COMMUTER CONNECTIONS.
— A SMARTER WAY TO WORK

QUARTERLY WORK PROGRAM PROGRESS REPORT
OCTOBER – DECEMBER 2019

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

FY2020 2nd Quarter Progress Report
PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email.

COG/TPB 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.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2019, November 2019 and December 2019) 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 responded to technical support requests from Frederick County, MD; Loudoun County, VA; and NBTMD. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff developed and presented the FY2021 Draft Commuter Connections Work program (CCWP) and 2019-2020 Commuter Connections Strategic Plan to the STDM Work Group on October 8th and November 12th and established a comment period. Staff integrated comments from the STDM Work Group and presented the updated documents to the Commuter Connections Subcommittee on November 20th and established a comment period. COG/TPB staff worked on updates to the documents during December based on feedback and comments received during the comment period that closed on December 6, 2019. New COG overhead rates were also incorporated into the budget. The work plan was finalized and prepared for approval from the state funding agencies in January and for endorsement and release at the January Commuter Connections Subcommittee meeting.

COG/TPB staff attended and made a presentation on Commuter Connections incentive programs at the International Symposium on Emerging Transportation Trends (ISETT) in Rome, Italy from October 2 – 4.

COG/TPB staff coordinated and held STDM Work Group meetings on October 8, November 12, and December 10, 2019.

COG/TPB staff participated in a TEAD project meetings hosted by the University of Maryland on October 10 and November 26, 2019. Staff also worked extensively on a Non-Disclosure Agreement between COG and UMD for the use of the region's Vehicle Registration data.

COG/TPB staff met with NCPC staff on October 17th to discuss the update to the Employee Transportation Coordinator electronic handbook.

A Commuter Connections Subcommittee meeting was coordinated and held on November 17, 2020. Highlights from the meeting included:

- Presentation on the 2019 Bike to Work Day Draft Event Report
- Overview of Recent COG/TPB Dockless Shared Mobility Device Activities
- Briefing on the Regional Travel Survey
- Update on the Results of the 2019 Car Free Day Event
- Proposed Changes to the GRH Program Participation Guidelines
- Update on the FY2021 Draft Work Program Development and Commuter Connections Strategic Plan
- Briefing on the FY20 1st Quarter Preliminary Budget Reports and Progress Report

An MPO TDM Peer Exchange group was coordinated and held on November 20th.

COG/TPB staff participated in a conference call discussion on December 5th and 12th with VDOT and its consultants on the RM3P Dynamic Incentivization group.

COG/TPB staff attended the COG Annual Meeting on December 11th.

A Commuter Connections Ridematching Committee meeting was coordinated and held on December 17, 2029. Highlights from the meeting included:

- Update on TDM System Enhancements
- Update on incenTrip, CarpoolNow, and the Commuter Connections Mobile App
- Guest Presentation on SchoolPool
- Announcement of the January 2020 TDM Resource Directory
- Briefing on the FY20 1st Quarter CCWP Progress Report

B. Transportation Information Services

COG/TPB staff provided commuter travel information on alternatives to the general public by telephone, website, electronically and through printed information. Information contained but was not limited to METRO, MARC/MTA, VRE, local transit, telework resources, and the Regional Bicycle Guide. 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.

C. Transportation Information Software, Hardware, and Database Maintenance

COG/TPB staff continued daily maintenance processes for the Commuter Connections TDM Software System. This included 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 continued producing 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.

At the end of December 2019, COG and its members served 17,802 commuters registered in ridematching. This is an increase of 435 registrants during the quarter, up from 17,367 at the end of September 2019. Year over year there was a decrease of 969 from 18,336 in the system at the end of December 2018.

COG/TPB staff met with the TDM Technology Development Contractor (Media Beef) every two weeks during the quarter. Notable discussion topics included launching a new testing server to stage and test enhancements to the TDM System, navigational routing being programmed into the Commuter Connections GIS Depot, reporting for the CarpoolNow program, and an improved Commuter Connections registration process. The University of Maryland (UMD) also joined several of the calls to discuss the continued updates to the app that enhance Commuter Connections integration and overall user experience.

A staging instance of the TDM system was created by COG's ITFM team. The instance will serve as a final testing ground for TDM System enhancements. The instance has full workability for program administration, including a newly programmed connection to Microsoft Exchange. All new enhancements to the TDM System will be tested prior to a launch to production.

Media Beef and COG/TPB staff worked to debug and fix the Flextime Rewards and Carpool Now administrative reports.

COG/TPB staff worked with Media Beef to investigate a bug in ridematching by routes. Some commuters have malformed routes in the database. If a commuter searching for a match on his/her route happened to match with a commuter having a malformed route, the program would crash. The short-term fix was to find and remove all malformed routes from the database. The long-term fix is to prevent malformed routes from getting stored in the database at all. This will require some enhancements to the TDM system program code that will be made over the coming weeks.

Media Beef fixed a bug in the route matching workflow. For each ridematching user, the system stores one route in the Oracle database, usually the route from home to work. The system uses this data for matching and for displaying the route on the map on the user's screen. The problem arose when the user wanted to get a route match from an alternate location. The program used the stored route in all cases and did not compute or use the alternate route. This has been corrected so a user can have a dynamic alternate route for any match request.

COG/TPB continued to collaborate with Media Beef and (UMD) to improve the connections between the TDM System and the incenTrip application. Bug fixes to the incenTrip Registration API were applied. Feedback from Commuter Connections committees and general users was passed along to UMD. COG/TPB staff proposed registration UI enhancements to UMD to communicate registration requirements more effectively as part of the Commuter Connections Check Incentive Program. A manual for outlining COG/TPB's administrative process for the incenTrip program is under development.

COG/TPB staff continued work on expanding GIS capabilities. Staff produced a sample program that encodes ArcGIS routes much like Google encodes their routes. This program's code will be used by Media Beef in the TDM system for route matching. Staff also continued producing documentation of the design and how to develop the products.

To summarize, this program:

- Asks the user for input for starting and destination address. The code interacts with the user to offer suggestions gathered from our streets with address ranges database while the user is typing;
- Computes geographic coordinates (geocodes) for the start and end of the commute;
- Sends a request to a new ArcGIS Server for the best route between the two points. The server computes the route using the navigable street network built from NAVTEQ/HERE Streets data;
- Receives and interprets the response from the server. Routes are long lists of points. There is a point at every change of direction, so they are highly accurate although unwieldy for display on the screen and computing matches;
- Sends a new request to the server asking for a simplified route that removes as many points as possible without changing the overall shape of the route;
- Receives the response and parses out the simplified list of points;
- Encodes the simplified route using Google's encoding scheme for use on the user's monitor. This is to maintain backward compatibility with the old Google code.
- COG/TPB staff also continued producing documentation of the program design and how to develop the products (the navigable network, web pages, and the code described above).

Once the sample code has been completely developed the next step will be to install SSL on the ArcGIS server.

Media Beef made some fixes to SchoolPool. A problem arose if a parent has one (or more) children attached to the account and then the parent changes the home address. From time to time, the home address was not updating for the children on the account. This has been fixed. The development contractor also provided documentation for the "match to nearby schools" feature. When a user selects "Nearby" for "Match Preference," the program ranks all the schools in the database by their distance to the destination, chooses up to 15 of the closest ones, and matches families that attend those schools with the family requesting the match. The logic does not consider a distance limit.

Media Beef and COG/TPB staff continued to explore ways to implement a chatbot in the TDM system. A chatbot is a computer program that simulates conversation with human users and is usually found in web applications. A chatbot communicates with users and behaves like a human in a conversation. The thinking is the TDM system could use a chatbot to perform certain customer service tasks, such as helping people with registering for Commuter Connections. A chatbot could facilitate marketing by analyzing user input and recommending programs for the user to join.

Media Beef prepared and submitted dummy screen layouts for UI improvements that would streamline the process of signing up for Commuter Connections. COG/TPB staff analyzed and discussed the proposed layouts.

Media Beef continued to work on bugs and perform routine maintenance for all web applications including the TDM system, CarpoolNow, and Commuter Connections mobile apps.

The contract for TDM System software development and maintenance services was fully executed with Media Beef, Inc. for the new fiscal year.

The SSL certificate for the tdm.commuterconnections.org website was renewed for two more years.

The Commuter Connections mobile app was downloaded 306 times throughout the quarter, bringing total downloads to 5,248 by the end of December.

D. Commuter Information 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. 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=b55f928648174dc8a7c503038a8b36e2, or use the Commuter Connections web site to navigate to it.

COG/TPB staff continued to maintain and monitor the ArcGIS server that provides data for the park and ride lot map to the public.

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. The map covers bike paths in the area from Frederick County, MD in the north to Prince William County, VA in the south and from Loudoun County, VA in the west to Prince George's County, MD in the east.

COG/TPB staff added two new park and ride lots to the commute options map. Both are in Virginia. One is at University Boulevard (Gainesville) with approximately 1,000 spaces. It is part of the I-66 improvement project and plans include expanding it to 2,048 spaces. The second lot added is at Haymarket with approximately 230 spaces.

II.   REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

COG/TPB 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.

COG/TPB staff processed taxi and car rental invoices and transit vouchers.

COG/TPB staff presented draft changes to the GRH Participation Guidelines during the November 19th Commuter Connections Subcommittee meeting. A comment period was subsequently established for December 20th. The Commuter Connections Subcommittee will be asked to endorse the changes during the January 21, 2020 meeting.

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

COG/TPB staff provided AAA and Pizza Hut coupons to commuters who renewed their GRH membership.

B. Process Trip Requests and Provide Trips

COG/TPB staff monitored and maintained the GRH database and server. Between the months of October and December, there were 798 GRH applications received. A total of 674 applicants were registered (656 new applicants and 18 previous "one-time exception" users) and 1,078 commuters were re-registered. During the same time period, the GRH program provided 610 GRH trips. Eleven (11) of these trips were "one-time" exceptions accounting for 2% of the total number of GRH trips provided. "Personal Illness" accounted for the largest portion of the GRH trip reasons followed by "Child Care." As of December 31st, a total of 7,422 commuters are currently registered in the GRH database.

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 issued contract amendments for each of the ride providers for the new fiscal year.

III. MARKETING

A. TDM Marketing and Advertising

COG/TPB staff managed and oversaw the Marketing and Public Relations Contractor Odonnell Company and its subcontractors. This included biweekly status update conference calls to discuss various FY2020 marketing efforts as well as a quarterly earned media strategy call in December. Staff reviewed media invoices and authorized payment for various ongoing marketing campaigns.

The fall 2019 newsletter and federal ETC insert were created, finalized, and distributed to the regional employer database, various Commuter Connections Committees and other TDM stakeholders. The newsletter with insert was distributed via email to the federal ETC community through GSA. A pdf version was placed onto the Commuter Connections website and the Federal ETC website. An electronic version of the fall newsletter was developed and sent via email blast. Articles featured in the newsletter included a special feature on the 395 Express Lanes, Commuter Connections' Employer Case Studies, a Call for Nominations for the 2020 Employer Recognition Awards, a GRH profile, an update on the Bus-Only Lanes in Northwest D.C., and commuting tips for winter weather. The Federal ETC insert included a spotlight on the U.S. Patent and Trademark Office. Following distribution of the newsletter, a timeline was developed for the winter 2020 newsletter.

The Fall 2019 Rideshare & GRH Umbrella Campaigns were launched in October 2019 and ran through the end of December using ads developed from the previous fiscal year. The Rideshare portion of the umbrella campaign features media placements on radio, YouTube, and Facebook. The GRH portion features media placements on radio, streaming TV, digital ads, Spotify, native articles (WTOP and Popville), YouTube, and Facebook. A separate incenTrip campaign was launched with a focus on social media, Google ad words, and radio; a 'Pool Rewards campaign was launched with a focus on radio, native articles, and Facebook.

COG/TPB staff continued preparing the FY2020 Regional TDM Strategic Marketing Plan and Resource Guide (SMP). Comments received from the Regional TDM Marketing Group were integrated and the final draft version was released following endorsement during the December 17, 2019 Regional TDM Marketing Group meeting.

New creative concepts for the 2nd half FY2020 regional TDM marketing campaign were developed, and feedback was solicited from marketing workgroup members and the state funding agencies. Winning concepts were 'Why Ride Alone' for the Guaranteed Ride Home theme, and 'The Big Deal' for Rideshare.

A direct mail piece was sent to 478,000 households within the metropolitan Washington region in late December 2019. The mailers promoted Ridematching and GRH and incorporated the new FY20 creative concepts and themes. Targeted zip codes were those with 10 or more current GRH commuters. Recipients were households within those target zip codes ages 25-64, with annual household incomes $75,000 and above. New this year, mailers included a QR code that linked users to a sign-up page.

The following employer transportation fairs were attended during the second quarter of FY20:

- November 15 - Engender Health, Washington, DC

A Regional TDM Marketing Group meeting was coordinated and held on December 17, 2019. COG/TPB staff prepared notes from the prior Committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included:

- Endorsement of the FY2020 Regional TDM Resource Guide and Strategic Marketing Plan
- Presentation on FY2020 Commuter Connections Marketing Activity
- Presentation on the NovaRides Marketing Campaign
- Presentation on Southern Maryland TDM Marketing
- Presentation on the FY2019 Guaranteed Ride Home Customer Satisfaction Surveys

COG/TPB staff conducted the following activities to update and maintain the Commuter Connections website:

- Posted news articles, publications (e.g. 2019 Employer Outreach Customer Satisfaction Report, 2019 GRH Baltimore Survey Report, 2019 Commuter Connections Guaranteed Ride Home Applicant Survey Report for the Baltimore Region, fall 2019 newsletter), construction projects, press releases, and upcoming events as needed;
- Updated content in the accordion sections and individual webpages, including language in the 'Pool Rewards participation guidelines; parking management; HOV/Express Lanes;
- Added the incenTrip logo and shortcut to the homepage;
- Added a new "Customized landing Webpage for Worksite" accordion tab;
- Uploaded new Employer Awards brochures and nomination forms;
- Removed references to car2go and Alexandria Van Start Van Save;
- Updated plugins;

- Monitored website activity and computer code to maintain accurate website functionality.

COG/TPB staff managed the Commuter Connections social media pages. Analytics on each account were recorded. Staff also monitored and catalogued the analytics data from the Commuter Connections social media accounts.

COG/TPB staff met with VDOT's I-66 TMP contractor to discuss marketing activities for the 'Pool Rewards project.

COG/TPB staff participated in an Earned Media Strategy call with ODonnell Company and Arch Street Communications staff on December 12, 2019.

B. Bike to Work Day

A Bike to Work Day Steering Committee meeting was coordinated and held on November 13, 2019. COG/TPB staff prepared notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included:

- Presentation of the 2019 Event Final Draft Report;
- Briefing on new 2020 Pit Stops;
- Committee endorsement of the 2020 event registration goal of 18,800;
- Update on the 2020 Sponsorship Drive;
- Color selection for the 2020 event;
- Announcement of the Pit Stop Manager questionnaire

The sponsor declaration form for 2020 was updated. Sponsor solicitations began for the 2020 Bike to Work Day event. Sponsors who returned a signed declaration agreement during the second quarter of FY 2020 included:

- Gold Sponsor – City of Alexandria;
- Silver Sponsor – Comstock Companies;
- Bronze Sponsors - bikes@vienna, Fair Lakes League, Potomac Pedalers, and the District, Maryland, and Virginia Departments of Transportation.

Invoices were prepared and sent to Bike to Work Day sponsors.

A brief online questionnaire was developed in SurveyMonkey and sent to all pit stop managers. COG/TPB staff sought to gather information regarding t-shirt sizes requested at each pit stop, a backup contact for the pit stop, etc.

COG/TPB staff corresponded with organizations interested in becoming new pit stops for the 2020 event. Nine new pit stops will participate in the 2020 event. Each new pit stop signed a copy of the *Pit Stop Responsibilities and Best Practices* document, which was updated by staff prior to inclusion at the November work group meeting. Additionally, representatives from each new pit stop or new pit stop managers at existing pit stops will be required to attend a *New Pit Stop Orientation* session scheduled on January 8, 2020.

COG/TPB staff worked with Odonnell Company to design poster concepts for presentation at the January 8, 2020 Steering Committee meeting.

Based on Steering Committee member voting, Deep Raspberry was selected as the color for Bike to Work Day 2020 T-shirts and marketing materials.

COG/TPB staff maintained and updated the www.BikeToWorkMetroDC.com website. Notable activities include:

- Upgraded the website to a new server;
- Updated the sponsor declaration page to reflect the 2020 campaign;
- Uploaded the new masthead for 2020's event, which included changing the color scheme;
- Added new sponsor logos;
- Updated plugins

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

C. Employer Recognition Awards

A timeline for the 2020 Employer Recognition Awards program deliverables was finalized. Creative concepts for the nomination brochure were designed with feedback from the workgroup and printed and distributed in December. Recipients included level 3 & 4 Employee Transportation Coordinators, Chambers of Commerce, and Business Improvement Districts. The nomination brochure and form were also made available online. An estimate and contract were obtained from the National Press Club to host the 2020 Employer Recognition Awards ceremony on June 23, 2020.

COG/TPB staff updated the Employer Awards Banner on the Commuter Connections website with the 2020 version.

D. 'Pool Rewards

Media buy options developed by the marketing contractor (Odonnell Company) were evaluated for the fall 'Pool Rewards campaign and approved; insertion orders were processed. The campaign consisted of radio ads on WTOP, native articles on WTOP.com and PoPville, and Facebook boosted posts.

Eligible 'Pool Rewards applicants were reviewed, processed, and registered for both carpools and vanpools:

- Staff processed fifteen (15) payments for 'Pool Rewards vanpools.

- No carpool payments for 'Pool Rewards carpools; however, two carpools recorded trips during the quarter. These carpools may be paid in January.

As of December 31, 2019, there were no active 'Pool Rewards carpools and six (6) operating 'Pool Rewards vanpools.

COG/TPB staff submitted vanpool data for the FY2019 National Transit Database (NTD) report to the Federal Transit Administration. NTD database administrators accepted the data after further clarification was provided by staff on selected items.

COG/TPB staff met with Enterprise representatives on November 6th to discuss the program's status and goals.

COG/TPB staff met with VDOT and its contractor's on November 6th and December 10th to discuss a possible promotion for 'Pool Rewards related to the I-66 Express Lanes construction project.

E. Car Free Day

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 2019 pledge data and an emissions impacts analysis were prepared and presented at the November 19, 2019 Commuter Connections Subcommittee meeting. A debrief report of earned media was created by the contractor summarizing press coverage of the Car Free Day event. "Thank you" emails were sent to Car Free Day sponsors and participants. The 2019 Capital Area Car Free Day College Campus Challenge luncheon was arranged for January 10, 2020 at Georgetown University.

COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. COG/TPB staff added new press releases and news articles to the Car Free Day website. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality.

F. CarpoolNow Mobile Application

There were no CarpoolNow major marketing activities to report for the second quarter.

The CarpoolNow app was downloaded 157 times during the second quarter, bringing total downloads to 4,083.

COG/TPB staff continued monitoring participation within CarpoolNow. There were no requests for payment during the second quarter.

G. Flextime Rewards

There were no Flextime Rewards major marketing activities to report for the second quarter.

COG/TPB staff continued monitoring participation within the Flextime Rewards program.

H. incenTrip Mobile Application

A marketing campaign for incenTrip was finalized and implemented. The campaign consisted of Facebook and Instagram boosted posts, radio ads, and Google ad words.

COG/TPB staff monitored incenTrip program participation. There was an average of 604 monthly users actively logging trips within incenTrip from October – December. An estimated 617 new Commuter Connections accounts were created through the app's Registration API throughout the quarter. A total of 594 payment requests were submitted by incenTrip users throughout the quarter.

COG/TPB staff made a presentation on incenTrip at the NBTMD Advisory Group meeting on October 23rd.

COG/TPB staff made a presentation on incenTrip on November 20th as part of FHWA's Mobility on Demand webinar series.

COG/TPB staff fulfilled a media request requesting incenTrip usage data.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

COG/TPB staff conducted and completed a data sweep of the Employer Outreach ACT! database during the weeks of October 14th, November 11th, and December 16th.

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

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In October, COG/TPB staff fulfilled Employer Outreach data requests from Fairfax and Arlington Counties.

In November, COG/TPB staff fulfilled Employer Outreach data requests from Montgomery County and the District of Columbia.

In December, COG/TPB staff fulfilled Employer Outreach data requests from Montgomery County and the District of Columbia.

Throughout the quarter COG/TPB staff oversaw the employer site survey coordination.

COG/TPB staff, in consultation with the Regional TDM Evaluation contractor LDA Consulting and the TDM Evaluation Work Group, developed a Bike To Work Day Event survey. The survey was initially distributed on November 5th with follow-up reminders sent on November 14th,21st, and 26th. Analysis on survey responses commenced. A survey report is expected to be completed in January.

COG/TPB staff, in consultation with LDA Consulting and the TDM Evaluation Work Group, developed a Car Free Day Event survey. The survey was initially distributed on November 7th, with follow-up reminders sent on November 13th, November 20th, and November 26th. Analysis on survey responses commenced. Findings from the survey are expected to be announced in January.

COG/TPB staff developed the emission impacts and presented an infographic from the 2019 Car Free Day event to the Commuter Connections Subcommittee at its November 19, 2019 meeting.

COG/TPB staff created two maps detailing the breakdown between formal v. informal carpool trends using State of the Commute data. This data, along with other State of the Commute findings, was presented at the December 12th TPB Citizens' Advisory Committee meeting.

B. Program Monitoring and Tracking Activities

Advertising campaign effectiveness was tracked through call volumes and internet visits. The information was made available as part of the FY2020 First Half Marketing Campaign Summary draft report issued at the December 17, 2019 Regional TDM Marketing Group meeting.

Customer Satisfaction surveys were sent to Washington, DC region commuters who used the Guaranteed Ride Home service between October - December 2019. Preliminary findings of the FY2019 Guaranteed Ride Home Customer Satisfaction Survey for the Washington region were presented at the December 17, 2019 Regional TDM Marketing Group meeting.

COG/TPB staff presented the final Fourth Quarter FY2019 Employer Outreach Verification Statement and draft First Quarter FY2020 Employer Outreach conformity verification statements to the Employer Outreach Committee on October 15th. Data collection for the first and second quarter reports (FY2020) continued throughout the quarter. Data documentation from the Employer Outreach activity reports was also collected throughout the quarter.

COG/TPB staff finalized the 2019 Employer Outreach Satisfaction Survey report and presented the report to the Employer Outreach Committee on October 15th. The report was subsequently posted for distribution to the Commuter Connections website.

Marketing material graphics and content from pit stops continued to be gathered for inclusion into the 2019 Bike to Work Day event draft report. The report was presented in draft form at the Bike to Work Day Committee on November 13, 2019 and to the

Commuter Connections Subcommittee on November 19, 2019. Staff incorporated edits suggested by committee members. The report was prepared for endorsement and release at the upcoming January 21, 2020 Commuter Connections Subcommittee meeting.

COG/TPB staff worked to implement updates to the survey database and coordinated with VHB. A meeting was held on December 9th to discuss migration of the new mapping features to COG's servers. A demonstration presentation for the January 21st, 2020 Employer Outreach meeting was also developed.

COG/TPB staff, in consultation with the Regional TDM Evaluation contractor LDA Consulting, drafted the Vanpool Driver survey. Staff coordinated with regional vanpooling stakeholders such as Vanpool Alliance, GWRideConnect, and Enterprise to develop distribution processes; the survey was a topic for discussion at the October 15th, 2019 Regional TDM Evaluation Work Group meeting. Staff produced a list of commuters for distribution from the TDM System. The survey is expected to be finalized in early January and distributed shortly thereafter.

A TDM Evaluation Group meeting was coordinated and held on October 15, 2019. Highlights from the meeting included discussions on the following evaluation topics:

- FY2020 Data Collection Activities and Schedule for Commuter Connections Regional TDM Evaluation Projects;
- FY2020 Vanpool Driver Survey;
- FY2020 Bike to Work Day Survey;
- FY2020 Car Free Day Survey;
- FY2020 Employer Telework Data Collection;
- FY2020 Employer Outreach Program Analysis;
- FY2018-FY2020 TDM Analysis Report

COG/TPB staff completed and distributed the final September FY2020, October FY2020, and November FY2020 CCWP monthly Executive Summary reports.

COG/TPB staff compiled work accomplishments into the 1st Quarter CCWP Progress Report for FY2020. The report was distributed at the November 19, 2019 Commuter Connections Subcommittee meeting.

V. EMPLOYER OUTREACH

1. Regional Component Project Tasks

a) *Regional Employer Database Management and Training*

Throughout the quarter, COG/TPB staff coordinated with COG/IT staff on upgrades for the ACT! database software.

COG/TPB staff planned and facilitated an ACT! database training session for all Employer Outreach sales representatives on October 30, 2019. The training was provided through Capitol Consulting Services.

b) *Employer Outreach for Bicycling*

The regional Bicycling to Work Employer/Employees guide was distributed to employers upon request.

2. Jurisdictional Component Project Tasks

a) *MD Local Agency Funding and Support*

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

Contract amendments for FY2020 were fully executed with Frederick, Prince George's, and Montgomery Counties during the quarter.

b) *DC, MD, and VA Program Administration*

COG/TPB staff updated the graphics of the jurisdictional co-branded sales portfolio folders. Folders were created for jurisdictions upon request. Orders were filled for Loudoun County, DATA, Tri County Council for Southern Maryland, and GoAlex.

The Telework Work Group was convened as part of an aspirational effort charged to Commuter Connections in TPB Resolution R10-2019. Conference call meetings were held on October 10th and November 21st. An additional conference call was held on December 23rd to discuss a re-vamp to the materials on the Commuter Connections web site and to develop telework policy templates. Discussion topics included the development of a telework toolkit for small to mid-sized employers along with other alternative work hours information. As part of the effort, staff also consulted with Elham Shirazi to develop telework and flexwork materials on behalf of the Work Group.

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

The fall sales support questionnaire was prepared and sent to DC and Maryland jurisdictions for review and completion.

COG/TPB staff coordinated, facilitated, and presented at the October 15, 2019 Employer Outreach Committee meeting. Topics covered in the meeting included:

- Change of Chairperson and Announcement of New Vice Chair;
- Final Fourth Quarter FY2019 and Draft First Quarter FY2020 Conformity Verification Statements;
- An update to the Lead Generation Template;
- A presentation on the FY2019 Employer Satisfaction Survey Report;

- A Training Update and Review for FY2020;
- An overview of the Employer Outreach Program Element Analysis and ACT! Database Inputs;
- Roundtable updates

COG/TPB staff continued work prospecting for employers to feature as FY2020 case studies.

COG/TPB staff facilitated an Employer Outreach sales training titled *Pitching Products and Projects to the C-Suite* on December 3, 2019. The training was conducted by Gail Cooperman with Merit Career Development. Employer outreach representatives learned about sales techniques suited for executives. Ms. Cooperman provided materials for reference that were posted to SharePoint.

COG/TPB staff prepared content for the upcoming January 21, 2020 Employer Outreach Committee meeting.

VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

A. General Operations and Maintenance

The GRH Baltimore program continued to enroll new applicants throughout the quarter. New GRH ID cards were printed and distributed every Tuesday. Additionally, COG/TPB staff processed and mailed declined GRH applicant letters every Friday and processed and mailed One Time Exception letters with GRH applications at the end of each month. Applicants whose records were expiring were contacted with instructions on how to renew their account by updating their information. AAA and Pizza Hut coupons were provided to Baltimore region commuters who renewed their GRH membership.

The 1st half FY 2020 GRH Baltimore marketing campaign was launched in October 2019 and ran through December using ads developed in the previous fiscal year. Radio spots ran on WPOC. Advertising was also placed on YouTube and Facebook.

Customer Satisfaction surveys were sent to Baltimore region commuters who used the Guaranteed Ride Home service between October - December 2019. Preliminary findings of the FY2019 Guaranteed Ride Home Customer Satisfaction Survey for the Baltimore region were presented at the December 17, 2019 Regional TDM Marketing Group meeting.

COG/TPB staff presented draft changes to the GRH Participation Guidelines during the November 19th Commuter Connections Subcommittee meeting. A comment period was subsequently established for December 20th. The Commuter Connections Subcommittee will be asked to endorse the changes during the January 21st meeting.

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

B. Process Trip Requests and Provide Trips

COG/TPB staff monitored and maintained the GRH database and server. Between the months of October and December, there were 34 GRH applications received. A total of 34 applicants were registered and 49 commuters were re-registered. During the same time period, the GRH program provided 21 GRH trips. "Personal Illness" accounted for the largest portion of the GRH trip reasons followed by "Overtime." As of December 31st, a total of 342 commuters are currently registered in the GRH database.

COG/TPB staff continued to monitor the Guaranteed Ride Home Baltimore program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent. Staff also monitored the TDM System for duplicate GRH accounts and consolidated/removed excess accounts.

COG/TPB staff processed and paid invoices for all GRH service providers. This also included processing payments for taxi and car rental invoices, in addition to transit vouchers.

COG/TPB staff worked on collecting information from each of the ride providers to include in their respective contract amendments for the new fiscal year.

Table 1
National Capital Region Transportation Planning Board
Commuter Connections Program
Quarterly Activity and Impact Summary
OCTOBER - DECEMBER 2019

Commuter Connections Activity	This Quarter	Last Quarter	Since July 1, 2019
Total applicants/info provided:	3,662	6,628	10,290
Rideshare applicants	3,528	3,327	6,855
Matchlists sent	6,301	7,725	14,026
Transit applicants/info sent	100	40	140
GRH applicants	1,752	1,810	3,562
Bike to work info requests	8	2	10
Telework info requests	7	130	137
Internet users	31,289	24,498	55,787
Internet applicants	5,226	5,137	10,363
New employer clients	148	250	398
Employee applicants	0	0	0

Program Impact Performance Measure	This Quarter	Last Quarter	Since July 1, 2019
Continued placements	1,282	1,209	2,492
Temporary/one-time placements	184	174	359
Daily vehicle trips reduced	668	630	1,299
Daily VMT reduced	19,640	18,519	38,189
Daily tons NOx reduced	0.0044	0.0042	0.0086
Daily tons VOC reduced	0.0025	0.0023	0.0048
Daily tons PM2.5 reduced	0.00033	0.00031	0.00065
Daily tons PM2.5 NOx reduced	0.0047	0.0045	0.0092
Daily tons GHG reduced	7.9784	7.5237	16
Daily gallons of gas saved	1,091	1,029	2,122
Daily commuter costs saved	$4,026	$3,796	$7,829

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. Note the data for Kiosk users/applicants was eliminated in FY09, when the program was discontinued.

TDM SERVICES

REGIONAL SUMMARY - COMMUTER CONNECTIONS MEMBERS
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
COG Rideshare Applicants (New and Re-apps)	329	705	211
Locals Rideshare Apps (New and Re-apps)	3,199	2,622	1,698
Matchlists Requested	6,163	7,535	6,463
Transit Applicants/Info Sent	100	40	29
GRH Washington Applicants	743	678	708
GRH Washington Rides Provided	609	561	535
GRH Baltimore Applicants	34	39	31
GRH Baltimore Rides Provided	21	27	29
Telework Info Requests	7	3	3
Phone/Fax Applicants	0	0	0
Internet Applicants	5,226	5,137	3,408
Employer Applicants	0	0	0
Total Hits on website	31,289	24,498	28,630*
*New wesbite migration			

TDM SERVICES

ALEXANDRIA
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	17	21	5
Matchlists Sent	96	114	72
Transit Applicants and Info Sent	0	1	0
GRH Washington Applicants	10	11	10
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	1	0
Employers Contacted (New)- Phone	14	15	10
Employers Contacted (New)- Visit	0	0	4
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	33	76	127
Employers Contacted (Follow up)- Visit	7	2	6
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	1	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0

TDM SERVICES

ARLINGTON
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	19	12	9
Matchlists Sent	216	59	102
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	20	13	11
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	11	6	8
Employers Contacted (New)- Visit	0	0	4
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	2,070	2,539	2,066
Employers Contacted (Follow up)- Visit	41	47	42
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	13	1	2
Level 2	6	4	3
Level 3	6	0	0
Level 4	4	1	1

TDM SERVICES

ANNE ARUNDEL
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	23	36	30
Matchlists Sent	200	159	201
Transit Applicants and Info Sent	1	1	1
GRH Washington Applicants	21	12	22
GRH Baltimore Applicants	1	1	2
Telework Information Requests	1	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

*All new ARTMA and BWI data will be reported as Anne Arundel. Old BWI data will be converted to AA after guidance from the County.

TDM SERVICES

BALTIMORE CITY
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	25	30	24
Matchlists Sent	101	157	53
Transit Applicants and Info Sent	2	0	0
GRH Washington Applicants	14	10	10
GRH Baltimore Applicants	11	8	10
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

BMC
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	9	18	16
Matchlists Sent	51	164	68
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	11	15	9
GRH Baltimore Applicants	9	12	7
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

COG - DC/DE/PA/WVA/VA
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	180	688	197
Matchlists Sent	670	826	696
Transit Applicants and Info Sent	3	6	4
GRH Washington Applicants	65	57	64
GRH Baltimore Applicants	2	3	2
Telework Information Requests	1	0	1
Employers Contacted (New)- Phone	7	12	28
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	180	135	46
Employers Contacted (Follow up)- Visit	14	21	16
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	25	7	19
Level 2	16	15	11
Level 3	5	5	5
Level 4	1	3	3

TDM SERVICES

DOD/WHS
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	2	4	34
Matchlists Sent	7	5	91
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	1	3
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

DATA
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	13	9	180
Matchlists Sent	21	16	881
Transit Applicants and Info Sent	0	0	3
GRH Washington Applicants	7	0	76
GRH Baltimore Applicants	0	0	1
Telework Information Requests	0	0	2
Employers Contacted (New)- Phone	*See FFX	*See FFX	*See FFX
Employers Contacted (New)- Visit	*See FFX	*See FFX	*See FFX
Employers Contacted - Number of Potiential (New)	*See FFX	*See FFX	*See FFX
Employers Contacted (Follow up)- Phone	*See FFX	*See FFX	*See FFX
Employers Contacted (Follow up)- Visit	*See FFX	*See FFX	*See FFX
Employers Contacted - Number of Potiential (Follow up)	*See FFX	*See FFX	*See FFX
New TDM Programs Established			
Level 1	*See FFX	*See FFX	*See FFX
Level 2	*See FFX	*See FFX	*See FFX
Level 3	*See FFX	*See FFX	*See FFX
Level 4	*See FFX	*See FFX	*See FFX

*See FFX - EO numbers reported under Fairfax County

**N/A - DATA joined the Commuter Connections network in April 2014

TDM SERVICES

FAIRFAX
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	217	327	26
Matchlists Sent	862	1,223	207
Transit Applicants and Info Sent	0	1	0
GRH Washington Applicants	75	64	21
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	50	128	47
Employers Contacted (New)- Visit	0	0	15
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	585	568	297
Employers Contacted (Follow up)- Visit	34	114	55
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	29	9	18
Level 2	8	7	8
Level 3	5	13	9
Level 4	1	5	5

TDM SERVICES

FDA
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	35	30	26
Matchlists Sent	190	196	207
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	23	29	21
GRH Baltimore Applicants	1	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

FREDERICK
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	39	39	34
Matchlists Sent	365	452	396
Transit Applicants and Info Sent	1	0	0
GRH Washington Applicants	28	18	24
GRH Baltimore Applicants	0	1	0
Telework Information Requests	3	0	0
Employers Contacted (New)- Phone	9	11	14
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	19	18	19
Employers Contacted (Follow up)- Visit	3	17	11
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	2	2	10
Level 2	0	2	2
Level 3	1	0	0
Level 4	0	0	0

TDM SERVICES

GW RIDE CONNECT
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	269	315	223
Matchlists Sent	544	736	438
Transit Applicants and Info Sent	5	2	1
GRH Washington Applicants	132	109	98
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

HARFORD
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	3	10	5
Matchlists Sent	67	91	68
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	8	13	6
GRH Baltimore Applicants	6	9	3
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

HOWARD
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	24	26	29
Matchlists Sent	138	0	220
Transit Applicants and Info Sent	1	0	1
GRH Washington Applicants	19	17	30
GRH Baltimore Applicants	2	2	3
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

LOUDOUN
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	92	128	77
Matchlists Sent	581	695	544
Transit Applicants and Info Sent	1	1	2
GRH Washington Applicants	50	46	45
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	14	12	3
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	325	202	217
Employers Contacted (Follow up)- Visit	15	17	5
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	1	4	6
Level 2	0	0	1
Level 3	2	0	0
Level 4	0	0	0

TDM SERVICES

MTA
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	5	4	9
Matchlists Sent	34	33	49
Transit Applicants and Info Sent	0	0	5
GRH Washington Applicants	6	13	9
GRH Baltimore Applicants	0	2	1
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

BETHESDA TRANSPORTATION SOLUTIONS
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	28	3	14
Matchlists Sent	33	0	6
Transit Applicants and Info Sent	16	0	0
GRHWashington Applicants	2	1	1
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	1	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

* See MC - EO numbers reported under MC Countywide

TDM SERVICES

MONTGOMERY COUNTY
COUNTYWIDE
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	26	15	9
Matchlists Sent	221	151	108
Transit Applicants and Info Sent	1	1	1
GRH Washington Applicants	36	27	28
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	117	0
Employers Contacted (New)- Phone	7	42	100
Employers Contacted (New)- Visit	0	0	30
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	1,648	1,651	2,438
Employers Contacted (Follow up)- Visit	64	181	89
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	7	5
Level 2	0	14	1
Level 3	0	3	4
Level 4	1	3	0

Employer Outreach Totals for Montgomery County, MD are reported under the Countywide subtotal

TDM SERVICES

MONTGOMERY COUNTY
FRIENDSHIP HEIGHTS/ROCKVILLE
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	0	0	0
Matchlists Sent	0	0	12
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

* See MC - EO numbers reported under MC Countywide

TDM SERVICES

TRANSPORTATION ACTION PARTNERSHIP
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	126	27	29
Matchlists Sent	179	70	77
Transit Applicants and Info Sent	64	19	8
GRH Washington Applicants	0	1	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

* See MC - EO numbers reported under MC Countywide

TDM SERVICES

SHADY GROVE
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	0	0	0
Matchlists Sent	0	0	1
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

* See MC - EO numbers reported under MC Countywide

TDM SERVICES

SILVER SPRING
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	8	12	3
Matchlists Sent	40	72	30
Transit Applicants and Info Sent	0	2	0
GRH Washington Applicants	7	16	16
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potiential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

* See MC - EO numbers reported under MC Countywide

TDM SERVICES

NATIONAL INSTITUTES OF HEALTH (NIH)
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	2	4	3
Matchlists Sent	47	56	18
Transit Applicants and Info Sent	0	2	0
GRH Washington Applicants	5	11	7
GRH Baltimore Applicants	1	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

NATIONAL GUARD REDINESS CENTER
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	0	0	0
Matchlists Sent	0	0	0
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

NORTHERN NECK
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	0	1	0
Matchlists Sent	1	10	0
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	1	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

NORTHERN SHENANDOAH
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	11	23	26
Matchlists Sent	77	223	233
Transit Applicants and Info Sent	0	0	1
GRH Washington Applicants	3	3	7
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

PRINCE GEORGE'S
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	41	82	60
Matchlists Sent	198	338	263
Transit Applicants and Info Sent	3	4	0
GRH Washington Applicants	30	31	40
GRH Baltimore Applicants	0	1	2
Telework Information Requests	2	1	0
Employers Contacted (New)- Phone	0	0	21
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	0	3
Employers Contacted (Follow up)- Visit	0	0	0
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0

TDM SERVICES

PRTC
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	138	199	157
Matchlists Sent	853	1,269	1,443
Transit Applicants and Info Sent	1	0	1
GRH Washington Applicants	113	115	121
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	23	0	8
Employers Contacted (New)- Visit	22	0	2
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	0	0
Employers Contacted (Follow up)- Visit	7	0	0
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0

TDM SERVICES

RAPPAHANNOCK-RAPIDAN
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	17	28	20
Matchlists Sent	130	134	137
Transit Applicants and Info Sent	0	0	1
GRH Washington Applicants	5	7	6
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potiential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

TDM SERVICES

TRI-COUNTY
OCTOBER - DECEMBER 2019

Total Applicants and Services Provided	Current Quarter	Prior Quarter	Current Quarter, Prior FY
Rideshare Applicants	37	38	33
Matchlists Sent	379	286	260
Transit Applicants and Info Sent	1	0	0
GRH Washington Applicants	52	38	43
GRH Baltimore Applicants	1	0	0
Telework Information Requests	0	10	0
Employers Contacted (New)- Phone	13	24	8
Employers Contacted (New)- Visit	0	0	2
Employers Contacted - Number of Potiential (New)	0	0	0
Employers Contacted (Follow up)- Phone	6	13	0
Employers Contacted (Follow up)- Visit	5	9	0
Employers Contacted - Number of Potiential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	6	8	0
Level 2	6	5	0
Level 3	0	1	0
Level 4	0	0	0

TABLE 2
COMMUTER CONNECTIONS
APPLICATION ACTIVITY SUMMARY
OCTOBER - DECEMBER 2019

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	14	9	0	23
ARLINGTON (COG)	18	8	26	52
ANNE ARUNDEL	18	18	2	38
BALTIMORE CITY	40	6	6	52
BMC	8	4	2	14
COG	211	63	140	414
DOD/WHS	1	1	0	2
DATA	11	2	0	13
DISTRICT OF COLUMBIA	40	15	24	79
FDA	25	114	4	143
FAIRFAX COUNTY	147	102	23	272
FREDERICK	80	89	169	338
GW RideConnect	586	349	863	1,798
HARFORD	4	0	2	6
HOWARD	26	3	17	46
LOUDOUN	106	32	95	233
MTA	6	5	1	12
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	40	19	28	87
Countywide	34	17	28	79
Friendship Heights/Rockville	0	0	0	0
North Bethesda TMD	417	211	753	1,381
Shady Grove	0	0	0	0
Silver Spring	8	5	5	18
NIH	4	4	1	9
NATIONAL GUARD READINESS CENTER	0	0	0	0
NORTHERN NECK	1	1	0	2
NORTHERN SHENANDOAH	7	14	3	24
PRINCE GEORGE'S	48	19	12	79
PRTC	146	76	131	353
RAPPAHANNOCK-RAPIDAN	14	10	5	29
TRI - COUNTY	89	183	256	528
TOTAL INPUT COMMUTER CONNECTIONS	**2,149**	**1,379**	**2,596**	**6,124**

COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS   **3,528**

Technical Assistance to Local Agencies
October – December 2019

Agency	Date Reported	Acknowledgement of Receipt	Notice of Resolution	Nature of the Problem
October 2019				
TransIt	Wed 10/16/2019 12:27 PM	Thu 10/17/2019 3:22 PM	Thu 10/17/2019 3:22 PM	September Table 4a
TransIt	Tue 10/22/2019 8:49 AM	Wed 10/23/2019 3:44 PM	Wed 10/23/2019 3:44 PM	Question on a Commuter's GRH Eligibility
November 2019				
TransIt	Fri 11/15/2019 9:08 AM	Fri 12/6/2019 12:41 PM	Fri 12/6/2019 12:41 PM	October Table 4a
North Bethesda	Tue 11/19/2019 10:55 AM	Wed 1/22/2020 4:30 PM	Mon 2/3/2020 9:48 AM	Issue with Commuter's Email
December 2019				
Loudoun County	Mon 12/2/2019 10:56 AM	Wed 1/22/2020 4:49 PM	N/A	Address Change
TransIt	Fri 12/13/2019 3:41 PM	Wed 1/22/2020 3:41 PM	Wed 1/29/2020 10:59 AM	Delete Duplicate Account

FY 2020 October to December 2019	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ Charles
Employers Contacted (new) Site Visits (prospects)	14	11	7	50	9	14	7	0	23	13
Telework - NEW	0	0	0	0	3	0	1	0	0	1
Employers Contacted (follow-up)	33	2070	180	585	19	325	1648	0	0	6
Telework - FOLLOWUP	0	0	0	0	0	0	2	0	0	1
Total Broadcast Contacts Letters, Flyers, Newsletter	3556	6191	7450	575	1	162	19210	0	22	0
Total Sales Meetings	7	41	14	34	3	15	64	0	7	5
Total Employers Contacted	3610	8313	7651	1244	35	516	20932	0	52	26
New Level 1 TDM Programs	0	13	25	29	2	1	0	0	0	6
New Level 2 TDM Programs	0	6	16	8	0	0	0	0	0	6
New Level 3 TDM Programs	0	6	5	5	1	2	0	0	0	0
New Level 4 TDM Programs	0	4	1	1	0	0	1	0	0	0
New Telework Programs	0	0	0	0	0	0	0	0	0	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0