COMMUTER CONNECTIONS
PROPOSED WORK ACTIVITIES FOR FY 2010
(July 1, 2009 to June 30, 2010)

I. COMMUTER OPERATIONS CENTER ($464,678) *(Note: includes $95,146 for TDM System Maintenance)*

A. RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

- Technical support and training to local ridehshare agencies for the regional Commuter Connections ridematching software system. Documentation of specific support actions taken.

- Review and distribution of received ridematching applications from employers and the general public.

- Matchlist and renewal notice generation and distribution services.

- Produce member reports, and fulfill member data requests.

- Update and distribution of bi-annual TDM Resources Directory

- Federal Agency Employee Transportation Coordinator training and maintenance of the Federal ETC web site.

- Staff the Commuter Connections Subcommittee and the Ridematching Committee.

- Monitor and Update the Emergency Management and Contingency Plan.

- Produce the annual FY 2011 Commuter Connections Work Program.

B. TRANSPORTATION INFORMATION SERVICES

- Provide commuter traveler information on alternatives to driving alone to the general public by telephone, web site, electronically, or printed information.

- Process applications from the general public and answer the regional "800" line and respond to e-mails from the Commuter Connections web site.

C. <u>TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE</u>

- Provide daily routine monitoring and maintenance of the TDM Rideshare Software system for approximately 30 client member locations in the region.

- Maintain and update GIS mapping/routing functions for the web based TDM system.

D. <u>COMMUTER INFORMATION SYSTEM</u>

- Update local and regional information for transit, telework center locations, park and ride lots, and bicycling information which will be used in the web based TDM system.

- Hardware and software maintenance of the web-based TDM software system.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM ($584,443)

A. <u>GENERAL OPERATIONS AND MAINTENANCE</u>

- Process requests from the general public for registration and re-registration to the program. Notify commuters when registration is about to expire.

- Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.

- Monitor and update GRH applicant database.

- Update and maintain program participation guidelines.

B. <u>PROCESS TRIP REQUESTS AND PROVIDE TRIPS</u>

- Process GRH trip requests, approve/deny requests, and arrange rides.

- Management and monitoring of contract services for day-to-day operations, 10 service providers, and marketing. This includes processing invoices for payment for contractors and for the general public for transit vouchers.

- Annual customer service training for GRH call center agents.

III. __MARKETING__ ($2,328,933)

A. TDM MARKETING AND ADVERTISING

- Staff the Regional TDM Marketing Group

- Regularly update and maintain the Extranet for posting marketing and advertising materials for review by workgroup members and all other Commuter Connections committees.

- Track the effectiveness of advertising campaigns through call volumes, and the Internet.

- Monitor and manage advertising campaigns and process media placement invoices.

- Update and implement earned media plan.

- Monitoring the implementation of regional marketing campaigns.

- Production of a quarterly newsletter for employers and Federal agency Employee Transportation Coordinators.

- Update and maintain marketing materials and the Commuter Connections web site.

- Update the Regional TDM Strategic Marketing Plan and Resource Guide.

- Attend and participate in commuter promotional events and other special events.

- Production and placement of electronic advertisements using the Commuter Connections marketing themes for all TDM program

services (ridesharing, transit, GRH, telecommuting, employer outreach, etc.). This includes Web site advertisement through banner ads and placement of keyword search engine sponsorships.

- Placement of advertisements in printed and electronic telephone directories.

- Bus and rail advertising.

- Conducting special event advertising that tailors the Commuter Connections messages to special events.

- Management and oversight of marketing/advertising/public relations contractor(s).

B. BIKE TO WORK DAY

- Implement regional Bike To Work Day event and promote to employers and to the general public.

- Staff regional Bike To Work Day Steering Committee

C. EMPLOYER RECOGNITION AWARDS

- Produce and distribute awards nomination packet and coordinate award submissions with local jurisdictions.

- Coordinate logistics for awards selection committee.

- Coordinate event logistics including awards booklet, giveaway item, video briefs, and event photography.

D. CAR FREE DAY

- Implement regional Car Free Day event in September 2009 and promote event to the general public.

- Staff the regional Car Free Day Steering Committee

IV.   **MONITORING AND EVALUATION** ($800,000)

A. <u>TERM DATA COLLECTION AND ANALYSIS</u>

- Update of Evaluation Framework Methodology for data collection, Complete 2010 State of the Commute Survey, 2010 In-depth GRH Applicant Survey, Respond to general TDM data requests,

- Data collection activities from ten local sales territories.

- Review of employer database records.

- Classification of employer records into levels of participation.

- Quarterly level of effort verification statements.

B. <u>PROGRAM MONITORING AND TRACKING ACTIVITIES</u>

- Produce monthly progress reports for the Commuter Operations Center, Guaranteed Ride Home, Telework Employer Outreach, Marketing, and Evaluation programs.

- Produce FY 2009 annual progress report.

- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual customer satisfaction survey from FY 2009 and report based on feedback from program users.

- Production of monthly Employer Outreach progress report and level of effort tracking sheet listing results of each local sales jurisdiction.

- Administer and produce annual Employer Customer Satisfaction Survey

- Marketing lead analysis and marketing campaign summary results.

- Production of FY 2009 Bike To Work Day event report.

V. EMPLOYER OUTREACH ($1,076,990)

Regional Component Project Tasks

A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING

- Management and monitoring of Employer Outreach regional database synchronizations and provision of sales representative database training as needed, maintenance and update of regional contact management database.

B. EMPLOYER OUTREACH FOR BICYCLING

- Employer assistance and seminars, and regional Bicycling to Work Guide, updates.

C. LIVE NEAR YOUR WORK

- Briefing sessions in coordination with local jurisdictions to employer groups, Chambers of Commerce, and Employee Transportation Coordinators.

D. PROGRAM ADMINISTRATION

- Electronic and printed updates of sales materials and case studies.

- Oversight to ten local sales jurisdictions to implement voluntary transportation demand management strategies at private sector employment sites.

- Bi-Annual sales support conference calls and site visits as needed. Employer site visits by COG/TPB staff as requested or needed by the local jurisdictions.

- Staff the Employer Outreach Committee.

Jurisdictional Component Project Tasks

A. LOCAL AGENCY FUNDING AND SUPPORT

- New or expanded employer-based TDM programs.

VI. MARYLAND AND VIRGINIA TELEWORK ($162,126)

Jurisdictional Components

A. GENERAL ASSISTANCE AND INFORMATION

- Provide as requested, general telework information to the general public, local agencies, and employers. Pass employer sales outreach leads to appropriate local sales representatives and requests from local representatives for assistance to on-call consultant to work with employers in Maryland and Virginia to establish new or expand existing telework programs.

- Hold workshop/sales training session for Employer Services representatives.

- Update of Employer Telework Case Studies.

- Monitor project progress for both employer services representatives and on-call consultant.