FY 2022 ANNUAL PROGRESS REPORT

Commuter Connections

A summarization of the program highlights of the Metropolitan Washington Council of Governments' Commuter Connections Work Program.

September 20, 2022

ANNUAL PROGRESS REPORT

Prepared by the staff of the Commuter Connections Subcommittee

September 20, 2022

ABOUT THE TPB

The National Capital Region Transportation Planning Board (TPB) is the federally designated metropolitan planning organization (MPO) for metropolitan Washington. It is responsible for developing and carrying out a continuing, cooperative, and comprehensive transportation planning process in the metropolitan area. Members of the TPB include representatives of the transportation agencies of the states of Maryland and Virginia and the District of Columbia, 24 local governments, the Washington Metropolitan Area Transit Authority, the Maryland and Virginia General Assemblies, and nonvoting members from the Metropolitan Washington Airports Authority and federal agencies. The TPB is staffed by the Department of Transportation Planning at the Metropolitan Washington Council of Governments (COG).

CREDITS

ACKNOWLEDGEMENTS

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INTRODUCTION

Since 1974, COMMUTER CONNECTIONS (formerly the Ride Finders Network and formerly the Commuter Club) has been providing free information and computer matching services to area residents and workers seeking to join carpools or vanpools or locate appropriate transit arrangements. Currently, the COMMUTER CONNECTIONS Commuter Operations Center unites into a computer network, the ridesharing programs operated by: COG/TPB, Baltimore City, Baltimore Metropolitan Council, Bethesda Transportation Solutions, City of Alexandria, Dulles Area Transportation Association (DATA), Food and Drug Administration (FDA), Fairfax County, Frederick County (MD), Harford County, Howard County, Loudoun County, Maryland Transit Administration, Montgomery County, National Institutes of Health (NIH), North Bethesda Transportation Center, Northern Shenandoah Valley Regional Commission, Potomac and Rappahannock Regional Commission, Prince George's County, Rappahannock Area Development Commission, Rappahannock-Rapidan Regional Commission, Anne Arundel County, the Tri-County Council for Southern Maryland and the Washington Headquarters Services.

The agencies in this network share resources and a single common database of applicants for the purpose of providing the best services to commuters. COMMUTER CONNECTIONS is funded through grants from the District Department of Transportation, the Maryland Department of Transportation, the Virginia Department of Transportation, and the Federal Highway Administration of the U.S. Department of Transportation.

COMMUTER OPERATIONS CENTER

Ridematching Coordination and Technical Assistance

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff continued coordinated system administration functions for all Commuter Connections network members. Staff provided, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email. Additionally, 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. To help keep a high level of data integrity within the ridematching database, staff distributed the Follow-up Reports 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 provided technical support to local agencies utilizing the TDM System. Staff conducted TDM System trainings for the following agencies:

- OmniRide – October 13th

- GWRideConnect – October 13th

- DOD/WHS – October 13th

- Howard County – January 14th

- Baltimore City – February 18th

- Howard County – June 16th

Commuter Connections updated and published two TDM Resource Directories in FY2022, a July version and a January version. Each were presented at the subsequent Ridematching Committee meetings and distributed to network members electronically.

STDM Work Group meetings were coordinated and held in 2021 on July 13th, September 14th, October 12th, November 9th, December 14th; and in 2022 on January 11th, February 8th, March 8th, April 12th, May 10th, and June 14th.

A Commuter Connections Vice Chair Nominating Committee conference call meeting was held on August 10, 2020 to secure a new Vice Chair for the Subcommittee. Judy Galen, Loudoun County, was nominated.

Commuter Connections Subcommittee meetings were held on a bi-monthly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings included:

- July 20, 2021 (Webex) – Announcement and appointment of the Vice Chair Nominating Committee. An endorsement of the FY2021 Retention Rate Survey Report. An endorsement of the Car Free Day 2020 Event Report. A VDOT staff briefing on the I-495 NEXT Project. A WMATA staff

briefing on the Metro Platform Improvement Project. A Clean Air Partners Update. An update on the Federal ETC TMP Handbook. A briefing on the status of the 2021 Car Free Day Event. A briefing on preliminary 4th Quarter CCWP Budget Report.

- September 21, 2021 (WebEx) – Marina Budimir, DDOT, was presented with a plaque and thanked for his services as Chairperson of the Commuter Connections Subcommittee; Kari Snyder, MDOT, was announced as the new Chairperson, and Judy Galen, Loudoun County, was announced and approved as the new Vice Chairperson. An update on Clean Air Partners activities was given. A briefing on the Regional TDM Evaluation Project. A briefing on the 2021 Car Free Day Event. A briefing on the 2022 Congestion Management Process (CMP) Technical Report. A briefing on the FY2023 Work Program Development and Commuter Connections Strategic Plan. Briefings on FY2021 4th Quarter CCWP Budget Report, FY2021 4th Quarter CCWP Progress Report, and the FY2021 CCWP Annual Report

- November 16, 2021 (WebEx) – A presentation on the draft 2021 Bike to Workday Event Report. A briefing on proposed changes to the GRH Participation Guidelines. A briefing on the 2021 Car Free Day Event results. A presentation on recent updates made to the TDM System. An update on the FY2022 Regional TDM Evaluation Project. A progress update on the ATCMTD Project. A briefing on the draft FY2023 CCWP and Commuter Connections Strategic Plan. A briefing on the 1st Quarter CCWP Budget Report and Progress Report

- January 18, 2022 (WebEx) – An endorsement of the 2021 Bike to Work Day Event Report. An endorsement of the revised Guaranteed Ride Home Participation Guidelines. An endorsement of the FY2023 CCWP and 2021-2022 Strategic Plan. A guest presentation on the I-495NEXT Project by VDOT. A progress update on the FY2021-2023 TDM Evaluation Framework Revised Methodology Draft Document. Briefings on the FY2021 GRH Customer Satisfaction Surveys for Washington, DC and Baltimore. A briefing on the 2nd Quarter CCWP Budget Report.

- March 15, 2022 – Endorsements of the FY2021 GRH Customer Satisfaction Surveys for the Washington, DC and Baltimore regions. An endorsement of the FY2021-2023 TDM Evaluation Framework Revised Methodology Document. A guest presentation on the Metro Platform Improvement Project by WMATA. A progress update on the Regional TDM Evaluation Project. A briefing on the Regional Paper Bike Map. A briefing on the 2022 Bike to Work Day Event. A progress update on the FY2023 CCWP and 2021-2022 Commuter Connections Strategic Plan. A briefing on the 2nd Quarter CCWP Progress Report.

- May 17, 2022 – A presentation on the FY2022 Car Free Day Event Draft Report. An update on Clean Air Partners activities. A guest presentation on the Metro Yellow Line Tunnel/Bridge and Potomac Yard projects. A briefing on the 2022 Bike to Work Day Event. An update on the Regional TDM Evaluation Project. A briefing on the 2022 Car Free Day Event. A roundtable discussion on recent gasoline prices and their impact on commuter and transit services. A Briefing on the FY2022 3rd Quarter CCWP Progress and Budget Reports.

Ridematching Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings included:

- September 21, 2021 (WebEx) - Andrew Dempster, FDA, was announced as the new Chairperson for FY2022. Kristin Lam Peraza, RRRC, was announced as the new FY2022 Vice Chair. A

demonstration was given of the Cosmetic Refresh to the TDM System. An update on activities of the Flexible Vanpool Work Group. An update on incenTrip Enhancements. Highlights from the FY2021 4th Quarter CCWP Progress Report were given.

- <u>December 21, 2021 (WebEx)</u> – A presentation on how the TDM System utilizes geocoding and GIS. A progress update on Flexible Vanpool improvements. A presentation on recent incenTrip updates. Highlights from the FY2022 1st Quarter CCWP Progress Report were given.

- <u>March 16, 2022</u> – A guest presentation on Purge Process Best Practices by NBTMD and GW RideConnect. A progress update on changes to the TDM System. Highlights from the FY2022 2nd Quarter CCWP Progress Report were given.

- <u>June 15, 2022</u> – Updates on Vanpool Functionality within the TDM System were given. A roundtable discussion on local program updates was held. Highlights from the FY2022 3rd Quarter CCWP Progress Report were given. An information request for the July 2022 TDM Resource Directory was also given.

The FY2023 Commuter Connections Work Program and the 2021 - 2022 Commuter Connections Strategic Plan were drafted by staff, reviewed by stakeholders, approved by the state funding agencies, and adopted by the TPB. In commencing work on the documents, a draft timeline, budget, and program highlights were presented to the STDM Work Group and to the Commuter Connections Subcommittee in September. Drafts of both documents were then developed by COG/TPB staff and presented to the STDM Work Group on October 12th and November 9th. Staff integrated comments from the STDM Work Group and presented the updated documents to the Commuter Connections Subcommittee on November 16th and established a comment period through December 3rd . Staff worked on updates to the documents during December. The documents were finalized and approved by the state funding agencies at the January 11th STDM meeting and endorsed for release at the January 18th Commuter Connections Subcommittee meeting. Staff then presented the FY2023 draft CCWP to the TPB Technical Committee on February 4th and the TPB on February 16th for comment. Staff then integrated comments, when appropriate, into the work program following the comment period. One modification to the draft FY2023 CCWP included a Telework!VA program language change that was decided after a meeting on February 10th between staff, VDOT, and VDRPT representatives. Staff presented the final version of the work program to the TPB Technical Committee on March 4th and the TPB on March 16th. The TPB voted to approve the work program as documented in Resolution TPB R12-20212 Staff posted the final documents to the Publications section of the Commuter Connections website. Hard copies were produced for distribution to stakeholders upon request. TIP funding schedules were reviewed; funding commitment letters were sent to the state funding agencies.

Commuter Connections continued work on the $5.95 million Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD) project awarded by FHWA. Administrative accomplishments include:

- Successful completion of administrative tasks including creating quarterly project progress reports, producing a project evaluation plan, updating a data management plan, generating quarterly invoices, processing subcontractor invoices, and hosting quarterly ATCMTD Stakeholder Group meetings. Staff attended an Annual Project Review meeting with FHWA on October 20th

and drafted an annual progress report for Year 1 of the project and submitted the report to FHWA on November 30th.

- Hosting quarterly ATCMTD Stakeholder Group meetings on August 4th, November 3rd, February 22nd, and May 4th. The Stakeholder group is comprised of public and private partners identified in the project application, such as the District, Maryland, and Virginia Departments of Transportation, and the Greater Washington Partnership. The group provided detailed feedback on the direction of project deliverables that staff subsequently incorporated into work specifications for the project's software development team.

- Deliverables for Task A and B were completed. Significant process was made on Task C, D, and E.

ATCMTD accomplishments related to technology development are located in "Transportation Information Software, Hardware, and Database Maintenance" (page 12) and marketing accomplishments can be found in either the "Marketing – incenTrip" (page 30) or "Marketing – incenTrip MDOT" (page 32) sections.

Commuter Connections continued to facilitate a Federal ETC Advisory Work Group with representation from GSA, NCPC, and COG to facilitate Federal ETC handbook updates and a Federal ETC response to the coronavirus pandemic. COG/TPB staff originally kicked off the effort in FY2021. In July 2022, staff coordinated with NCPC and GSA to release an embargoed copy of the Federal ETC TMP Handbook. The Handbook was presented to the Commuter Connections Subcommittee on July 20th. Final edits were then incorporated, which included adding additional content on equity. Preparations were made for distribution, which included drafting a joint press release. The final version of the Handbook was posted to FederalETC.org in preparation for its public release.

COG/TPB staff continued to provide updates for the *Commute with Confidence* TDM pandemic-response clearinghouse. Updates to both the Commuter Connections and FederalETC versions of the clearinghouse, including English and Spanish PDFs, were conducted periodically throughout the fiscal year.

Commuter Connections engaged in regional TDM efforts among network members to ease the commute interruptions caused by summer Metrorail platform work. In 2022, several Metrorail stations in Prince George's County along the Orange Line were closed for platform improvement work between Memorial Day and Labor Day. To prepare for the summer 2022 construction, COG/TPB staff coordinated and held WMATA Platform Shutdown TDM Work Group meetings on April 27th and May 25th. As part of the outreach effort to alert commuters and employers of the pending shutdown, staff generated targeted messages to commuters and employers within the Commuter Connections databases and distributed the respective messages via Informz. The WMATA Platform Shutdown webpage on the Commuter Connections website was also updated to reflect pertinent information regarding the summer 2022 station closures and travel alternatives.

COG/TPB staff participated in several TDM-related coordination efforts throughout the fiscal year. Notable efforts include:

- Attended the Association for Commuter Transportation's (ACT's) annual conference in Orlando, FL from July 31st – August 4th and coordinated a panel titled "Gamification in TDM: A Perspective from the Washington, DC Region" which was presented at the conference on August 2nd.

- Met with representatives from the National Park Service and the USDOT's Volpe Center on September 15th regarding the rush hour reversible lanes on Rock Creek Parkway.

- Attended an online seminar sponsored by the Boston Region MPO titled "Fostering Equity in the Practice of Travel Demand Management" on September 30th.

- Attended the AMPO Conference in Scottsdale, AZ on October 5th – 8th to present on the "Look Again" Regional Recovery TDM Marketing Campaign.

- Met with UrbanTrans representatives on October 28th to discuss the status of the Commuter Connections program due to COVID and provided updates and information on TDM program best practices which will be shared with the Atlanta Regional Commission in Atlanta, GA.

- Met on November 4th with representatives from ICF Consulting representing the Metropolitan Council in Minneapolis/St. Paul on vanpool best practices as part of vanpool study for their region.

- Presented on the "Look Again" Regional Recovery TDM Marketing Campaign at the TPB Technical Committee on November 5th.

- Participated in a GSA workgroup session on the National Capital Region Transportation Study on November 16th.

- Participated in the inaugural Washington Metropolitan Area Bus Leaders meeting on December 8th.

- Met with the Prince George's County rideshare coordinator on December 17th to discuss a SchoolPool partnership with Prince George's County Public Schools.

- Participated in a I-495 NEXT TMP meeting on December 17th.

- Participated in the Washington Metropolitan Area Bus Leaders meeting on February 16th.

- COG/TPB staff participated in a WMATA Yellow Bridge/Tunnel and Potomac Yard Project Coordination meeting on April 26th and May 24th.

- Participated in a Washington Metropolitan Area Bus Leaders Meeting on April 27th.

- Participated in a I-495 Southside Capital Beltway Transit/TDM Study TAC meeting on May 25th.

- COG/TPB staff facilitated and participated in the National MPO Peer Exchange Group on August 25th, November 17th, and February 16th.

- COG/TPB staff attended the first of a three-part COG-wide training series on equity titled "Professional Development for Advancing Racial Equity" in September, November, and December. This series was intended to help incorporate equity as part of Commuter Connections' work in alignment with TPB Resolution R1-2021: *Resolution to Establish Equity as a Fundamental Value and Integral Part of all TPB's Work Activities.*

Transportation Information Services
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff provided commuter travel information on alternatives to the 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.

Transportation Information Software, Hardware, and Database Maintenance

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff carried out daily maintenance processes for the Commuter Connections TDM Software System. These tasks include monitoring the web and database servers, moving accounts and data among jurisdictions and agencies, making corrections to commute logs for 'Pool Rewards, setting up access to reports for new ridematching coordinators, producing email lists, and making backups of the Oracle database.

COG/TPB staff produced 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. Staff formatted the data and converted reports to PDF.

At the start of the fiscal year, COG and its members were serving 13,697 ridematching commuters. COG and its members were serving 13,361 ridematching commuters at the end of the fiscal year. This amounts to a decline of 336 participants from July 1, 2021 thru June 30, 2022. Commuter Connections experienced a decrease of 25 registrants in the first quarter, a decrease of 410 in the second quarter, a decrease of 278 in the third quarter, and an increase of 377 in the fourth quarter.

COG/TPB worked closely with the TDM Technology Contractor, Media Beef, to enhance and maintain the TDM System and associated Commuter Connections applications. A scope of work for Media Beef was developed and adopted; priority levels were assigned. A contract amendment for FY2022 work was fully executed in October. Staff met with Media Beef representatives biweekly for TDM Technology Development updates over the course of the fiscal year. Notable work items include:

- Geocoding: COG/TPB staff identified a geocoding solution for suggest-as-you-type when user-generated address entries are inputted into the TDM System. The fix is being rolled out along with the TDM System's public-facing cosmetic update. ESRI's proprietary "magicKey" program was leveraged by staff to produce geocoding demonstration code which was sent to Media Beef on August 23rd for implementation.

- GRH Applicant Survey: Media Beef began work on programming changes to the FY2022 GRH applicant survey in December. Media Beef finished their first version of the programming for the GRH Applicant Survey in March and worked with LDA Consulting to find and fix any deficiencies in their code. COG/TPB staff prepared two lists of commuters who were candidates for taking the survey. Software programming concluded in April. Following final testing by staff, the GRH Applicant Survey for Washington went live during the first half of April and ended the last week of the month. The survey for Baltimore GRH members began the last week of April and concluded in May.

- Flexible Vanpool + Traditional Vanpool Enhancements: This is a new concept Commuter Connections introduced for consideration during FY2021 and continued development in FY2022. Media Beef supplied COG with a draft Statement of Work (SOW) for vanpool enhancements in July. COG/TPB staff reviewed the SOW and prepared a briefing for the Flexible Vanpool Stakeholder Group. The SOW was incorporated into the draft FY2022 TDM Technology Development contract amendment. Media Beef researched the feasibility of adapting the Vanpool Module for the Commuter Connections TDM System to be hosted on the Oracle/Microsoft server. Media Beef also began to work on mock-ups and workflow diagrams of the proposed vanpool functionality for both traditional and flexible vanpool enhancements. Staff oversaw mockup revisions and presented the proposed enhancements to the Flexible Vanpool Workgroup on December 16th. A development and implementation timeline was created. Media Beef confirmed the feasibility of adapting the Vanpool Module for the Commuter Connections TDM System to be hosted on the Oracle/Microsoft server and subsequently began converting the module to Oracle/Microsoft. Due to delays related to the Oracle conversion, an updated implementation timeline was prepared for the Flexible Vanpool Workgroup. Media Beef conducted a demonstration for staff on March 9th. Staff tested the module and submitted feedback on functionality that needed to be modified prior to releasing the module for testing on behalf of the Flexible Vanpool Workgroup. In April, members of the Flexible Vanpool Workgroup beta tested the Supplemental Vanpool Administrator Module. Staff compiled feedback from testers and passed it on to Media Beef to address. Media Beef subsequently enhanced the module based on feedback and released the Module to Commuter Connections network members in June. The Module contained functionality to program flexible vanpools into matchlists. The real-time component of Flexible Vanpool was delayed to the following quarter.

- incenTrip Local Administration / Payment Module: COG/TPB staff continued testing incenTrip and communicating their results to UMD and Media Beef. As of September 30th, Media Beef was close to finishing the code for paying incentives earned by commuters via PayPal. Staff successfully redeemed points in incenTrip for PayPal rewards on September 15th. Media Beef collaborated with UMD to transfer redemption data between incenTrip and the TDM System while using an API to authenticate PayPal accounts. A demonstration was held with staff in early October to highlight the new processes for requesting, reviewing, and fulfilling incentive payments. As part of the update, Media Beef worked to program the MDOT incenTrip program into the TDM System's incenTrip administration functionality and the payment module. This enhancement permitted staff to clarify MDOT incenTrip program payments from Commuter Connections' various incentive program payments. The module went live in November 2021. Media Beef then worked to program the incenTrip gift card incentive option into the TDM System's payment module. This enhancement permits staff to fulfill gift card requests within incenTrip for both the Commuter Connections and MDOT incentive programs. Staff supplied gift card images to UMD for inclusion in the incenTrip app. The gift card enhancement was made available to administrators on January 28th. Staff hosted a session with Media Beef on March 17th to demonstrate needed enhancements and bug fixes to the Payment Module within the TDM System. The Nift Gift processing tools were launched to administrators in May.

- Postgres Conversion & AWS Cloud Migration: COG/TPB staff began investigating changing the TDM System database system from Oracle to Postgres. As part of this conversion, servers hosting Commuter Connections assets are expected to be migrated to the Amazon Web Services cloud in conjunction with COG's IT staff. Both RDBMSs offer similar functionality although logical and

physical storage methods are different and there are differences in the syntax for many commands. Media Beef delivered a draft migration plan to help guide the process. COG/TPB staff completed some porting and testing; early results look promising although unknown nuances are expected.

- Webpage Cosmetic Refresh: Media Beef continued work on the redesign of the TDM system's home page public-facing pages that had begun in FY2021. A new version was deployed to the testing server for COG/TPB staff to review in August. Staff reviewed the updates and recommended changes to the design; Media Beef subsequently began to work on the updates and a new version was deployed to the CCTDM-CLONE testing server for staff's final review; a few tweaks were recommended. Media Beef completed their work on the TDM System website's cosmetic refresh in October. A final beta version was deployed to CCTDM-CLONE for COG/TPB staff to review. Staff subsequently approved the update and the master branch of code was updated on the production website. The new pages are more visually appealing than the previous version and contain more information that is even easier to find than before. New features include Quick Match, a social media feed, and updated program descriptions.

COG/TPB staff collaborated with Media Beef to diagnose and solve an email bug that prohibited receipt of internal emails. Staff corrected an issue that prevented copies of email sent to commuters from reaching the TDM system. Other enhancements that will make sending email more reliable in general were implemented.

Media Beef reactivated code that enables users to turn tooltips on and off in the TDM System.

The SSL certificates for the TDM System web server were to expire in November. COG/TPB staff obtained new certificates and Media Beef installed them. The certificates are good for one year.

UMD and Media Beef finished fixing a bug that prevented users from logging in to incenTrip accounts with their Commuter Connections credentials. UMD also released a private, developer version of incenTrip that can do automatic trip logging for COG/TPB staff to test.

Media Beef finished and deployed an update to the "Welcome to Commuter Connections" message sent to new applicants.

Media Beef finished the work needed to increase the maximum number of GRH trips allowed from four to six within the TDM System.

Media Beef fixed a bug that prevented certain users from signing in to incenTrip using their Commuter Connections accounts.

Media Beef fixed a bug in the TDM system that caused GRH trip users not to be asked to take the GRH Customer Satisfaction Survey.

After some discussion regarding incenTrip's behavior in the areas of trip planning and logging at the April TDM Technology Development meetings, UMD formulated an approach to addressing these matters and began modifying sections of their code that handles these functions. In June, UMD and Media Beef finished writing code that will ensure Commuter Connections receives all trip logs generated by incenTrip.

The Commuter Connections mobile apps continued to gain popularity. The Commuter Connections mobile app was downloaded nearly 515 times in FY2022, bringing total downloads to 6,381.

COG/TPB staff worked closely with the University of Maryland – Maryland Transportation Institute and the TDM Technology Contractor, Media Beef, to accomplish work tasks related to the ATCMTD project. The project team assembled a technology group that met biweekly to discuss progress on project goals. Notable accomplishments include:

- Development and launch of the goDCgo pilot employer challenge during summer 2021. Data gathered from end-users who participated in this pilot is being used to help guide the Shared-Platform Development for Employers (Task F) portion of the project.

- Task A, Deployment of Personalized and Dynamic TDM in Existing Services Areas, and Task B, Technology Deployment in the Entire DMV Megaregion and Adjacent Rural Counties, of the project were fully deployed when a new version of incenTrip was released in the Apple App Store and Google Play on November 9th. Elements of Task C, Multimodal Reward and Payment Integration, were also deployed. The new version of the app included the new MDOT program, the addition of PayPal as a payment mechanism, and a service area expansion stretching from southern Pennsylvania to central Virginia. The auto-trip logging feature was disabled to limit errant trip logging. Following the successful app update, the project team began focusing on adding adding additional incentive options.

- Additional incentive options were added to incenTrip throughout the year. Gift card functionality was developed and tested. A third-party gift card vendor, giftcards.com, was selected for fulfilling gift card orders. Gift card functionality was released to end-users in January. Focus then shifted to adding Nift Gift, a third-party vendor that offers $30 credits to local businesses. The project team coordinated with Nift to confirm compatibility with both party's system framework and subsequently drafted workflows and work specifications for the software developers. A final Nift Integration Statement of Work was published on March 7th. Staff then coordinated with Nift to receive visual assets and correspondence copy that will be used to notify end-users of their Nift gifts. UMD programmed Nift into a beta version of incenTrip. Staff successfully tested Nift and the incentive option was successfully launched to end-users in May.

- The project team continued to pursue transportation partnerships as potential incentive options. The project team met with representatives of Virginia and Maryland E-ZPass to cultivate a potential partnership on July 16th, September 15th, November 17th, and January 26th. After gaining support for the project, staff developed a work specification that detailed how integration could occur. The specifications outlined two potential workflow options for E-ZPass, a "Technology Light" option and a "Maximize Automation" option. The project team reconvened with E-ZPass representatives on April 6th to discuss a preferred implementation strategy; "Technology Light" was selected. Staff subsequently began drafting more detailed work specifications to meet the needs of said workflow, which was finalized at a work group meeting on May 4th. The E-ZPass option was then coded and prepared on the backend of incenTrip; credits will be available to end-users once an MOU is signed between COG and E-ZPass agencies at some point in FY2023.

- The project team cultivated a relationship with WMATA to add SmarTrip credits as an incentive option in incenTrip. A meeting was held with WMATA representatives on January 25th to discuss the SmarTrip partnership. WMATA confirmed that the best method for partnership would be the ability to add "official travel" funds to riders' existing SmarTrip cards. COG/TPB staff drafted a project plan in March to serve as a guide for internal processing of payments to WMATA. WMATA representatives aided the project team in creating a SmartBenefits management account for

administration of SmarTrip credits, which were applied to testers for redemption in April. Following successful testing, WMATA SmarTrip credits were launched in late June.

- Technical work commenced on Year 2 project tasks, including Task D, Expanded Functionality for Non-recurrent Congestion and Corridor-level TDM, and Task E, Corridor-level TDM Deployment for Multimodal ICM and TSM&O, in December. Staff developed an implementation timeline and shared it with the technical group. An initial work specification for Year 2 tasks was drafted and discussed with UMD and Media Beef on January 27th. The initial work specifications called for rolling-up the Flextime Rewards program into incenTrip and adding Traveler Alerts (which are generic yet targeted messages to incenTrip end-users whose trip may be affected by non-recurrent congestion) for Task D, and creating corridor challenges with bonus incentives along I-270 and I-66 for Task E. A revised work specification for Flextime Rewards integration based on feedback from the ATCMTD Stakeholder Group was drafted and prepared for the March 7th ATCMTD Technical Group meeting. The specification was subsequently updated with feedback from the software developers to better align Flextime Rewards and Travel Alerts; UMD began coding and programming efforts on integrating the Flextime Rewards program into incenTrip in March. Draft work specifications for Travel Alerts were drafted by staff and sent to the project team for review on April 27th. Design plans were finalized for Flextime Rewards program integration and UMD commenced coding the Flextrip Module and Flextime Module in June. Staff drafted work specifications for corridor challenges (Task E) in May, which included additional incentive opportunities along I-270 and I-66. UMD developers confirmed the GIS data for corridor challenges is in the required format and geographic projection and its geometry is accurate. UMD drafted database designs for corridor challenges.

- Technical work on Employer-based TDM (Task F) was largely tabled in order to focus on other tasks. Nonetheless, staff prepared a one-pager for the Greater Washington Partnership and representatives from Wells & Associates to help with the recruiting of employers as volunteers to provide feedback on the development of an incenTrip employer portal. This effort is expected to resume in FY2023.

Commuter Information System

WORK ACCOMPLISHED ON ALL SERVICES PROVIDED:

COG/TPB staff finished building a new geocoding service using the latest HERE data. Staff deployed it to the server for production use on July 21st. This version has been enhanced by including almost 1.3 million employer locations, landmarks and points of interest that will speed geocoding and offer more relevant suggestions as customers type addresses into widgets on web pages. Another update of HERE data was deployed in September and March.

COG/TPB staff finished building a new navigable street network for use in the TDM System and deployed it for the TDM System's use. This new version contains several exciting enhancements including better handling of restricted turns and much more informative turn by turn directions. Enhancements also include better handling of road splits by giving the driver extra guidance where there is a fork (or forks) in the road(s) on the driver's route.

COG/TPB staff began work on processing new bus stop data in August. Staff worked with data in GTFS (General Transit Feed Specification, designed by Google) format. Data is downloaded directly from transit agency websites and processed via some extract, transform, and load operations by the

end user. Staff began the process with data from DASH in Alexandria. Processing was completed in September for DASH in Alexandria, which has been loaded into the Oracle database so it is available to the TDM System.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server as described above. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, visit https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c5030 38a8b36e2 or use the Commuter Connections web site to navigate to it.

COG/TPB staff maintained the map service and web application for the interactive web map for bicycle routing. The web app helps the user find the safest, most enjoyable routes when traveling by bicycle in the Washington, DC Metropolitan Region. View the latest version at https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=aa012761214b47609556e8 17f60bd5be or use the Commuter Connections web site to navigate to it. Staff also processed data from this web app to update the paper Regional Bike Map, which was released in May.

COG/TPB staff produced the 2nd Edition of the Regional Paper Bike Map. Staff addressed a small number of edits and comments received about version 1 and enhanced the map's appearance. Some trails were added to the map, especially in the area of southeastern DC and Prince George's County. The 2nd Edition was completed, printed, and distributed in May.

COG/TPB staff maintained and monitored the in-house ArcGIS Server. This server handles three tasks. It provides data for two ArcGIS Online web mapping applications and it generates and supplies routes over the street network to the TDM System. It delivers park and ride lots, Capital Bikeshare locations, and Metro lines to ESRI's ArcGIS Online server for the Commute Options web mapping application. It furnishes routes to ESRI's ArcGIS Online server for the Commuter Connections Bike Router web application. Once the ArcGIS Online server receives data from COG's server, it makes the final map by adding this content to the ESRI base map. Finally, it serves it to the client browser via a web app created by COG/TPB staff.

REGIONAL GUARANTEED RIDE HOME PROGRAM

General Operations and Maintenance

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

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

COG/TPB staff researched San Francisco area GRH programs to determine whether operational functions could be modified and adopted in the Washington, DC region. Staff determined that Commuter Connections' current participation guidelines are better suited for program

implementation than are policies currently in effect for San Francisco area programs. A presentation on the matter was delivered to the STDM Work Group on December 14th.

Proposed updates to the GRH Program Guidelines were presented to the Commuter Connections Subcommittee on November 16th. A comment period was established through December 16th. Staff incorporated recommended changes to the guidelines and prepared the updated document for endorsement at the January 18th Commuter Connections Subcommittee meeting. The updated guidelines were posted to the Commuter Connections website and functionality in the TDM System was modified to permit 6 trips per individual. The changes also included the addition of Juneteenth National Independence Day as a designated program holiday.

Process Trip Requests and Provide Trips

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff fully executed a FY2022 contract amendment with Diamond Transportation, Inc – National Express Transit, LLC for daily GRH operations.

COG/TPB staff collected information necessary for contract renewals from ride providers. Coverage for the entire region was secured. Ride providers for FY2022 include Red Top, Barwood, Enterprise, Yellow Cab of DC, and Uber.

COG/TPB staff monitored and maintained the GRH database and server. Between the months of July 2021 and June 2022, there were 1,839 new GRH applications received. A total of 597 applicants were registered (576 new applicants and 21 previous "one-time exception" users). 1,463 commuters were re-registered. During the same time, the GRH program provided 319 GRH trips. 14 of these trips were "one-time" exceptions accounting for 3% of the total number of GRH trips provided. The average trip cost for FY2022 was $84.23. "Personal Illness" accounted for the largest portion (32%) of the GRH trip reasons followed by "Family Emergency" (26%). As of June 30, 2022, a total of 1,846 commuters are currently registered in the GRH database, a year-over-year increase of 187 accounts.

COG/TPB staff continued to monitor the Guaranteed Ride Home program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff processed and paid invoices for all GRH service providers.

COG/TPB staff met with Diamond Transportation staff on September 22nd, January 26th, and May 26th to discuss GRH program operations and invoicing.

In June, COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2023.

MARKETING

TDM Marketing and Advertising

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

The FY2022 contract amendment for the Regional TDM Mass Marketing project was executed between COG and ODonnell Company. COG/TPB staff managed and oversaw Odonnell Company and its subcontractors (Arch Street Communications and The Media Network) by coordinating biweekly conference calls and processing media invoices.

The Regional TDM Recovery Campaign "Look Again" ran for most of the summer. The campaign sought to help commuters transition back to using non-SOV modes of travel as they began to return to the office. COG/TPB staff met with the marketing contractor on July 7th, 13th, and 23rd to discuss the media buy for the campaign. Various marketing assets prepared by the contractor campaign were edited by staff. Staff regularly posted campaign content on Facebook and Instagram as outlined in the posting calendar. Certain posts were targeted to COG's Equity Emphasis Areas. Two videos were uploaded to YouTube and boosted; one video targeted COG's Equity Emphasis Areas (EEAs) and the other was targeted to general the general public. Staff used GIS to determine appropriate zip codes to target EEA households. An op-ed article was written and placed into the Washington Post.

Upon the conclusion of the Regional TDM Recovery Campaign "Look Again" summer campaign, COG/TPB staff began planning efforts for a winter/spring Regional TDM Recovery Campaign. The campaign had similar "Look Again" messaging and creative as the initial summer campaign. Staff and Odonnell Company developed a media plan and assets for the campaign. A soft launch occurred in late December 2021. This included a YouTube paid ad and boosted posts on Facebook and Instagram. Additional media buys occurred in winter/spring 2022, which included additional YouTube, Facebook, and Instagram ads/posts, along with LinkedIn postings, TikTok video, radio, and Commute with Confidence interviews. A mass mailer was sent to approximately 500,000 households in June.

The chart below reflects FY2022 earned media coverage for Commuter Connections (not including Car Free Day or Bike to Work Day events), where Commuter Connections or one of its programs/services are mentioned, staff has been quoted within an article, or interviewed for an on-air broadcast.

Commuter Connections FY22 Media Coverage

Date	Media Outlet	Headline
11/11/2021	The Southern Maryland Chronicle	MDOT 'Incentrip' Mobile App Encourages Maryland Commuters To Earn Rewards By Using Transit, Ridesharing, Biking And Walking
11/17/2021	Southern Maryland News Net	MDOT 'IncenTrip' Mobile App Encourages Maryland Commuters to Earn Rewards by Using Transit, Ridesharing, Biking and Walking
2/16/2022	DC News Now	Guaranteed Ride Home program offers free rides to Frederick County residents
3/19/2022	Washington Post	As workers return to the office, experts see early signs of more driving

Date	Media Outlet	Headline
7/13/2022*	LoudounNow	Sterling Company Awarded for Employee Vanpool Program

While published in FY23, the content of this coverage is for FY22 Employer Recognition Awards

COG/TPB staff worked with Arch Street Communications to launch the "Commute With Confidence" Live Discussion series. Meetings were held on January 25th, February 2nd, 7th, 8th, and 16th to discuss the technology logistics and other requirements needed to launch the series. The first live discussion was held on February 10th with Commuter Connections Subcommittee and MDOT representative Kari Snyder. The 2nd live discussion was held on February 23rd with TPB Chair and Vice Mayor of the City of Manassas, Pamela Sebesky. In March, correspondences were developed by staff and sent to 'Pool Rewards and GRH program participants soliciting their participation in the series. After screening commuters, an additional two videos were then produced with Commuter Connections commuters.

The Commuter Connections newsletter and Federal ETC insert were issued on a quarterly basis throughout the fiscal year. The newsletters were drafted, edited, printed 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; postings were made to the FederalETC.org website. HTML format newsletters were sent via email blast.

During the first quarter, in an effort to renew interest in GRH, COG/TPB staff generated a recipient list of past GRH users whose accounts had expired and drafted/sent an email reminder to reactivate their accounts.

COG/TPB staff completed work on the 2nd edition of the paper regional bike map in April. Staff ordered printed copies of the map and ensured Bike to Work Day pit stop managers were given the opportunity to obtain the maps at t-shirt pickup. A PDF version of the map was uploaded to the Commuter Connections website for download and/or order. Staff presented the map on May 17th to the Bicycle and Pedestrian Subcommittee.

COG/TPB staff met with the marketing contractors on April 20th to discuss the upcoming incentive programs regional marketing campaign.

COG/TPB staff prepared and released a Commuter Connections Regional TDM Mass Marketing project Request for Proposals on April 26th. Responses were collected and evaluation began in June. The final scoring process was expected to occur in July.

COG/TPB staff attended the following fairs and promotions:

- April 21st – USPTO Virtual Green Fair

- May 19th – Fort Belvoir Employee Transportation Fair

Regional TDM Marketing Group meetings were held 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 24, 2021 (WebEx) – Danelle Carey, goDCgo, was announced as the new Chairperson for FY2022. Kendall Tiffany, Frederick County TransIT, was announced as the new FY2022 Vice Chair. A review of the FY2021 Second Half Marketing Campaign Summary Report. Guest presentation on Fairfax County Marketing Activities. A presentation on planned Commuter Connections FY2022 Marketing Activity. A review of the draft FY2022 Regional TDM Resource Guide and Strategic Marketing Plan.

- December 21, 2021 (Webex) – A review of the FY2022 SMP. A presentation on Commuter Connections FY2022 Marketing Activity. Guest presentation on the City of Alexandria's recent marketing activity. A briefing on the FY2021 GRH Customer Satisfaction Surveys.

- March 15, 2022 – A review of the FY2022 Commuter Connections First Half Marketing Campaign Summary Report. A presentation on Commuter Connections FY2022 Marketing Activity and distribution of the FY2022 Second Half Marketing Campaign Summary Draft Report. Guest presentation on Vanpool Alliance's recent marketing activity.

- June 21, 2022 – An overview of the Commuter Connections FY22 Marketing Activity. A briefing on the update process for the FY2023 Regional TDM Resource Guide and Strategic Marketing Plan (SMP). Guest presentation on Prince George's County marketing.

COG/TPB staff prepared the FY2022 TDM Resource Guide and Strategic Marketing Plan (SMP) document. The final draft was endorsed for release at the December 21st Regional TDM Marketing Group meeting.

Various updates were made to the Commuter Connections website throughout the year. Routine updates included changes to programmatic pages, news articles, construction projects, press releases, and upcoming events. Other notable changes/updates include:

- Posted news articles, publications, construction projects, press releases, and upcoming events as needed

- Made regular updates to the COVID-19 Commute with Confidence webpage and posted a Spanish version of the PDF

- Uploaded the FY2021 Employer Case studies

- Deleted older events from the "Events" accordion

- Deleted older news from the "Latest News" accordion

- Deleted mentions of Maven carshare from the "Resources" webpage

- Updated the Mobile Apps page with new programmatic info

- Updated the Commuter Resources page

- Updated the Ridematching Resources page

- Updated the carshare vendor listing

- Updated the listing of regional vanpool subsidies

- Updated references to the maximum transit benefits permitted in 2022

- Updated contact information in the "Resources" section

- Added Bike to Work Day as an upcoming event

- Met with David Judd on February 11th and corresponded with Donald Shoup throughout the month on updates to the Parking Cash-Out information

- Recreated the platform improvement page to provide information regarding Metro's summer 2022 platform improvement project

- Updated the incenTrip webpages with new programmatic info

- Updated the bike-routing page

- Posted the new PDF version of the Regional Bike Map to the "Order Brochures" page

- Added a link to the Metro Platform Improvement page to the website homepage in May for increased page visibility

- Updated language and images on the Employer Recognition Awards webpage

- Published Employer Recognition Award winners following the event in June

- Updated the incenTrip page to reflect new Nift and SmarTrip options

- Updated plugins

Several publications were uploaded to the website throughout the year, including the:

- 2021 Commuter Connections Retention Rate Survey Report

- Car Free Day 2020 Event Report

- FY2022 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan

- Bike to Work Day 2021 Event Report

- Commuter Connections Strategic Plan Update (2022)

- FY2023 Commuter Connections Work Program

- Commuter Connections TDM Program Elements – Revised Evaluation Framework 2021-2023

COG/TPB staff regularly monitored website activity and computer code to maintain accurate website functionality.

Commuter Connections' social media presence was maintained through page updates and postings on Facebook, Instagram, YouTube, and Twitter. New content was posted periodically, including updates with associated hashtags. Partner content was leveraged, such as Walktober and the Metro Platform Shutdown construction event. Paid social media advertising campaigns were also conducted, primarily on YouTube and Instagram. Staff monitored and reported analytics data from the paid social media campaigns. This included the monthly generation of Cyfe analytics reports. Data compiled from Google Analytics was also reported.

Bike to Work Day

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

A Bike to Work Day Steering Committee meeting was held on September 9th via Webex George Clark, Tri-County Council for Southern Maryland, was recognized with a plaque for his service as the 2021 event Committee Chairperson. Cindy Roeder, Town of Herndon, was selected as Chairperson for the 2022 Steering Committee. Agenda topics for the meeting included 2021 event recaps from Pit Stop Managers, a presentation of the draft Bike to Work Day 2021 Event Report, a determination of the Bike to Work Day 2022 Date (Friday, May 20), and a discussion on sponsorships for 2022.

The Bike to Work Day sponsor declaration form was updated for the 2022 event and solicitation letters were sent out to perspective sponsors. The Bike to Work Day sponsor drive was held from October 2021 through January 2022. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The sponsor drive netted $45,950 in cash. Invoices were generated and sent to sponsors.

A Bike to Work Day Steering Committee meeting was held on November 10th via Webex. In preparation for the meeting, staff prepared meeting notes from the prior committee meeting, generated an agenda, secured guest speakers, and created presentation materials. Highlights from the meeting included a presentation of the draft Bike to Work Day 2021 Event Report, an update on 2022 pit stop commitments, new pit stops, and the orientation session; the establishment of the 2022 event rider goal (13,000), the selection of the 2022 event color theme (pink), and a discussion on sponsorships for 2022.

An Invitation for Bid for Bike to Work Day 2022 event T-shirts was drafted and posted in November. COG/TPB staff monitored responses and questions regarding the bid.

An online questionnaire for pit stop managers was created and distributed in November. The questionnaire gathered information about each pit stop, including pit stop manager contact information, T-shirt orders, etc. The marketing contractor, Odonnell Company, updated poster concepts for the event in preparation for the January steering committee meeting.

A Bike to Work Day Steering Committee meeting was held on January 9th via Webex. COG/TPB staff prepared meeting notes from the prior committee meeting, and generated an agenda. Highlights from the meeting included an update on the 2021 Event Report, a t-shirt update, a Regional Sponsor Drive update, review of poster concepts, review of the Pit Stop Manager Questionnaire, and an announcement of the New Pit Stops Update/Orientation Session scheduled for February.

A New Pit Stop Manger Orientation Session was coordinated and held on February 10th.

COG/TPB staff worked with the marketing contractor, Odonnell Company, on poster and rack card artwork modifications based on Bike to Work Day Steering Committee feedback and the final list of sponsors including Spanish translation. A vendor for the printing and distribution of event posters and rack cards was secured; staff subsequently managed the distribution of materials to employers and pit stop managers. Staff coordinated the distribution of a mailing to employers comprising of a cover letter and Bike to Work Day flyer. Staff and Odonnell Company also developed pit stop banners.

A Bike to Work Day Steering Committee meeting was held on March 10th. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an update on the Regional Sponsor Drive, a recap of

the New Pit Stop Orientation Session, an announcement of the website launch and registration reports, and a review of marketing materials.

COG/TPB staff selected a vendor for the creation of Bike to Work Day T-Shirts after issuing a competitive bid request; work subsequently began securing t-shirt color samples, finalizing t-shirt artwork, and procuring a sample shirt. Staff determined t-shirt quantities by size after reviewing pit stop manager requests via the online questionnaire.

COG/TPB staff and Odonnell Company crafted and sent a press release announcing registration opening for the event on March 28th. An earned media plan was drafted. The event was added to various calendar listings across the region. COG/TPB staff updated and maintained the Bike to Work Day website. Pit stop locations and specifics were updated. COG/TPB staff coordinated with the Washington Area Bicyclist Association to test the 2022 online registration form; registration was launched in March.

COG/TPB staff made a presentation on Bike to Work Day at the April 1st TPB Technical Committee meeting. COG/TPB staff coordinated the Bike to Work Day Proclamation signing on April 20th by TPB Chair and City of Manassas Vice Mayor, Pamela Sebesky. An email was sent to TPB members inviting them to participate in the event in May.

In early April, staff managed Odonnell Company in finalizing creative assets for the event. A promotional toolkit for sponsors was developed to help promote their sponsorship of the event. Purchase orders were processed for the media buy. The marketing team executed the paid media plan and earned media plan. An email blast was sent to nearly 32,000 individuals encouraging them to sign up for the event. A press release was drafted and distributed on May 16th.

COG/TPB staff created a social media calendar and made daily posts to Twitter, Facebook, and Instagram promoting the event. Instagram posts began on May 2nd and continued through the day of the event; 49,540 people were reached. A YouTube video was posted on May 2nd and was boosted through the day of the event; 27,530 views were accumulated. COG/TPB staff also responded to general questions asked on social media pages. COG/TPB staff recorded a t-shirt reveal video and posted the video and images to social media.

The BikeToWorkMetroDC.org website was updated to include information relevant to the 2022 event; the color scheme was updated to match the 2022 colors. PDF versions of the flyer and rack cards were uploaded. The masthead was updated. The sponsor declaration form was replaced with a new version. References to COVID-era policies were removed. All of the pit stop locations, names, GIS coordinates, and primary contacts were confirmed and updated. The new 2022 video was added. New logos were added to the home page, sponsor page, and corresponding pit stop pages; logos were removed for sponsors who were no longer participating in the event. Press releases and news stories were added to the website. The 2022 Regional Proclamation was added. Convoy information and updated the associated map were updated. Other text and links were also updated.

A Bike to Work Day Steering Committee meeting was held on May 11th. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included logistics review for t-shirt pickup, an update on marketing for the event, a presentation of the regional proclamation, earned media review, and a roundtable discussion on Pit Stop Manager Progress Reports.

T-shirts were procured from the vendor. COG/TPB staff coordinated with volunteers to conduct the t-shirt sorting at ICF.

COG/TPB staff updated the Commuter Connections Subcommittee at its May 17th meeting about the upcoming Bike to Work Day 2022 event.

The regional Bike to Work Day event took place on May 20th at 95 pit stops throughout the region.

Following the event, COG/TPB staff coordinated the distribution of prizes as part of the 2022 event for the region raffle. Staff coordinated a luncheon at the University of Maryland on June 30th for the Bike to Work Day Employer Challenge. Social media posts were published congratulating the University of Maryland.

Bike to Work Day 2022 Media Coverage

Television Interviews		
04/22/22	WJLA	Earth Day in Everyday Routines
05/19/2022	WJLA	National Bike to Work Day
Additional Radio/Television Coverage		
05/17/22	WHUR	Bike To Work
05/18/22	WUSA9	Break the cycle of sitting in traffic by participating in DC's Bike to Work Day
05/20/22	Key 103 Radio	Bike to Work Day
05/20/22	NBC Washington	Bike to Work Day in the DMV
05/20/22	WJLA	DC area commuters shift gears for National Bike to Work Day
Print/Online Coverage		
03/05/22	Active Rain	Gaithersburg Bike to Work Day 2022
03/15/22	The MoCo Show	Annual 'Bike to Work Day' Will be Held on Friday, May 20, with Montgomery County Once Again Fully Involved
03/16/22	Maryland News	Bike to Work Day is returning to Montgomery County this May

03/16/22	Patch (Bethesda-Chevy Chase)	Bike to Work Day Returning To Montgomery County This May
03/16/22	Connections Newspaper	Bike to Work Friday, May 20 in Potomac
03/27/22	Fairfax Alliance for Better Bicycling	New Slots for Bike to Work Day Volunteers
03/28/22	Prince William Living	Bike to Work Day Coming in May
03/28/22	The Frederick News Post	Bike to Work Day registration opens
03/29/22	Montgomery Daily Voice	Montgomery County Gearing Up For Annual 'Bike To Work Day' Event
03/29/22	Georgetown BID	Bike to Work Day
03/29/22	Bike Arlington	Celebrate Commuting in Arlington
03/29/22	Virginia Bicycling Federation	NoVA Celebrates Bike to Work Day on Friday, May 20
03/29/22	Arlington Transportation Partners	Bike to Work Day 2022
03/29/22	My MCM	Bike to Work Day Set for May 20
04/05/22	Loudoun Now	Loudoun to Host Bike to Work Day Pit Stops
04/05/22	Arlington, VA	Earth Day 2022: E-CARE, Parks Programs and More
04/08/22	Downtown DC	Bike to Work Day 2022
04/18/22	Prince George's County	Bike to Work Day
04/18/22	Happening Next	Bike to Work Day 2022
04/18/22	Loudoun Times	Loudoun County to host pit stops for 'Bike to Work Day' on May 20
04/29/22	League of American Bicyclists	How To: Celebrate Bike Month
04/29/22	Stay Happening	Bike to Work Day 2022
04/29/22	Montgomery Village	Bike to Work Day registration now open
05/02/22	Greater Greater Washington	Do you have a plan for Bike to Work Day?

05/02/22	Montgomery County Department of Transportation	Better Ways to Work!
05/03/22	CBS News	Encouraging riding instead of driving for Bike Month
05/05/22	Friends of the Blue Ridge Mountains	Happenings Around the Blue Ridge – May 5, 2022
05/06/22	Arlington Transportation Partners	5 Steps to Bike to Work This May
05/10/22	Southern Maryland News	Community Briefs
05/10/22	Wellness at NIH	Bike to Work Day 2022
05/10/22	City of Alexandria	Participate in Bike to Work Day, May 20
05/12/22	Conduit Street	Counties Celebrate Bike to Work Week
05/13/22	Volunteer Prince William	Call to Action for 5/13/2022
05/15/22	Prince William Living	OmniRide Encourages Biking to Work on May 20
05/15/22	Executive Office of the Mayor	Mayor Bowser to Host DC Infrastructure Week
05/16/22	ALXnow	Morning Notes
05/16/22	The Hill is Home	To Do List Week of May 12
05/16/22	Patch (Vienna)	Bike To Work Day Planned In 2022 With Vienna Stop
05/16/22	Patch (Del Ray)	Bike To Work Day Planned In 2022 With Alexandria Stops
05/16/22	Greater Greater Washington	A big week for biking
05/16/22	WTOP	Full speed ahead: Bike to Work Day 2022
05/16/22	MSN	Bike To Work Day Planned In 2022 With Vienna Stop
05/16/22	Washingtonian	Best Things to Do in the DC Area 5/16-5/23
05/16/22	My MCM Media	5 Things to Know Today, May 16, In Montgomery County

05/17/22	Patch (Bowie)	[Bike To Work Day May 20 With Pit Stops In Prince George's County](#)
05/17/22	Prince George's County	[Bike to Work Day 2022](#)
05/17/22	WJLA	['Infrastructure Week': DC mayor announces free Wi-Fi for Capitol Hill public housing](#)
05/17/22	Fairfax County	[Fairfax County Bike to Work Day 2022](#)
05/18/22	Patch (Reston)	[Make A Pit Stop In Reston For Bike To Work Day On May 20](#)
05/18/22	City of Takoma Park	[Celebrate National Bike Mont with Takoma Park](#)
05/18/22	DC Public Library	[Library on the Go-Go Book Bike at Bike to Work Day](#)
05/18/22	Patch (Washington, DC)	[Make A Pit Stop In DC For Bike To Work Day On May 20](#)
05/18/22	Maryland News	[Here's What to Know About Bike to Work Day 2022 in the DC Area](#)
05/18/22	Potomac Local News	[Bike to Work Day is Friday: Here are some pit stops](#)
05/18/22	EYA	[How to Get Ready for Bike to Work Day](#)
05/19/22	My MCM Media	[Celebrate Bike to Work Day 2022 with Free Raffles](#)
05/19/22	Bristow Beat	[Bike to Work with OmniRide](#)
05/19/22	Patch (Greater Alexandria)	[Bike To Work Day Planned In 2022 With Belle View, Fort Belvoir Stops](#)
05/19/22	Patch (Kingstowne-Rose Hill)	[Bike To Work Day Planned In 2022 With Franconia-Springfield Stop](#)
05/19/22	DCist	[16 Virtual And IRL Things To Do Around D.C. This Weekend](#)
05/19/22	WTOP	[Are you ready to ride? Friday is Bike to Work Day](#)
05/19/22	USA Today	[Flag fix, fire starters, 'Piggie Pageant': News from around our 50 states](#)
05/20/22	My MCM Media	[5 Things to Know Today, May 20, In Montgomery County](#)
05/20/22	District Department of Transportation	[Mayor Bowser and DDOT Celebrate 100 Miles of DC Bike Lanes on Bike to Work Day](#)

05/20/22	Axios DC Newsletter	May 20, 2022 Newsletter

Calendar Listings		
730 DC	Adams Morgan BID	All Events: Greenbelt
Anacostia BID	ARL Now	Arlington Transportation Partners
Bike VA	Bike Arlington	Capital Gazette
Capitol Hill BID	Capitol Riverfront	Car Free Diet
City of College Park	City of Fairfax, VA	City of Hyattsville
DC Event Calendar	DC Inno	DC Social Guide
DCW50	District Wharf	Downtown DC
Dulles Moms	Dupont Circle	Frederick News-Post
Georgetown DC BID	Georgetown Patch	Georgetown Dish
Go Alex	goDCgo	Golden Triangle DC
Greater Washington Clean Cities Coalition	Greater Greater Washington	Greenbelt MD
Keep Prince William Beautiful	Maryland Cycling Events	Maryland Department of Transportation
Meetup	Mount Vernon Triangle DC	National Landing
NoMA BID	Prince George County, MD	Prince William, VA
Public Service Commission District of Columbia	REI	Rosslyn BID
StayHappening	Town of Leesburg	The Bay Net
The Patch DC	Toward Zero Deaths	Town of Herndon, VA
Tysons Today	Virginia Living	Virginia Bicycling Federation (NOVA)
Visit Fairfax, VA	Visit Manassas	Visit Prince William, VA
Washington City Paper	Washington DC	Washington DC Destination Guide
Washington Family, Reston	Washington Informer	Washington Jewish Week

Washington Local DMV	Washingtonian	Arlington Chamber of Commerce
Central Fairfax Chamber of Commerce	Charles County Chamber of Commerce	Loudoun Chamber of Commerce
Prince William Chamber of Commerce	Rockville Chamber of Commerce	SWBID

Employer Recognition Awards

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

There were several planning and preparation activities conducted throughout the first half of FY2022. COG/TPB staff formed the Employer Recognition Awards 2022 workgroup and developed a task schedule timeline for the 2022 Employer Recognition Award deliverables. Work began on the creation of the 2022 Employer Recognition Awards nomination brochure and form. COG/TPB staff prepared written descriptions of 2021 Employer Recognition Awards winners for inclusion in the 2022 nomination brochure. Staff obtained estimates for printing and distribution of the materials; COG/TPB staff oversaw the marketing contractor, O'Donnell Company, in the development of creative concepts for the materials. COG/TPB staff solicited and received feedback from the Employer Recognition Awards workgroup on the creative concepts and oversaw O'Donnell Company in final production of the brochure and form. The brochure was uploaded to the Commuter Connections website. The nomination webpage and online form were also updated. The auto forwarding message was updated and COG/TPB staff compiled a mailing list for nomination brochure which included employers, CEOs, Chambers of Commerce, and Commuter Connections network members, and coordinated the printing and distribution process. COG/TPB staff placed June 28th on hold for the Employer Recognition Awards 2022 ceremony at the National Press Club. COG/TPB staff sent an email blast to employers and Chambers of Commerce for the Employer Recognition Awards 2022 'call for nominations'. An ad was placed on LinkedIn to promote the call for nominations. COG/TPB staff and O'Donnell Company created a "tool kit" for Chamber of Commerce's to promote nomination submittals.

Planning and preparation activities for the event continued into Q3 FY2022. A giveaway item was selected for the event. COG/TPB staff sent a 'call for nominations' reminder email blast to level 3 & 4 employee transportation coordinators and C-level executives, and questions were fielded from potential awards nominees. The marketing subcontractor, Arch Street Communications, made reminder phone calls to the Employer Outreach Sales Representatives regarding the call for nominations. A discussion regarding the call for nominations was held at the Employer Outreach Committee meeting on January 18th. COG/TPB staff reviewed applications received from award nominees and O'Donnell Company contacted nominees for clarification and further data. The Chair and Members for the Employer Recognition Awards 2022 Selection Committee meeting were secured, and confirmation letters sent. One-page briefs were developed by O'Donnell Company for each awards nominee; the briefs were edited by COG/TPB staff. An agenda and additional meeting materials were prepared for the Selection Committee; remarks for the TPB Vice Chairman, who chaired the Committee, were also prepared. COG/TPB staff met with O'Donnell Company and Arch Street Communications on March 22nd to discuss logistics for the Selection Committee. COG/TPB staff coordinated and held the Selection Committee meeting on March 29th. Thank you letters were

subsequently drafted and sent to the Selection Committee chair and members. COG/TPB staff coordinated the contractual agreement and deposit to secure the National Press Club for the 2022 Employer Recognition Awards ceremony, to occur on June 28th.

Final preparations for the event were made in Q4 FY2022. COG/TPB staff secured vendors for the awards trophies, video services, and printing for the program booklet and invitations. COG/TPB staff notified all winners of the Selection Committee's outcome by phone and via formal letter in May. Winners for the Employer Services awards were selected. COG/TPB staff worked with O'Donnell Company to design the awards program booklet, program invitation/envelope, and podium sign. E-invites were created and sent to 637 recipients, along with a follow-up reminder to RSVP for the event. Videos were produced featuring each of the winners. A media plan was created in conjunction with the marketing contractor. An agenda for the event was finalized. COG/TPB staff prepared remarks for TPB officers presenting award at the ceremony.

The Commuter Connections Employer Recognition Awards event was held at the National Press Club on June 28th. The in-person event was livestreamed by COG/TPB staff on Facebook. The employer winners were: Incentives Award – Environmental Enhancements, Marketing Award – El lumen, Inc., and Telework Award - Northwest Federal Credit Union. The Employer Services winners were: Sales Team Achievement Award – District Department of Transportation, and Organization Achievement Award –National Capital Planning Commission for its TDM work related to the Transportation Element and Addendum.

Following the event, a press release was issued announcing the winners. Additionally, a Wall Street Journal award winner ad ran in the paper on June 30th; the ad was developed by COG/TPB staff and O'Donnell Company. Award winners were added to the Commuter Connections website. COG/TPB Staff sent thank you letters to awards presenters.

'Pool Rewards

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff operated the 'Pool Rewards incentive program, which included routine review, processing, and registering of eligible 'Pool Rewards applicants for both carpools and vanpools. Staff monitored trip logging for program participants and awarded $200 monthly subsidy payments for vanpools or earned incentive payments for carpools accordingly. A contract amendment was signed in August with Commute by Enterprise to help operate the program. A total of eight vanpools operated in FY2022; this includes six new vanpools that joined the program.

The Flexible Vanpool enhancement, which was conceived in FY2021, continued to undergo conceptualization and development. COG/TPB staff convened the Flexible Vanpool Workgroup on July 27th to review the Statement of Work. The group was favorable of the specifications which will be included in Media Beef's TDM Technology Development contract. Staff met with Enterprise representatives on August 9th and August 23rd to further discuss the Flexible Vanpool project. Staff coordinated and held a Flexible Vanpool Workgroup via Microsoft Teams on December 16th. The group provided feedback and guidance on the direction of pending vanpool enhancements to the TDM System and Commuter Connections mobile applications. COG/TPB staff updated the scope of work based on the workgroup's feedback and gave Media Beef the notice to proceed on coding vanpool enhancements. See "Transportation Information Software, Hardware, and Database Maintenance" (page 7) for further Flexible Vanpool items.

COG/TPB staff collected and reported 'Pool Rewards vanpool data to the National Transit Database (NTD) maintained by FTA. The report was submitted on October 29th. COG/TPB staff responded to follow-up questions from FTA on November 20th. All issues were resolved.

COG/TPB staff met with VDOT, VDRPT and their contractor on January 21st to discuss the 'Pool Rewards program and the HOV 2 to 3 aspects of the I-66 construction project.

COG/TPB staff met with the new Commute with Enterprise staff member on February 2nd to introduce the 'Pool Rewards Vanpool incentive program.

A media plan was created for June 2022 'Pool Rewards marketing. Creative materials were produced in conjunction with the marketing contractor, O'Donnell Company. Promotions included two Instagram ads that reached over 30,000 people, digital banners, Tok-tok influencers, a native article and a newsletter article.

Car Free Day
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

A Car Free Day 2021 Event Steering Committee meeting was coordinated and held on July 14th via WebEx. In preparation for the meeting, COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an overview of the Car Free Day 2020 Event Draft Report, discussion on marketing materials for the event, presentation of the 2021 Event Proclamation, and discussion on prizes and sponsors.

Briefings on Car Free Day 2021 occurred at several COG related committees. COG/TPB staff briefed the Commuter Connections Subcommittee on July 20th and September 21st. The Car Free Day Steering Committee Chair, Holly Morello, Omni Ride, briefed the TPB Technical Committee on September 10th. Staff then presented Car Free Day to the TPB on September 22nd where a regional Car Free Day proclamation was virtually signed by the TPB Chair Charles Allen.

COG/TPB staff managed the marketing and public relations contractors (O'Donnell Company) to promote the event. Marketing strategy calls were held to discuss marketing strategies for the event. The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges. An Earned Media Plan for the event was drafted and refined/approved by COG/TPB staff. A similar marketing message was used from the prior event with input gathered from the Car Free Day Steering Committee: Commute with Confidence. A new event poster was developed by the contractor. Staff participated in Car Free Day media interviews which were scheduled by COG's Office of Communications and the contractor. Marketing for the event included media interviews, an email blast, text messages, pre-recorded radio spots that aired on WHUR, WPGC, and WTOP, a native sponsored article on Popville.com, banner ads appearing on ElTiempoLatino.com, a :30 second Spotify audio ad and companion image, and a social media marketing campaign on Facebook, Twitter, and YouTube that included images and video graphics. Press releases were developed and sent on August 4th and September 17th. An event announcement email was developed and distributed to past participants on August 10th. Staff solicited transit agencies around the region for transit signage donations; staff then coordinated the printing and installation of signage where

permitted. All creative material was reviewed and approved by staff; media invoices were reviewed and processed.

COG/TPB staff and the marketing contractor discussed sponsorship opportunities with various businesses and organizations and secured sponsor agreements. $30 Nift gifts were included with every pledge. Anyone who took the Car Free Day pledge was automatically entered into a free raffle and had a chance to win one of several prizes. Prize sponsors for the event included Capital Bikeshare, Caboose Tavern Brewery, East Coast Greenway Alliance, Georgetown Running Company, Giant Food, HipCityVeg, Nando's PERi-PERi, Tri-County Council for Southern Maryland, Virginia Railway Express, Washington Area Bicyclist Association, and WMATA.

COG/TPB staff assisted Prince George's County operate a Car Free Day promotion by exporting new accounts created within Prince George's County via CarpoolNow or incenTrip. The promotion offered separate raffle prizes to eligible registrants.

COG/TPB staff composed a new autoresponder email with new promotions for those who took the pledge. The following updates were implemented on the Car Free Day website for the 2021 event:

- Activated and tested the pledge form

- Added the new logo

- Updated the homepage with new language and graphics

- Added the new masthead

- Updated the pledge numbers on the homepage counter

- Added new sponsor logos

- Added a YouTube logo which connected the site to the promotional video

- Created a "Thank You" page to redirect pledgers after taking the pledge

- Added the 2021 Proclamation

- Added the new poster and thumbnail image for downloading

- Updated plugins

- Monitored website activity and computer code to maintain proper website functionality

A Car Free Day 2021 Event Steering Committee meeting was coordinated and held on September 8th via Webex. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Prior to the meeting, COG/TPB staff secured Marina Budimir, DDOT, as the new Chair for the 2022 event. This was announced at the September 8th meeting. Other meeting topics included sponsorship, marketing, earned media, and regional proclamation updates.

Car Free Day was promoted to the general public, employers, and the media and was held on September 22nd. Just under 3,000 area residents took the pledge to go Car Free or Car-Lite.

Raffle prizes were awarded and sent to winners, and prize recipients were publicized through social media and the event website. A summary of Car Free Day 2021 pledge data and an emissions

impacts analysis were presented at the November 16th Commuter Connections Subcommittee meeting. COG/TPB staff managed and oversaw Odonnell Company as they created a debrief report of earned media summarizing press coverage of the Car Free Day event. "Thank you" emails were sent to Car Free Day sponsors and participants. The University of Maryland was announced as the 2021 Capital Area Car Free Day College Campus Challenge winner. Media invoices were processed and paid.

Car Free Day 2021 Media Placements:

Date	Outlet	Topic linked to URL
Print/Online Coverage		
08/05/2021	Prince William Living	Take Your Foot off the Gas and Take the Free Pledge: Car Free Day 2021 Registration Opens!
08/07/2021	InsideNOVA	Registration for Car-Free Day now open
08/30/2021	Greater Greater Washington	Events: New year, new moniker, new murals
09/01/2021	Carlyle Council	Car Free Day 2021
09/15/2021	Patch - Manassas Park, VA	Prince William County Government: Leave The Cars At Home For A Day
09/15/2021	Potomac Local News	Transit agency offers prizes for those who go car-free, work from home
09/15/2021	Prince William Living	Car Free Day 2021
09/16/2021	Popville	Pledge to Go Car Free on September 22 and Become Eligible to Win Prizes
09/17/2021	Bristow Beat	OmniRide Asks Residents to Pledge to Go Car Free on September 22
09/17/2021	Montgomery Community Media	Montgomery County Celebrates Car Free Day with Prizes, Gift Cards
09/20/2021	Montgomery Community Media	What is Car Free Day?
09/20/2021	Greater Greater Washington	Events: GGwash's Fall Mixer is next week
09/20/2021	Downtown DC	Car Free Day Celebrates Sustainable Transportation
09/21/2021	Aws for DP	'Car Free' DC is Wednesday
09/21/2021	WTOP	'Car free' DC is Wednesday
09/21/2021	Greater Greater Washington	Wednesday is Car Free Day

Car Free Day 2021 Television Coverage		
09/21/2021	WJLA	Car-Free Day in the District

Car Free Day 2021 Calendar Listings:

Arlington, Patch	Greater Greater Washington
Arlington Transportation Partners	Leesburg, Patch
Baltimore Sun	Washington D.C., Patch
Bethesda Magazine	Prince William Living Magazine
Capital Gazette	The Wash Cycle
Carroll County Times	Washington City Paper
DC Inno	WDCW TV 50
Frederick News Post	WMAR TV
Georgetown, Patch	WRC TV 4 NBC
Georgetown BID	Washington Plaza
goDCgo	

The first Steering Committee meeting for the 2022 event was held on March 9th. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an overview of the Car Free Day 2021 Draft Event Report, 2022 marketing materials, and a call for sponsors. The Car Free Day 2022 date was set for September 22nd. A pledge goal of 5,000 was set.

A Car Free Day Steering Committee meeting was coordinated and held on May 11th for the planning of the 2021 Car Free Day event. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Topics from the meeting included an overview of the 2021 Event Draft Report, marketing materials, prize sponsors, the online pledge form, and a guest presentation on DC Open Streets.

An update was given to the Commuter Connections Subcommittee on May 11th regarding upcoming plans for the 2022 Car Free Day event. The draft 2021 Car Free Day Event Report was also presented to the Subcommittee and a comment period was established.

CarpoolNow Mobile Application

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff regularly monitored participation within CarpoolNow. There were no driver incentive claims. 171 new Commuter Connections accounts were created through the app. The CarpoolNow mobile app was downloaded nearly 597 times in FY2022, bringing total lifetime downloads to 5,030.

COG/TPB staff met with USDOT and Rideshare by Enterprise staff on February 1st to discuss the Flexible Vanpool project.

COG/TPB staff consulted with the marketing contractor, Odonnell Company, to create a media plan and creative assets for the June 2022 CarpoolNow marketing campaign. The campaign consisted of three Instagram ads that reached over 15,000 people and two Park and Ride Lot promotional events. One event was held on June 23rd at the Horner Road Park and Ride Lot in Prince William County with WIHT/iHeartMedia (Hot 99.5) and OmniRide. Another event was held on June 29th at the Accokeek Park and Ride Lot in Prince George's County with WIHT/iHeartMedia (Hot 99.5) and Prince George's RideSmart.

Flextime Rewards
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

There were no marketing activities for Flextime Rewards during the fiscal year.

COG/TPB staff continued monitoring participation within the Flextime Rewards program. There were no eligible flexed trips logged or payments made throughout the fiscal year.

COG/TPB staff explored the feasibility of migrating Flextime Rewards to the incenTrip mobile application as part of the ATCMTD project (see "Transportation Information Software, Hardware, and Database Maintenance, page 7). Staff drafted work specifications for the migration.

incenTrip Mobile Application
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff monitored incenTrip program participation. According to the UMD Agency Dashboard, approximately 3,214 users were registered for the program as of June 30th, which is an increase of 301 users since FY2021. There were 121 new Commuter Connections accounts created through the incenTrip app. Staff responded to 138 incenTrip related inquires. Staff reviewed a total of 217 payment requests throughout FY2022; payment was issued upon approval. A breakdown of incentive categories is in the below table:

Incentive	# Requests
Check	143
PayPal	69
Gift Card	5
Nift Gift	0
SmarTrip	0

COG/TPB staff coordinated with UMD to gather pertinent information requested by FHWA and Cambridge Systematics representatives as part of the ADTM Traveler Behavior Evaluation and Cohort Project on the incenTrip project. After several rounds of attempting to provide aggregate data to Cambridge Systematics, the ATDM project was dropped due to the need for more granular data which would expose personally identifiable information from program participants.

COG/TPG staff coordinated with goDCgo to administer the pilot incenTrip Employer Challenge project at five select employer sites. Due to delayed return-to-office efforts, marketing and participation as part of the goDCgo pilot incenTrip Employer Challenge project at five select employer sites was largely muted.

COG/TPB staff prepared a one-pager for the Greater Washington Partnership and representatives from Wells & Associates to help with the recruiting of employers as volunteers to provide feedback on the development of an incenTrip employer portal.

COG/TPB staff provided substantial feedback on an announcement email originally drafted by UMD announcing three notable changes to the new release of incenTrip that occurred on November 9th which was sent to incenTrip applicants who are registered and work outside of the metropolitan Washington non-attainment region. The message included the addition of the MDOT incenTrip program, the suspension of Auto Trip Logging, and the addition of PayPal as an incenTrip reward option. COG/TPB staff worked to reconcile uncashed rewards checks over 30 days old in December. COG/TPB staff gave a presentation on incenTrip to the Bethesda TMD Advisory Committee on January 21st. COG/TPB staff participated in a FHWA Early Deployer (ATCMTD) Cohort meeting on February 28th.

COG/TPB staff and the marketing contractor, Odonnell Company, finalized the media plan and creative assets for the June 2022 marketing campaign, which included the traditional Commuter Connections service area and the expanded ATCMTD megaregion. A marketing campaign commenced the week of May 30th. The campaigns targeted both the traditional Commuter Connections service area and the expanded ATCMTD megaregion. Three Instagram ads were posted which reached 13,000 people and three Google ads were placed which made 2,600 impressions. Additional promotions included TikTok influencers and radio ads on WTOP, WPOC, and WRVA which garnered 1,725,000 impressions.

MDOT incenTrip Mobile Application
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

Planning meetings with MDOT staff were held weekly from July – October to plan for an expansion soft launch in November. Topics of discussion included beta testing results, website updates, planned marketing/outreach efforts, the incentive and points structure, and SmarTrip planning components. Beta testing for the Maryland expansion commenced on July 26th and continued throughout the quarter. COG/TPB staff provided feedback on draft social media posts and tutorial videos developed by MDOT just prior to soft launch.

The MDOT incenTrip program was launched to the public on November 9th. As part of the launch effort, COG/TPB staff shared a press release announcing the new MDOT incenTrip program to Commuter Connections stakeholders. COG/TPB staff also compiled a list of Commuter Connections accountholders who would be eligible for the new MDOT incenTrip program and sent a targeted promotional message announcing the new program. Content was updated on the incenTrip pages of the Commuter Connections website to reflect the new MDOT incenTrip program. COG/TPB staff shared posts from the MDOT Commuter Choice Facebook page to help promote the launch of the MDOT incenTrip program.

COG/TPB staff assumed routine operations of the MDOT incenTrip program following its launch. Biweekly coordination meetings were held with MDOT staff April – May to discuss general operations of the program. Supplemental topics of discussion included marketing efforts, incentive integration, and download/usage statistics.

Commuter Connections marketing efforts commenced in January 2022 on behalf of COG and MDOT to promote the expansion of incenTrip into Maryland. Efforts primarily included digital advertising. COG/TPB staff created a Facebook posting calendar and placed five boosted Facebook posts throughout the quarter. A follow-up campaign was planned for June 2022. The marketing contractor, O'Donnell Company, finalized media plan and creative assets. A marketing campaign commenced the week of May 30th. The campaign targeted urban centers across the state. Three Instagram ads were placed which reached over 155,000 people, and three Google ads were placed which made 500 impressions. Radio ads were also placed on WAFY, WBQB, WFMD, WFRE, and WWEG which garnered an estimated 1,275,000 impressions.

COG/TPB staff troubleshot issues with the incenTrip dashboard for the MDOT incenTrip program. UMD resolved all outstanding issues.

According to the UMD Agency Dashboard, approximately 155 end-users were registered for the program as of June 30th. A total of 6 PayPal incentive requests were submitted by MDOT incenTrip users since the program's launch in November.

MONITORING AND EVALUATION
Regional TDM Data Collection and Analysis
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

A contract for FY2022 was fully executed with the Regional TDM Evaluation Contractor, LDA Consulting, in July 2021. A Regional TDM Evaluation Project Kickoff meeting was held via Zoom with LDA Consulting and their subcontractors on August 20th to plan data collection activities for FY2022. A follow-up planning meeting was held on September 14th. A timeline was developed and presented at the September 15th Commuter Connections Subcommittee meeting.

Work which began in the prior fiscal year continued on the FY2021 Retention Rate Survey Draft Report. COG/TPB staff oversaw LDA Consulting in preparing the final report for presentation at the July 20th Commuter Connections Subcommittee meeting. The Subcommittee endorsed the report. COG/TPB staff subsequently posted the report to the Publications page of the Commuter Connections website.

COG/TPB staff and LDA Consulting worked to update the TDM Evaluation Framework Methodology for the FY2021 – FY2023 TDM Evaluation Cycle. An updated draft of the Framework was presented at the December 21st TDM Evaluation Group meeting. The draft document was subsequently posted to SharePoint for group review with a comment period ending on January 6th. The draft document was updated based on feedback received from the meeting and presented at the January 18th Commuter Connections Subcommittee meeting. The draft document was subsequently posted to SharePoint for group review with a comment period ending on February 4th. Comments were addressed and the document was prepared for endorsement at the March 15th Commuter Connections Subcommittee meeting. The document was endorsed at the March 15th Commuter

Connections Subcommittee meeting and subsequently published and posted to the Commuter Connections website and distributed to those requesting a hard copy.

Work commenced on the 2022 State of the Commute Survey. The draft 2022 State of the Commute Survey questionnaire was presented to the Regional TDM Evaluation Group on October 19th and subsequently posted to SharePoint for comments due by October 29th. Comments from the group were integrated and presented to the Regional TDM Evaluation Group on November 16th. COG/TPB staff worked to finalize the questionnaire and to prepare the questionnaire for internet programming. The survey was programmed for the internet and tested. An update on the next steps for the survey was presented to the Regional TDM Evaluation Work Group on December 21st. Staff worked to prepare the Wave 1 survey postcards which were mailed via USPS to 230,000 households in the non-attainment region in January. Wave 2 survey postcards were then prepared and mailed via USPS on February 10th and 14th. Some of the Wave 2 mailings were assigned to jurisdictions with low response rates during the Wave 1 mailing. Nearly 8,400 unique responses were collected by March 17th, when the survey closed. Gift cards were awarded to randomly identified respondents. LDA Consulting began to analyze and clean the data generated from the nearly 8,400 unique survey respondents. The 2022 State of the Commute Draft Technical Report was completed and prepared for presentation by June 30th at the upcoming July 19th Commuter Connections Subcommittee meeting.

Work commenced on the FY2022 GRH Applicant Survey. Planning for the survey was discussed with LDA Consulting at a progress update meeting on October 26th. COG/TPB staff and LDA Consulting updated the draft questionnaire and presented it to the Regional TDM Evaluation Group on November 16th; the questionnaire was subsequently posted to SharePoint for review and comment by the Work Group. Feedback from the Evaluation Group was compiled and integrated into the questionnaire. The final draft questionnaire was presented to the Evaluation Group on December 21st. Staff then oversaw LDA Consulting and Media Beef as they began programming the questionnaire into the TDM System in January 2022; an internet version was programmed by WBA Research. COG/TPB staff pulled two sets of data from the TDM System to serve as a listing of survey recipients. Both the TDM System and WBA Research versions of the questionnaire were tested and approved by COG/TPB staff. The internet survey was released to current and past registrants in early April. A postal letter was sent out by USPS to "telephone only" survey recipients on April 7th; LDA Consulting subsequently began conducting telephone survey interviews. Several reminder emails were sent to recipients before the survey was closed in late April. Approximately 1,500 responses were gathered. Data processing commenced in May. The 2022 GRH Washington Applicant Survey Draft Report was completed and prepared by June 30th for presentation at the upcoming July 19th Commuter Connections Subcommittee meeting..

COG/TPB staff met with representatives from VDOT and VDRPT on October 20th to discuss the methodology of how telework impacts are calculated as part of the Commuter Connections regional TDM Program Element Analysis.

COG/TPB staff met with LDA Consulting on October 26th and November 2nd to discuss the status of the TDM Evaluation project data collection activities. COG/TPB staff met with LDA Consulting on May 24th regarding the scope of work and budget for an FY2024 option year contract amendment.

COG/TPB staff collected data documentation from the employer outreach activity reports and provided data to jurisdictions by request throughout the fiscal year. The following is a monthly summary of these activities:

- July: Employer Outreach sales activity reports were received the City of Alexandria, Arlington County, Loudoun County, Prince William County, Fairfax County, Frederick County Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland. There were outstanding reports from The District of Columbia.

- August: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. There were outstanding reports from the City of Alexandria, Loudoun County, Prince William County, Fairfax County, Frederick County Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.

- September: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. There are outstanding reports from the City of Alexandria, Loudoun County, Prince William County, Fairfax County, Frederick County Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.

- October: Employer Outreach sales activity reports were received the District of Columbia, Arlington County, and Montgomery County. There were outstanding reports from the City of Alexandria, Loudoun County, Prince William County, Fairfax County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.

- November: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. There were outstanding reports from the City of Alexandria, Loudoun County, Montgomery County, Prince William County, Fairfax County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.

- December: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. There were outstanding reports from the City of Alexandria, Loudoun County, Montgomery County, Prince William County, Fairfax County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.

- January: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, the City of Alexandria, Loudoun County, Montgomery County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland. There was an outstanding report from Prince George's County.

- February: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, the City of Alexandria, Loudoun County, Montgomery County, Prince George's County Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

- March: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, the City of Alexandria, Loudoun County, Montgomery County, Prince George's County Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

- April: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. Outstanding reports remained from the City of Alexandria, Loudoun County, Montgomery County, Prince George's County Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

- May: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. Outstanding reports remained from the City of Alexandria, Loudoun County, Montgomery County, Prince George's County Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

- June: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. Outstanding reports remained from the City of Alexandria, Loudoun County, Montgomery County, Prince George's County Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

COG/TPB staff conducted and completed data sweeps of the ACT! database during the weeks of July 12th, August 16th, September 13th, October 11th, November 8th, December 6th, January 10th, February 7th, March 14th, April 11th, May 9th, and June 13th. COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year. COG/TPB staff fulfilled data requests from various local jurisdictions upon request.

Program Monitoring and Tracking Activities
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff routinely prepared and reported program data to produce monthly executive summary reports and quarterly progress reports for work activities related to the CCWP. Monthly Executive Summary reports included those from June 2021 through May 2022. Quarterly progress reports included the Fourth Quarter FY2021 as well as the First – Third Quarters of FY2022. The FY2021 CCWP Annual Progress Report was published in September and presented at the September 21st Commuter Connections Subcommittee meeting. The report was subsequently distributed to network members.

Advertising campaign effectiveness was tracked through call volumes and internet visits throughout the year. The FY2021 Second Half Regional TDM Marketing Campaign Summary Final Report was finalized and distributed at the September 21st Regional TDM Marketing Group meeting. The FY2022 First Half Regional TDM Marketing Campaign Summary report was finalized and issued at the March 15th Regional TDM Marketing Group meeting. The draft FY2022 Second Half Regional TDM Marketing Campaign Summary report was drafted and presented to the June 21st Regional TDM Marketing Group meeting. These reports contained data showing the degree of effectiveness of the marketing campaigns based on tracked call volumes, internet visits, and GRH and Rideshare applications for the period.

The Regional Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Washington, DC region commuters who took a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2021 was analyzed. Due to a low sample size, a full report was not issued for FY2021. COG/TPB staff created a PowerPoint presentation and a memo documenting the FY2021 GRH Customer Satisfaction Survey results for Washington, DC region trips. Staff presented the limited response from the FY2021 GRH

Customer Satisfaction Survey for the Washington, DC region at the December 21st Regional TDM Marketing Group meeting and at the January 19th Commuter Connections Subcommittee meeting. A comment period was established for the memo. A final version of the memo was presented and endorsed at the March 15th Commuter Connections Subcommittee meeting.

COG/TPB staff continued work on the Car Free Day 2020 Event Report, which was started in FY2021. The report was updated based on comments received from stakeholders during the open comment period. The report was finalized and presented at the July 20th Commuter Connections Subcommittee meeting. The Subcommittee endorsed the report. Staff subsequently posted the report to the Commuter Connections website. A notice of the posting was sent to network members. Following the 2021 event, staff prepared the Car Free Day 2021 draft event report. A draft version of the report was completed and presented to the Car Free Day Steering Committee on March 9th. The report was subsequently posted to SharePoint and an open comment period was establish through April 15th. Comments and edits were subsequently integrated into the report and it was presented again to the Car Free Day Steering Committee on May 11th and also to the Commuter Connections Subcommittee at its May 19th meeting. A final comment period was established through June 10th.

COG/TPB staff assembled the Bike to Work Day 2021 Event Report. The report was presented in draft form at the Bike to Work Day Steering Committee on September 8, 2021. Staff continued integrating edits submitted by pit stops and presented an updated version of the report at the November 10, 2021 Bike to Work Day Committee and to the Commuter Connections Subcommittee on November 16, 2021. Staff continued incorporating edits suggested by Committee members. The report was prepared for endorsement and presented at the January 18, 2022 Commuter Connections Subcommittee meeting. The report was posted to the Commuter Connections website.

Throughout the year, COG/TPB staff managed and oversaw contract work on the Employer Survey. A contract amendment was fully executed in August with the Employer Services Data Tabulation Contractor, VHB, to implement updates to the COG survey database. The database was updated with Montgomery County survey data on March 16th. Staff worked with VHB to implement SQL updates to improve results when queries are submitted in the database.

COG/TPB staff completed the FY2022 Employer Outreach Snapshot Analysis and project recommendations for distribution to the state funding agencies.

Data was collected throughout the fiscal year from jurisdictions to produce the Employer Outreach Conformity Verification Statements. The final third quarter FY2021 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 20th. The final fourth quarter FY2021 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on October 19th. The final first quarter FY2022 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 18th. The final second quarter FY2022 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 19th.

Regional TDM Evaluation Group meetings were coordinated and held on October 19th, November 16th, and December 21st via Webex. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, secured guest speakers, and created presentation materials. Highlights from the meetings included:

- Briefing on the FY2022 Regional TDM Project Timeline

- Review and discussion on the FY2021 – FY2021 TDM Evaluation Framework Revised Methodology

- Review and discussion on the FY2022 State of the Commute Survey

- Review and discussion on the 2022 GRH Applicant Survey

EMPLOYER OUTREACH

Regional Employer Database Management and Training (Regional Component Project Tasks)

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

Throughout the fiscal year, COG/TPB staff coordinated with COG/IT staff to maintain and update the Act! Regional Employer Database software. Staff renewed its licensing for the ACT! database for FY2022. Staff continued reviewing specifications for the development of a Request for Information (RFI) procurement for an Employer Outreach Customer Relationship Management database that had begun in Q4 FY2021. The RFI was finalized, posted, and distributed on October 28th. Responses were due by November 30th. Staff and a Technical Selection Committee subsequently reviewed and scored the submittal(s). A RFP was not developed based on the responses received and feedback from the Technical Selection committee. Since the Act! CRM will be used for the foreseeable future, work commenced on upgrading the current Act! CRM. A new version of Act! was installed in June, v24, to replace v19.

COG/TPB staff drafted and implemented a new purge process for the Act! Regional Employer Database.

Employer Outreach for Bicycling (Regional Component Project Tasks)

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

The Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was distributed as part of general fulfillment to employers.

An updated to the Guide occurred in Q3 FY2022. Edits in part were provided by the COG/TPB Bicycle and Pedestrian Subcommittee members. Edits were finalized; COG/TPB staff coordinated printing and delivery ahead of the Bike to Work Day event. The guide was made available to pit stop managers during t-shirt pickup at ICF so Bike to Work Day pit stops could have the guides present at their pit stops.

MD Local Agency Funding and Support (Jurisdictional Component Project Tasks)

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions.

Contract amendments for Tri-County Council for Southern Maryland, Frederick County, Prince George's County and Montgomery County's amendments were fully executed during the fall.

DC, MD, and VA Program Administration (Jurisdictional Component Project Tasks)

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff completed work on employer spotlight case studies for FY2021, posted them to the Commuter Connections website, and distributed them to the Employer Outreach Committee on July 20th. Staff began work on new FY2022 case studies prospecting for employer spotlight. Two new completed case studies for FY2022 were finalized and presented at the April 19th Employer Outreach Committee meeting. The case studies featured the Henry Jackson Foundation in Maryland and IDA in Virginia. Following the meeting, Squire, Patton, & Boggs in Washington, DC was identified for a case study profile. The case study was developed and prepared for presentation at the upcoming July 19th Employer Outreach Committee meeting.

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. Staff also coordinated with WMATA's SmartBenefits program sales staff.

COG/TPB staff coordinated with the Greater Washington Partnership to announce the Capital COVID Return to Work survey on September 13th to Employer Outreach Committee members. Staff also attended a press conference on October 25th hosted by the Greater Washington Partnership to promote the release of the Capital COVID Survey results.

COG/TPB staff gave a presentation to employers on May 4th as part of the I-66 Employer Outreach project.

Employer Outreach Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared in advance. Highlights from the meetings include:

- July 20, 2021 (WebEx) – The final Q3 FY2021 and draft Q4 FY2021 Conformity Verification Statements were shared. A briefing from the Greater Washington Partnership on the Telework Spectrum was given. A WMATA staff briefing on Return to Work Outreach for Employers was given. An update on Sales Trainings for FY2022 was given. A recap of the 2021 Employer Recognition Awards was given. A review of the FY2021 Employer Case Studies. Roundtable updates was given.

- October 19, 2021 (WebEx) – Rebecca Johnson, goDCgo, was presented with a plaque and thanked for her service as Chairperson of the Committee throughout FY2021. Marie Cox, ATP, was announced as the new Chairperson for FY2022 and Kendall Tiffany, Frederick County, was announced as the new Vice Chairperson for FY2022. The final Q4 FY2021 and draft Q1 FY2022 Conformity Verification Statements were presented. A guest presentation on the ParkOffice App was given. A Greater Washington Partnership staff briefing on preliminary findings from the Capital COVID Return to Work Survey results was given. An Act! Database refresher was presented. A status update on the FY2022 Employer Case Studies was given. A status update on the FY2022 TDM and Sales Training Sessions. Roundtable updates were also given.

- January 18, 2022 (WebEx) – The final Q1 FY2022 and draft Q2 FY2022 Conformity Verification Statements were presented. A guest presentation was given on the Capital COVID Return to Work Survey by The Greater Washington Partnership. An update on the Employer Outreach Case Studies for FY2022 was given. A guest presentation on the updated Transit Benefits by WMATA was given.

A guest presentation on the Bike Benefit by WABA. Presentation on the 2022 Employer Recognition Awards was given.

- April 19, 2022 – The final Q2 FY2022 and draft Q3 FY2022 Conformity Verification Statements were presented. A review of FY2022 Employer Outreach Case Studies was given. A briefing on the Act! database update and new purge process was given. A guest presentation on the Washington, DC Parking Cash-out Law was given. A guest presentation on the MDOT Employer Tax Incentive SB210 was given. An update on potential FY2023 sales training topics was given.

COG/TPB staff coordinated and held a sales training session titled "Return to Work – Panel of Transportation Experts" on March 30th. Panel presenters represented WMATA, MTA, NVTC, and Commuter Connections. The panel was moderated by John Undeland, Undeland Management.

COG/TPB staff coordinated and held a sales training session titled "Restarting Your TDM Program Post-Pandemic" on June 9th. Trainers Allie Velleca and Lauren Travis of AECOM conducted the training.

COG/TPB staff built a survey and collected responses from local jurisdictions on sales training topics for FY2023.

Staff prepared and distributed the bi-annual sales support questionnaires for DC and Maryland sales representatives and reviewed results.

GUARANTEED RIDE HOME BALTIMORE PROGRAM

General Operations and Maintenance

WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

The Guaranteed Ride Home Baltimore (GRHB) program continued to enroll new applicants during FY2022. A total of 12 applicants were registered in FY2022. Applicants whose records were expiring were contacted to update their information. 79 were re-registered in FY2022. As of June 30, 2022, a total of 94 commuters are currently registered in the GRHB program. COG/TPB staff continued sending 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 monitored and maintained the GRHB database and server throughout the fiscal year. Staff also monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

The Baltimore Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Baltimore commuters who took a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2021 was analyzed. Due to a low sample size, a full report was not issued for FY2021. COG/TPB staff created a PowerPoint presentation and a memo documenting the FY2021 GRH Customer Satisfaction Survey results for Baltimore trips. Staff presented the limited response from the FY2021 GRH Customer Satisfaction Survey for the Baltimore region at the December 21st Regional TDM Marketing Group meeting and at the January 19th Commuter Connections Subcommittee meeting. A comment period was established for the

memo. A final version of the memo was presented and endorsed at the March 15th Commuter Connections Subcommittee meeting.

COG/TPB staff researched San Francisco area GRH programs to determine whether operational functions could be modified and adopted in the Baltimore region. Staff determined that Commuter Connections' current participation guidelines are better suited for program implementation than are policies currently in effect for San Francisco area programs. A presentation on the matter was delivered to the STDM Work Group on December 14th.

Proposed updates to the GRH Program Guidelines were presented to the Commuter Connections Subcommittee on November 16th. A comment period was established through December 16th. Staff incorporated recommended changes to the guidelines and prepared the updated document for endorsement at the January 18th Commuter Connections Subcommittee meeting. The updated guidelines were posted to the Commuter Connections website and functionality in the TDM System was modified to permit 6 trips per individual. The changes also included the addition of Juneteenth National Independence Day as a designated program holiday.

COG/TPB staff and the Regional TDM Evaluation contractor, LDA Consulting, worked on the FY2022 GRH Baltimore Applicant Survey. Planning for the survey was discussed with LDA Consulting at a progress update meeting on October 26th. Staff and LDA Consulting updated the draft questionnaire and presented it to the Regional TDM Evaluation Group on November 16th; the questionnaire was subsequently posted to SharePoint for review and comment by the Evaluation Group. Feedback from the Evaluation Group was compiled and integrated into the questionnaire. The final draft questionnaire was presented to the Work Group on December 21st. The questionnaire was programmed into the TDM System in early 2022 by Media Beef and an internet version was programmed by WBA. The Baltimore/St. Mary's County GRH program survey questionnaire was also shared with MDOT/MTA representatives for review and feedback. Staff pulled two sets of data from the TDM System to serve as a listing of survey recipients. Both the TDM System and WBA versions of the questionnaire were tested by staff. The internet survey was released to current and past registrants in mid-April. Additionally, LDA Consulting conducted telephone survey interviews. Several reminder emails were sent to recipients. The survey closed in early May and LDA Consulting subsequently began to clean and analyze data generated by the responses. The 2022 GRH Baltimore Applicant Survey Draft Report was completed by June 30th and prepared for presentation at the upcoming July 19th Commuter Connections Subcommittee meeting.

Process Trip Requests and Provide Trips
WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff continued to monitor the Guaranteed Ride Home Baltimore (GRHB) project. The GRHB program provided 22 trips in FY2022. The average trip cost for FY2022 was $43.78. Staff regularly provided oversight to Diamond Transportation, Inc., the dispatchers for the GRHB program. Staff became involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff fully executed a FY2022 contract amendment with Diamond Transportation, Inc – National Express Transit, LLC for daily GRHB operations.

COG/TPB staff collected information necessary for contract renewals from ride providers. Coverage for the entire region was secured.

COG/TPB staff processed and paid invoices for all GRH Baltimore service providers.

COG/TPB staff met with Diamond Transportation staff on September 22nd, January 26th, and May 26th to discuss GRH program operations and invoicing.

In June, COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2023.

FIGURES AND TABLES

TABLE 1: FY 2022 Monthly Activity and Impact Summary

Commuter Connections Activity	July 1, 2021 – June 30, 2022
Total applicants/info provided:	**17,697**
Rideshare applicants	7,562
Matchlists sent	11,300
Transit applicants/info sent	64
GRH applicants	2,064
Bike to work info requests	17
Telework info requests	172
Internet users	**83,501**
Internet applicants	9,486
New employer clients	**1,267**
Employee applicants	0
Program Impact Performance Measures	**July 1, 2021 – June 30, 2022**
Continued placements	3,298
Temporary/one-time placements	965
Daily vehicle trips reduced	918
Daily VMT reduced	21,207
Daily tons NOx reduced	0.0042
Daily tons VOC reduced	0.0029
Daily tons PM2.5 reduced	0.00029
Daily tons PM2.5 NOx reduced	0.0056
Daily tons GHG reduced	8.4899
Daily gallons of gas saved	1,178
Daily commuter costs saved	$4,878

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.
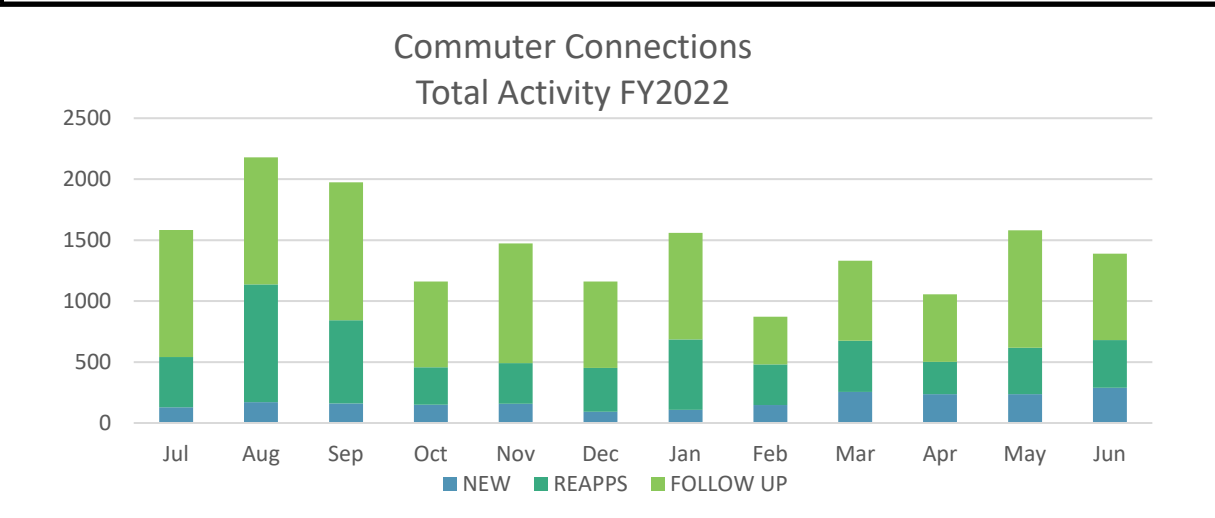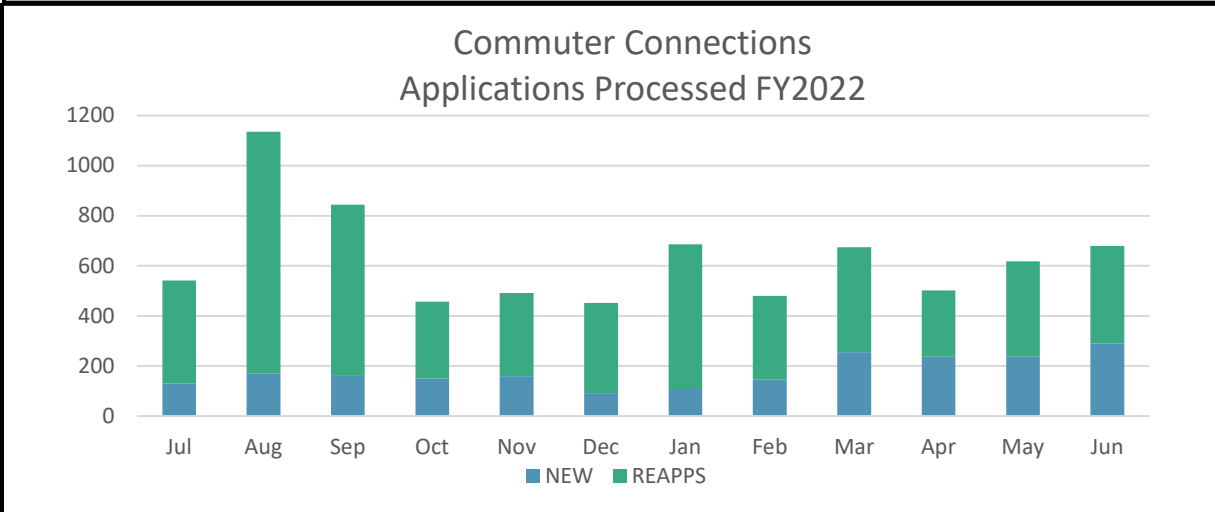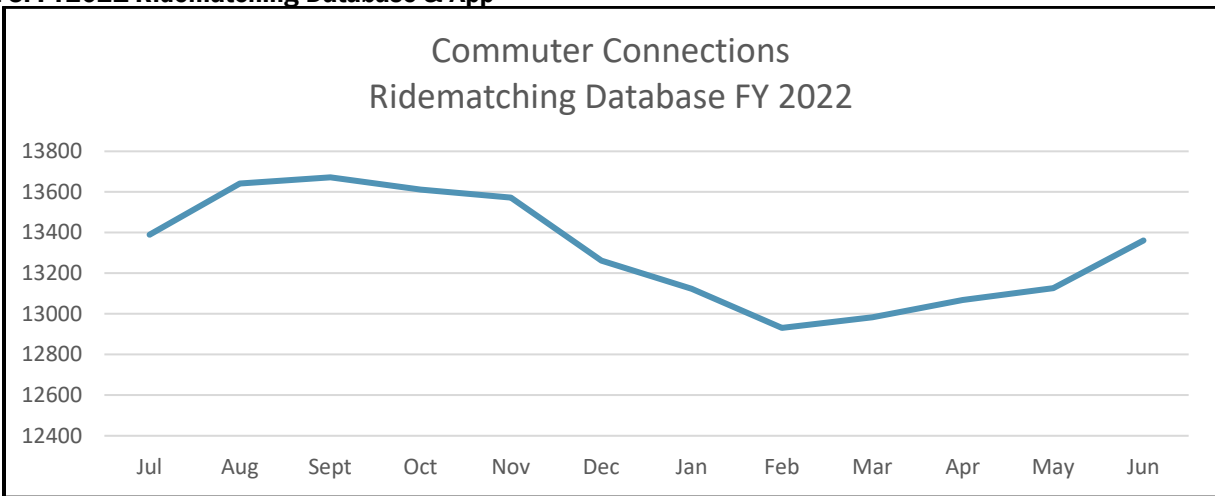
Figures 1-3: FY2021 Ridematching Database & App

Commuter Connections
Ridematching Database FY 2022

Commuter Connections
Applications Processed FY2022

Commuter Connections
Total Activity FY2022

TABLE 2A: FY 2022 Application Activity

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	44	8	40	92
ARLINGTON COUNTY	43	11	56	110
ANNE ARUNDEL COUNTY	49	11	28	88
BALTIMORE CITY	32	9	41	82
BALTIMORE METROPOLITAN COUNCIL	20	3	24	47
COUNCIL OF GOVERNMENTS	241	38	120	399
DOD/WHS	9	1	5	15
DULLES AREA TRANSPORTATION ASSOCIATION	1	1	2	4
DISTRICT OF COLUMBIA	115	25	244	384
US FOOD & DRUG ADMINISTRATION	5	507	34	546
FAIRFAX COUNTY	281	54	144	479
FREDERICK COUNTY	66	257	352	675
GW RIDE CONNECT	416	2,285	3,469	6,170
HARFORD COUNTY	9	4	12	25
HOWARD COUNTY	33	9	22	64
LOUDOUN COUNTY	103	27	115	245
MARYLAND TRANSIT ADMINISTRATION	15	2	18	35
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	45	24	84	153
Countywide	59	19	209	287
Friendship Heights/Rockville	0	0	21	21
North Bethesda TMD	102	1,099	3,105	4,306
Shady Grove	0	0	1	1
Silver Spring	31	5	87	123
NATIONAL INSTITUTES OF HEALTH	2	4	7	13
NORTHERN SHENANDOAH PDC	27	6	12	45
PRINCE GEORGE'S COUNTY	103	44	184	331
POTOMAC & RAPPAHANOCK TC	187	61	360	608
RAPPAHANNOCK-RAPIDAN PDC	27	12	10	49
TRI - COUNTY COUNCIL	68	903	951	1,922
TOTAL INPUT COMMUTER CONNECTIONS	**2,133**	**5,429**	**9,757**	**17,319**
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		**7,322**		

Figures 4-34: Program Applications

Applications Processed FY 2022
Alexandria

Applications Processed FY 2022
Arlington County

Applications Processed FY 2022
Anne Arundel County
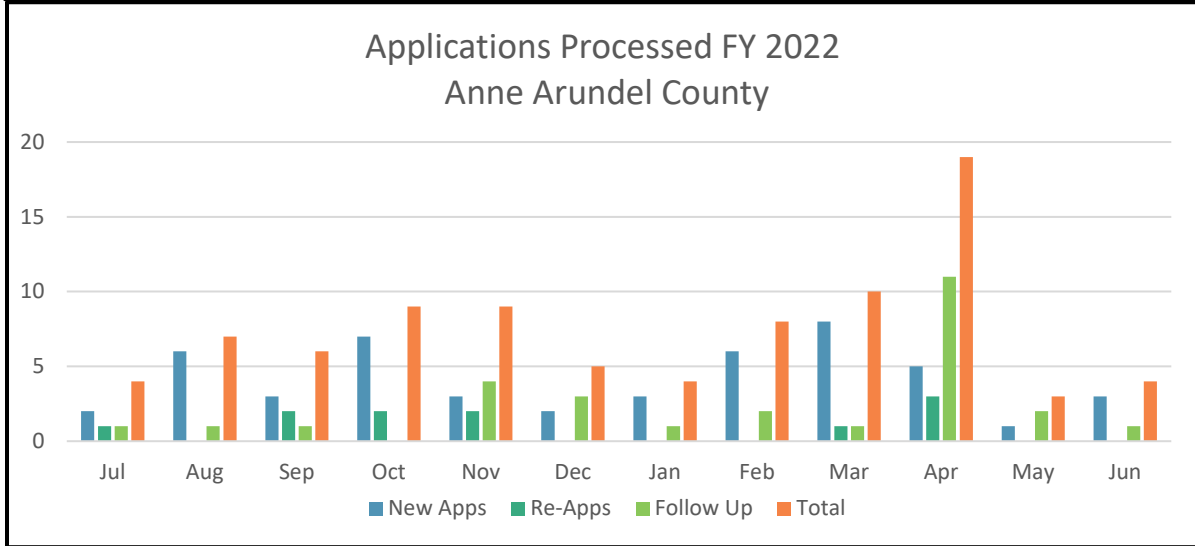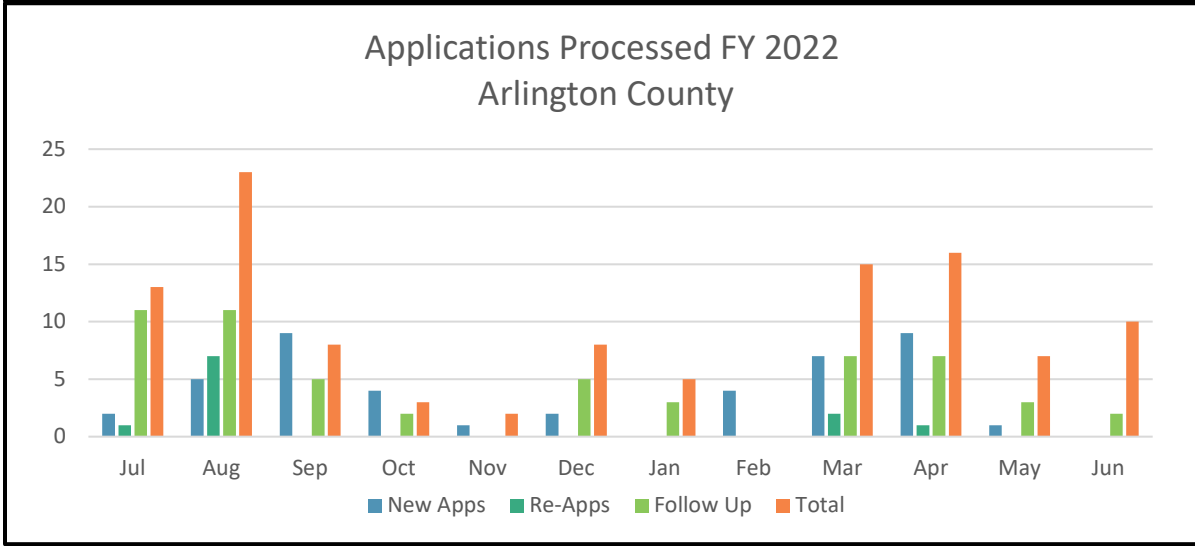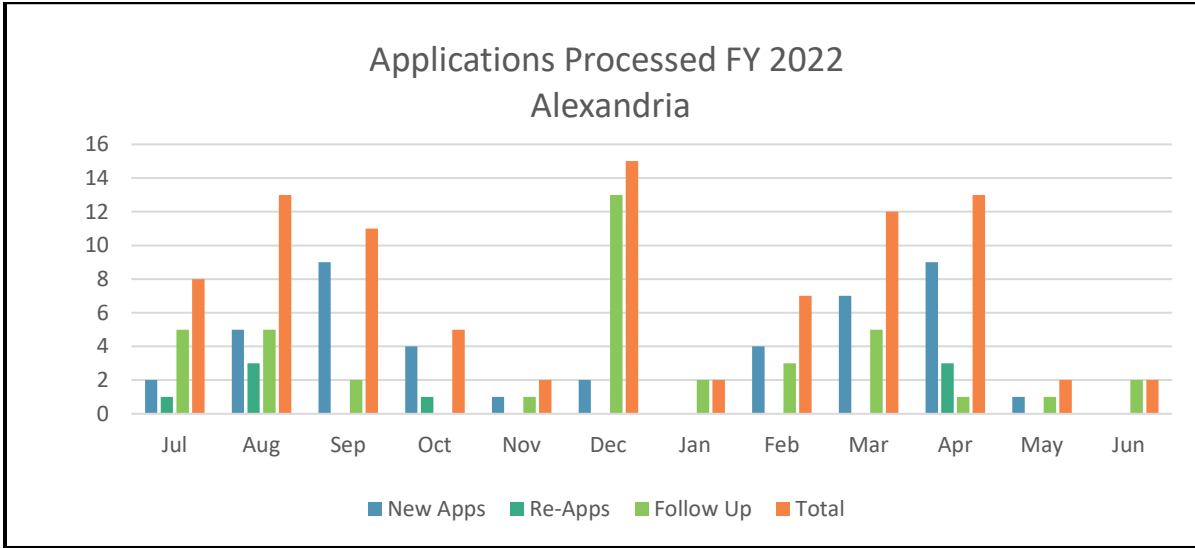
Applications Processed FY 2022
Baltimore City
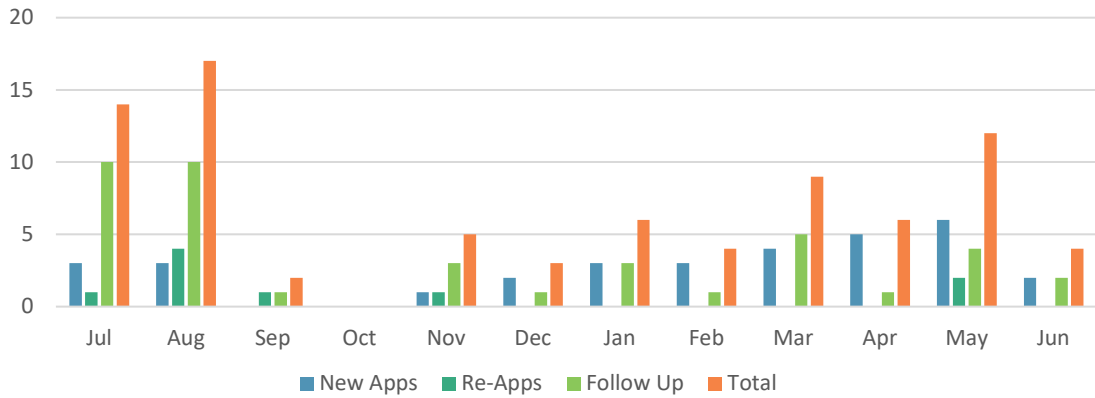
Applications Processed FY 2022
Baltimore Metropolitan Council
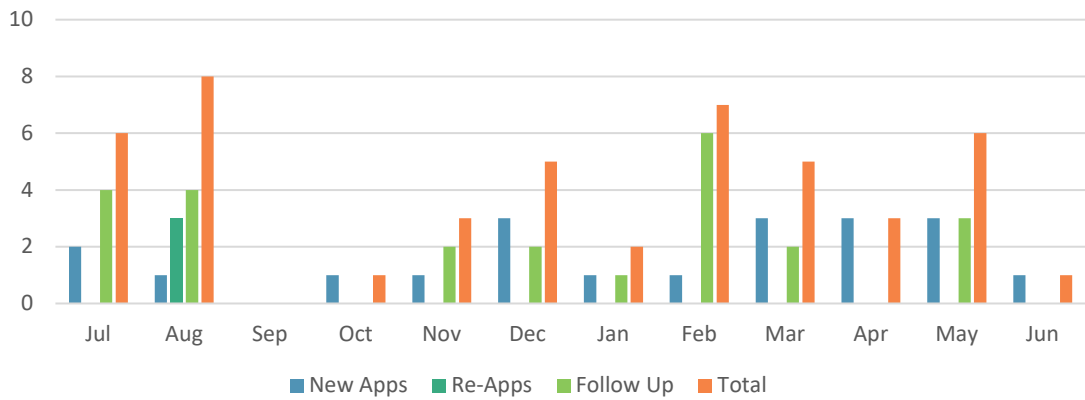
Applications Processed FY 2022
Bethesda Transportation Solutions
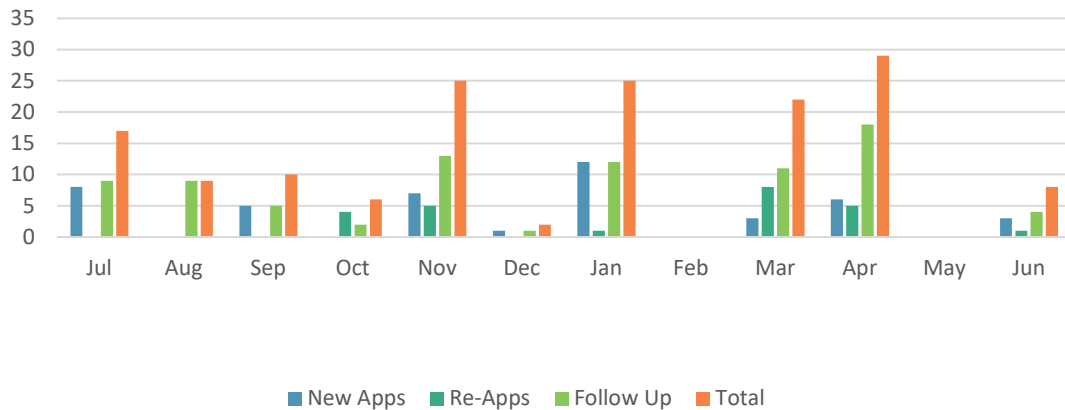
Applications Processed FY 2022
Council of Governments

Legend: ■ New Apps ■ Re-Apps ■ Follow Up ■ Total
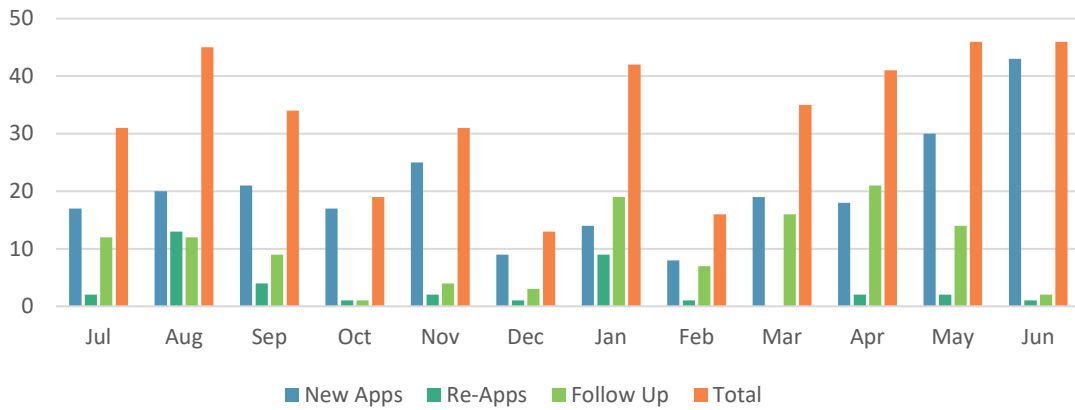
Applications Processed FY 2022
District of Columbia

Legend: ■ New Apps ■ Re-Apps ■ Follow Up ■ Total

Applications Processed FY 2022
DOD/WHS

Legend: ■ New Apps ■ Re-Apps ■ Follow Up ■ Total

Applications Processed FY 2022
Dulles Area Transportation Association

Applications Processed FY 2022
Food & Drug Administration
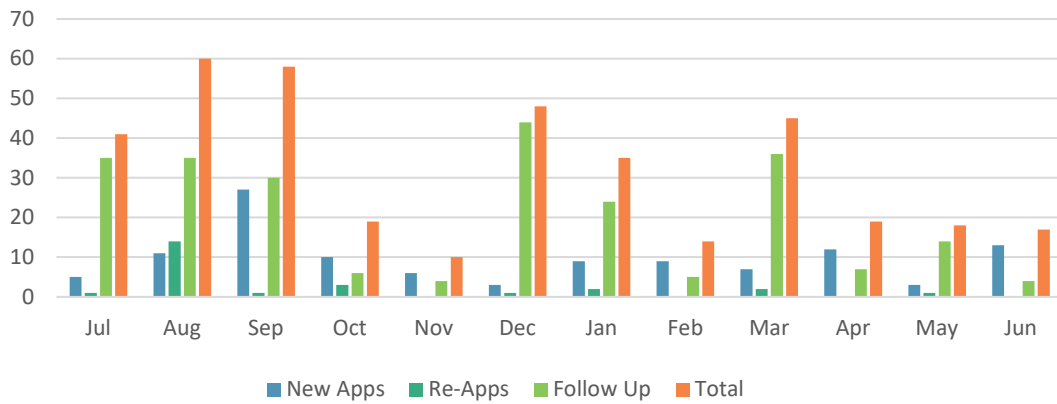
Applications Processed FY 2022
Fairfax County
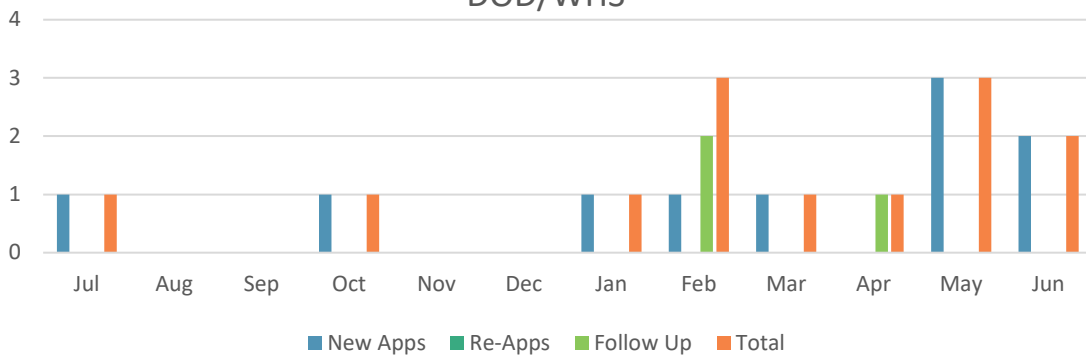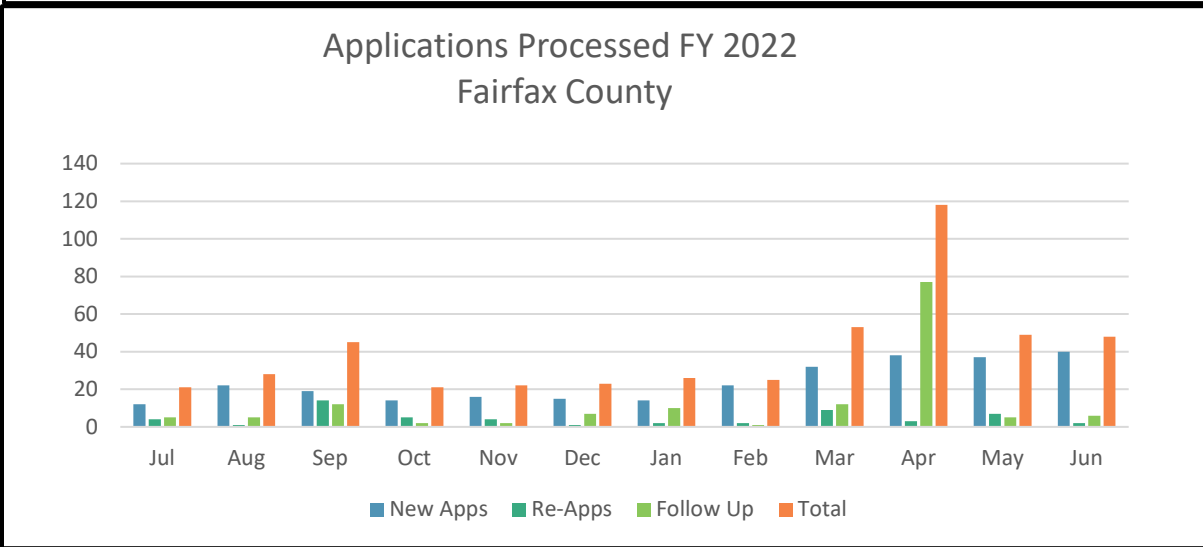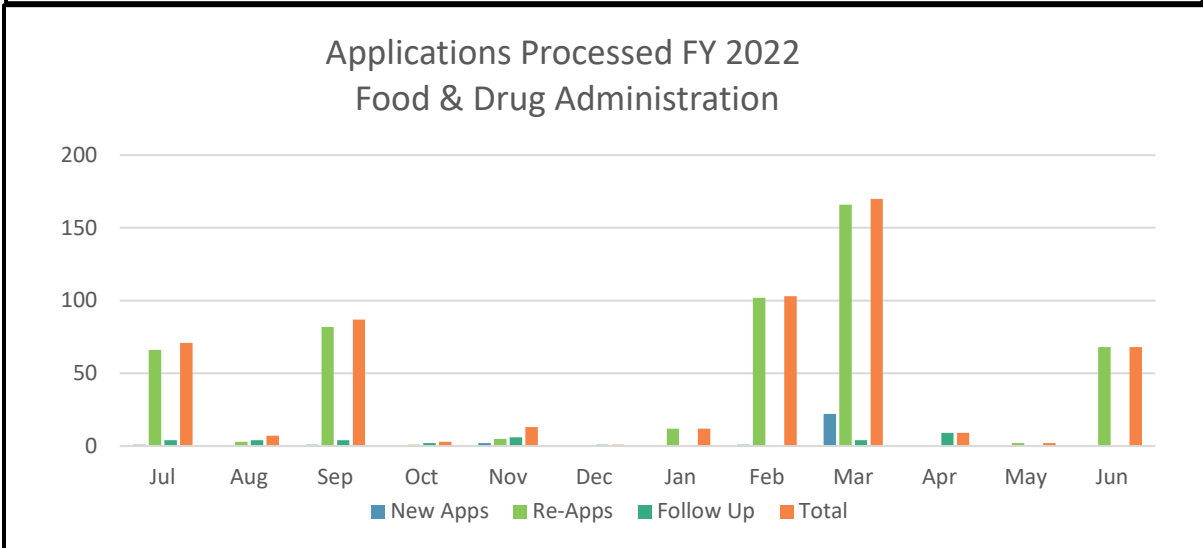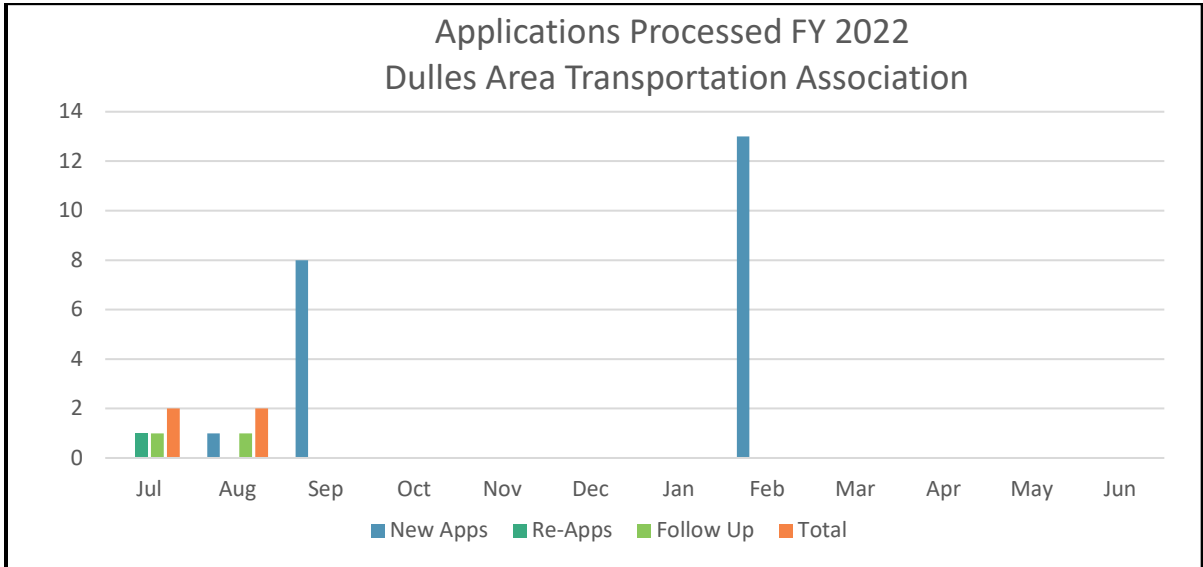
Applications Processed FY 2022
Frederick County
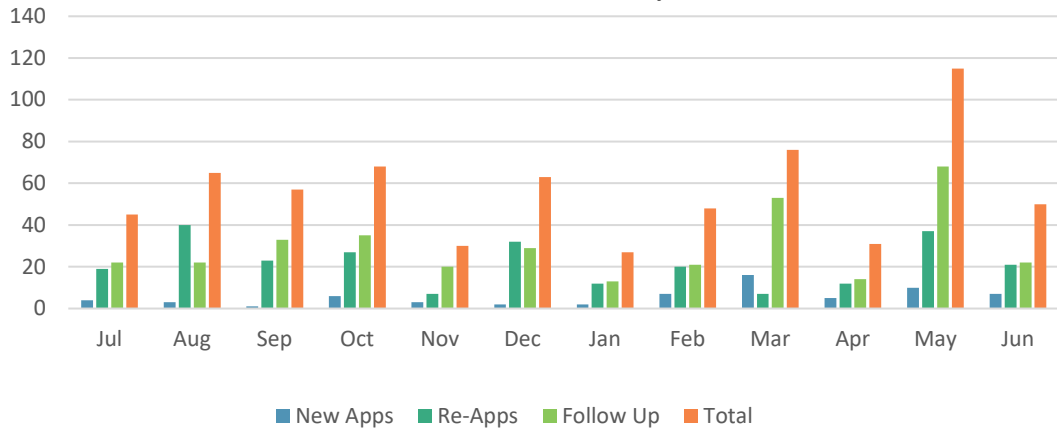
Applications Processed FY 2022
Friendship Heights/Rockville
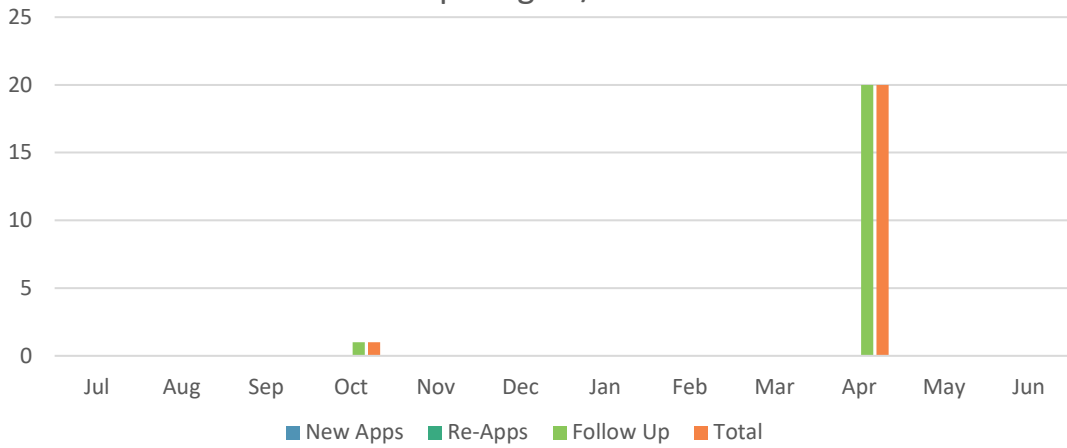
Applications Processed FY 2022
GW RIDE CONNECT
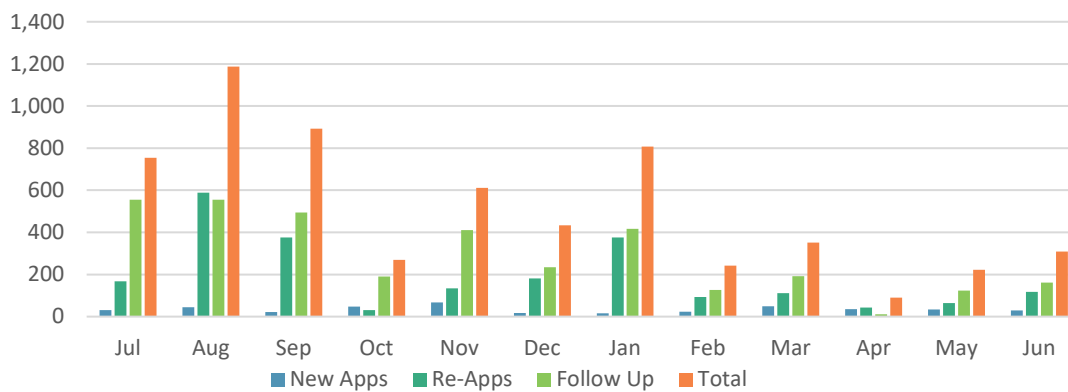
Applications Processed FY 2022
Harford County
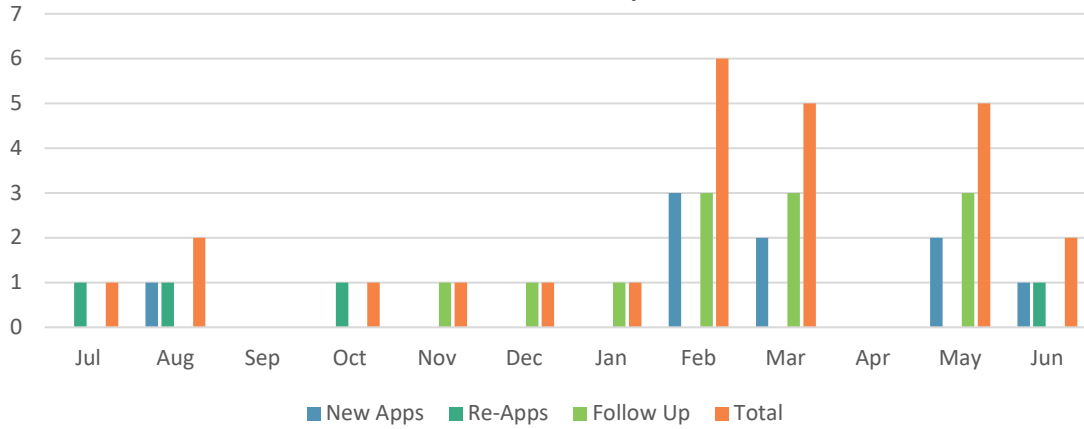
Applications Processed FY 2022
Howard County
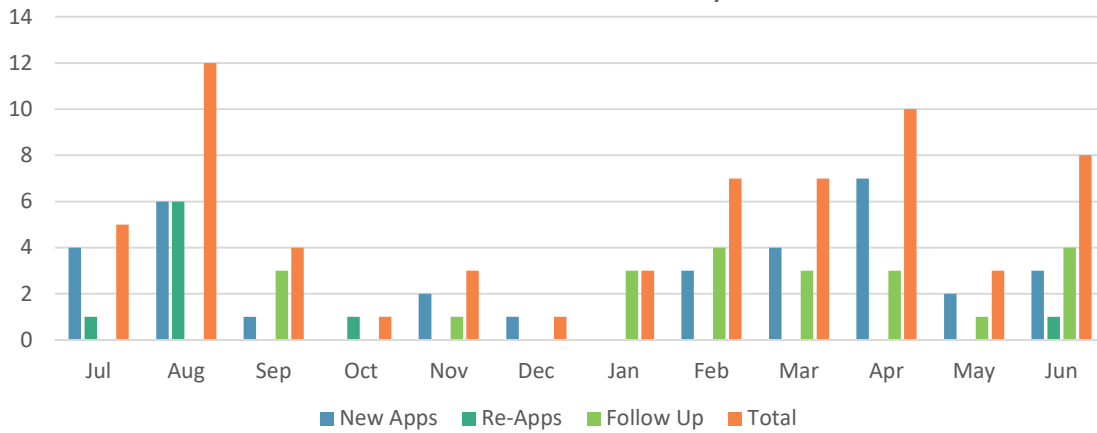
Applications Processed FY 2022
Loudoun County

Applications Processed FY 2022
Maryland Transit Administration

Applications Processed FY 2022
Montgomery County - Countywide

Applications Processed FY 2022
National Institutes of Health
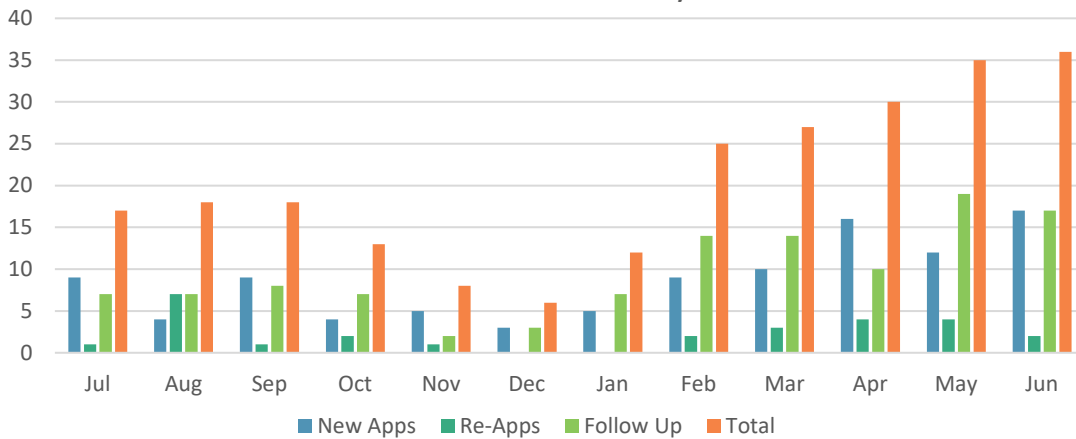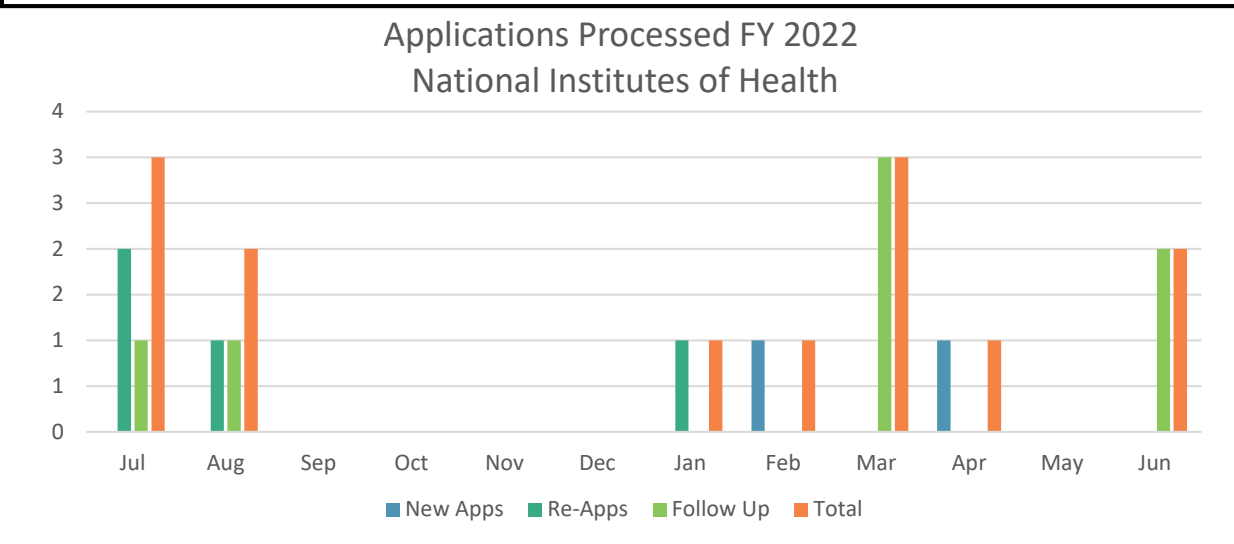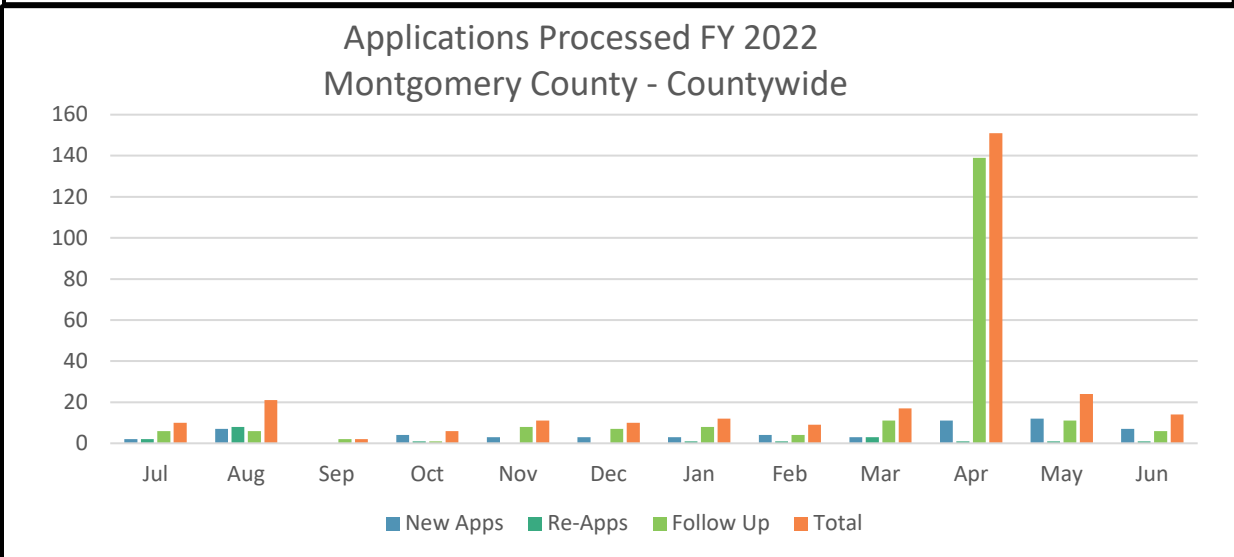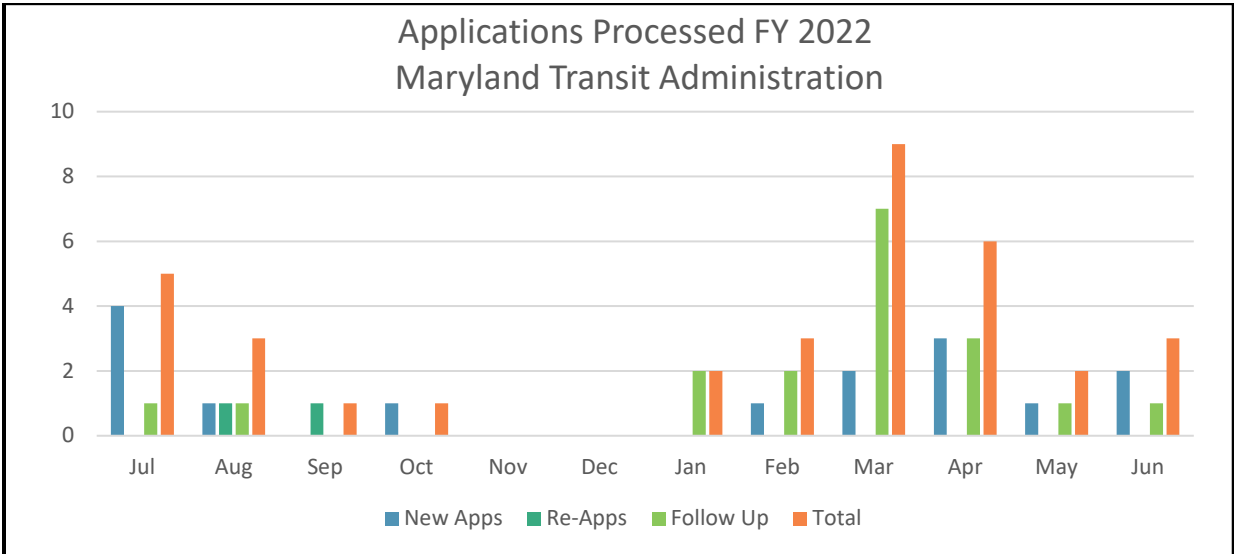
Applications Processed FY 2022
North Bethesda Transportation Center
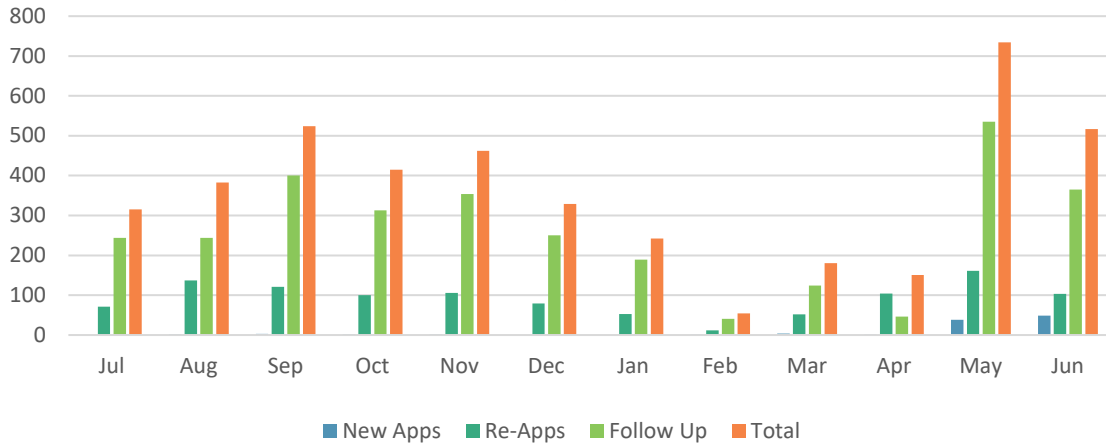
Applications Processed FY 2022
Northern Shenandoah Valley RC
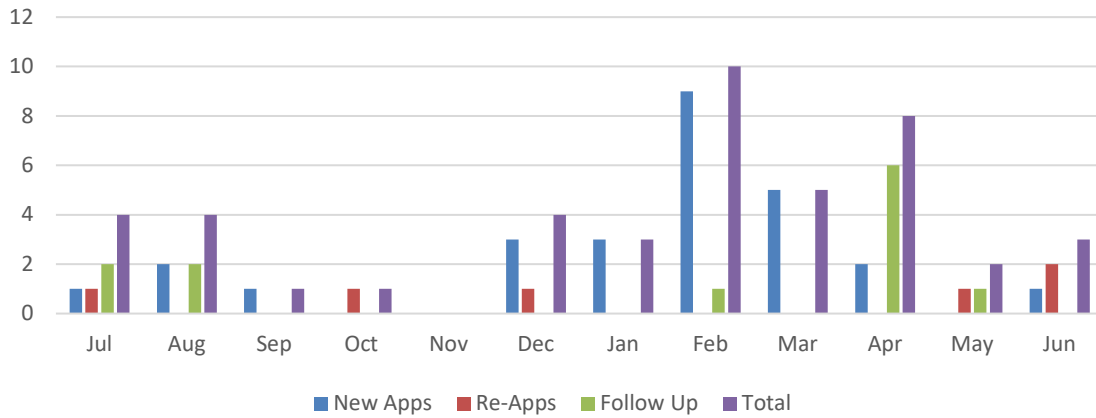
Applications Processed FY 2022
PRTC
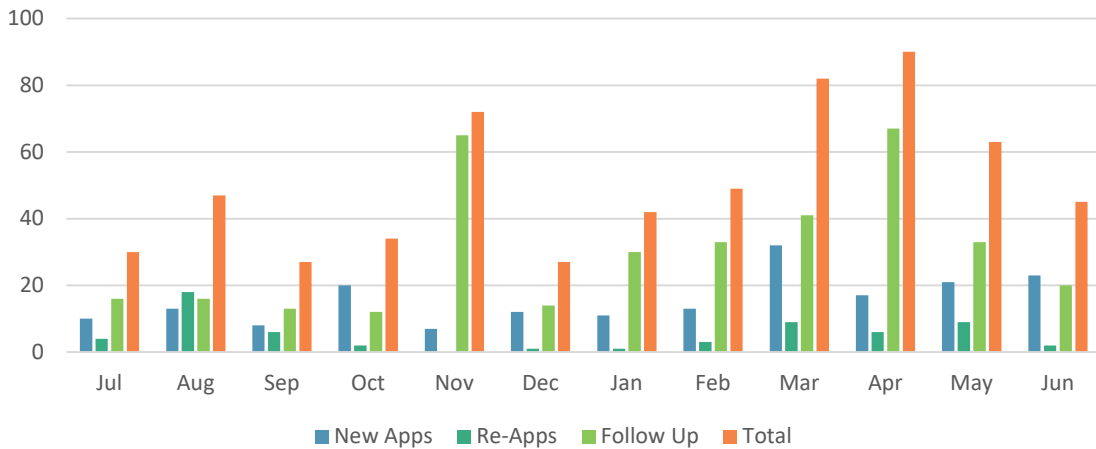
Applications Processed FY 2022
Prince George's County
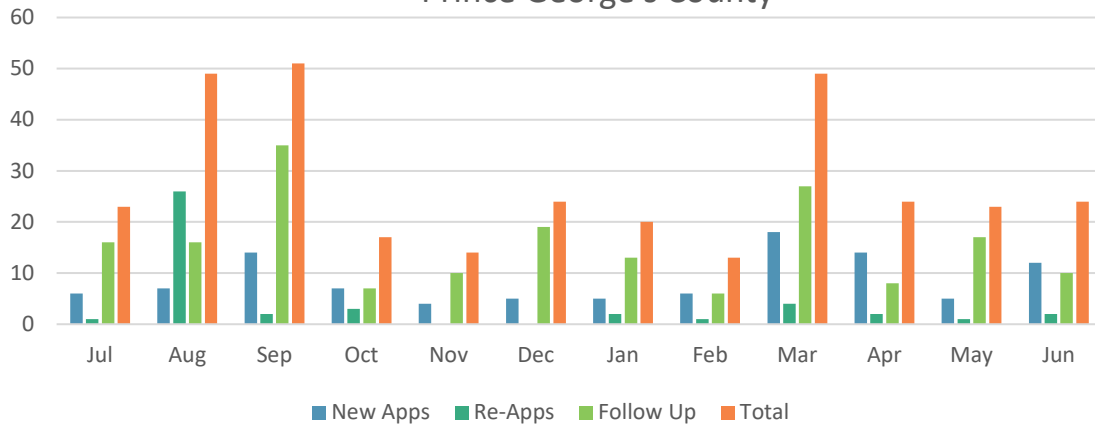
Applications Processed FY 2022
Rappahannock-Rapidan RC
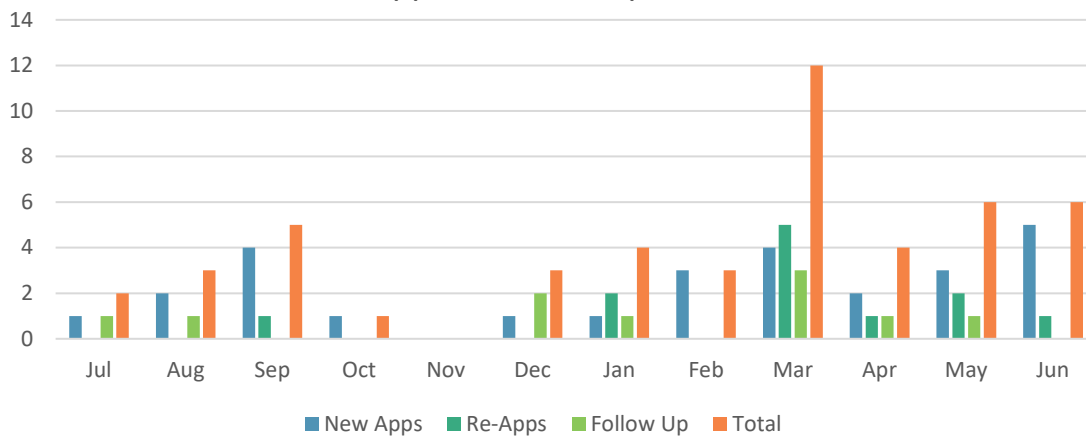
Applications Processed FY 2022
Shady Grove
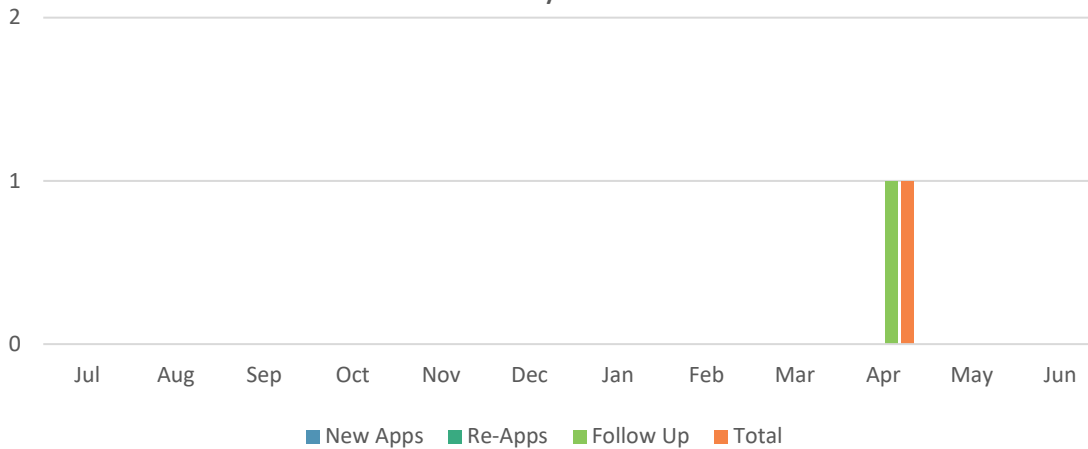
Applications Processed FY 2022
Silver Spring

Legend: ■ New Apps ■ Re-Apps ■ Follow Up ■ Total
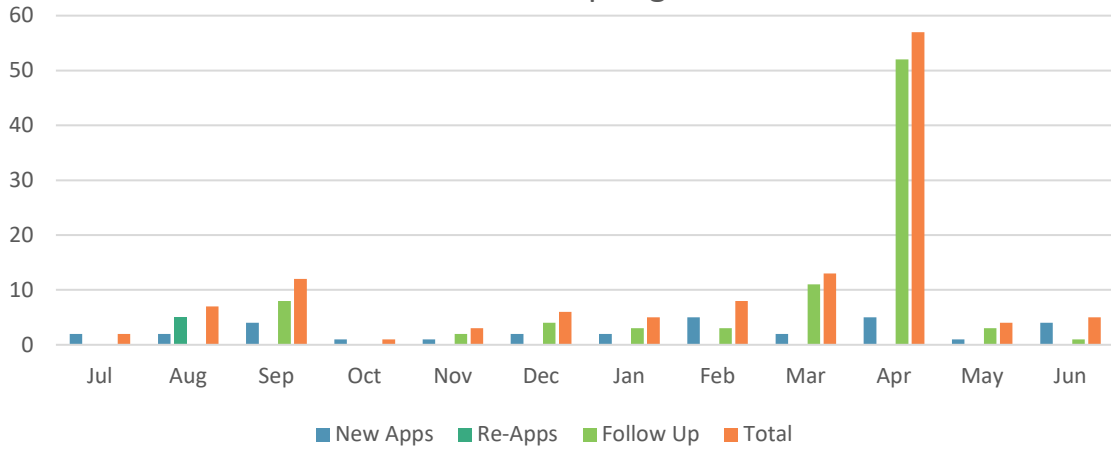
Applications Processed FY 2022
Tri-County Council for Southern Maryland

Legend: ■ New Apps ■ Re-Apps ■ Follow Up ■ Total
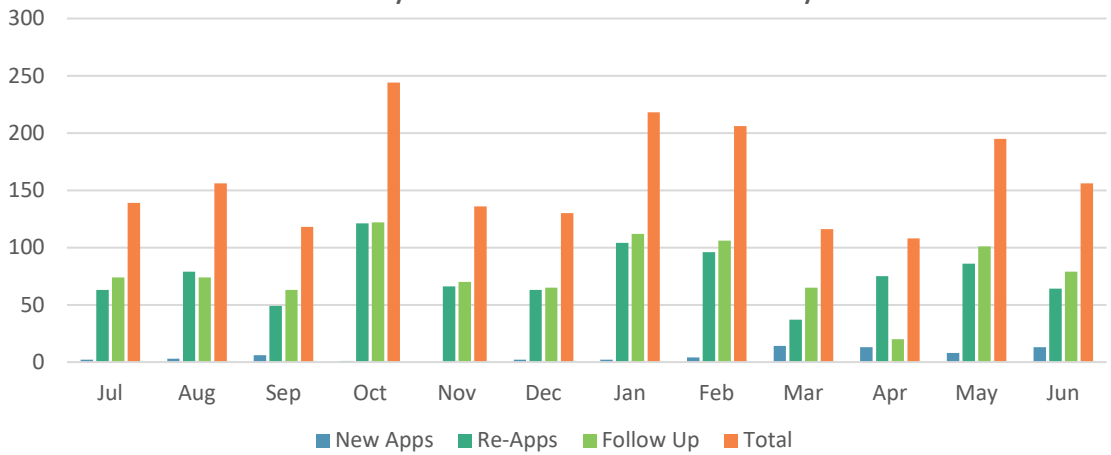
TABLE 5: TDM/COMMUTE INFORMATION

APPLICATIONS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	0	0	N/A	N/A	N/A	0	N/A
Internet	N/A	2039	63	N/A	64	17	7369	N/A
Purge Letters	N/A	1	0	N/A	N/A	N/A	186	N/A
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	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	24	0	N/A	N/A	N/A	11	N/A
TOTAL APPLICATIONS	0	2064	63	N/A	64	17	7566	N/A

PHONE CALLS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	TOTAL
Brochure/Promo Materials	0	1	0	0	7	0	0	2	10
Bus/Train Schedule	0	9	0	0	0	0	5	5	19
Bus/Train Sign	0	0	0	0	0	0	1	6	7
Direct Mail	0	0	0	0	0	0	0	0	0
Employer	0	0	0	0	0	0	0	0	0
Employer Survey	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	2	0	0	17	19
Government Office	0	5	0	0	45	2	23	135	210
Highway Sign	0	4	0	0	15	0	5	26	50
Information (411)	0	0	0	0	0	0	0	0	0
Internet	0	0	0	0	0	0	0	0	0
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	1	1
Newspaper	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	2	0	0	3	5
Other Ridesharing Org	0	0	0	0	0	0	0	2	2
Park-and-Ride Lot Sign	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	0	0	0	0	0	1	0	1
Presentation	0	0	0	0	0	0	0	0	0
Radio	0	1	0	0	1	0	0	4	6
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	0	0	0	0	0
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	664	0	0	1	0	176	26	867
Van Sign	0	0	0	0	0	0	0	0	0
Was/Is Applicant	0	0	0	0	0	0	0	0	0
White Pages	0	0	0	0	0	0	0	0	0
Word of Mouth	0	0	0	0	0	0	0	0	0
Yellow Pages - Verizon	0	0	0	0	0	0	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	2	0	0	0	1	0	0	3
Voice Mail Messages	0	686	0	0	79	3	211	228	1207
Other/Unknown	0	0	0	0	0	0	0	0	0
TOTAL CALLS	0	1372	0	0	152	6	422	455	2407

TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2022

	TOTAL COG	COG ONLY	ALX	ARL	AAC	BALT	BETH	BMC	DOD	FDA	FFX	FRED	GWRID	HAR	HOW	LDN	MC	MTA	NIH	NSHEN	PGC	PRTC	RAP	SS	SPANI	TARP	TRI	DATA	TRANS	TOTAL
Calls Transfrd by COG	N/A	N/A	0	0	0	0	**	0	0	0	4	1	3	1	2	4	3	43	0	0	2	10	1	**	3	**	2	0	11	90
How they heard…																														
Brochure/Promo Matrls	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	720	0	0	0	0	4	0	0	0	0	0	0	0	0	725
Bus/Train Schedule	8	2	0	0	0	0	0	0	0	0	0	58	11	0	0	984	0	0	0	0	0	0	0	0	0	2	0	0	0	1057
Bus/Train Sign	11	6	0	0	0	0	0	0	0	0	0	1	0	0	0	844	0	0	0	0	0	0	0	0	0	0	0	0	0	851
Direct Mail	12	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13
Employer	7	7	0	0	0	0	19	0	0	0	0	1	2	0	0	9	0	0	0	0	6	0	0	0	0	1	0	0	0	45
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	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	24	0	0	0	0	4	1	0	0	31
Government Office	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	3	0	0	0	0	0	0	0	0	0	0	1	0	0	4
Highway Sign	18	15	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	25
Information (411)	207	167	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	169
Internet	50	35	0	0	0	0	0	0	0	0	0	4	65	0	0	817	0	0	0	0	12	0	0	0	0	1	9	0	0	943
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	8
Newspaper (Local)	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	5
Other Ridesharing Org	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0	180	0	0	0	0	2	0	0	0	0	0	1	0	0	188
Park-and-Ride Sign	5	3	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Post Card (COG)	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	5
Radio	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	3
Refferal from Transit Org	6	6	0	0	0	0	0	0	0	0	0	0	0	0	0	243	0	0	0	0	0	0	0	0	0	0	0	0	0	249
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	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	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	0	0	0	0	0	0
Was/Is Applicant	815	794	0	0	0	0	47	0	0	0	0	0	1	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	845
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	54	0	0	0	0	0	0	0	0	0	0	0	0	0	54
Word of Mouth	0	0	0	0	0	0	13	0	0	0	0	2	31	0	0	290	0	0	0	0	0	0	0	0	0	0	1	0	0	337
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	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-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	0	0	0	0	0	0
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	35	0	0	0	0	2	0	0	0	0	0	0	0	0	40
Other	2	2	0	0	0	0	8	0	0	0	0	0	1	0	0	185	0	0	0	0	1	0	0	0	0	0	0	0	0	197
Total	**1144**	**1053**	**0**	**0**	**0**	**0**	**92**	**0**	**0**	**0**	**0**	**80**	**115**	**0**	**0**	**4364**	**0**	**2**	**0**	**0**	**60**	**0**	**0**	**0**	**0**	**8**	**27**	**0**	**1**	**5802**

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.

How they heard…	COG	DC	ARL	ALX	AAC	BALT	BETH	BMC	FDA	FFX	FRED	GWRIDE	HAR	HOW	LDN	MC	MTA	NIH	NSHEN	DOD	PGC	PRTC	RAP	SS	TAP	TRI	DATA	TOTAL
Brochure/Promo Matrls	15	55	11	9	9	4	0	2	1	26	11	16	4	4	22	12	0	0	1	7	22	20	0	11	0	5	0	267
Bus/Train Schedule	6	9	2	0	4	2	0	3	0	11	5	1	1	2	20	5	2	0	0	0	9	8	2	1	0	6	0	99
Bus/Train Sign	3	7	2	0	4	4	0	4	0	16	5	9	3	3	2	3	1	0	0	0	13	10	1	1	0	3	0	94
Direct Mail	9	46	9	10	1	0	0	0	0	11	3	13	0	3	9	6	0	0	0	0	19	13	1	5	0	2	0	160
Employer	39	51	21	12	15	18	39	10	2	68	14	36	8	9	10	30	14	7	3	6	40	29	8	11	1	18	0	519
Employer Survey	1	1	0	0	0	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	1	0	7
Fair/On Site Event	1	2	2	1	1	0	0	0	0	1	0	0	0	1	0	2	0	0	0	2	4	2	1	0	93	0	0	113
Government Office	12	9	5	4	11	9	0	2	0	15	7	16	3	3	12	14	2	0	2	2	18	10	1	0	1	8	0	166
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	0	0	0	0
Highway Sign	3	1	0	1	0	1	0	0	0	3	1	0	0	2	1	0	1	0	6	0	1	1	1	0	0	1	0	24
Information (411)	38	39	4	1	22	26	0	14	0	5	3	3	2	12	2	15	3	0	0	0	27	5	0	6	0	3	1	231
Internet	93	54	20	19	36	23	8	22	1	97	37	160	16	12	64	41	3	1	16	0	60	85	24	18	5	32	1	948
Incentrip	1	4	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Library	1	1	0	2	0	0	0	1	0	1	2	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	11
Mobile Billboard	2	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	5
Newsletter	4	7	1	1	0	0	0	0	0	2	0	1	0	0	0	2	0	0	1	0	2	2	0	1	1	0	0	25
Newspaper	1	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	4
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	2
Other Ridesharing Org	2	5	1	2	3	3	0	2	0	3	0	24	3	0	1	2	1	0	0	0	4	12	2	1	0	2	0	73
Park-and-Ride 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	0	0	0	0
Post Card (COG)	0	3	1	0	1	0	0	0	0	2	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0	12
Presentation	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Radio	7	4	5	1	2	1	0	1	0	10	8	15	0	0	3	4	3	0	1	1	13	7	2	1	0	7	0	96
Real Estate/WelcomeW	0	0	0	0	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	0	0	0	0	1	2	0	0	0	2	1	1	0	1	1	0	0	0	0	0	0	3	0	0	0	1	0	13
Theatre Slide	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TV	1	3	0	0	4	0	0	0	0	0	1	0	0	0	1	0	0	0	1	0	2	1	0	1	0	0	0	15
Van Sign	1	0	0	0	0	0	0	0	0	1	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	5
Was/Is Applicant	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	0	5
White Pages	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
Word of Mouth	7	10	5	1	2	4	0	1	0	18	7	100	2	0	11	6	2	0	0	0	8	19	0	0	1	12	0	216
Yellow Pgs-Verizon	0	0	0	0	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-Yellow Bk	0	0	0	0	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 Pages-Local	0	0	0	0	0	0	0	0	0	1	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	0	0	0	0	0
Other	28	27	6	10	13	11	0	10	0	44	16	53	5	13	19	9	2	1	10	0	23	61	5	6	0	21	1	394
Total	275	341	95	74	129	108	47	73	4	343	123	451	47	66	181	154	34	9	41	18	268	294	48	64	102	123	3	3515

FIGURE 35

COMMUTER CONNECTIONS
GRH REGISTRANTS JULY 1999-JUNE 2022

FIGURE 36

Commuter Connections
GRH Applications Received FY 2022

FIGURE 37

Commuter Connections
Where GRH Registrants Live
FY 2022

DC 5%
Other 3%
MD 36%
VA 56%

FIGURE 38

Commuter Connections
Where GRH Registrants Work

FIGURE 39

Commuter Connections
Commute Mode of GRH Registrants

FIGURE 40

Commuter Connections Commute Mode of GRH User

FIGURE 41

Commuter Connections
GRH Trips by FY (1997-2022)

FIGURE 42

Commuter Connections GRH Program Trip Reasons FY 2022

Other 1%
OT 25%
Missed "pool" 2%
Child Care 14%
Family Emergency 26%
Personal Illness 32%
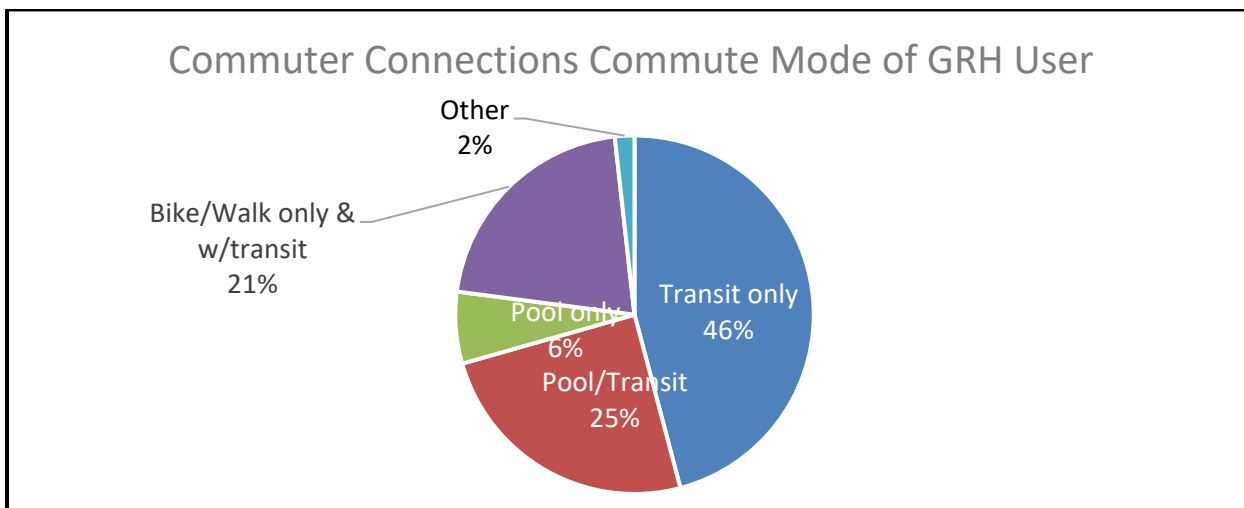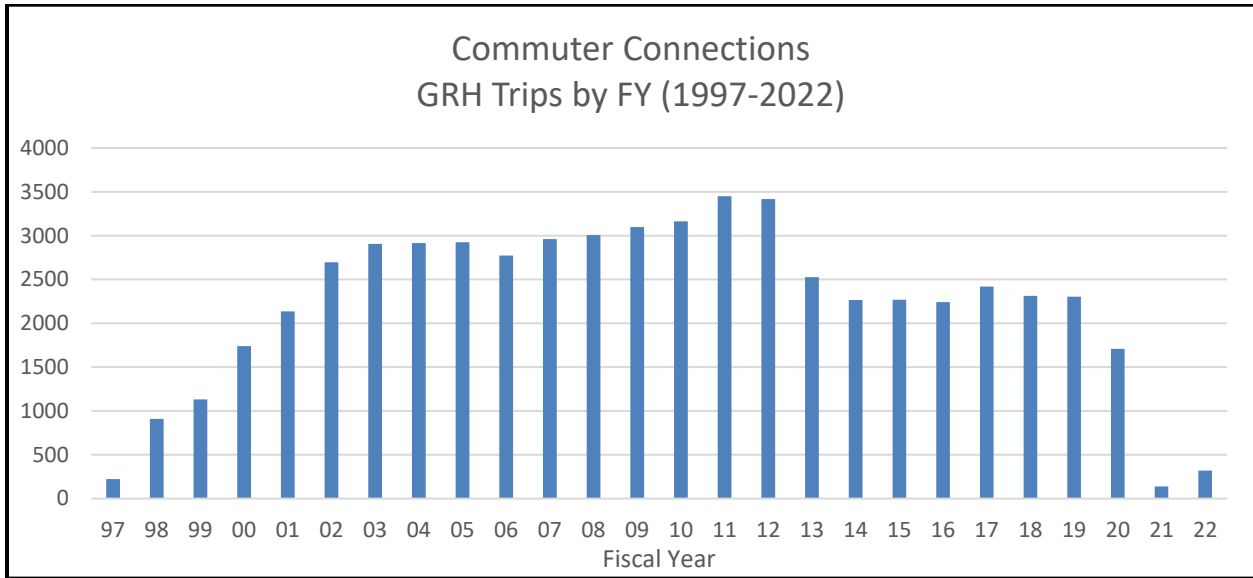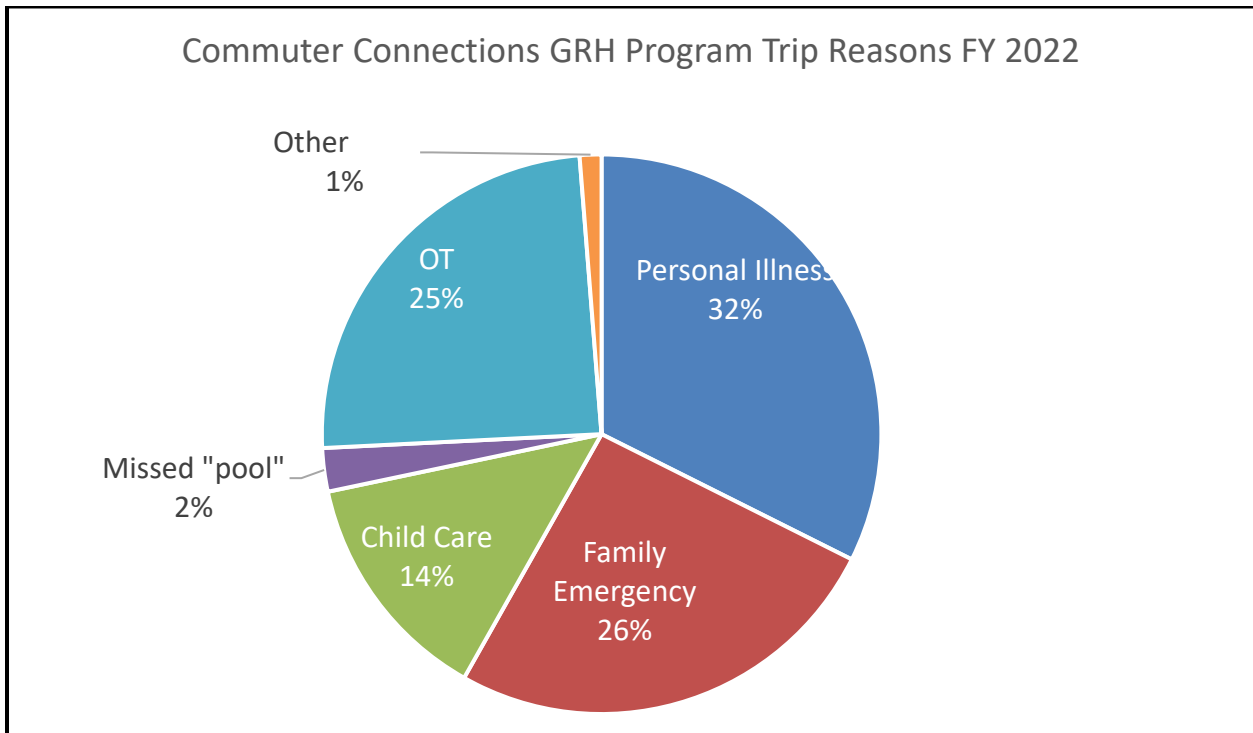
END OF YEAR EMPLOYER OUTREACH ACTIVITY SUMMARY

FY2022 Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ Charles	Metro
Employers Contacted (new) Site Visits (prospects)	439	10	59	407	1	25	200	87	27	52	0
Telework contacted -new	0	0	0	0	0	0	29	87	0	6	0
Employers Contacted (follow-up)	198	6542	354	1913	37	357	14120	55	0	29	0
Telework contacted - follow up	0	0	0	0	0	0	0	55	0	6	0
Total Broadcast Contacts Letters, Flyers, Newsletter	3004	36333	28495	2305	1201	688	92125	25078	1202	0	0
Total Sales Meetings	14	224	79	201	2	14	251	13	18	33	0
Total Employers Contacted	3655	43109	28987	4826	1241	1084	106725	25375	1247	126	0
New Level 1 TDM Programs	7	4	7	156	0	9	0	1	3	25	0
New Level 2 TDM Programs	1	4	42	130	0	2	13	0	2	9	0
New Level 3 TDM Programs	3	0	63	37	1	2	0	0	1	0	11
New Level 4 TDM Programs	6	2	33	2	0	0	2	1	0	0	0
New Telework Programs	0	0	1	0	0	0	2	0	0	1	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0

COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

FY22 Monthly Web Visits

**Grand Total
83,501**