

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT**      **Commuter Operations Center 6131**  
**Month:**                      **August 2003    FY04**  
**Staff Contact:**              C. Arabia  
**Edited By:**                    N. Ramfos  
**Today's Date:**                October 6, 2003

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### Background Activities

The Commuter Operations Center continued providing transportation information services on alternatives to driving alone through the 800 telephone number, general marketing support, and through the distribution of matchlists. *(See Table 1 Monthly Activity and Impact Summary and Commuter Operations Center Performance Data).*

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of August 11, and 25. COG staff performed routine file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

ARTMA – Site visit on August 14 to update CCRS data and program files.

Alexandria – On August 19, City staff contacted COG regarding a problem with their CCRS system. The problem was a result of the CCRS project file being overwritten, possibly due to incorrect exiting of the CCRS software. COG staff e-mailed a copy of the file to City staff who copied the file onto their rideshare computer. This fixed the problem.

Baltimore City – Site visit on August 13 to install CCRS software on new computer, set up FTP data transfer, modify local matchletter, and train new staff person. Also, COG courier picked up loaner computer and monitor on August 15.

Bethesda Transportation Solutions – Site visit on August 11 to update CCRS data and program files.

Fairfax County – Site visit on August 6 to update CCRS data and program files. On August 29, COG revised the County's e-mail address in e-Communicator so that e-mail notifications go to the County's new e-mail address that is accessible to all County rideshare staff.

Howard County – Site visit on August 15 to update CCRS data and program files. On August 20 County staff reported problems regarding an error message stating the CCRS system could not find the upload or download files. Somehow these files were removed from the system. COG sent the files to County staff via e-mail and the files were copied to the rideshare computer. The upload and download ran successfully after the files were copied.

Loudoun County – Site visit on August 1 to update CCRS data and program files, and set up FTP data transfer programs.

Montgomery County – Site visit on August 8 to change the upload and download settings of the Silver Spring and Countywide computers so that those computers do not perform a download. This is a preventative measure to make sure data is not lost as a result of a problem found with some FTP uploads. See Problems Encountered below for more details. On August 14 County staff contacted COG regarding the Batchprint feature not working. COG staff will have to look at the program code in the CCRS software to determine why this command no longer works. This process could take a while and may not be as high of a priority as other software issues, given that the County uses this feature only once a year and no other site uses this feature. Site visit on August 25 to change the upload program on the Silver Spring computer so that the upload goes to COG's new FTP site for testing of the site.

NIH – Assisted NIH staff with running a manual upload and download.

North Bethesda TMD – Site visit on August 14 to update CCRS data and program files, and removed some unneeded files to free space on the rideshare computer's hard drive.

Northern Shenandoah Valley Regional Commission – Site visit on August 21 to update CCRS data and program files. They are no longer having problems with their modem and have performed successful uploads and downloads.

TransIT Services of Frederick County – The rideshare computer was updated from Win95 to Win2000 by TransIT staff on August 22. TransIT staff also installed ArcView3.2. A problem was discovered with the FTP data transfer where about once a week an upload is not received by COG's CCRS server. See Problems Encountered below for more details.

U.S. Department of Energy – COG staff left a message for DOE on August 22 asking for the status of their membership and whether or not they have connected their rideshare computer. COG has not received a response.

COG staff presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, InfoExpress kiosks, the Commuter Connections Web site, and the Federal ETC Web site developed and hosted by COG, to staff from GSA's Office of Government-Wide Policy, on August 19.

## **Products**

August monthly performance report.

## **Problems Encountered**

Three of the clients (TransIT Services of Frederick County, Silver Spring and Montgomery

County – Countywide) using the FTP system to upload and download have experiences a problem with some uploads (about one per week) not reaching the CCRS server. COG investigation of the situation has revealed that there are occasional problems with COG's Internet service provider's server, where the client's upload data is sent. Also, the ISP will not allow COG to install any backup programs on the server. These problems have caused some loss of data. Therefore, COG is working to establish an FTP site on a server at COG. FTP uploads will go directly to the new FTP site instead of the ISP server. COG staff is also developing a backup program to reduce the risk of data loss.

### **Future Activities**

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute annual membership invoices.
- The next meeting of the Commuter Operations Center Subcommittee is September 23, 2003.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Prepare and distribute FY03 Annual Report.

<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
Month of AUGUST 2003

Commuter Connections Activity	This Month	Last Month	Since July 2003
<b>Total applicants/info provided:</b>	1,994	1,892	3,886
Rideshare applicants	1,830	1,787	3,617
Matchlists sent	426	647	1,073
Transit applicants/info sent	115	83	198
GRH applicants	510	479	989
Telework info requests	1	0	1
<b>Kiosk users</b>	3,312	1,752	5,064
Kiosk applicants	0	1	1
<b>Internet users</b>	5,425	6,062	11,487
Internet applicants	1,117	855	1,972
<b>New employer clients</b>	39	32	71
Employee applicants	337	66	403

Program Impact Performance Measure	This Month	Last Month	Since July 2003
<b>Continued placements</b>	558	530	1,088
<b>Temporary/one-time placements</b>	353	335	688
<b>Daily vehicle trips reduced</b>	332	315	648
<b>Daily VMT reduced</b>	11,358	10,777	22,134
<b>Daily tons NOx reduced</b>	0.0161	0.0153	0.0314
<b>Daily tons VOC reduced</b>	0.0076	0.0072	0.0148
<b>Daily gallons of gas saved</b>	526	499	1,025
<b>Daily commuter costs saved</b>	\$2,186	\$2,074	\$4,261

**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.

Total Accesses of MWCOG Web Site Pages

1,994,603

Total Accesses of Commuter Connections Home Page

5,425

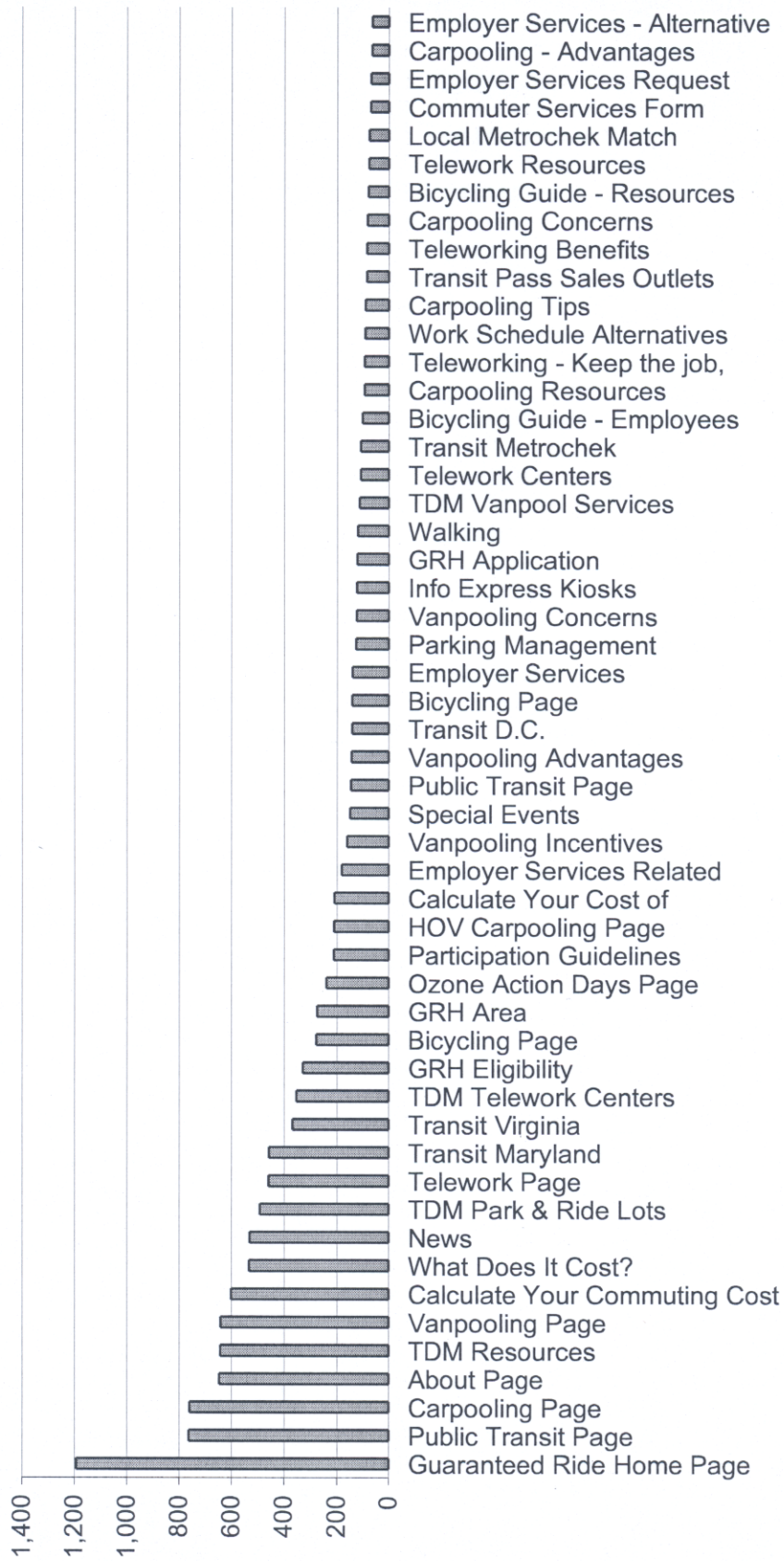
*Breakdown of BDY Sub-page accesses*

	Accesses	% of Total
Guaranteed Ride Home Page	1,193	8.80%
Public Transit Page	763	5.63%
Carpooling Page	760	5.61%
About Page	647	4.77%
TDM Resources	642	4.74%
Vanpooling Page	641	4.73%
Calculate Your Commuting Cost	601	4.43%
What Does It Cost?	533	3.93%
News	531	3.92%
TDM Park & Ride Lots	492	3.63%
Telework Page	459	3.39%
Transit Maryland	457	3.37%
Transit Virginia	367	2.71%
TDM Telework Centers	352	2.60%
GRH Eligibility	328	2.42%
Bicycling Page	276	2.04%
GRH Area	273	2.01%
Ozone Action Days Page	238	1.76%
Participation Guidelines	211	1.56%
HOV Carpooling Page	210	1.55%
Calculate Your Cost of Commuting	209	1.54%
Employer Services Related Links	181	1.34%
Vanpooling Incentives	161	1.19%
Special Events	150	1.11%
Public Transit Page	146	1.08%
Vanpooling Advantages	144	1.06%
Transit D.C.	142	1.05%
Bicycling Page	141	1.04%
Employer Services	140	1.03%
Parking Management	127	0.94%
Vanpooling Concerns	124	0.91%
Info Express Kiosks	123	0.91%
GRH Application	122	0.90%

Walking	120	0.89%
TDM Vanpool Services	113	0.83%
Telework Centers	108	0.80%
Transit Metrochek	108	0.80%
Bicycling Guide - Employees	102	0.75%
Carpooling Resources	94	0.69%
Teleworking - Keep the Job, Lose the Commute	93	0.69%
Work Schedule Alternatives	91	0.67%
Carpooling Tips	90	0.66%
Transit Pass Sales Outlets	85	0.63%
Teleworking Benefits	84	0.62%
Carpooling Concerns	82	0.61%
Bicycling Guide - Resources	79	0.58%
Telework Resources	77	0.57%
Local Metrochek Match Programs	75	0.55%
Commuter Services Form	70	0.52%
Employer Services Request Form	69	0.51%
Carpooling - Advantages	65	0.48%
Employer Services - Alternative Work Schedules	64	0.47%
<b>Total</b>	<b>13,553</b>	<b>100.00%</b>



Most accessed pages on Commuter Connections Web Site August 1, - August 31, 2003.



# **COMMUTER OPERATIONS CENTER**

## **PERFORMANCE DATA**

**AUGUST 2003**



**TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**





**TABLE 2**

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
AUGUST 2003**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	15	1	3	19
ARLINGTON (COG)	0	0	0	0
ARTMA	4	0	11	15
BALTIMORE CITY	0	0	0	0
BMC	53	0	3	56
COG - MD	186	1	12	199
COG - VA	212	0	8	220
COG - Other	17	0	1	18
DISTRICT OF COLUMBIA	19	0	4	23
DOD	0	0	0	0
FAIRFAX COUNTY	169	12	250	431
FREDERICK	36	7	6	49
HARFORD	29	0	0	29
HOWARD	18	19	8	45
LINK	3	0	1	4
LOUDOUN	23	0	13	36
MTA	1	0	0	1
MONTGOMERY COUNTY	458	5	479	942
Bethesda Transportation Solutions	32	1	383	416
Countywide	142	4	0	146
Friendship Heights/Rockville	126	0	0	126
North Bethesda TMD	2	0	9	11
Silver Spring	156	0	87	243
NIH	15	0	0	15
NORTHERN NECK	1	1	0	2
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	2	0	20	22
PRTC	92	3	72	167
RADCO	155	220	0	375
RAPPAHANNOCK-RAPIDAN	12	1	12	25
TRI - COUNTY	29	11	8	48
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,549</b>	<b>281</b>	<b>911</b>	<b>2,741</b>

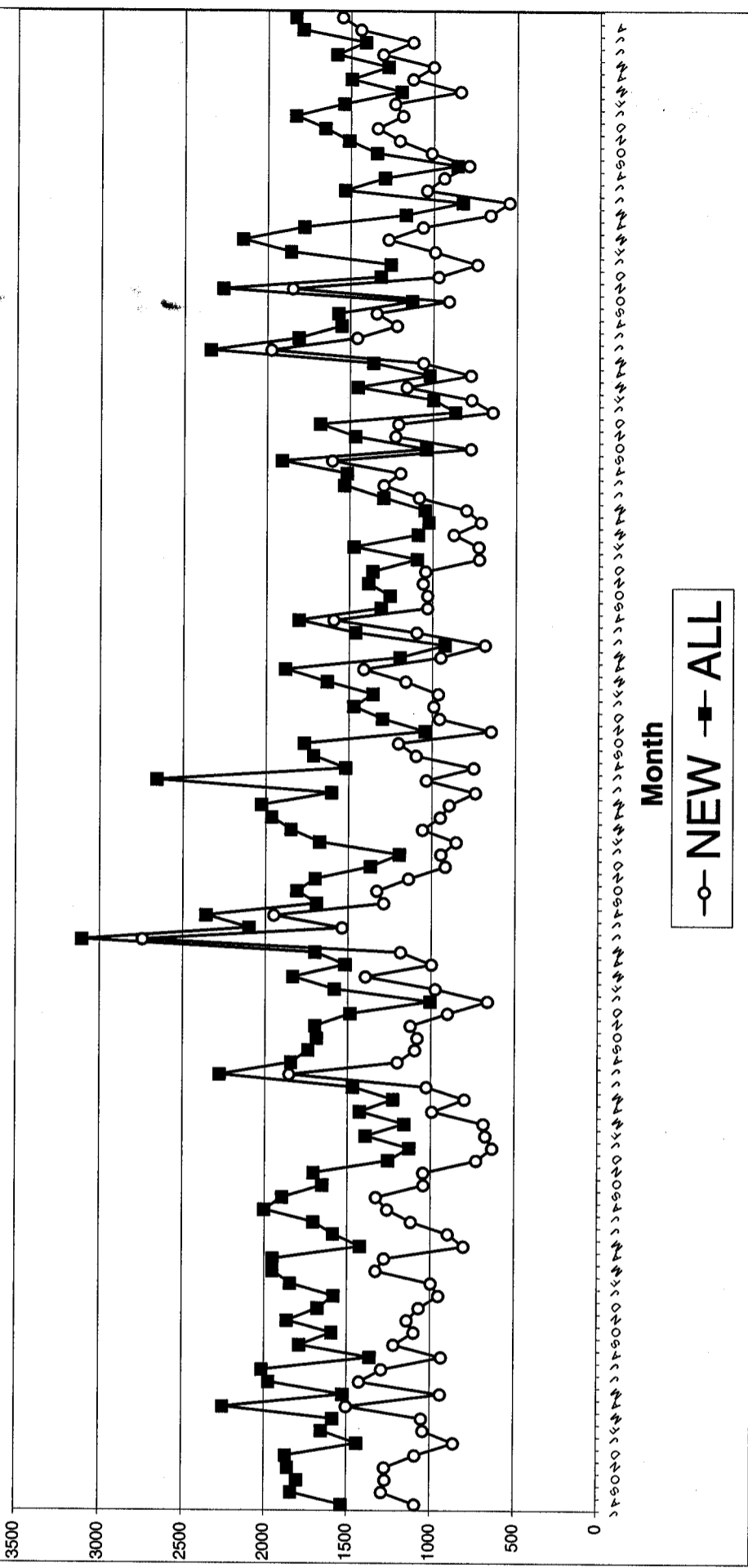
**TOTAL NEW & RE-APPLICANTS**

**1,830**

# COMMUTER CONNECTIONS CCRS

## Applications Processed

### FY1994 - FY2004



Month

NEW
  ALL

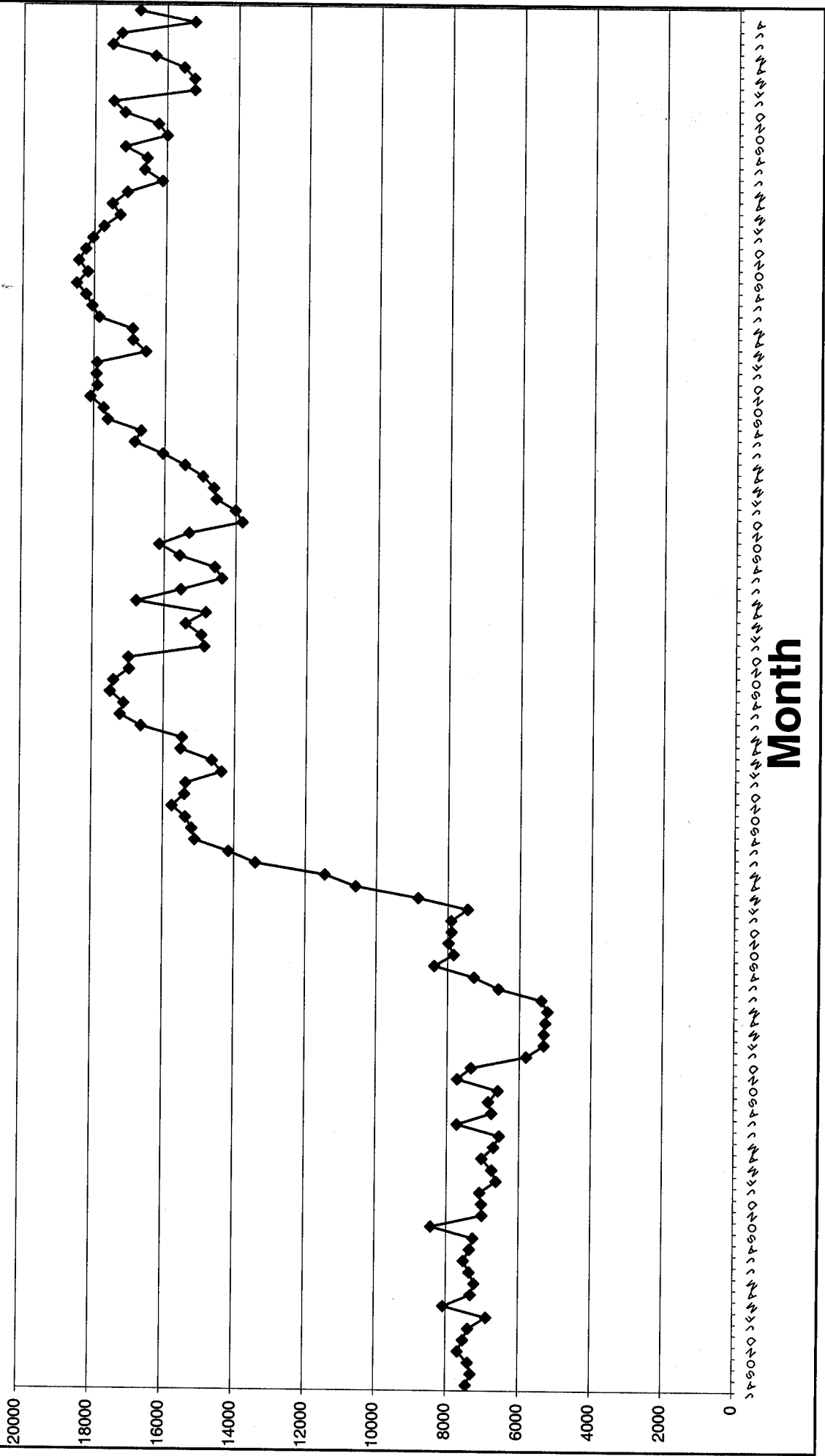
**TABLE 3****COMMUTER CONNECTIONS  
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
AUGUST 2003**

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ALEXANDRIA	171
ARLINGTON (COG)	136
ARTMA	256
BALTIMORE CITY	12
BMC	135
COG	1,228
DISTRICT OF COLUMBIA	213
DOD	0
DOE	1
FAIRFAX COUNTY	1,621
FREDERICK	415
HARFORD COUNTY	155
HOWARD COUNTY	434
LINK/RESTON	40
LOUDOUN COUNTY	487
MONTGOMERY COUNTY	6,283
Bethesda Transportation Solutions	1,541
Countywide	969
Friendship Heights/Rockville	475
North Bethesda Transportation Ctr	2,233
Silver Spring	1,065
MTA	45
NIH	135
NORTHERN NECK	36
NORTHERN SHENANDOAH VALLEY	178
PRINCE GEORGE'S COUNTY	595
PRTC	1,417
RADCO	2,091
RAPPAHANNOCK-RAPIDAN	262
TRI - COUNTY	416
OTHER	0
<b>TOTAL</b>	<b>16,762</b>

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# COMMUTER CONNECTIONS CCERS DATABASE FY1994 - FY2004



**TABLE 4A**

**COMMUTER CONNECTIONS RIDESHARE DATABASE  
SORTED BY HOME AND WORK JURISDICTIONS  
AUGUST 2003**

	HOME	WORK
ALEXANDRIA	259	401
ANNE ARUNDEL COUNTY	480	48
ARLINGTON COUNTY	253	1,886
BALTIMORE CITY	107	98
BALTIMORE COUNTY	227	80
CALVERT COUNTY	37	0
CARROLL COUNTY	7	0
CECIL COUNTY	13	4
CHARLES COUNTY	278	14
CLARKE COUNTY	14	2
CULPEPER COUNTY	47	0
DISTRICT OF COLUMBIA	638	5,736
FAIRFAX COUNTY *	1,950	1,036
FAUQUIER COUNTY	163	1
FREDERICK COUNTY, MD	823	36
FREDERICK COUNTY, VA	22	0
FREDERICKSBURG	152	7
HARFORD COUNTY	1	92
HOWARD COUNTY	665	49
KING GEORGE COUNTY	37	23
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	542	117
MADISON COUNTY	2	1
MONTGOMERY COUNTY	3,829	6,260
ORANGE COUNTY	77	0
PAGE COUNTY	5	0
PRINCE GEORGE'S COUNTY	1,454	292
PRINCE WILLIAM COUNTY **	1,634	61
RAPPAHANNOCK COUNTY	10	0
RICHMOND COUNTY	15	0
SHENANDOAH COUNTY	18	0
SPOTSYLVANIA COUNTY	816	4
STAFFORD COUNTY	1,161	5
ST. MARY'S COUNTY	69	13
WARREN COUNTY	88	1
WESTMORELAND COUNTY	20	0
WINCHESTER	44	0
OTHERS	805	495
<b>TOTAL</b>	<b>16,762</b>	<b>16,762</b>

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

**TABLE 5  
TERM/COMMUTE INFORMATION  
AUGUST 2003**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	21	N/A	N/A	N/A	6	N/A	
Internet	N/A	487	N/A	N/A	N/A	566	N/A	
Kiosks	N/A		N/A	N/A	N/A		N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A	2	N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A	35	N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
<b>TOTAL</b>	N/A	510	N/A	N/A	N/A	607	N/A	
<b>PHONE CALLS</b>								<b>TOTAL</b>
Brochure/Promo Materials		7		2		4		13
Bus/Train Schedule		10		7		1		18
Bus/Train Sign		3		3		2		8
Direct Mail		0		1			1	2
Employer		1		2		2	2	7
Employer Survey				24				24
Fair/On Site Event	1							1
Government Office						1		1
Highway Sign		2				39	16	57
Information (411)				2		4		6
Internet		3		9		36	4	52
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper		1				1		2
Newspaper (Local)								0
Other Ridesharing Org		1						1
Park-and-Ride Lot Sign				3		3	1	7
Post Card (COG)		1		12		2		15
Presentation								0
Radio		2		3		7		12
Real Estate/WelcomeWagon								0
Referral from Transit Org		5				3		8
Theatre Slide								0
TV		2				3		5
Van Sign				1		5		6
Was/Is Applicant		209		3		74		286
White Pages								0
Word of Mouth		25		16		52	4	97
Yellow Pages - Verizon				1				1
Yellow Pages - Yellow Book				1				1
Yellow Pages - Local				3		26		29
Voice Mail Messages		8		3		14	16	41
Other		9		19	1	15	3	47
<b>TOTAL CALLS</b>	1	289	0	115	1	294	47	747





**TABLE 6B  
APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
AUGUST 2003**

	COG	ALX	ARTMA	BALTH	BMC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MCM	MTA	NH	NECK	NSHEN	PGC	PRTC	RADO	RASP	SSP	TAP	TRI	TOTAL
<b>How they heard...</b>																										
Brochure/Promo Matris	50						5	2												14						71
Bus/Train Schedule	33										1															34
Bus/Train Sign	17	1						1																		19
Direct Mail	1													126												2
Employer	45																									171
Employer Survey	0						1				1															2
Fair/On Site Event	1																									1
Government Office	19								18																	37
GRH Program		2					109	4			14		8	10						18	41			1		207
Highway Sign	9						2				1									1						13
Information (411)	50										1															51
Internet	50	10					3	5			14		20	16						49	33					200
Library	1								1																	2
Mobile Billboard																										0
Newsletter	17																									17
Newspaper	3																									4
Newspaper (Local)																										0
Other Ridesharing Org	7										3									1						14
Park-and-Ride Sign							2	1												1						0
Post Card (COG)	1													1							38					40
Presentation																										0
Radio	38																									40
Real Estate/Welcomew	1																									1
Referral from Transit Org																										32
Theatre Slide																										0
TV	10																									10
Van Sign	2																									2
Was/Is Applicant	11	1					7	1			10									75						105
White Pages																										34
Word of Mouth	78						5				1									9	34					102
Yellow Pgs-Verizon	1						1				1															3
Yellow Pgs-Yellow Bk																										0
Yellow Pages-Local		2							1																	0
Voice Mail Messages	41																									5
Other									1				3								6					41
<b>Total</b>	<b>486</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>169</b>	<b>36</b>	<b>0</b>	<b>59</b>	<b>0</b>	<b>31</b>	<b>154</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>167</b>	<b>155</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>1282</b>

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Metropolitan Washington Telework Resource Center 6132  
**Month:** August 2003 FY04  
**Staff Contact:** Danette Campbell  
**Edited By:** Nicholas Ramfos  
**Today's Date:** October 6, 2003

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### Background Activities

Major activities in August included:

- Staff Preparation to implement the Expanded Telecommute TERM program which included the following:
  - Contacting 43 Federal telework coordinators about Expanded Telework TERM
  - Conducting 3 Teleconferences with Telecommuting Advantage Group to begin establishing roles and responsibilities for the Expanded Telework TERM.
  - Meeting with GSA staff to discuss the Expanded Telework TERM
- Attending Telework Coordinators meeting at OPM
- Conducting MATAC meeting at COG
- Coordinating MATAC conference call
- Meeting with STI, Inc. to discuss employer outreach for the District of Columbia and Prince William County
- Preparing for roundtable presentation at ITAC annual conference in Baltimore, Maryland
- Making a Commuter Connections presentation at the GSA Office of Workplace Initiatives

### Products

- Expanded Telework TERM Database.
  - Validated all entries through phone contact
  - 148 employers contacted and program objectives discussed.
- Developed Expanded Telework TERM monthly reporting template
- Developed Expanded Telework TERM evaluation checklist for telework policies
- Telework center utilization currently at 62%
- Responded to or placed 63 calls regarding the Telework Resource Center, TPE, and/or Telework Virginia
- Signed TPE contracts for:
  - Interstate Commission on the Potomac River Basin
  - United Educators
- Disbursed 10 Telework Partnership with Employers kits and 8 Telework Virginia kits

**Problems Encountered**

- None at this time

**Future Activities**

- MATAC Board meeting to prepare for October program meeting at COG
- OPM Meeting with Telework Coordinators
- ITAC Conference in Baltimore, Maryland
- Association for Commuter Transportation (ACT) Conference in Salt Lake City, Utah
- Meeting with Telecommuting Advantage Group, OPM, and GSA to discuss Expanded Telework TERM
- FRPA Conference Presentation at the Army-Navy Country Club: October 2003
- MATAC Program Meeting at COG: October 2003
- Alexandria Luncheon for Employers: November 2003
- MATAC Awards Luncheon: November 2003

## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6134  
**Month:** August 2003 FY04  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** October 6, 2003

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### Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County has not submitted their requisite reports and synchronizations.

Staff completed tabulation of the Customer Service Satisfaction Survey for FY03. The surveys were sent to 3137 employers with July 18<sup>th</sup> as the closing date. The free gift will be the Commuter Connections give-away item from the Employer Awards Ceremony. There were 221 total responses equaling 7% for a return rate.

Staff completed the 4<sup>th</sup> quarter conformity verification statement for FY03. Staff finalized the FY03 Employer Outreach progress report for review. Staff finalized the sales and technical training for FY04. The sessions will commence in October.

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

Staff initiated and helped coordinate the third installment of the Federal ETC training sessions in partnership with the National Capitol Planning Commission, the General Services Administration, US DOT, WMATA, Washington Area Bicyclist Association, and DC DOT.

### Products

August monthly sales activities  
FY03 Conformity Statement  
Sales Training Schedule

### Problems Encountered

Some scopes of work and contracts have not been submitted, specifically Arlington and Montgomery County.

Arlington County has not submitted their July or August monthly reports.  
STI has not submitted their July monthly reports

### Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process

- **Continue maintenance of regional employer database**
- **Conformity Report finalization**
- **Prepare for September meetings**
- **FY03 Employer Customer Satisfaction Survey Draft report to be presented in September**
- **Present Bike to Work 2003 Draft report to Commuter Connections Subcommittee**

Month: August  
2003

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	1	0	11	3	0	0	13	11	0	0	0	2
Employers Contacted (follow-up)	5	0	3	2	0	1	319	413	3	0	0	211
Total Broadcast Contacts	18	0	0	0	0	0	2575	110	0	0	0	18
Total Sales Meetings	2	0	1	1	0	0	44	9	0	0	0	3
Total Employers Contacted	26	0	15	6	0	1	2951	543	3	0	0	234
New Level 1 TDM Programs	0	0	11	0	0	0	4	7	1	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	9	0	0	0	0	0
New Level 3 TDM Programs	1	0	0	3	0	0	2	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.  
\* Did not submit a monthly report by deadline.

Year to Date FY03

	City of Alexandria	Arlington County *	District of Columbia *	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	7	0	11	3	0	0	29	20	0	7	0	18
Employers Contacted (follow-up)	7	0	3	5	0	4	614	794	3	3	0	269
Total Broadcast Contacts	23	0	0	0	0	0	4095	111	0	2025	0	18
Total Sales Meetings	3	0	1	1	0	1	108	29	0	7	0	6
Total Employers Contacted	34	0	15	9	0	5	4846	954	3	2042	0	311
New Level 1 TDM Programs	0	0	0	0	0	0	28	26	0	7	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	13	1	0	0	0	0
New Level 3 TDM Programs	1	0	0	4	0	0	4	1	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.  
 \* Did not submit monthly report by deadline



## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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- B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)\*\*NEW
- D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
- E. Total Employers Contacted: A + B + C+ D
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

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## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

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

### LEVEL 2 (SILVER)

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

### LEVEL 3 (GOLD)

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

### LEVEL 4 (PLATINUM)

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

## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6134  
**Month:** August 2003 FY04  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** October 6, 2003

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### Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County has not submitted their requisite reports and synchronizations.

Staff completed tabulation of the Customer Service Satisfaction Survey for FY03. The surveys were sent to 3137 employers with July 18<sup>th</sup> as the closing date. The free gift will be the Commuter Connections give-away item from the Employer Awards Ceremony. There were 221 total responses equaling 7% for a return rate.

Staff completed the 4<sup>th</sup> quarter conformity verification statement for FY03. Staff finalized the FY03 Employer Outreach progress report for review. Staff finalized the sales and technical training for FY04. The sessions will commence in October.

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

Staff initiated and helped coordinate the third installment of the Federal ETC training sessions in partnership with the National Capitol Planning Commission, the General Services Administration, US DOT, WMATA, Washington Area Bicyclist Association, and DC DOT.

### Products

August monthly sales activities  
FY03 Conformity Statement  
Sales Training Schedule

### Problems Encountered

Some scopes of work and contracts have not been submitted, specifically Arlington and Montgomery County.

Arlington County has not submitted their July or August monthly reports.  
STI has not submitted their July monthly reports

### Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process

- **Continue maintenance of regional employer database**
- **Conformity Report finalization**
- **Prepare for September meetings**
- **FY03 Employer Customer Satisfaction Survey Draft report to be presented in September**
- **Present Bike to Work 2003 Draft report to Commuter Connections Subcommittee**

Month: August  
2003

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	1	0	11	3	0	0	13	11	0	0	0	2
Employers Contacted (follow-up)	5	0	3	2	0	1	319	413	3	0	0	211
Total Broadcast Contacts	18	0	0	0	0	0	2575	110	0	0	0	18
Total Sales Meetings	2	0	1	1	0	0	44	9	0	0	0	3
Total Employers Contacted	26	0	15	6	0	1	2951	543	3	0	0	234
New Level 1 TDM Programs	0	0	11	0	0	0	4	7	1	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	9	0	0	0	0	0
New Level 3 TDM Programs	1	0	0	3	0	0	2	0	0	0	0	0
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NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.  
\* Did not submit a monthly report by deadline.

Year to Date FY03

	City of Alexandria	Arlington County *	District of Columbia *	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	7	0	11	3	0	0	29	20	0	7	0	18
Employers Contacted (follow-up)	7	0	3	5	0	4	614	794	3	3	0	269
Total Broadcast Contacts	23	0	0	0	0	0	4095	111	0	2025	0	18
Total Sales Meetings	3	0	1	1	0	1	108	29	0	7	0	6
Total Employers Contacted	34	0	15	9	0	5	4846	954	3	2042	0	311
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## EMPLOYER SERVICES PARTICIPATION LEVELS

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

### LEVEL 4 (PLATINUM)

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

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT**      **Guaranteed Ride Home 6135**  
**Month:**                      **August 2003**                      **FY04**  
**Staff Contact:**              C. Arabia  
**Edited By:**                      N. Ramfos  
**Today's Date:**                October 6, 2003

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### Background Activities

During August, COG received 510 applications for the GRH program. A total of 383 new applicants were registered (375 new applicants and 8 previous “one-time exception” users) and 406 commuters were re-registered. The GRH program provided 171 GRH trips. Nineteen (19) of these trips were “One-Time-Exceptions” accounting for eleven percent (11%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care or illness. A total of 27,350 commuters are currently registered for GRH.

Staff from COG and COG’s operations contractor, Diamond Transportation Services, Inc. met on September 10<sup>th</sup> to discuss customer service issues, review re-registration procedures, staffing and telephone system, and GRH trip approval procedures. Diamond staff made telephone calls to commuters whose GRH registration is expiring to re-register commuters. COG also performed routine GRH server and database maintenance and backups.

Staff also began work on the development of the GRH component of the regional Fall TDM marketing campaign.

### Products

Provided 171 GRH trips.  
Received 510 applications.  
Registered 383 new applicants, including 8 “one-time exceptions.”  
Re-registered 406 commuters.  
Received 289 calls for GRH information.  
Contacted “expiring” registrants by telephone.  
Database management.  
August monthly performance report.

### Problems Encountered

None.

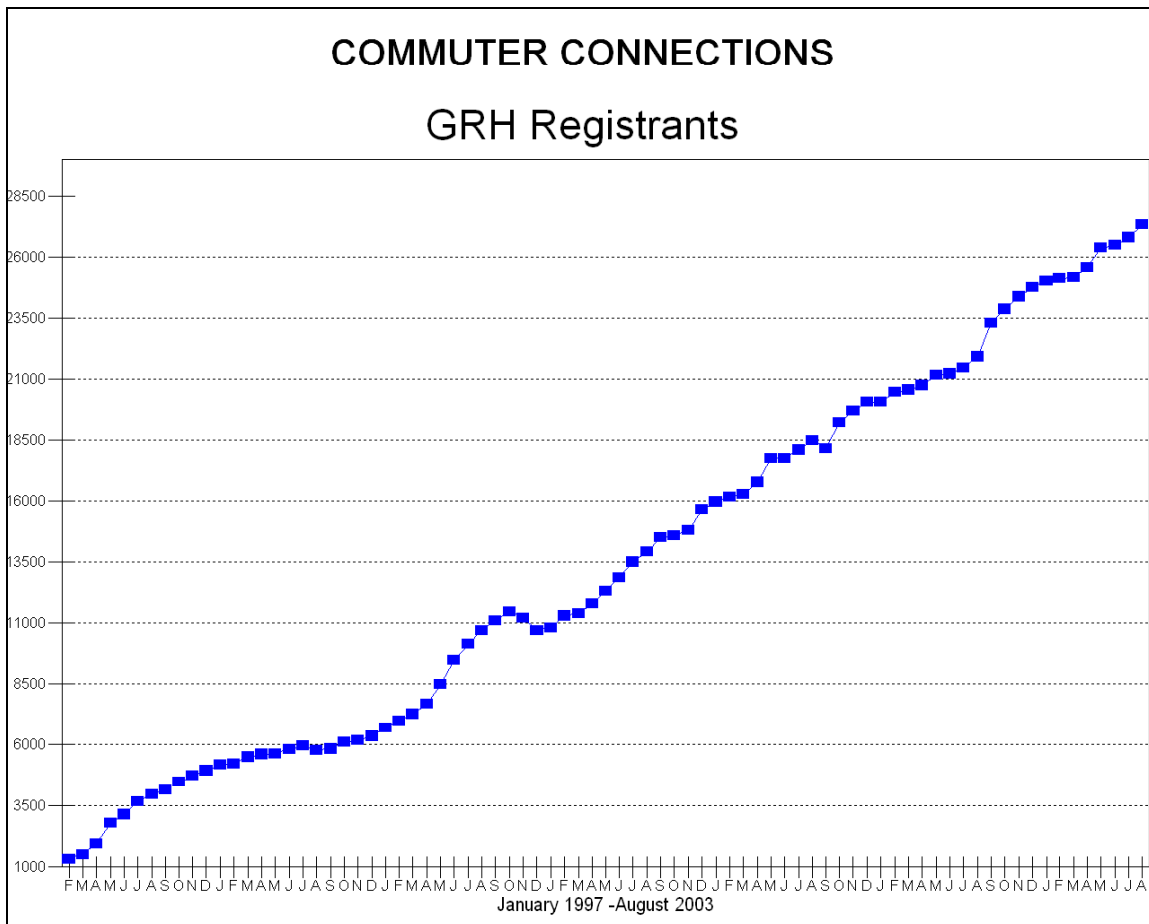
### Future Activities

- COG staff will continue to work with their software contractor to update GRH software



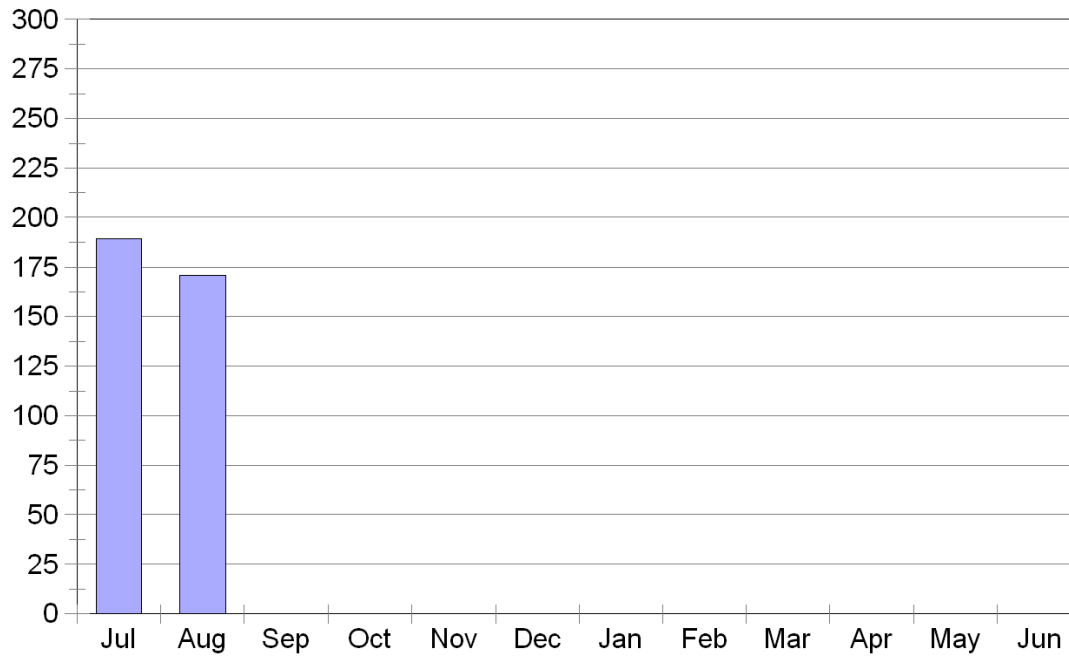
as needed.

- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate Spring Regional TDM Marketing Campaign to promote GRH.
- Produce FY03 progress report.
- GRH Ad-Hoc Group meeting on October 21.



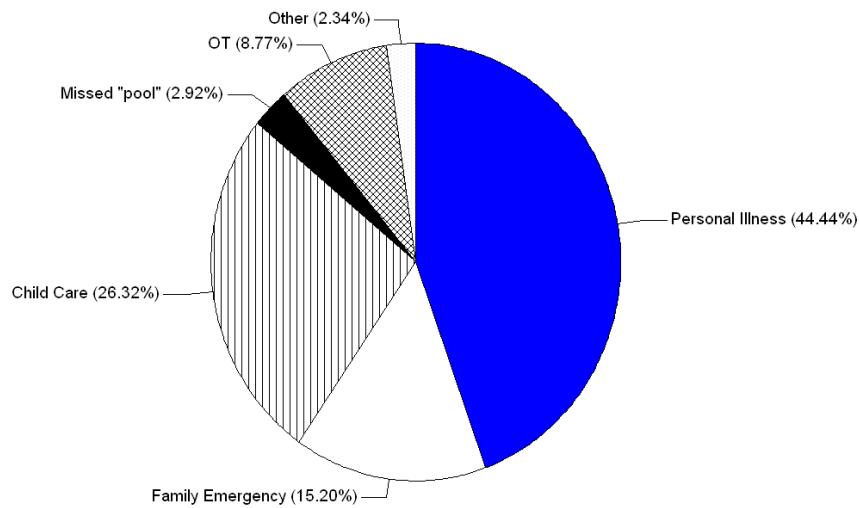
# COMMUTER CONNECTIONS

FY04 Trips Provided-360 as of August



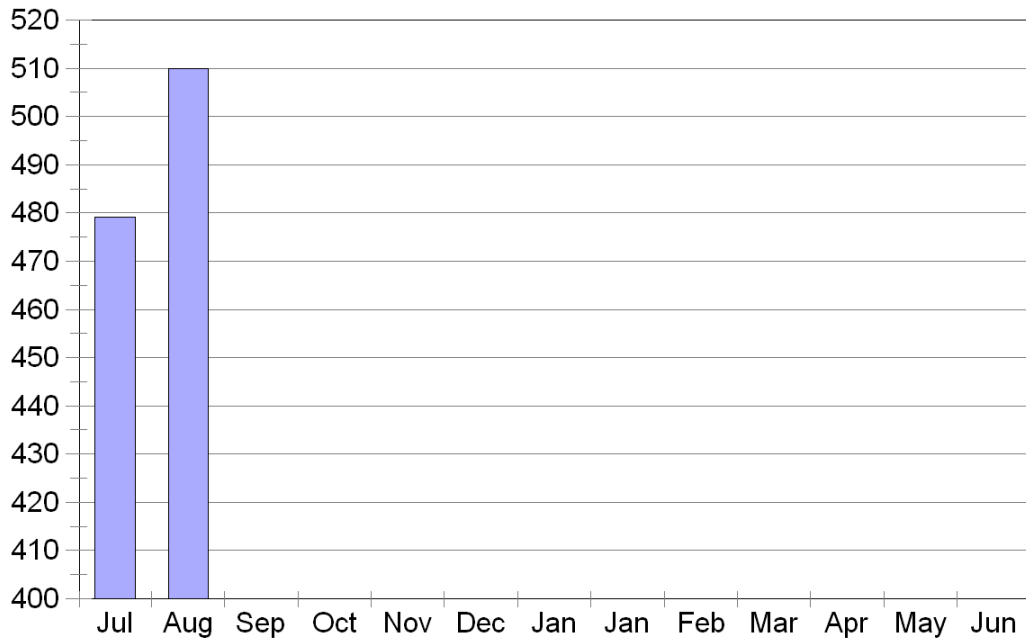
# COMMUTER CONNECTIONS

GRH Trip Reasons for August 2003



# COMMUTER CONNECTIONS

GRH Applications Received FY04



## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT**      **Guaranteed Ride Home 6135**  
**Month:**                      **August 2003**                      **FY04**  
**Staff Contact:**              C. Arabia  
**Edited By:**                      N. Ramfos  
**Today's Date:**                  October 6, 2003

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Staff also began work on the development of the GRH component of the regional Fall TDM marketing campaign.

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Re-registered 406 commuters.  
Received 289 calls for GRH information.  
Contacted “expiring” registrants by telephone.  
Database management.  
August monthly performance report.

### Problems Encountered

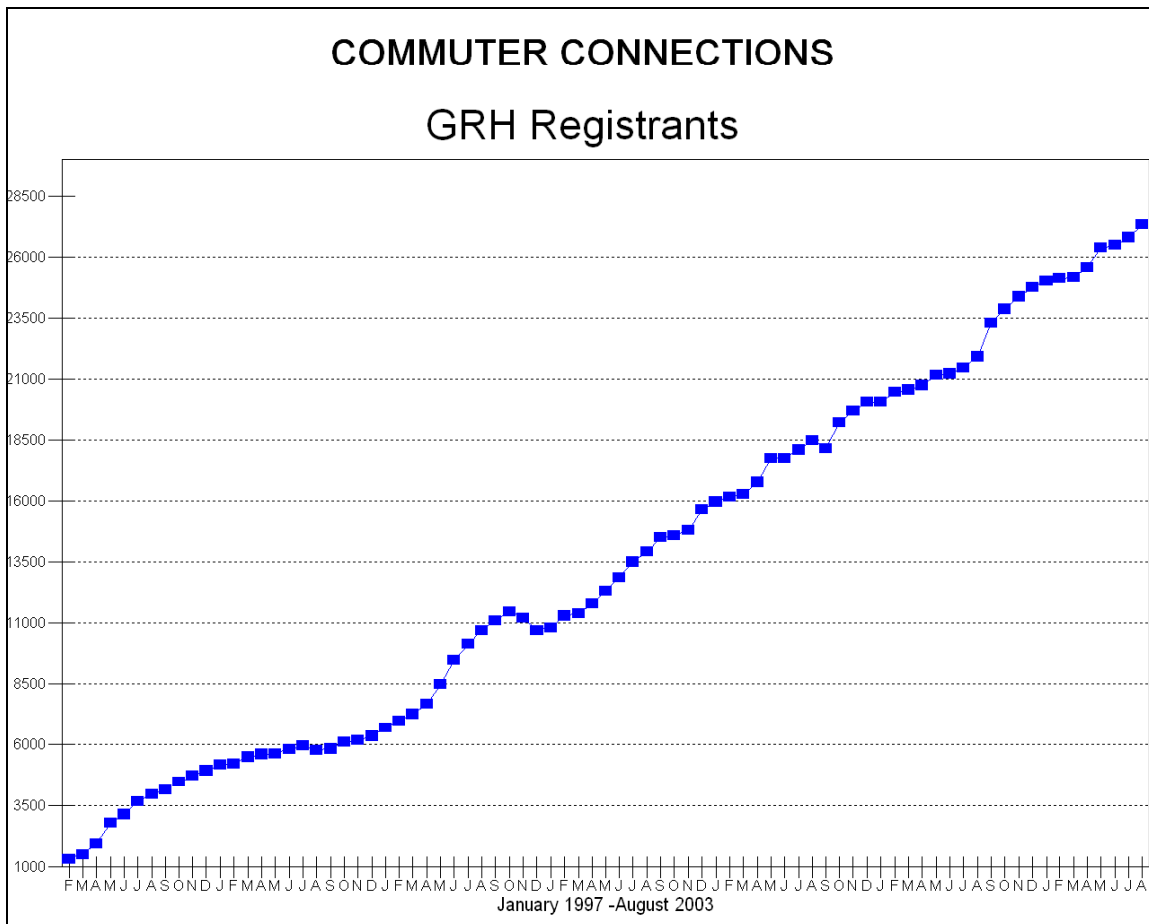
None.

### Future Activities

- COG staff will continue to work with their software contractor to update GRH software

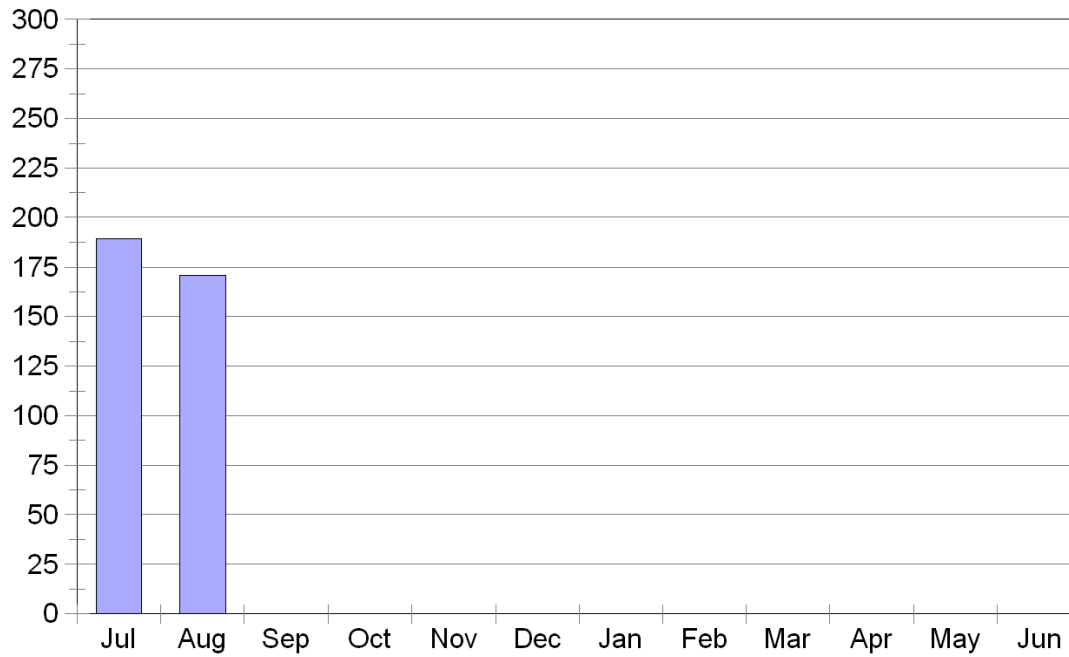
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- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
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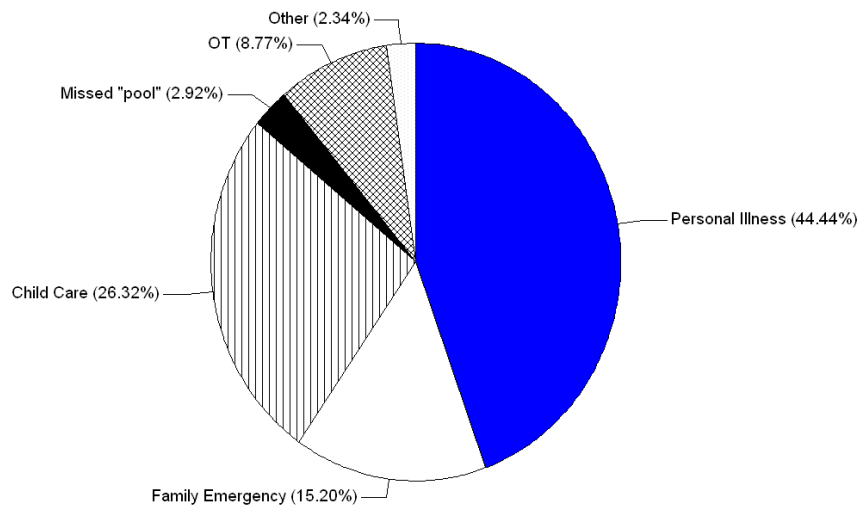
# COMMUTER CONNECTIONS

FY04 Trips Provided-360 as of August



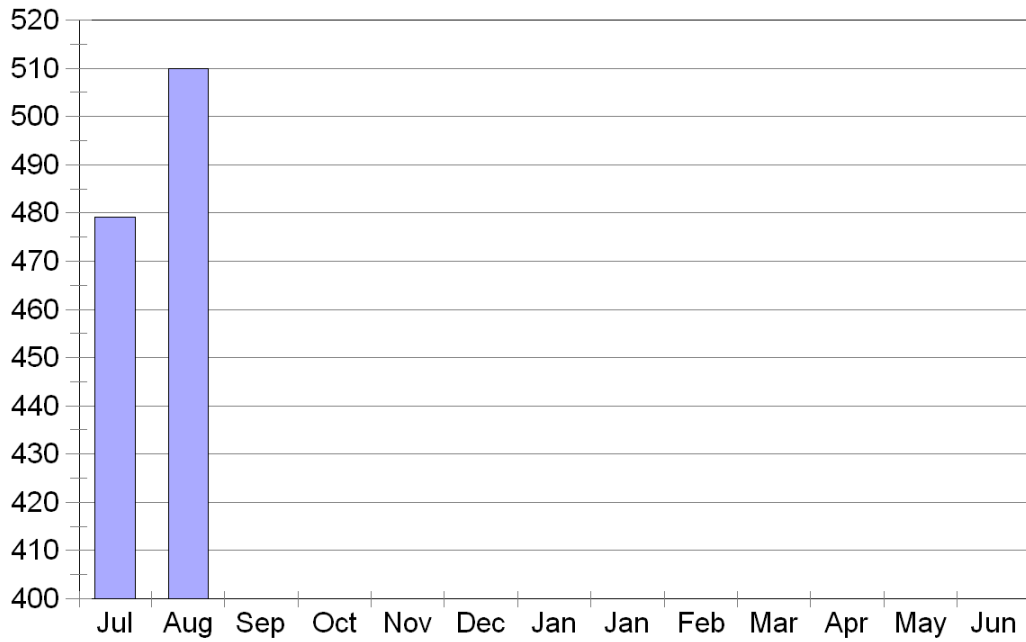
# COMMUTER CONNECTIONS

GRH Trip Reasons for August 2003



# COMMUTER CONNECTIONS

GRH Applications Received FY04





## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Employer Outreach for Bicycling 6136  
**Month:** August 2003 FY04  
**Staff Contact:** M. Hersey/M. Farrell  
**Edited By:** N. Ramfos  
**Today's Date:** October 6, 2003

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### Background Activities

Staff began preparation for October 3<sup>rd</sup> Bike to Work Day 2004 Steering Committee kickoff meeting. Staff also prepared a draft report of the 2003 Bike To Work Day event.

Other Staff Activities:

- Finished 50-mile radius mylar for the ADC Regional Bike Map
- Made final changes to the on-line database of bicycle projects
- Met with other COG staff on the bicycle plan, reviewed existing materials, developed a new schedule and plan outline.
- Fielded questions from the public regarding regional bicycle planning and information.

### Products

Regional bike map

### Problems Encountered

None.

### Future Activities

Update the current Guide by Fall 2003.  
Review possibility and options of providing the Guide in Spanish.  
Hold employer-based outreach seminars with WABA.  
Update ADC map for publication by December.  
Prepare and distribute 2003 Bike To Work Day Final Report.  
Begin planning for 2004 Bike To Work Day event.

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Regional Mass Marketing Campaign</b>	<b>6137</b>
<b>Month:</b>	August 2003	FY04
<b>Staff Contact:</b>	D. Franklin	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	October 6, 2003	

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### Background Activities

- ▶ Completed development of extranet, which allows for posting of marketing and creative materials for comments and voting by stakeholders.
- ▶ Met with Operations Center Manager and Dudnyk on August 5<sup>th</sup> regarding PRIZM profiling of database. An analysis of the data will create a target profile of the typical Commuter Connections customer and identify the types of neighborhoods with high concentrations of consumers prone to using Commuter Connections services.
- ▶ Staff attended a strategic planning meeting on August 6<sup>th</sup> with MAYA with Dudnyk and Pathways staff to discuss advertising and PR plans as well as media scheduling for the mass marketing campaign.
- ▶ The contractor for the Mass Marketing TERM conducted an online survey of “Testimonial” campaign as well as tag lines. A study of 300 commuters were asked to rate the testimonial commercial. This research provided validation of the testimonial themed concept, as it received strong marks by both SOV and non-SOV commuters. Of the tag lines that were tested, the most favorable was “Flexible Solutions for a Better Commute”.
- ▶ Staff and the contractor made further editing and refinement of the 2003 TDM Resource Guide and Strategic Marketing Plan.
- ▶ A meeting was held with the Regional TDM Marketing Group on August 5<sup>th</sup>. The contractor and staff provided a status report of the Mass Marketing campaign progress. Other notable items included appointment of new Vice Chair, Rhoda Washington and first draft distribution of the annual TDM Resource Guide and Strategic Marketing Plan.
- ▶ Compiled FY03 End of Year Report.
- ▶ Held two meetings with contractor to review and edit radio and TV scripts for the mass marketing campaign and radio scripts for GRH.
- ▶ Finalized editing of Commuter Connections summer newsletter.
- ▶ Met with Employer Outreach staff to discuss marketing needs for Bike to Work Day 2004
- ▶ Met with contractor regarding final presentation on media schedule and radio script edits
- ▶ Held meeting with State funding agencies on August 28<sup>th</sup> to fine-tune mass marketing radio scripts and present extranet site.
- ▶ Staff continued to work on the production of the summer Commuter Connections newsletter.

### Products

- ▶ Quantitative research of the Testimonial Campaign theme

## **Problems Encountered**

None

## **Future Activities**

- ▶ Produce and distribute Commuter Connections summer newsletter
- ▶ MARC Rider-Guide PSA
- ▶ Presentation to Tech Committee on mass Marketing status
- ▶ Produce radio commercials for mass marketing and GRH
- ▶ Produce Hispanic mass marketing radio spot
- ▶ Produce TV commercial Mass Marketing
- ▶ Approve Internet Advertising Plan
- ▶ Approve Integrated Rideshare Reston Town Center promotion and giveaway items
- ▶ TPB Work session on the Mass Marketing campaign
- ▶ Meeting with OPA and Dudnyk PR sub-contractor
- ▶ Approval of Metro Dioramas
- ▶ PRIZM Analysis begins
- ▶ Dudnyk planning meeting regarding non-broadcast media and PR components
- ▶ Evaluation of Mass Marketing Campaign