

July 2005

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## **PROGRAM HIGHLIGHTS**

### **I. COMMUTER OPERATIONS CENTER**

#### **A. Local Agency Technical Assistance**

The Commuter Connections Operations Center Subcommittee met on July 15, 2005. Highlights from the meeting included a discussion of the new web-based system, purge notice procedures, and updates to the street centerline files.

Client member assistance included the following:

Baltimore Metropolitan Council – Resolved a corrupted .apr file by sending a new file.

Harford County – Resolved a corrupted .apr file by sending a new file

Fairfax County – Recovered two missing commuters through the E-communicator applications by re-running them through the overnight process.

Montgomery County – Recovered three missing commuters through the E-communicator applications by re-running them through the overnight process.

Staff continued working on updating the Regional TDM Resource Directory.

The FY 2006 CCWP was finalized and distributed.

#### **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 July 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.

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D. Commuter Information System

Street centerline files for Northern Virginia were updated. Transit data was obtained from Metro and updated on the CCRS.

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 July, there were 531 GRH applications received. A total of 426 applicants were registered (421 new applicants and 5 previous “one-time exception” users) and 351 commuters were re-registered. The GRH program provided 200 GRH trips. Twenty-eight (28) of these trips were “one-time” exceptions accounting for fourteen percent (14%) 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 27,415 commuters are currently registered in the GRH database.

III. MARKETING

A. TDM Marketing and Advertising

Staff issued sections of Regional TDM Resource Guide and Strategic Marketing Plan to various report contributors for updates. 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

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contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.

Prepared agenda, documents and logistics for August 2nd Regional TDM Marketing meeting. A new Vice Chair was assigned.

Staff attended Transportation Fairs at U.S. Census Bureau, Discovery Communications and participated in the Prince William County Transportation Symposiums.

New Telework Brochure was printed. This brochure replaces the previous blue tri-fold brochure that was part of the Telework Kit. The former brochure ran out and was updated with current statistics and Telework Resource Center services.

Posted commuter news and construction updates to web site along with other routine maintenance and enhancements.

Staff worked with NDW Communications to review and prepare a new Scope of Work and contract budget for FY 2006.

B. Bike to Work Day

Established meeting Chairperson and set FY06 Steering Committee schedule.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

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.

B. Program Monitoring and Tracking Activities

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

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

GRH customer satisfaction survey cards were mailed to program users.

Staff began reviewing the data collected for the 2005 Employer Outreach customer satisfaction survey. Staff also began reviewing the draft report of the 2005 Employer Telework Workshops. Staff also began working on preparing a draft copy of the 2005 Bike To Work Day report.

Staff reviewed and finalized FY05 2<sup>nd</sup> half marketing campaign summary. 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 activities conducted by Commuter Connections within the Washington metropolitan area.

Staff worked with LDA Consulting to review and prepare and new Scope of Work and budget for FY 2006.

## V. EMPLOYER OUTREACH

### 1. Regional Component Project Tasks

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

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

The regional database maintained and updated.

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

B. Employer Outreach for Bicycling

Staff distributed 500 copies of the Bike to Work Guide.

2. Jurisdictional Component Project Tasks

A. Local Agency Funding and Support

An Employer Outreach Ad-Hoc Group meeting was held on July 19<sup>th</sup>. Highlights from the meeting included the nomination of a new Vice Chair, distribution on the FY 2005 final quarter conformity statement, a demonstration and discussion of the new regional Commuter Survey database, a presentation of the draft results of the Employer Outreach portion of the 2005 TERM Analysis report, and a roundtable discussion on outreach activities occurring in various parts of the region.

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

Six jurisdictions are still outstanding in submitting their monthly reports for July.

Authorization to issue funding shares to local jurisdictions was approved by Maryland. There are nine sales territories who do not have a FY 2006 Scope of Work and budget submitted to COG for review.

A selection committee met to review the proposals submitted to provide Employer Outreach services to the District of Columbia, and Frederick and Prince William counties. UrbanTrans was selected as the consultant that will be handling the project.

VI. TELEWORK

Jurisdictional Component Project Tasks

A. General Technical Assistance and Information

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Staff contacted Booz Allen FlexWork Forum leader to discuss possible speakers for upcoming event

Staff worked with TLA to finalize TWVA pilot program Following up with and followed up with Clarke and Sampson representatives to discuss the implementation of a formal telwork program

Staff responded to 31 calls regarding the Telework Resource Center  
3 Telework Resource Center kits were distributed

B. Program Coordination

The Telework Center utilization 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 worked with Alexandria Rideshare Coordinator to develop materials for Alexandria telework incentive grant

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.

The kiosk located at Pentagon City Mall was moved to Mitre in Northern Virginia with the assistance of TYTRAN in finding this location.

The kiosk located at La Promenade at L'Enfant Plaza was removed due to a reconstruction project and is temporarily being housed at the contractor's site and being used as a beta-site for new hardware that was purchased for the kiosks. There 3,159 kiosk users during the month of July.

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## **PERFORMANCE STATISTICS**

**JULY 2005**

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

# COMMUTER OPERATIONS CENTER

## PERFORMANCE DATA

JULY 2005



TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS





**TABLE 2A****COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
JULY 2005**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	10	0	21	31
ARLINGTON (COG)	0	0	0	0
ARTMA	6	0	48	54
BALTIMORE CITY	3	0	3	6
BMC	19	0	13	32
COG - MD	110	1	137	248
COG - VA	114	0	126	240
COG - Other	8	0	13	21
DISTRICT OF COLUMBIA	11	1	14	26
FAIRFAX COUNTY	190	9	88	287
FREDERICK	8	0	25	33
HARFORD	2	0	25	27
HOWARD	13	0	20	33
LINK	3	0	6	9
LOUDOUN	32	0	62	94
MTA	0	0	3	3
MONTGOMERY COUNTY	225	10	346	581
Bethesda Transportation S	53	1	74	128
Countywide	87	0	112	199
Friendship Heights/Rockvil	1	0	0	1
North Bethesda TMD	41	9	148	198
Silver Spring	43	0	12	55
NIH	194	0	41	235
NORTHERN NECK	4	0	2	6
NORTHERN SHENANDOAH	0	1	0	1
PRINCE GEORGE'S	20	2	75	97
PRTC	87	1	182	270
RADCO	132	2	361	495
RAPPAHANNOCK-RAPIDAN	21	0	34	55
TRI - COUNTY	5	16	18	39
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,217</b>	<b>43</b>	<b>1,663</b>	<b>2,923</b>

**TOTAL NEW & RE-APPLICANTS 1,260**

**TABLE 2B**

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

	HOME
ALEXANDRIA	9
ANNE ARUNDEL COUNTY	16
ARLINGTON COUNTY	8
BALTIMORE CITY	3
BALTIMORE COUNTY	4
CALVERT COUNTY	9
CARROLL COUNTY	2
CECIL COUNTY	1
CHARLES COUNTY	14
CLARKE COUNTY	0
CULPEPER COUNTY	1
DISTRICT OF COLUMBIA	16
FAIRFAX COUNTY *	85
FAUQUIER COUNTY	16
FREDERICK COUNTY, MD	23
FREDERICK COUNTY, VA	6
FREDERICKSBURG	10
HARFORD COUNTY	3
HOWARD COUNTY	16
KING GEORGE COUNTY	6
LANCASTER COUNTY	0
LOUDOUN COUNTY	29
MADISON COUNTY	0
MONTGOMERY COUNTY	29
ORANGE COUNTY	6
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	23
PRINCE WILLIAM COUNTY **	87
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	1
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	38
STAFFORD COUNTY	65
ST. MARY'S COUNTY	6
WARREN COUNTY	7
WESTMORELAND COUNTY	0
WINCHESTER	1
OTHERS	37
<b>TOTAL</b>	<b>577</b>

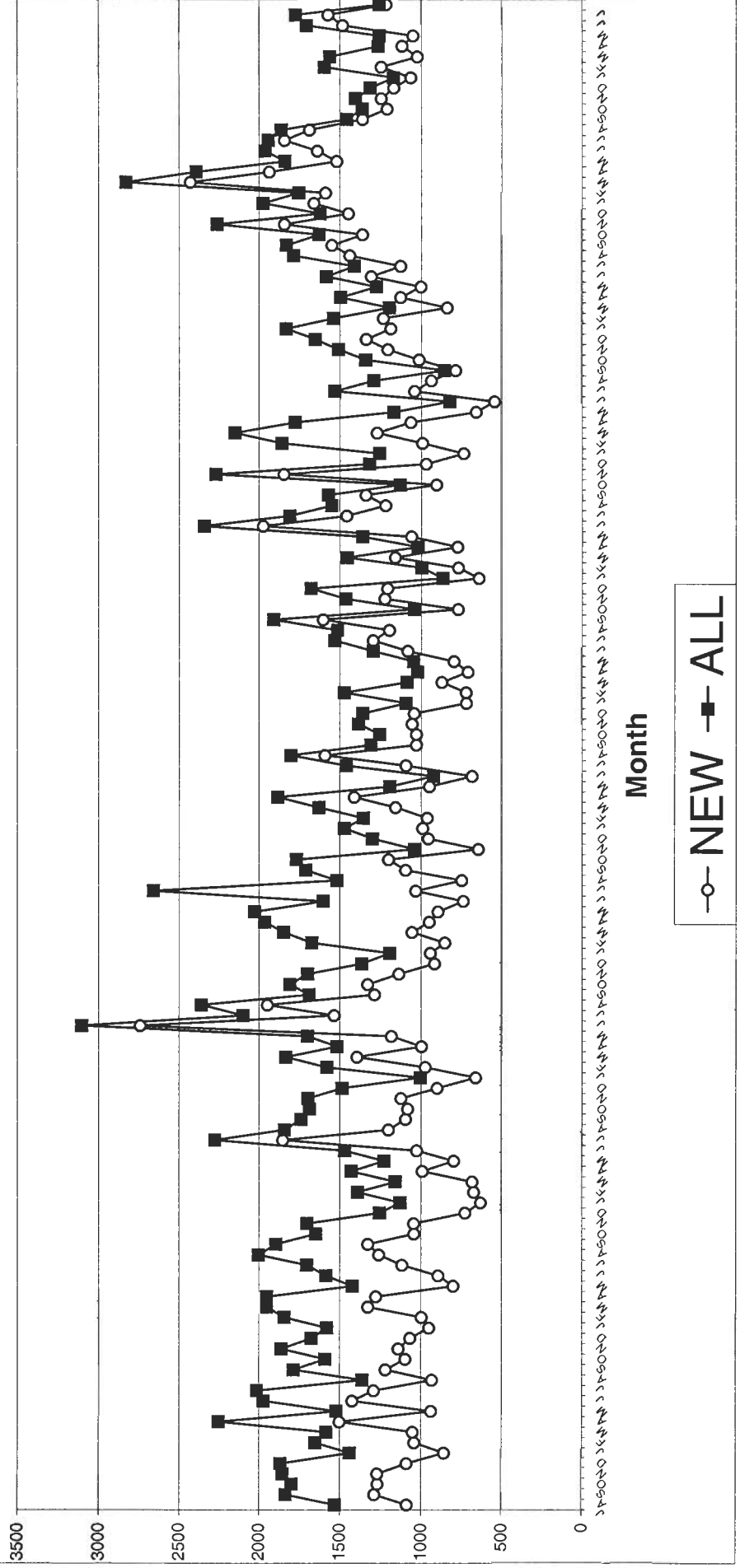
\* Fairfax County includes City of Fairfax and Falls Church.

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

# COMPUTER CONNECTIONS CCRS

## Applications Processed

### FY1998 - FY2006



**TABLE 3****COMMUTER CONNECTIONS  
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
JULY 2005**

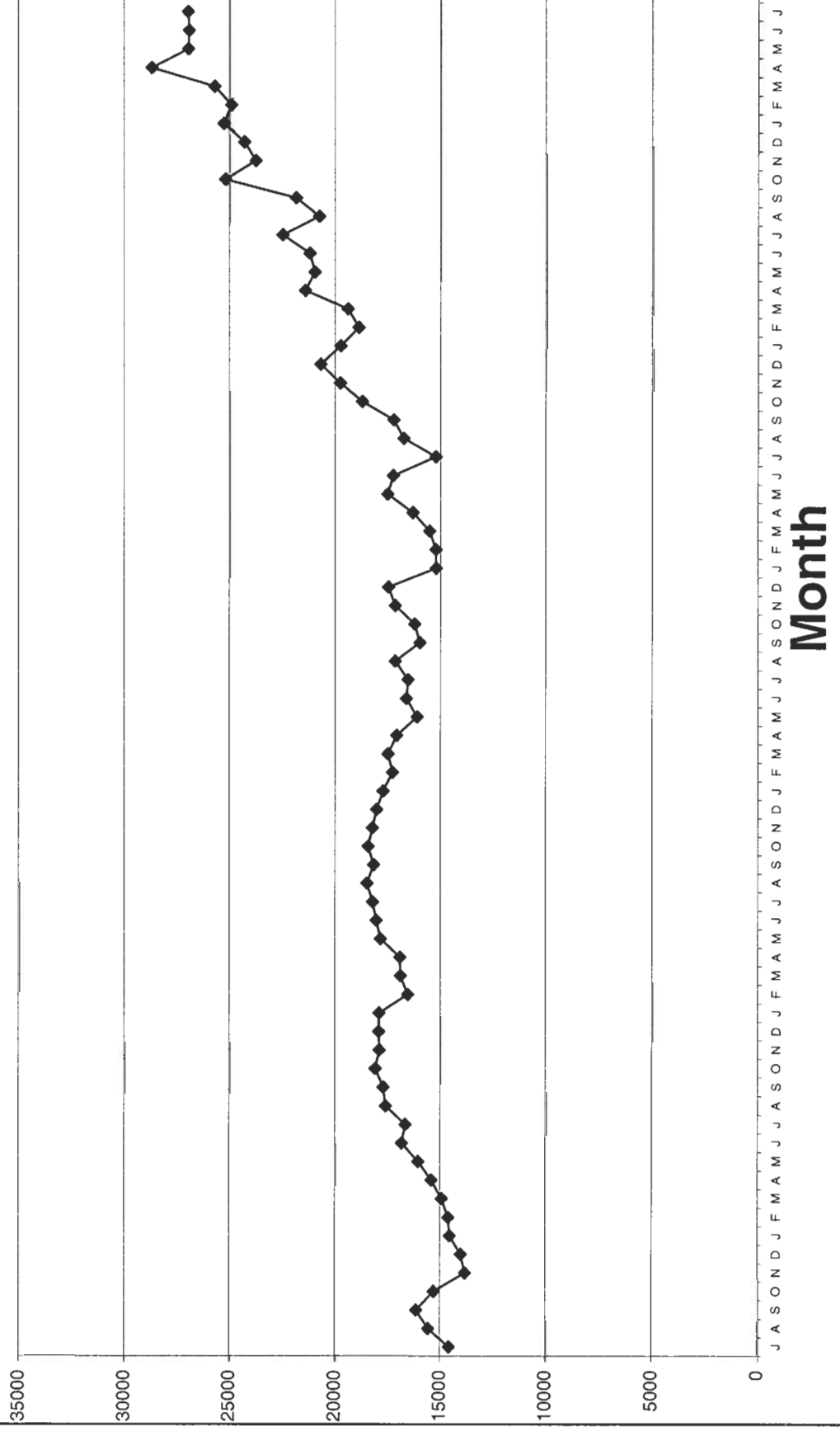
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ALEXANDRIA	232
ARLINGTON (COG)	12
ARTMA	824
BALTIMORE CITY	73
BMC	214
COG	6,408
DISTRICT OF COLUMBIA	21
DOE	1
FAIRFAX COUNTY	2,533
FREDERICK	259
HARFORD COUNTY	161
HOWARD COUNTY	206
LINK/RESTON	67
LOUDOUN COUNTY	982
MONTGOMERY COUNTY	6,661
Bethesda Transportation Solutions	1,116
Countywide	1,219
Friendship Heights/Rockville	971
North Bethesda Transportation Ctr	2,601
Silver Spring	754
MTA	10
NIH	391
NORTHERN NECK	56
NORTHERN SHENANDOAH VALLEY	5
PRINCE GEORGE'S COUNTY	751
PRTC	1,891
RADCO	3,965
RAPPAHANNOCK-RAPIDAN	237
TRI - COUNTY	984
OTHER	0

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**TOTAL****26,944**

# COMMUTER CONNECTIONS CCRS DATABASE FY2000 - FY2006



**TABLE 4A**

**COMMUTER CONNECTIONS RIDESHARE DATABASE  
SORTED BY HOME AND WORK JURISDICTIONS  
JULY 2005**

	HOME	WORK
ALEXANDRIA	331	892
ANNE ARUNDEL COUNTY	1,031	136
ARLINGTON COUNTY	312	3,845
BALTIMORE CITY	245	182
BALTIMORE COUNTY	349	121
CALVERT COUNTY	374	5
CARROLL COUNTY	116	5
CECIL COUNTY	30	4
CHARLES COUNTY	772	62
CLARKE COUNTY	17	1
CULPEPER COUNTY	111	1
DISTRICT OF COLUMBIA	716	10,309
FAIRFAX COUNTY *	2,979	2,511
FAUQUIER COUNTY	282	7
FREDERICK COUNTY, MD	1,118	55
FREDERICK COUNTY, VA	35	0
FREDERICKSBURG	245	8
HARFORD COUNTY	184	109
HOWARD COUNTY	772	93
KING GEORGE COUNTY	98	28
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	1,169	241
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,421	7,549
ORANGE COUNTY	119	1
PAGE COUNTY	8	0
PRINCE GEORGE'S COUNTY	2,348	506
PRINCE WILLIAM COUNTY **	3,459	150
RAPPAHANNOCK COUNTY	11	0
RICHMOND COUNTY	10	49
SHENANDOAH COUNTY	21	0
SPOTSYLVANIA COUNTY	1,604	5
STAFFORD COUNTY	2,420	14
ST. MARY'S COUNTY	154	37
WARREN COUNTY	112	0
WESTMORELAND COUNTY	44	1
WINCHESTER	57	2
OTHERS	866	16
<b>TOTAL</b>	<b>26,945</b>	<b>26,945</b>

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

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

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

APPLICATIONS	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	50	N/A	N/A	N/A	12	N/A
Internet	N/A	477	N/A	N/A	N/A	556	N/A
Kiosks	N/A		N/A	N/A	N/A		N/A
Purge Letters	N/A	N/A	N/A	N/A	N/A	22	N/A
Fax/Phone	N/A	2	N/A	N/A	N/A		N/A
From Client	N/A	1	N/A	N/A	N/A		N/A
Employer Survey	N/A	1	N/A	N/A	N/A		N/A
<b>TOTAL</b>	N/A	531	N/A	N/A	18*	590	N/A
<b>PHONE CALLS</b>							<b>TOTAL</b>
Brochure/Promo Materials		3				1	1
Bus/Train Schedule		6		2		1	9
Bus/Train Sign		3				1	4
Direct Mail		2				1	3
Employer						1	1
Employer Survey		1					1
Fair/On Site Event							0
Government Office						1	1
Highway Sign				11		11	5
Information (411)				1			1
Internet		5	1	1		9	18
Library							0
Mobile Billboard		2					2
Newsletter							0
Newspaper		4		1		3	9
Newspaper (Local)							0
Other Ridesharing Org							0
Park-and-Ride Lot Sign				1			1
Post Card (COG)							0
Presentation							0
Radio		2				4	6
Real Estate/WelcomeWagon							0
Referral from Transit Org		2					2
Theatre Slide							0
TV		1		1		2	4
Van Sign						1	1
Was/Is Applicant		215		2		32	250
White Pages							0
Word of Mouth		33		6		33	73
Yellow Pages - Verizon				4		4	8
Yellow Pages - Yellow Book							0
Yellow Pages - Local				3		1	4
Voice Mail Messages		19		6		15	45
Other	1	2		4		4	14
<b>TOTAL CALLS</b>	1	300	1	43	0	125	489

\*Requests for Bicycling information from applications received from all sources

**TABLE 6A**  
**CALLS RECEIVED AT CLIENT PROGRAMS**  
**JULY 2005**

	T O C T O N A	T O C T O N A	A R T M A L X	A R T M A L	B A L T H T H T H	B E T H T H	B M C E	D O E	F F X	F R E D	F R E D	H O W	H O W	L I N K	L F F X	L D N C	M T A	N I H	N E C K	P G C	P R T C	R A D C O	R A P S S P T T	T R I S A N S	T O T A L	
CALLS RECEIVED AT CLIENT PROGRAMS																										
CALLS TRANSFERRED BY COG	N/A	N/A	2	2	**				12	4	4	2	2	5	3	8				7	12	**	**	4	16	75
How they heard...																										
Brochure/Promo Matrix	22	6														18									40	
Bus/Train Schedule	9	21	7											126	22					182					381	
Bus/Train Sign	3													56	8										64	
Direct Mail	1																								5	
Employer	2	3										1													4	
Employer Survey	0																								0	
Fair/On Site Event	0	2																							10	
Government Office	1																								3	
GRH Program	0																								21	
Highway Sign	34													3	15										36	
Information (411)	1		18											3	4										15	
Internet	37	7	4						1		5			93											113	
Library	0																								0	
Mobile Billboard	0																								0	
Newsletter	0																								0	
Newspaper	1																								3	
Newspaper (Local)	0																								9	
Other Ridesharing Org	0	6												8											3	
Park-and-Ride Sign	1													65						16					114	
Post Card (COG)	35																								0	
Presentation	0																								0	
Radio	15																								0	
Real Estate/Welcomer	1																								0	
Referral from Transit Org	4													60											60	
Theatre Slide	0																								0	
TV	1																								0	
Van Sign	0																								0	
Was/Is Applicant	293	4							41		1	5				12									79	
White Pages	1																								196	
Word of Mouth	62	1												107	34					16					154	
Yellow Pgs-Verizon	5																								16	
Yellow Pgs-Yellow Book	0																								2	
Yellow Pages-Local	2	7												6											24	
Voice Mail Messages	96								48		2	7		8											84	
Other	14								34	11	3	7		16	21										469	
<b>Total</b>	<b>641</b>	<b>0</b>	<b>57</b>	<b>0</b>	<b>31</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>124</b>	<b>11</b>	<b>20</b>	<b>68</b>	<b>0</b>	<b>0</b>	<b>559</b>	<b>137</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>412</b>	<b>377</b>	<b>0</b>	<b>66</b>	<b>40</b>	<b>0</b>	<b>1902</b>

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.  
 \*\* Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).



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

	C O G	A L X	A R T M A	B A 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 C	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...																											
Brochure/Promo Matrls	40												2								2						44
Bus/Train Schedule	25																			2							27
Bus/Train Sign	10																										10
Direct Mail	5																										5
Employer	32										1																33
Employer Survey	0													38													38
Fair/On Site Event	1		1											18													46
Government Office	14								3	1											53					18	
GRH Program	7	6	8					80	20	7				17						23	4					224	
Highway Sign	2										1															7	
Information (411)	69																										69
Internet	0	6						1		4			22	14						22	24						93
Library	1																										1
Mobile Billboard	1																										1
Newsletter	1																										1
Newspaper	1																										1
Newspaper (Local)	7																				2						9
Other Ridesharing Org	0								4		6									3							13
Park-and-Ride Sign	0																										0
Post Card (COG)	49																										49
Presentation	0													4													4
Radio	0																										0
Real Estate/WelcomW	0																										0
Referral from Transit Org	10							10																			20
Theatre Slide	2																										2
TV	10																										10
Van Sign	2																										2
Was/Is Applicant	10									8				2						212							236
White Pages	1																										1
Word of Mouth	112												3	5						5	24						149
Yellow Pgs-Verizon	0																										0
Yellow Pgs-Yellow Bk	0																										0
Yellow Pages-Local	0									2											1						3
Voice Mail Messages	0																										0
Other	26							86		6	9		5								3						202
<b>Total</b>	<b>438</b>	<b>12</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>177</b>	<b>27</b>	<b>12</b>	<b>33</b>	<b>0</b>	<b>32</b>	<b>98</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>267</b>	<b>113</b>	<b>0</b>	<b>46</b>	<b>54</b>	<b>0</b>	<b>1318</b>	

**Table 1**

**Metropolitan Washington Council of Governments  
Commuter Connections Program  
Monthly Activity and Impact Summary**

Month of JULY 2005

Commuter Connections Activity	This Month	Last Month	Since
			July 2005
<b>Total applicants/info provided:</b>	1,244		1,244
Rideshare applicants	1,260		1,260
Matchlists sent	1,062		1,062
Transit applicants/info sent	43		43
GRH applicants	601		601
Bike to work info requests	18		18
Telework info requests	1		1
<b>Kiosk users</b>	3,159		3,159
Kiosk applicants	0		0
<b>Internet users</b>	6,932		6,932
Internet applicants	996		996
<b>New employer clients</b>	3		3
Employee applicants	34		34

Program Impact Performance Measure	This Month	Last Month	Since July 2005
<b>Continued placements</b>	348		348
<b>Temporary/one-time placements</b>	220		220
<b>Daily vehicle trips reduced</b>	207		793
<b>Daily VMT reduced</b>	7,086		28,516
<b>Daily tons NOx reduced</b>	0.0100		0
<b>Daily tons VOC reduced</b>	0.0047		0
<b>Daily gallons of gas saved</b>	328		1,320
<b>Daily commuter costs saved</b>	\$1,364		\$5,489

**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 -- July 2005

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOCG Home Page	8,225	
Total Accesses of Commuter Connections Home Page	6,932	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,489	10.72%
TDM Resources	1,106	7.97%
Public Transit Page	978	7.04%
Calculate Your Commuting Cost	880	6.34%
Carpooling Page	808	5.82%
Vanpooling Page	705	5.08%
Bicycling Page	636	4.60%
About Page	597	4.30%
GRH - What Does It Cost?	589	4.24%
Telework Page	517	3.68%
Transit Virginia	495	3.57%
Transit Maryland	424	3.05%
Ozone Action Days Page	346	2.49%
GRH Area	325	2.34%
GRH Eligibility	318	2.29%
News	276	1.99%
Special Events	238	1.71%
Calculate Your Cost of Commuting	236	1.70%
Participation Guidelines	235	1.69%
TDM Telework Centers	220	1.58%
Carpooling - HOV	213	1.53%
Walking	183	1.32%
Transit D.C.	182	1.31%
Employer Services	181	1.30%
Vanpool Incentive Programs	172	1.24%
Bicycling Guide - Resources	167	1.20%
Park and Ride Lots - Spanish Translation	163	1.17%
Bicycling Guide - Employees	162	1.17%
SmartTrip and Metrochek	156	1.12%
Vanpool Advantages	155	1.12%

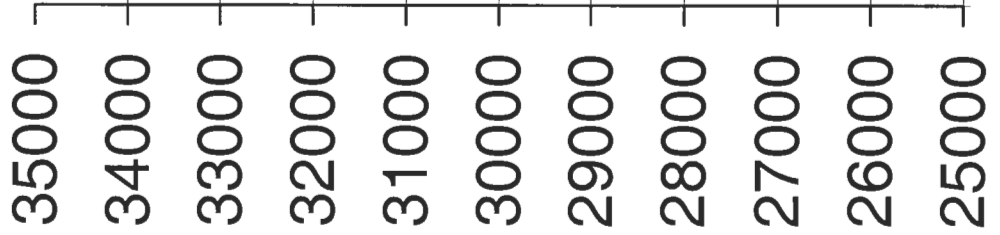
**Commuter Connections Website Activity -- July 2005**

Teleworking - Keep the job, Lose the Commute	154	1.11%
Concerns about Vanpooling	151	1.09%
Why Should Your Employees Bike to Work	147	1.06%
Telework Centers	146	1.05%
Tips to Successful Carpooling	138	0.99%
<b>Total</b>	<b>13,884</b>	<b>100.00%</b>

Commuter Connections Website Activity -- July 2005



# COMMUTER CONNECTIONS GRH Registrants FY06



# COMMUTER CONNECTIONS GRH

## Applications Received FY06

600

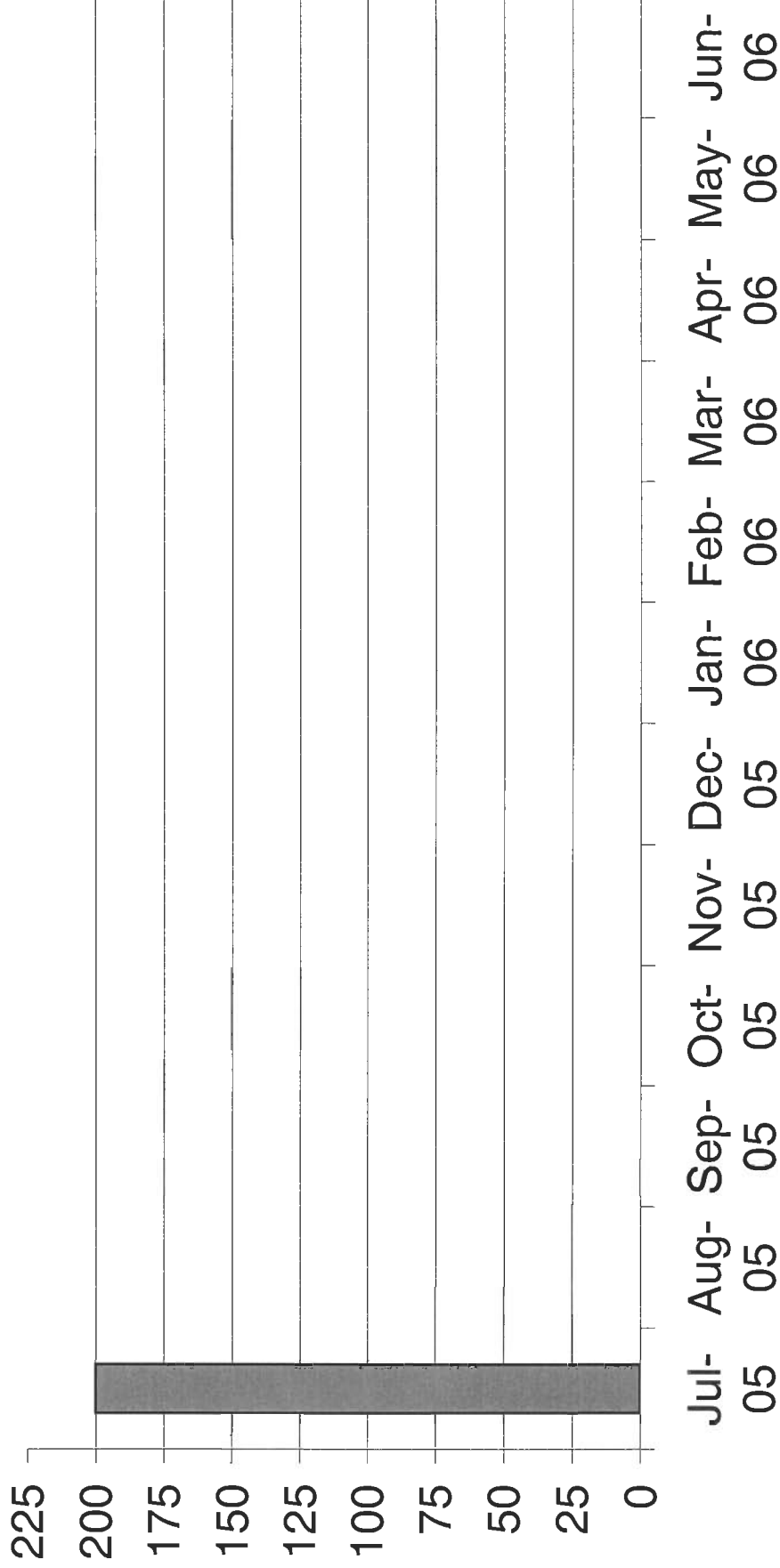
500

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun



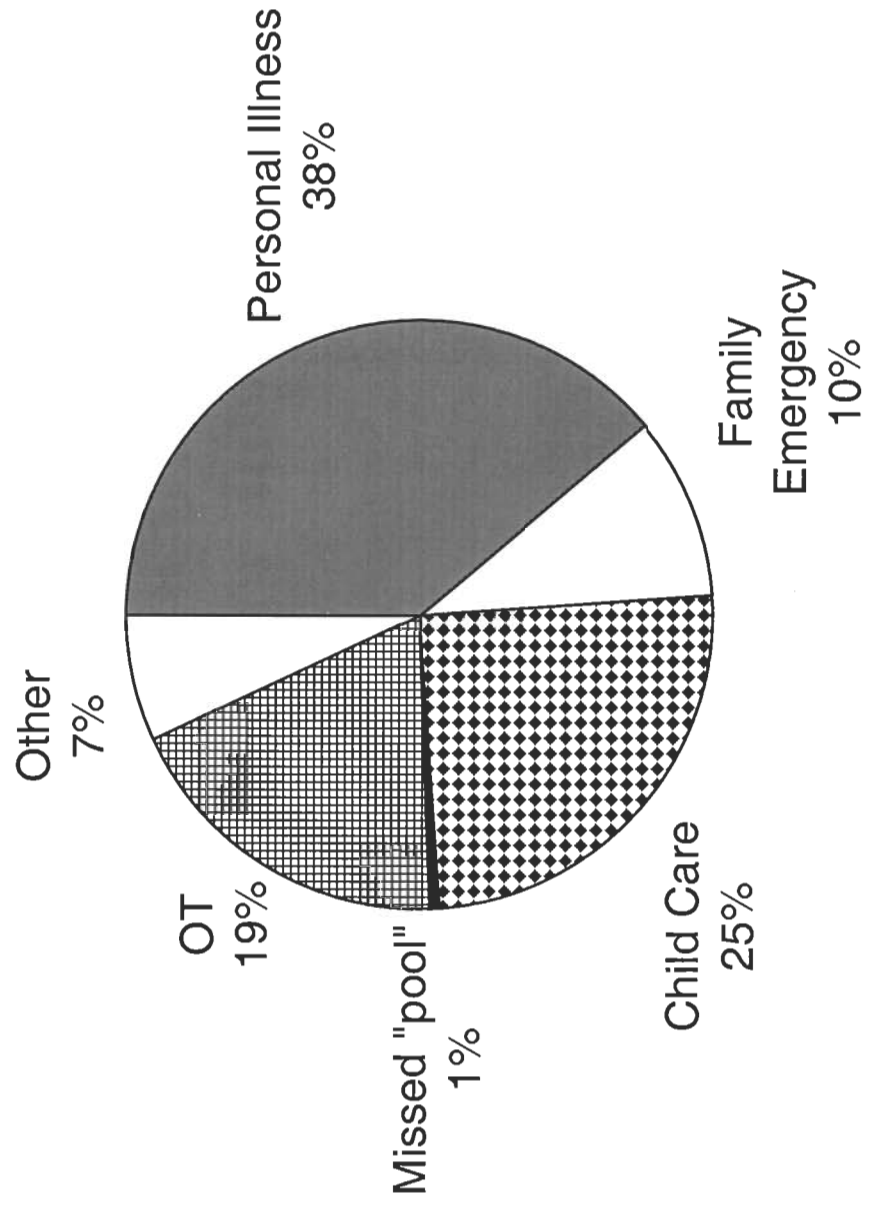
# COMMUTER CONNECTIONS

## Trips Provided FY06



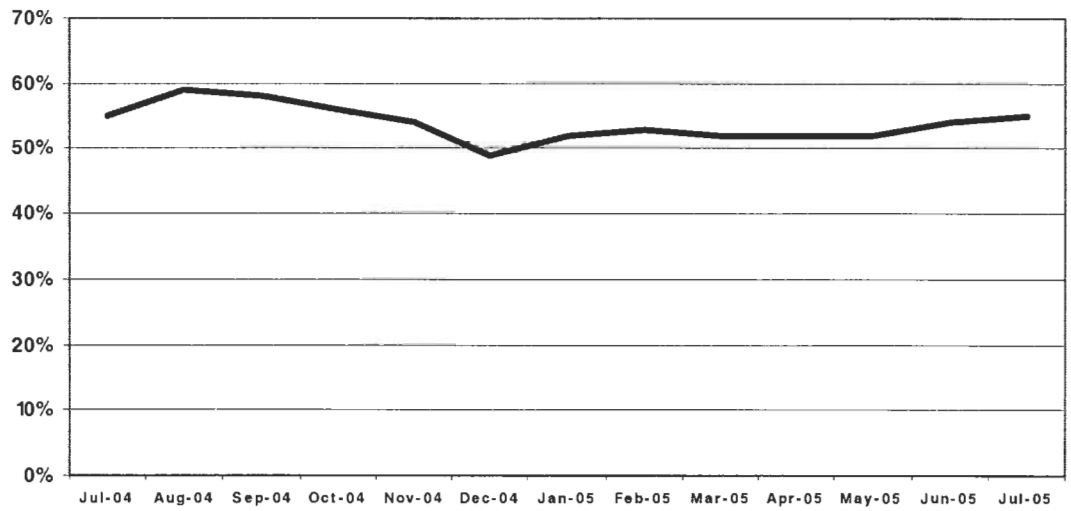


# COMMUTER CONNECTIONS GRH Trip Reasons for July 2005



**Metropolitan Telework Centers**  
**July 2005**

**Center  
Utilization Percentage**



Emp. Outreach  
July 2005

	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)	0	2	0	1	0	0	0	0	0	0	0	0
Employers Contacted (follow-up)	6	58	0	0	0	0	0	0	0	3	0	0
Total Broadcast Contacts	0	3326	0	64	0	0	0	0	0	0	0	0
Total Sales Meetings	1	3	0	0	0	0	0	0	0	0	0	0
Total Employers Contacted	7	3389	0	65	0	0	0	0	0	3	0	0
New Level 1 TDM Programs	0	1	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	0	1	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.  
\* Did not submit a monthly report by deadline.

Emp. Out reach  
Year to Date FY05

	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)	0	2	0	1	0	0	0	0	0	0	0	0
Employers Contacted (follow-up)	6	58	0	0	0	0	0	0	0	3	0	0
Total Broadcast Contacts	0	3326	0	64	0	0	0	0	0	0	0	0
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Total Employers Contacted	7	3389	0	65	0	0	0	0	0	3	0	0
New Level 1 TDM Programs	0	1	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	0	1	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: July 2005

Kiosk Location	RGI ID	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall # 1	IA	blue screen	blue screen		
Tysons Mall # 2	IB	912	7048	Maps Traffic Weather News Tysons	388 112 81 70 67
Manassas Mall	M	415	3285	Maps Manassas Weather News Omniride	140 89 58 51 49
La Promenade	C	no kiosk	no kiosk		
Union Station	B	357	2821	Streets Traffic Weather Metro VRE	151 35 34 31 31
Springfield Mall # 1	JA	28	251	Telecommunicating Helpgen History Address About Us	27 10 3 2 2
Reston TownCenter	H	683	4511	Maps Weather Reston Traffic Metro	262 94 94 42 35

Pentagon City Mail	E		no kiosk	no kiosk		
Springfield Mall # 2	JB		136	1062	Streets Springfield VRE Traffic Weather	56 27 27 18 13
Dulles Town Center	L		433	3168	Weather Maps Traffic Dulles News	160 128 57 46 34
Fair Oaks Mall	K		17	160	Fair Oaks News Maps Metro	18 9 8 4
Ballston Common Mall	F		177	1759	Maps News Weather Traffic Transit	71 32 30 16 14
USDA - DC	A		1	7		

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	3	48
George Mason Library	4	68
Chantilly	3	48
Kings Town	4	64
Mason Govt Center	4	64
Kings Park	4	68
Reston Library	4	64
Tysons Transit	3	48
Centreville	3	36
DoileyMadison	1	20
Inova	5	910
Pohick	4	64
John Marshall	5	88
Tysons Pimmit	4	72
Pennino	2	100
Govt. Center	1	48
Fairfax Library	no file	no file
Warranton	5	314



**Jul-05**  
**NUMBER OF APPLICATIONS RECEIVED**  
**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>