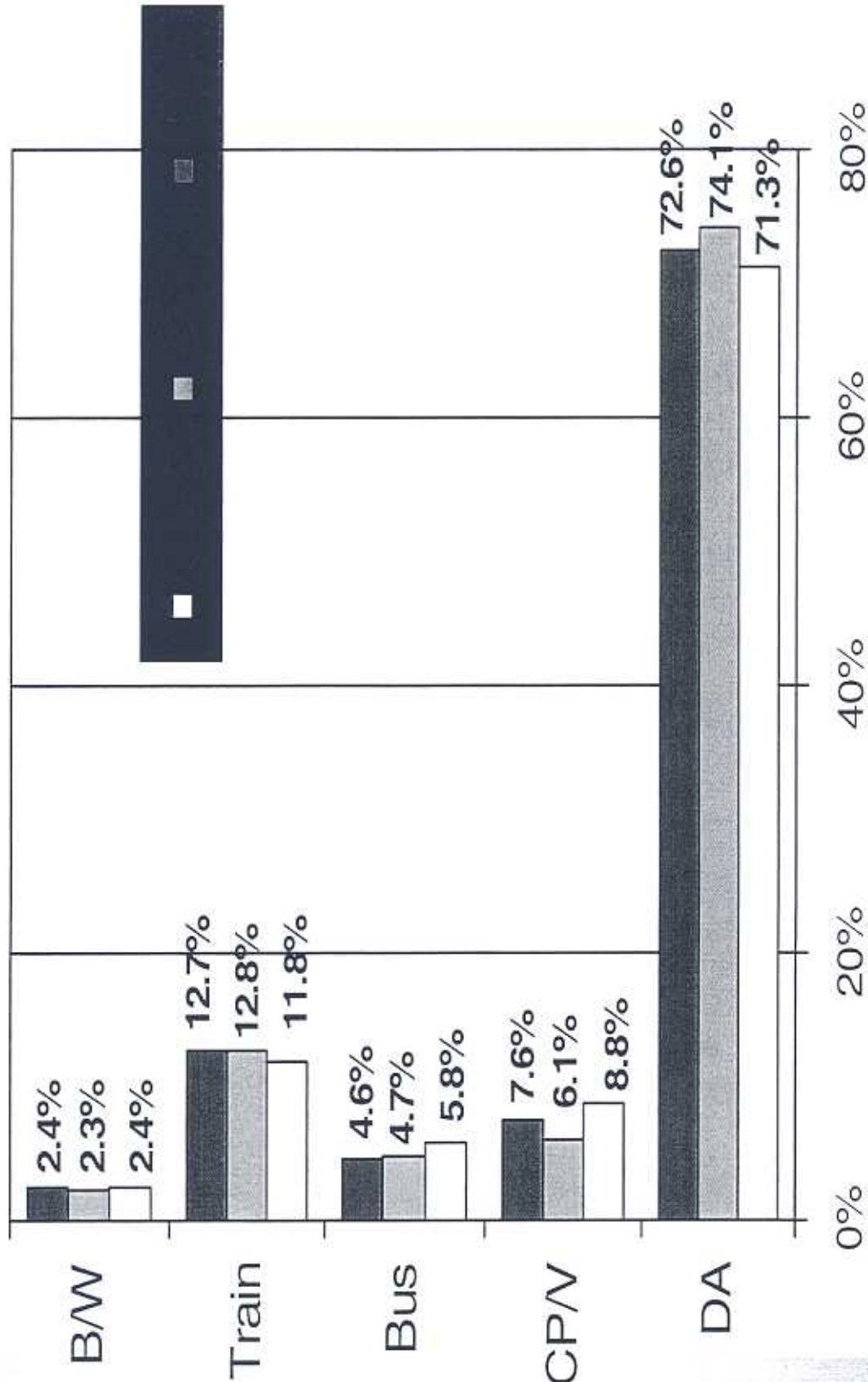
## ***Mini-HH Preliminary Results***

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- **Commute mode**
- **Telecommute experience**
- **Perception of commute ease**
- **Ad awareness**
- **Actions after hearing/seeing ads**
- **Awareness of regional commute services**



# Commute Mode 2005, 2004, 2001



# Telecommute Experience

	<u>2005</u>	<u>2004</u>
▪ % workers TC	13.2%	12.8%
▪ % workers TC 1+ days/wk	5.6%	5.8%
▪ Ave TC frequency	1.2 d/wk	1.3 d/wk
▪ % home-based TC	94%	95%
▪ TC more than 2 years	56%	51%

# Perception of Commute Ease

	<u>2005</u>	<u>2004</u>
▪ Easier	12%	14%
▪ More difficult	31%	29%
▪ About the same	54%	54%
▪ Easier		44%
▪ Shorter distance	37%	21%
▪ Faster	36%	19%
▪ Less congested	24%	9%
▪ Less stressful	6%	
▪ More difficult		81%
▪ More congested	79%	11%
▪ Takes longer	14%	11%
▪ Longer distance	11%	

# ***Commuter Ad Recall***

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	<u>2005</u>	<u>2004</u>
▪ Saw/heard ads in past 6 mth	57%	55%
▪ Recall CC/COG as sponsor	13%	13%
▪ Messages recalled		
▪ Call for CP/VP info	17%	17%
▪ GRH	5%	12%
▪ New trains/buses	9%	7%
▪ Use bus/train	11%	7%
▪ Call Commuter Connections	5%	6%

# Changes After Hearing/Seeing Ads

	<u>2005</u>	<u>2004</u>
▪ Likely to consider alt mode	21%	18%
▪ Took action to chg commute		
▪ Sought info	12%	14%
▪ Tried alt mode	8%	2%
▪ Ads influenced action	71%	69%
▪ % driving alone before chg	80%	70%

## **Awareness of Regional Services**

- 49% knew regional commute info source; about the same as in 2004 (46%)
- 27% could name source, up from 15% in 2004
  - WMATA / Metro – 16%
  - CC / COG – 7% (up from 3% in 2004)
- 8% of commuters used info source in 2005, same as in 2004 (9%)
- 52% of regional commuters had heard of Commuter Connections, down from 66% in 2004

COMMUTER CONNECTIONS QUARTERLY BUDGET  
COMMITMENTS AND EXPENDITURES  
FOR COG FY05 (July 1, 2004 - March 30, 2005)

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	%FUNDS EXPENDED***
<b>EMPLOYER OUTREACH</b>	<b>\$947,550</b>	<b>\$947,550</b>	<b>\$347,793</b>	<b>37%</b>
Data & PC	\$14,000		\$0	0%
Contract Services/Consultants	\$80,000		\$20,677	26%
Pass-thru to local governments	\$662,000		\$306,439	46%
COG/TPB staff, indirect & direct costs	\$191,550		\$142,085	74%
<b>GUARANTEED RIDE HOME</b>	<b>\$1,678,500</b>	<b>\$1,678,500</b>	<b>\$1,030,546</b>	<b>61%</b>
Data & PC	\$25,000		\$0	0%
Contract Services/Consultants	\$420,698		\$185,781	44%
User Subsidies	\$170,500		\$123,689	73%
COG/TPB staff, indirect & direct costs	\$1,062,302		\$721,076	68%
<b>COMMUTER OPERATIONS CENTER</b>	<b>\$566,700</b>	<b>\$566,700</b>	<b>\$382,868</b>	<b>68%</b>
Data & PC	\$54,900		\$27,057	49%
Contract Services/Consultants	\$140,000		\$81,978	58%
COG/TPB staff, indirect & direct costs	\$371,800		\$273,833	74%
<b>TELECOMMUTING</b>	<b>\$780,000</b>	<b>\$780,000</b>	<b>\$502,833</b>	<b>64%</b>
Data & PC	\$1,500		\$0	0%
Contract Services/Consultants	\$287,000		\$177,689	62%
COG/TPB staff, indirect & direct costs	\$491,500		\$325,144	66%
<b>INTEGRATED RIDESHARING****</b>	<b>\$177,000</b>	<b>\$177,200</b>	<b>\$121,159</b>	<b>68%</b>
Data & PC	\$26,000		\$17,475	67%
Contract Services/Consultants	\$36,450		\$10,707	29%
COG/TPB staff, indirect & direct costs	\$114,550		\$93,139	81%
<b>EMPLOYER OUTREACH FOR BICYCLING</b>	<b>\$15,000</b>	<b>\$15,000</b>	<b>\$7,959</b>	<b>53%</b>
Data & PC	\$275		\$0	0%
Contract Services/Consultants	\$2,623		\$2,619	100%
COG/TPB staff, indirect & direct costs	\$17,348		\$5,340	31%
<b>REGIONAL MASS MARKETING</b>	<b>\$815,000</b>	<b>\$815,000</b>	<b>\$635,267</b>	<b>78%</b>
Data & PC	\$0		\$0	0%
Contract Services/Consultants	\$145,000		\$119,266	82%
COG/TPB staff, indirect & direct costs	\$670,000		\$516,001	77%
<b>TOTAL</b>	<b>\$4,979,750</b>	<b>\$4,979,950</b>	<b>\$3,028,425</b>	<b>61%</b>

\* Committed funds may include rounding errors.  
 \*\* Preliminary funds expended are through September 30, 2004  
 \*\*\* Percentage is based on Budget Total Column  
 \*\*\*\* The additional \$200 in committed funds will be programmed into Contract Services /consultants for FY04.  
 \$25,000 of the overall budget is a commitment from VDRPT for kiosk maintenance and promotion.  
 The Contract Services/Consultants line item was changed to reflect the use of a maintenance vendor versus COG/TPB staff. The new amount is \$23,450 versus \$13,000. Data & PC Costs were changed from \$20,000 to \$26,000