

# Commuter Connections Work Program Progress Report

August 2005

## PROGRAM HIGHLIGHTS

### I. COMMUTER OPERATIONS CENTER

#### A. Local Agency Technical Assistance

Client member assistance included the following:

ARTMA – Retrieved a list of commuters from the purge process.

Bethesda Transportation Solutions – Sent a new .apr file to replace a corrupted one.

Fairfax County – Retrieved six commuters through the E-communicator applications by re-running them through the overnight process.

Montgomery County – Sent a new .apr file to replace a corrupted one.

PRTC – Retrieved a commuter record through the overnight process.

RADCO – Sent a new .apr file to replace a corrupted one.

Staff continued working on updating the Regional TDM Resource Directory.

#### B. Transportation Information Services

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

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

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

#### D. Commuter Information System

No program activity to report for the month of August.

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### II. REGIONAL GUARANTEED RIDE HOME PROGRAM

#### A. General Operations and Maintenance

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

Staff monitored and maintained the GRH database and server.

Taxi cab and car rental contract renewals were completed and notification letters were prepared to be mailed. Staff processed cab and car rental invoices, and transit vouchers.

During the month of August, there were 637 GRH applications received. A total of 606 applicants were registered (602 new applicants and 4 previous “one-time exception” users) and 274 commuters were re-registered. The GRH program provided 241 GRH trips. Twenty-four (24) of these trips were “one-time” exceptions accounting for ten percent (10%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of the GRH trip reasons followed by child care. A total of 29,093 commuters are currently registered in the GRH database.

### III. MARKETING

#### A. TDM Marketing and Advertising

No advertising ran during the month of August.

Web site visits to Commuter Connections were up by 33% in August 2005 compared to August 2004. This has been attributed to high gas prices. Commuter Connections was quoted in several media stories on this topic, including the Baltimore Sun & Washington Examiner.

A Regional TDM Marketing Group meeting was held on August. Major agenda topics covered included:

- Wilson Bridge update
- Montgomery County Ride On
- Air Quality Action Days update

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Staff and the contractor continued updating sections of Regional TDM Resource Guide and Strategic Marketing Plan. This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.

Staff continued to post commuter news and construction updates to web site along with other routine maintenance and enhancements.

Staff drafted articles for Commuter Connections summer newsletter. Stories included:

- DC Circulator
- Employer Awards
- VRE train expansion
- Employee Surveys
- Wilson Bridge Update
- Bike to Work Day Employers

Staff updated the inventory of marketing collateral.

A planning session held with NDW Communications for FY 2006 marketing and advertising projects.

Extra Commuter Connections post cards depicting ridesharing images left over from previous household mailings were sent to the City of Alexandria for use by their Rideshare Coordinator.

### B. Bike to Work Day

Staff established a meeting Chairperson and set the FY2006 Steering Committee schedule.

## IV. MONITORING AND EVALUATION

### A. TERM Data Collection and Analysis

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Staff began reviewing the draft 2005 TERM Analysis report.

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

Staff finalized and distributed the 4<sup>th</sup> quarter Employer Outreach verification statement at the Employer Outreach Ad-Hoc Group meeting on July 19<sup>th</sup>.

Staff continued to work on finalizing the 2004 State of the Commute General Public report.

Staff completed the final draft quarterly conformity report for Employer Outreach for FY 2005.

Staff coordinated with BMISG on Employer Outreach commuter survey requests. Staff also worked with BMISG on finalizing the structure of the region employer survey database.

### B. Program Monitoring and Tracking Activities

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

Staff continued working on collecting information for the 2005 annual progress report.

GRH customer satisfaction survey cards were mailed to program users.

Staff began tabulation of the data collected for the 2005 Employer Outreach customer satisfaction survey.

Staff continued reviewing the draft report of the 2005 Employer Telework Workshops. Staff also continued working on preparing a draft copy of the 2005 Bike To Work Day report.

Staff issued the final FY05 2<sup>nd</sup> half marketing campaign summary report. This document highlights marketing and advertising which occurred between January – June 2005 for Guaranteed Ride Home, Mass Marketing, Integrated Rideshare, Telework and Operations Center programs. It encompasses radio, direct mail and internet advertising campaigns, as well as promotional and public relations

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activities conducted by Commuter Connections within the Washington metropolitan area.

Staff began reviewing the draft FY 2005 TERM Analysis Report. This report is a culmination of data collection activities that occurred for each of the Commuter Connections TERMS between FY 2002 and FY 2005. Results from the report will be used in the regional TERM Tracking Sheet.

### V. EMPLOYER OUTREACH

#### 1. Regional Component Project Tasks

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

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

The regional database was maintained and updated.

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

Staff fulfilled customer requests for information from CPS Human Resource Services, FEMA, and George Washington University.

##### B. Employer Outreach for Bicycling

There were no activities to report for August.

#### 2. Jurisdictional Component Project Tasks

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

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

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Two jurisdictions were still outstanding in submitting their monthly reports for July.

Eight jurisdictions are still outstanding in submitting their monthly reports for August.

There were still nine sales territories who do not have a FY 2006 Scope of Work and budget submitted to COG for review.

Staff worked on finalizing a Scope of Work and contract with UrbanTrans for Employer Outreach activities for the District of Columbia, Prince William and Frederick counties.

## VI. TELEWORK

### Jurisdictional Component Project Tasks

#### A. General Technical Assistance and Information

- Staff met with Calvert Jones, via conference call, to begin planning telework training for employees.
- A Telework Planning session was coordinated and presentations were made to State TDM Funding agencies from Maryland and Virginia on August 30<sup>th</sup>.
- Staff responded to 45 calls regarding the Telework Resource Center
- Staff disbursed 7 Telework Resource Center kits

#### B. Program Coordination

The Telework Center utilization rate is currently at 55% (used by 586 individuals) Telework Center users include the following: (84%) are federal workers, (16%) are non-federal workers.

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

Staff continued to work with Alexandria Employer Outreach to secure companies for participation in Alexandria telework initiative

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Meetings were held with the following companies: QED Consulting in Arlington, DAI in Alexandria, and JETS (Junior Engineering Society) in Alexandria

The following employers were contacted during the month of August:

- Doctor's Community Hospital
- Montgomery College
- AT&T Government Solutions
- Arlington County Government
- City of Alexandria
- Loudoun County Government
- Montgomery County Government
- Discovery Communications
- American Society for Microbiology

### VII. INFOEXPRESS KIOSKS

Jurisdictional Project Component Tasks

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

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

There 916 kiosk users during the month of August.

August 2005

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## **PERFORMANCE STATISTICS**

**August 2005**

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



# COMMUTER OPERATIONS CENTER

## PERFORMANCE DATA

AUGUST 2005



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

**TABLE 2****COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
AUGUST 2005**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	14	1	39	54
ARLINGTON (COG)	0	0	0	0
ARTMA	29	0	67	96
BALTIMORE CITY	4	0	6	10
BMC	12	0	15	27
COG - MD	208	2	199	409
COG - VA	194	2	236	432
COG - Other	31	0	14	45
DISTRICT OF COLUMBIA	26	0	27	53
FAIRFAX COUNTY	168	62	364	594
FREDERICK	9	0	36	45
HARFORD	15	0	28	43
HOWARD	17	0	24	41
LINK	10	0	9	19
LOUDOUN	45	0	105	150
MTA	0	0	0	0
MONTGOMERY COUNTY	133	30	729	892
Bethesda Transportation Solutions	16	0	33	49
Countywide	96	4	229	329
Friendship Heights/Rockville	0	0	1	1
North Bethesda TMD	7	26	384	417
Silver Spring	14	0	82	96
NIH	4	0	1	5
NORTHERN NECK	0	1	4	5
NORTHERN SHENANDOAH	0	1	0	1
PRINCE GEORGE'S	4	0	94	98
PRTC	219	0	209	428
RADCO	184	0	827	1,011
RAPPAHANNOCK-RAPIDAN	11	0	43	54
TRI - COUNTY	22	13	31	66
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,359</b>	<b>112</b>	<b>3,107</b>	<b>4,578</b>

**TOTAL NEW & RE-APPLICANTS****1,471**

**TABLE 2B**

**APPLICATIONS RECEIVED THROUGH THE COMMUTER  
CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION  
AUGUST 2005**

	<b>HOME</b>
ALEXANDRIA	13
ANNE ARUNDEL COUNTY	24
ARLINGTON COUNTY	16
BALTIMORE CITY	10
BALTIMORE COUNTY	8
CALVERT COUNTY	9
CARROLL COUNTY	2
CECIL COUNTY	0
CHARLES COUNTY	28
CLARKE COUNTY	1
CULPEPER COUNTY	6
DISTRICT OF COLUMBIA	13
FAIRFAX COUNTY *	112
FAUQUIER COUNTY	9
FREDERICK COUNTY, MD	39
FREDERICK COUNTY, VA	0
FREDERICKSBURG	11
HARFORD COUNTY	8
HOWARD COUNTY	17
KING GEORGE COUNTY	2
LANCASTER COUNTY	1
LOUDOUN COUNTY	22
MADISON COUNTY	0
MONTGOMERY COUNTY	35
ORANGE COUNTY	2
PAGE COUNTY	1
PRINCE GEORGE'S COUNTY	39
PRINCE WILLIAM COUNTY **	86
RAPPAHANNOCK COUNTY	1
RICHMOND COUNTY	1
SHENANDOAH COUNTY	1
SPOTSYLVANIA COUNTY	46
STAFFORD COUNTY	82
ST. MARY'S COUNTY	3
WARREN COUNTY	6
WESTMORELAND COUNTY	1
WINCHESTER	0
OTHERS	32
<b>TOTAL</b>	<b>687</b>

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

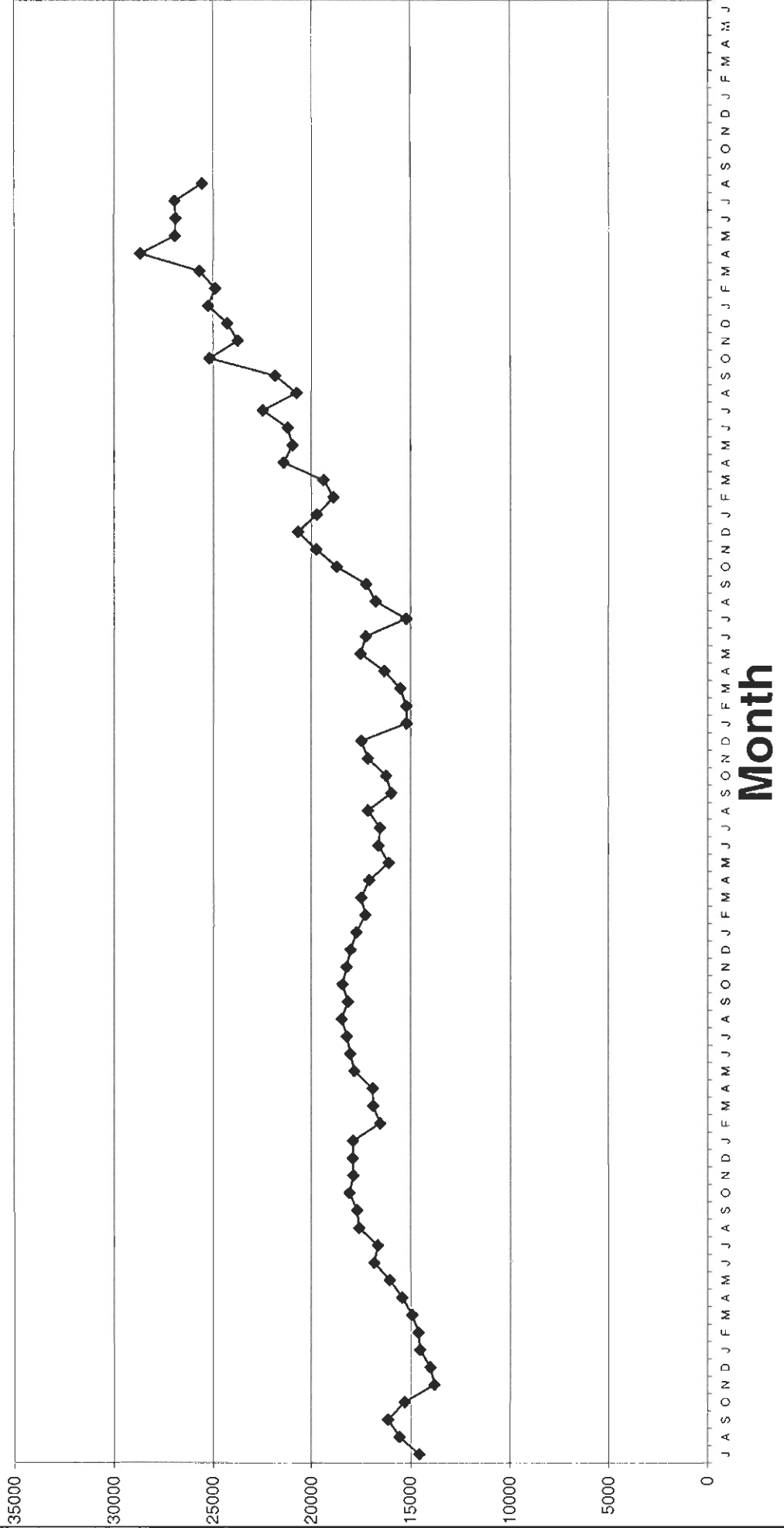
\*\* Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS  
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
 AUGUST 2005

ALEXANDRIA	217
ARLINGTON (COG)	3
ARTMA	843
BALTIMORE CITY	69
BMC	195
COG	6,029
DISTRICT OF COLUMBIA	12
DOE	1
FAIRFAX COUNTY	2,354
FREDERICK	242
HARFORD COUNTY	153
HOWARD COUNTY	160
LINK/RESTON	67
LOUDOUN COUNTY	892
MONTGOMERY COUNTY	6,408
Bethesda Transportation Solutions	818
Countywide	1,228
Friendship Heights/Rockville	1,012
North Bethesda Transportation Ctr	2,597
Silver Spring	753
MTA	8
NIH	377
NORTHERN NECK	50
NORTHERN SHENANDOAH VALLEY	5
PRINCE GEORGE'S COUNTY	730
PRTC	1,843
RADCO	3,870
RAPPAHANNOCK-RAPIDAN	231
TRI - COUNTY	803
OTHER	
<b>TOTAL</b>	<b>25,562</b>

# COMMUTER CONNECTIONS CCRS DATABASE FY2000 - FY2006



# Commuter Connections CCRS Database FY 2006

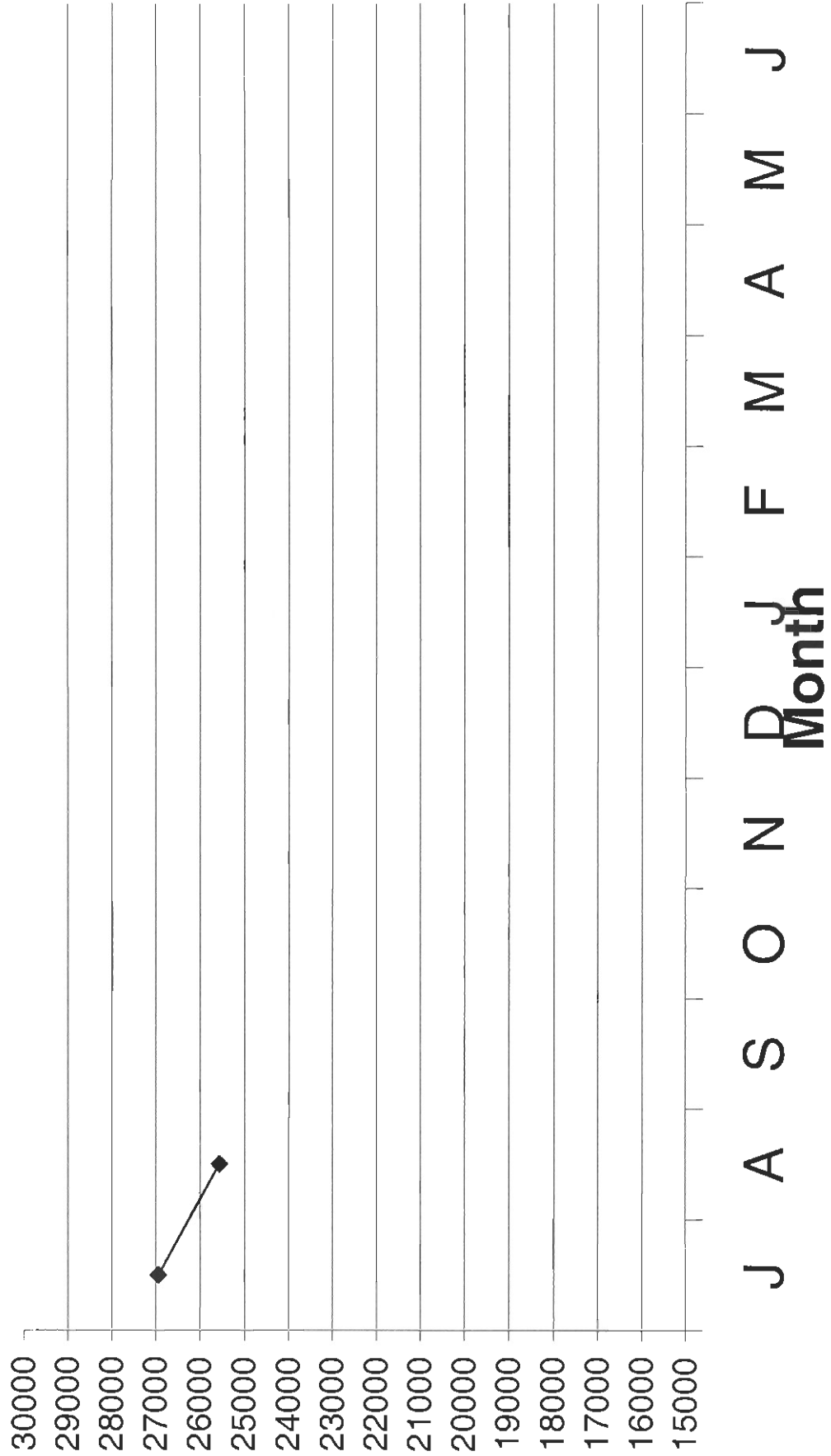


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE  
 SORTED BY HOME AND WORK JURISDICTIONS  
 AUGUST 2005

	HOME	WORK
ALEXANDRIA	306	858
ANNE ARUNDEL COUNTY	1,018	138
ARLINGTON COUNTY	295	3,631
BALTIMORE CITY	239	187
BALTIMORE COUNTY	329	111
CALVERT COUNTY	323	5
CARROLL COUNTY	110	5
CECIL COUNTY	28	3
CHARLES COUNTY	673	23
CLARKE COUNTY	18	0
CULPEPER COUNTY	112	1
DISTRICT OF COLUMBIA	669	9,671
FAIRFAX COUNTY *	2,742	2,428
FAUQUIER COUNTY	272	7
FREDERICK COUNTY, MD	1,077	62
FREDERICK COUNTY, VA	37	0
FREDERICKSBURG	225	8
HARFORD COUNTY	182	98
HOWARD COUNTY	695	90
KING GEORGE COUNTY	96	31
LANCASTER COUNTY	4	0
LOUDOUN COUNTY	1,077	238
MADISON COUNTY	4	0
MONTGOMERY COUNTY	4,283	7,207
ORANGE COUNTY	115	1
PAGE COUNTY	7	0
PRINCE GEORGE'S COUNTY	2,223	487
PRINCE WILLIAM COUNTY **	3,245	144
RAPPAHANNOCK COUNTY	11	0
RICHMOND COUNTY	10	1
SHENANDOAH COUNTY	19	0
SPOTSYLVANIA COUNTY	1,573	4
STAFFORD COUNTY	2,338	15
ST. MARY'S COUNTY	150	36
WARREN COUNTY	113	0
WESTMORELAND COUNTY	44	0
WINCHESTER	50	2
OTHERS	850	70
<b>TOTAL</b>	<b>25,562</b>	<b>25,562</b>

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

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

**TABLE 5  
TERM/COMMUTE INFORMATION  
AUGUST 2005**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	33	N/A	N/A	N/A	11	N/A	
Internet	N/A	601	N/A	N/A	N/A	669	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	23	N/A	
Fax/Phone	N/A	3	N/A	N/A	N/A	4	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
<b>TOTAL</b>	N/A	637	N/A	N/A	37	707	N/A	
<b>PHONE CALLS</b>								
Brochure/Promo Materials		3		6		6		15
Bus/Train Schedule		5		2		2	1	10
Bus/Train Sign		3		11		1		15
Direct Mail		2				1		3
Employer		1				1		2
Employer Survey								0
Fair/On Site Event								0
Government Office		1				1		2
Highway Sign		2		13		17	10	42
Information (411)				4		2	1	7
Internet		7	1	13		21	1	43
Library								0
Mobile Billboard						1		1
Newsletter								0
Newspaper				1		1		2
Newspaper (Local)								0
Other Ridesharing Org								0
Park-and-Ride Lot Sign				1		2	1	4
Post Card (COG)								0
Presentation								0
Radio		2		2		4		8
Real Estate/WelcomeWagon								0
Referral from Transit Org		3		2			1	6
Theatre Slide								0
TV								0
Van Sign		1				2		3
Was/Is Applicant		200		1		38		239
White Pages								0
Word of Mouth		16		10		18	2	46
Yellow Pages - Verizon		1		6		6		13
Yellow Pages - Yellow Book				1				1
Yellow Pages - Local				1		1	1	3
Voice Mail Messages		13		10		26	6	55
Other		3		2		5	2	12
<b>TOTAL CALLS</b>	0	263	1	86	0	156	26	532





**TABLE 6B  
APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
AUGUST 2005**

	C O G	A L X	A R T M A	B A L L T	B E T H	B M C	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	S S	T A P	T R I	T O T A L
How they heard...																									69
Brochure/Promo Matrls	66											3													27
Bus/Train Schedule	27																								11
Bus/Train Sign	11																								4
Direct Mail	4																					4			59
Employer	51									4															2
Employer Survey	2																								65
Fair/On Site Event	0		1									1	55									8			49
Government Office	15							21	9	4															378
GRH Program	0	5	24				104	43	8			27	30							129	3	5			30
Highway Sign	15																			10	5				1
Information (411)	0										1														1
Internet	75	12						4		9		14	11							57	15				197
Library	1																								1
Mobile Billboard	1																								1
Newsletter	3																								36
Newspaper	4																								4
Newspaper (Local)	4									1										3					8
Other Ridesharing Org	9		10					2	3		19		3												46
Park-and-Ride Sign	0																								0
Park-and-Ride Sign	0																								0
Post Card (COG)	1																								1
Presentation	1																								1
Radio	53									2															55
Real Estate/WelcomeW	0																								0
Referral from Transit Org	0		5				45																		50
Theatre Slide	0																								0
TV	9																								9
Van Sign	5																								6
Was/Is Applicant	14							1					12												40
White Pages	0																								0
Word of Mouth	138							2	2			2								45	3	4			196
Yellow Pgs-Verizon	1																								1
Yellow Pgs-Yellow Bk	0																								0
Yellow Pages-Local	0										1									3					4
Voice Mail Messages	0																								0
Other	72							11		1	13	11	12							10	7				137
<b>Total</b>	<b>582</b>	<b>17</b>	<b>40</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>190</b>	<b>57</b>	<b>21</b>	<b>45</b>	<b>0</b>	<b>56</b>	<b>125</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>257</b>	<b>42</b>	<b>15</b>	<b>41</b>	<b>0</b>	<b>1488</b>

<b>Table 1</b>
<b>National Capital Region Transportation Planning Board</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
<b>Month of AUGUST 2005</b>

Commuter Connections Activity	This Month	Last Month	Since July 2005
<b>Total applicants/info provided:</b>	1,584	1,244	2,828
Rideshare applicants	1,471	1,260	2,731
Matchlists sent	2,188	1,062	3,250
Transit applicants/info sent	86	43	129
GRH applicants	637	531	1,168
Bike to work info requests	37	18	55
Telework info requests	0	1	1
<b>Kiosk users</b>	916	3,159	4,075
Kiosk applicants	0	0	0
<b>Internet users</b>	8,128	6,932	15,060
Internet applicants	1,344	996	2,340
<b>New employer clients</b>	13	3	16
Employee applicants	54	34	88

Program Impact Performance Measure	This Month	Last Month	Since July 2005
<b>Continued placements</b>	403	348	748
<b>Temporary/one-time placements</b>	194	220	360
<b>Daily vehicle trips reduced</b>	151	793	281
<b>Daily VMT reduced</b>	5,462	10,264	10,140
<b>Daily tons NOx reduced</b>	0.0038	0.0146	0
<b>Daily tons VOC reduced</b>	0.0016	0.0065	0
<b>Daily gallons of gas saved</b>	229	475	426
<b>Daily commuter costs saved</b>	\$1,010	\$1,976	\$1,875

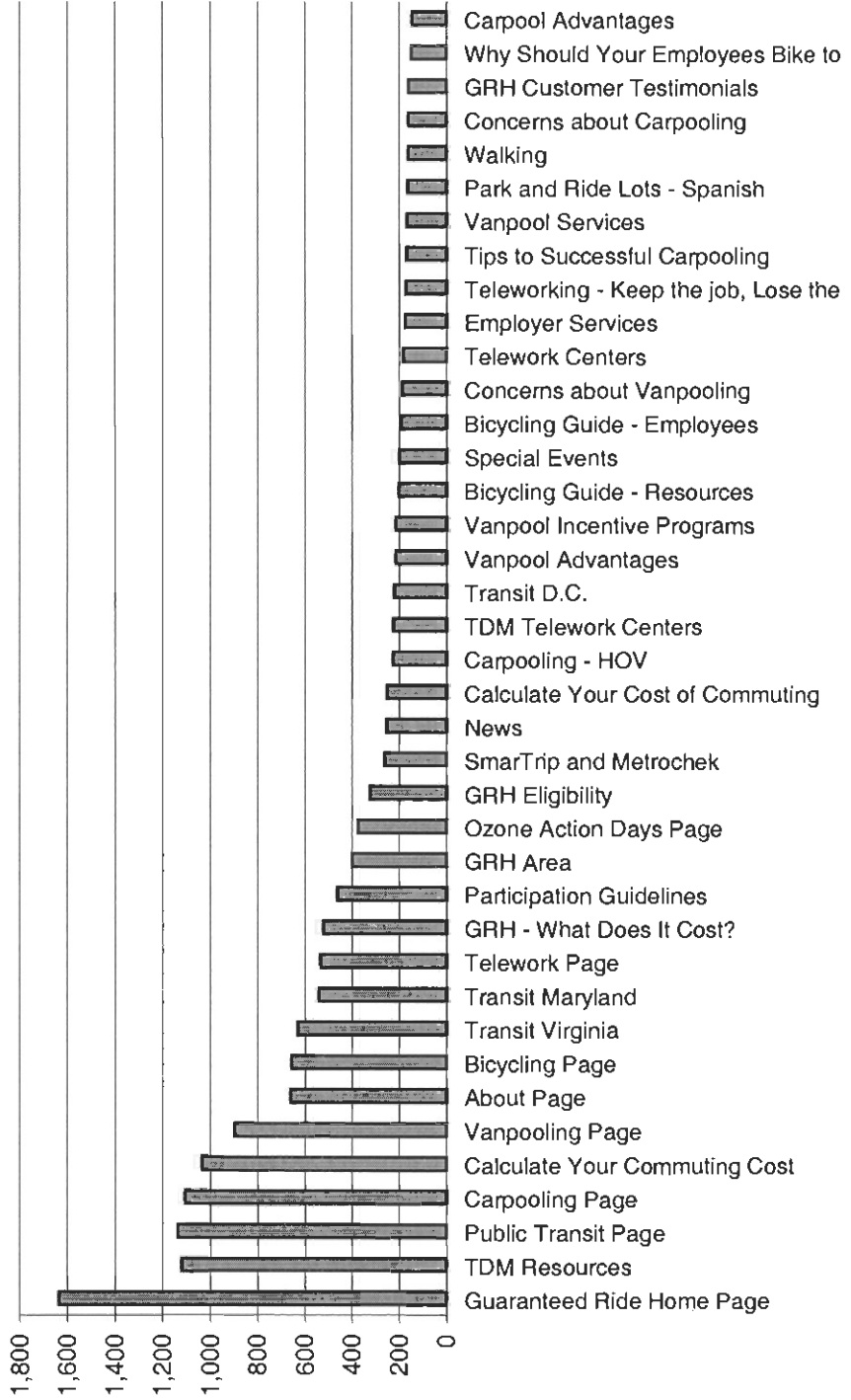
**NOTE:** Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift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

## Commuter Connections Website Activity -- August 2005

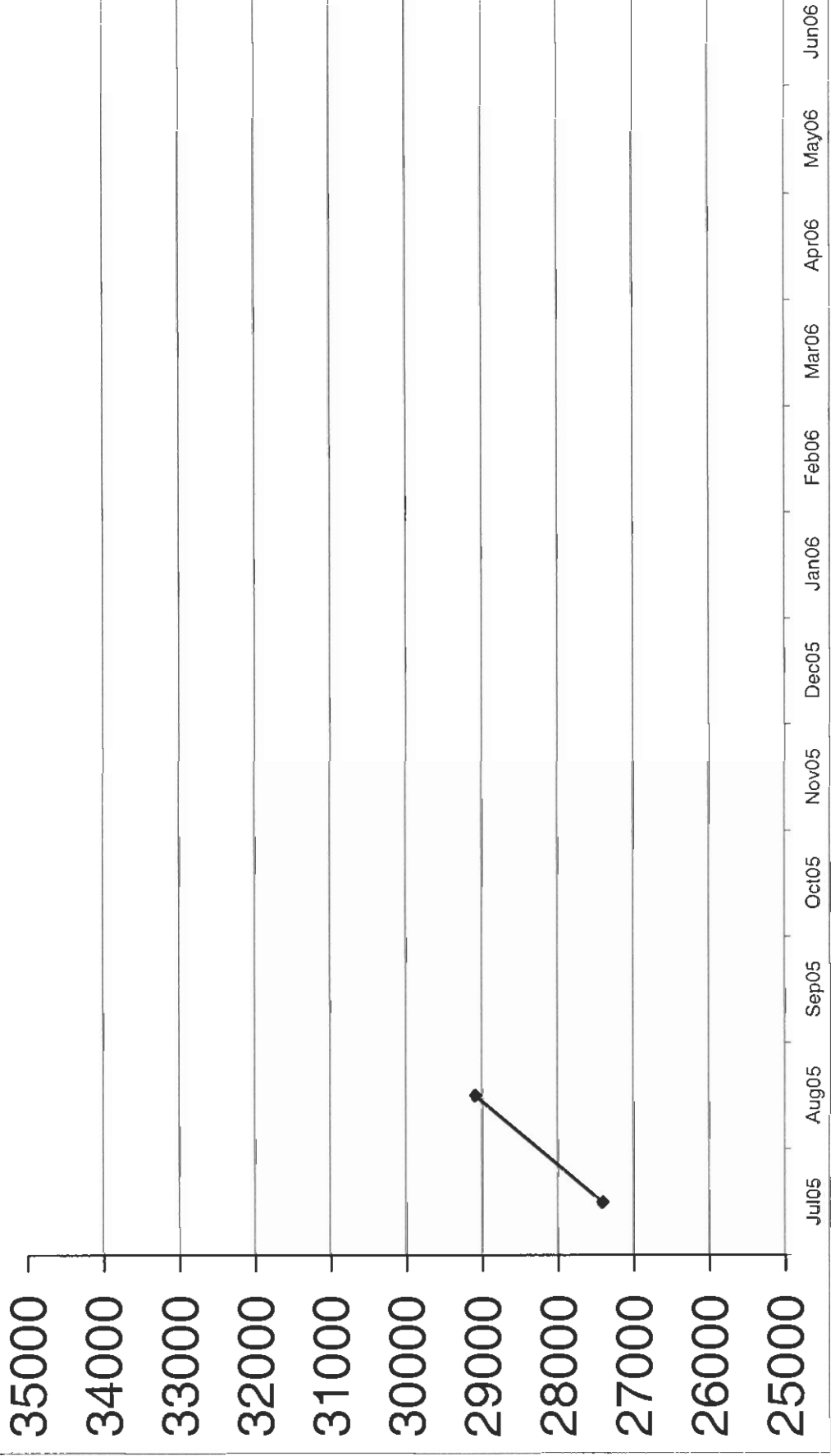
<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	
8,199	
Total Accesses of Commuter Connections Home Page	
8,128	
<i>Breakdown of BDY Sub-page accesses</i>	
Guaranteed Ride Home Page	1,637
TDM Resources	1,121
Public Transit Page	1,138
Carpooling Page	1,108
Calculate Your Commuting Cost	1,036
Vanpooling Page	899
About Page	662
Bicycling Page	658
Transit Virginia	630
Transit Maryland	541
Telework Page	534
GRH - What Does It Cost?	522
Participation Guidelines	462
GRH Area	399
Ozone Action Days Page	374
GRH Eligibility	323
SmartTrip and Metrochek	262
News	252
Calculate Your Cost of Commuting	251
Carpooling - HOV	226
TDM Telework Centers	225
Transit D.C.	221
Vanpool Advantages	216
Vanpool Incentive Programs	216
Bicycling Guide - Resources	202
Special Events	199
Bicycling Guide - Employees	192
Concerns about Vanpooling	186
Telework Centers	182
Employer Services	174
Teleworking - Keep the job, Lose the Commute	171

# Commuter Connections Website Activity -- August 2005

Tips to Successful Carpooling	169	1.02%
Vanpool Services	168	1.02%
Park and Ride Lots - Spanish Translation	164	0.99%
Walking	162	0.98%
Concerns about Carpooling	162	0.98%
GRH Customer Testimonials	159	0.96%
Why Should Your Employees Bike to Work	148	0.90%
Carpool Advantages	146	0.89%
<b>Total</b>	<b>16,497</b>	<b>100.00%</b>

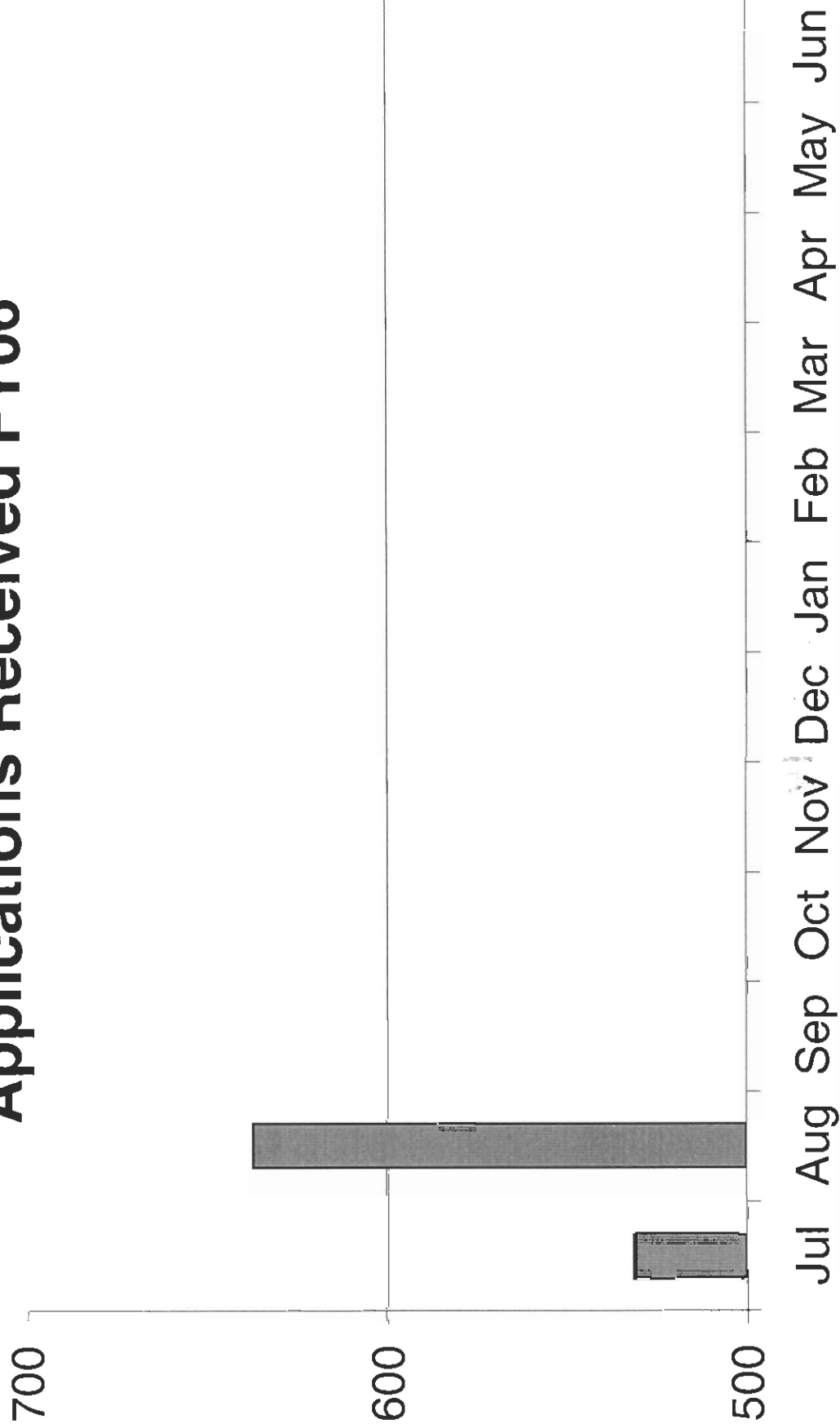


# COMMUTER CONNECTIONS GRH Registrants FY06



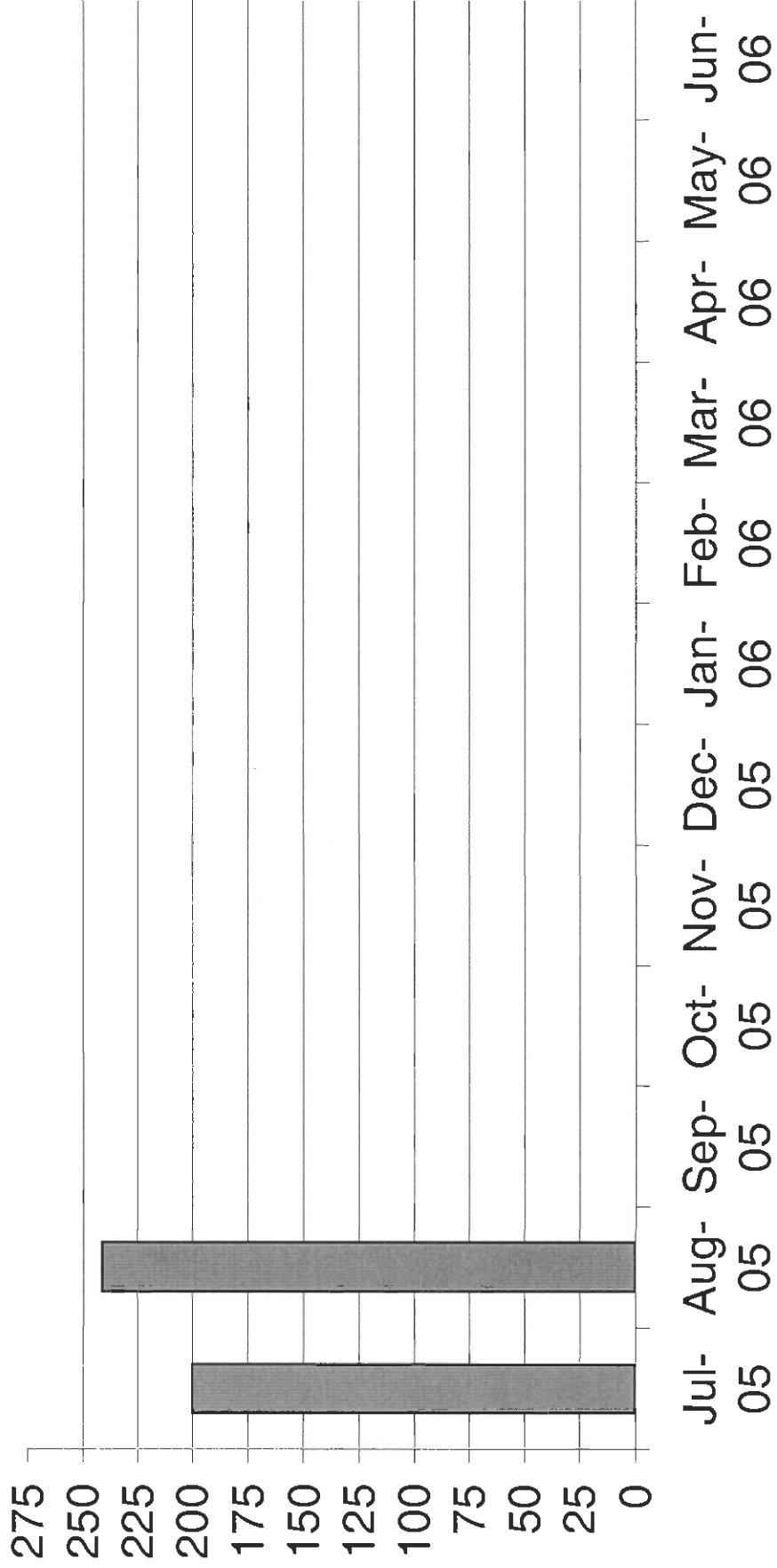
# COMMUTER CONNECTIONS GRH GRH

## Applications Received FY06



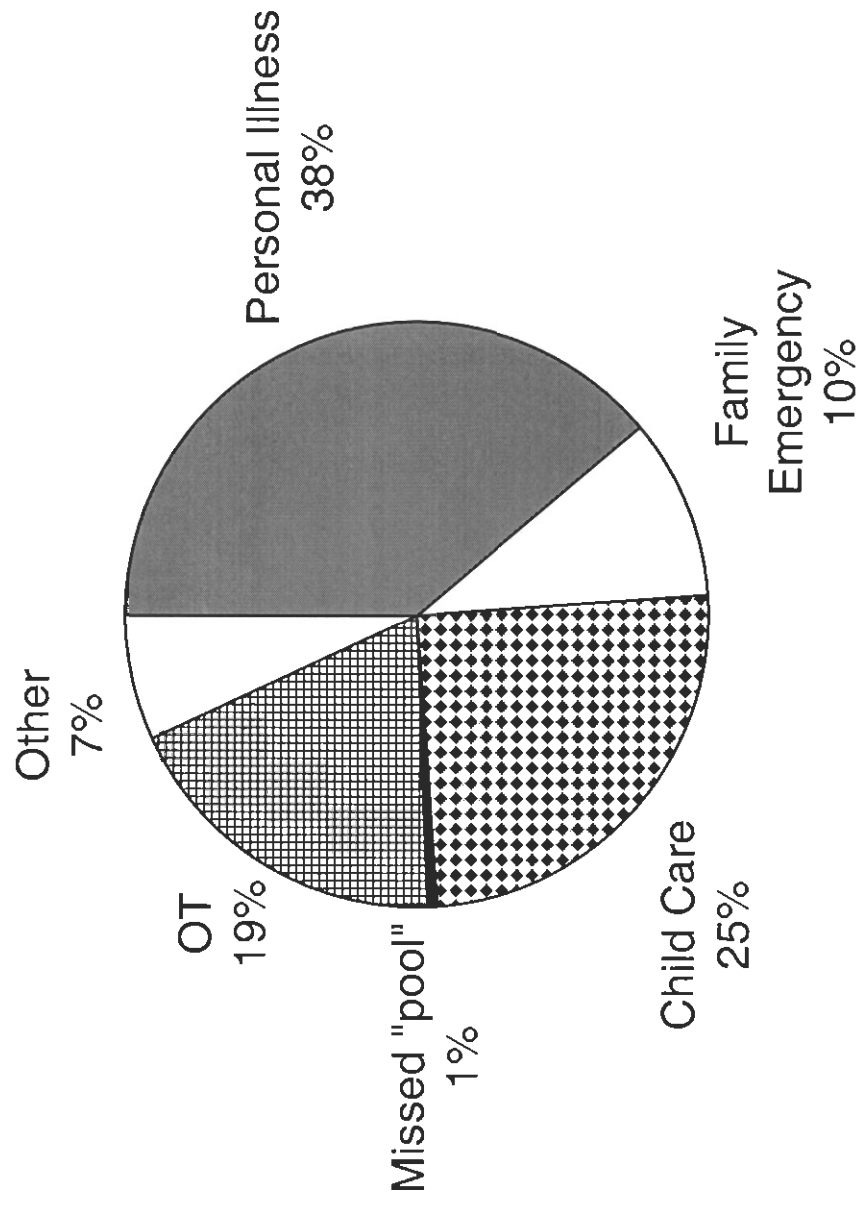
# COMMUTER CONNECTIONS

## GRH Trips Provided FY06

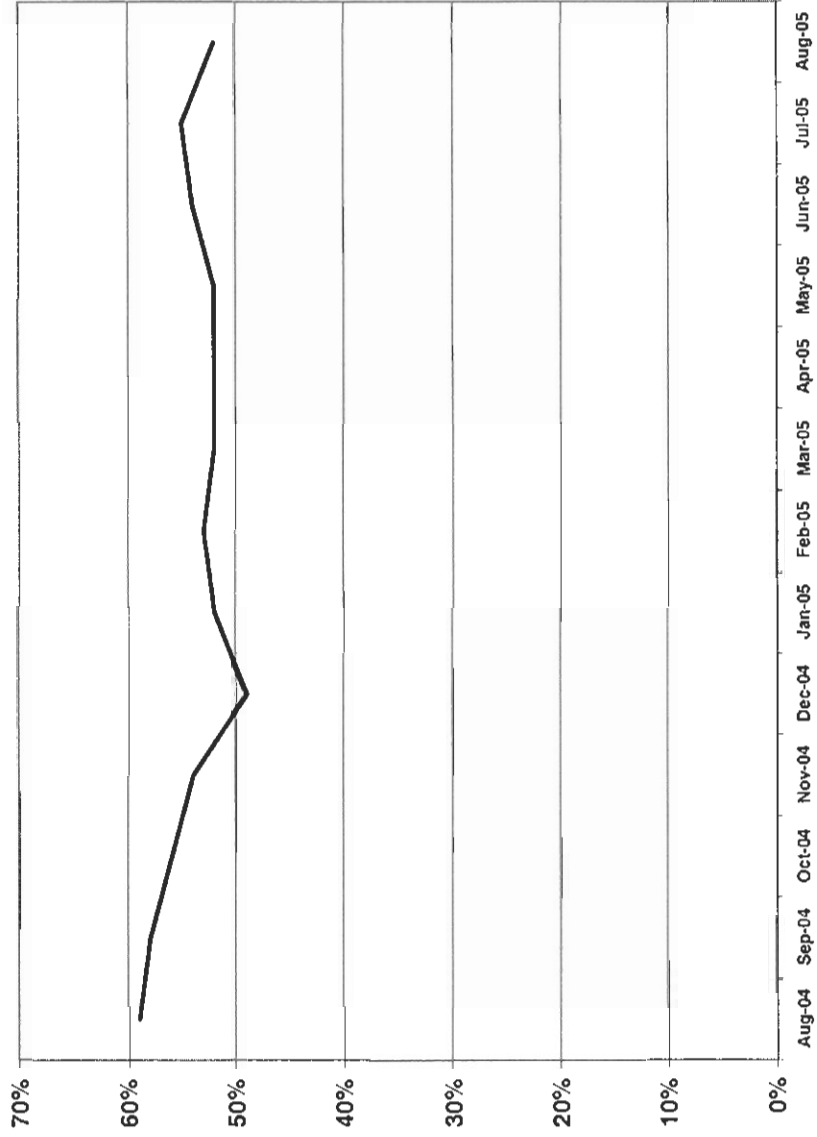




# COMMUTER CONNECTIONS GRH Trip Reasons for August 2005



# August 2005 Telework Center Utilization Percentage



Emp. Out reach  
Year to Date FY06

	City of Alexandria	Arlington County	District of Columbia *	Fairfax County	Frederick County *	Loudoun County *	Montgomery County *	Prince George's *	Prince William *	Tri - County Council	Metro	Telework
Employers Contacted (new)	8	6	0	1	0	0	0	0	0	0	0	0
Employers Contacted (follow-up)	23	173	0	0	0	0	0	0	0	3	0	0
Total Broadcast Contacts	0	6652	0	64	0	0	0	0	0	0	0	0
Total Sales Meetings	4	4	0	0	0	0	0	0	0	0	0	0
Total Employers Contacted	35	6835	0	65	0	0	0	0	0	3	0	0
New Level 1 TDM Programs	6	3	0	1	0	0	0	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	2	3	0	0	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

Emp. Out reach  
Year to Date FY06

	City of Alexandria	Arlington County	District of Columbia *	Fairfax County	Frederick County *	Loudoun County *	Montgomery County *	Prince George's *	Prince William *	Tri - County Council	Metro	Telework
Employers Contacted (new)	8	6	0	1	0	0	0	0	0	0	0	0
Employers Contacted (follow-up)	23	173	0	0	0	0	0	0	0	3	0	0
Total Broadcast Contacts	0	6652	0	64	0	0	0	0	0	0	0	0
Total Sales Meetings	4	4	0	0	0	0	0	0	0	0	0	0
Total Employers Contacted	35	6835	0	65	0	0	0	0	0	3	0	0
New Level 1 TDM Programs	6	3	0	1	0	0	0	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	2	3	0	0	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

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## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

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

### LEVEL 2 (SILVER)

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

### LEVEL 3 (GOLD)

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

### LEVEL 4 (PLATINUM)

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

INFOEXPRESS KIOSK USAGE RATES  
 Month: Aug 2005

Kiosk Location	RGID	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall # 1	IA	Kiosk Down			
Tysons Mall # 2	IB	460	2870	Maps Traffic Weather Transit Metro	87 35 24 24 22
Manassas Mall	M	133	3114	Maps Manassas Traffic Weather Omniride	134 109 61 59 37
La Promenade	C	Kiosk Moved to Redmon Group for Beta Testing for New Hardware			
Union Station	B	14	788	Streets MARC Transit News Weather	27 20 10 8 8
Springfield Mall # 1	JA	32	1741	Streets VRE Weather Traffic Metro	96 39 38 20 10
Reston TownCenter	H	124	2269	Maps Reston	105 91

Weather 74  
 Metro 27  
 CRIS 25

Pentagon City Mail E Kiosk Moved to MITRE Corp.

Springfield Mail # 2 JB 13 2238 106  
 Streets 77  
 Springfield 28  
 Weather 21  
 Traffic 20  
 Metro 46  
 Maps 44  
 Weather 35  
 Dulles 18  
 Traffic 16  
 Transit

Dulles Town Center L 58 1247

Fair Oaks Mail K No Data - Kiosk Down

Ballston Common Mall F 82 1824 70  
 Maps 34  
 Metro 31  
 Weather 30  
 Ballston 18  
 Transit

USDA - DC A No Data - Kiosk Down

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	2	34
George Mason Library	2	36
Chantilly	2	24
Kings Town	4	64

Mason Govt Center	3	50
Kings Park	3	66
Reston Library	2	34
Tysons Transit	3	22
Centreville	4	52
DolleyMadison	2	34
Inova	2	42
Pohick	4	76
John Marshall	3	54
Tysons Pimmit	1	16
Pennino	2	38
Govt. Center	2	34
Fairfax Library	No data	
Warranton	2	106



Aug-05  
**NUMBER OF APPLICATIONS RECIEVED  
 FROM KIOSKS**

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