

COMMUTER CONNECTIONS
PROPOSED WORK ACTIVITIES FOR FY 2011
(July 1, 2010 to June 30, 2011)

I. COMMUTER OPERATIONS CENTER (\$431,966) *(Note: includes \$49,500 for client member fees for hardware and software 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 2012 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. TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

- 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. COMMUTER INFORMATION SYSTEM

- 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 (\$604,898)

A. GENERAL OPERATIONS AND MAINTENANCE

- 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. PROCESS TRIP REQUESTS AND PROVIDE TRIPS

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

- Management and monitoring of contract services for day-to-day operations, and 10 service providers. 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** (\$2,410,466)

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 regional marketing materials for rideshare matching, GRH, Live Near Your Work, park and ride lots, and the Commuter Connections web site and social marketing sites such as Facebook and Twitter (includes general Commuter Connections pages and Telework Facebook page).
- 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).
- Documentation of campaigns through summary reports.
- Preparation of Marketing Communications Brief.

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. CARPPOOL INCENTIVE PROJECT

- Continuation of Carpool Incentive project on I-495 from Bethesda to Tysons Corner, I-495 from BWI Parkway to I-270, and on I-395 from the District of Columbia into Northern Virginia. (*Note: Continuation of*

the program will depend on results from demonstration project implemented in FY 2010

- Examination of program expansion to other corridors.

E. CAR FREE DAY

- Implement regional Car Free Day event in September 2010 and promote event to the general public.
- Staff the regional Car Free Day Steering Committee

IV. **MONITORING AND EVALUATION** (\$436,490)

A. TERM DATA COLLECTION AND ANALYSIS

- Conduct Employer Outreach database analysis, and employer Telework survey, Bike To Work Day survey, produce general public 2010 State of the Commute report, and respond to general 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. PROGRAM MONITORING AND TRACKING ACTIVITIES

- Produce monthly progress reports for the Commuter Operations Center, Guaranteed Ride Home, Telework Employer Outreach, Marketing, and Evaluation programs.
- Produce FY 2010 annual progress report.
- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual customer satisfaction survey from FY 2010 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 2010 Bike To Work Day event report.

V. EMPLOYER OUTREACH (\$982,136)

(Note: This budget amount includes Northern Virginia Pass-Thru dollars to local jurisdictions and Administration Costs for this TERM)

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.

Jurisdictional Component Project Tasks

A. DC AND MARYLAND LOCAL AGENCY FUNDING AND SUPPORT

- New or expanded employer-based TDM programs in DC and Maryland.

B. DC, MARYLAND, and VIRGINIA PROGRAM ADMINISTRATION

- Electronic and printed updates of sales materials and case studies for DC and Maryland.

- Oversight to local sales jurisdictions in DC and Maryland to implement voluntary transportation demand management strategies at private sector employment sites.
- Employer site visits by COG/TPB staff as requested or needed by DC and Maryland jurisdictions.
- Bi-Annual sales support conference calls and site visits as needed for DC and Maryland jurisdictions. Employer site visits by COG/TPB staff as requested or needed by DC and Maryland jurisdictions.
- Staff the Employer Outreach Committee for DC, Maryland, and Virginia Employer Outreach representatives.

VI. MARYLAND TELEWORK (\$81,063)

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 to establish new or expand existing telework programs.
- Hold workshop/sales training session for Maryland Employer Services representatives.
- Creation of Maryland Employer Telework Case Studies.
- Monitor project progress for both Maryland employer services representatives and on-call consultant.