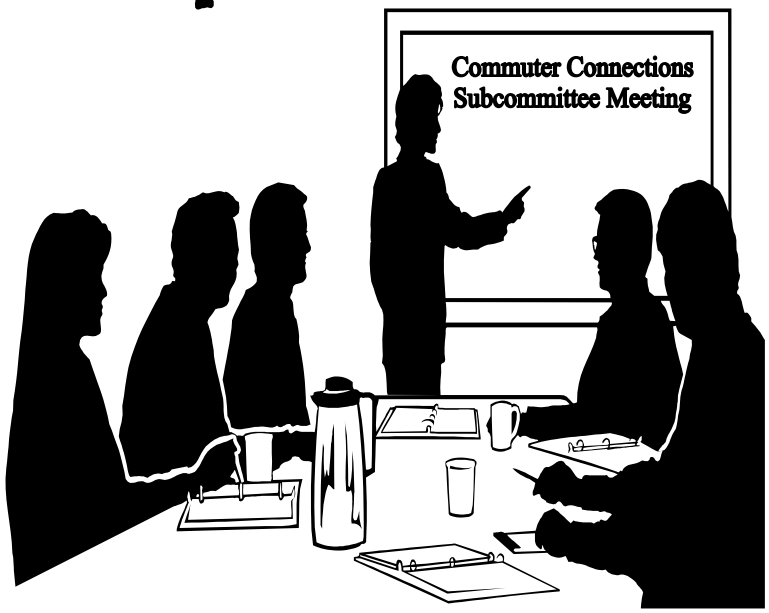
HANDOUTS

from previous meeting



September 16, 2008

Item #6

Commuter Connections

Carpool Incentive Program Demonstration Project Study

Draft Report
September 16, 2008

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Preface

With congestion an ever-present problem in the Metropolitan Washington Area, Commuter Connections and its network members actively investigate a variety of tactics and tools that may possibly encourage mode shift in an effort to reduce the number of automobiles on the road as well as to reap any ancillary benefits. One approach that has been instituted in several metropolitan areas across the county is the implementation of a carpool financial incentive program that provides some sort of financial payment to reward first-time carpoolers for shifting their commute mode or rewarding continue use of alternative commute modes.

In this study, the applicability and benefits of instituting a carpool financial incentive study for several corridors in the region is investigated. While specific corridors were selected to demonstrate the effects of a program, the report is meant to reveal the possible benefits of implementing a program along any corridor in the Washington region.

1 Executive Summary

Commuter Connections, the transportation-demand management program of the National Capital Region Transportation Planning Board (TPB) at the Metropolitan Washington Council of Governments, has undertaken a study to investigate the effects of implementing a carpool financial incentive program in the Washington metropolitan region. The study was conducted as part of the FY2009 Commuter Connections Work Program.

Carpool incentive programs offer a financial incentive in hopes of encouraging life-long solo drivers to try carpooling (or another alternative mode of transportation) or to reward and reinforce continued use of alternative commute modes. Financial incentives provided can come in the form of direct payment, gift certificates/cards or debit cards. The idea behind an incentive program is that solo commuters are more likely to change their driving habits when offered incentives to carpool rather than having disincentives imposed on them.

Two presentations were given before the Commuter Connections Subcommittee. On September 18, 2007, a general introductory presentation on carpool incentive programs was made. Topics included defining an incentive program, reporting on academic research findings, and outlining some active and past incentive programs from around the county. A November 20, 2007 presentation concentrated on retention rates of participants of incentive programs in Los Angeles and Atlanta.

Interest in exploring the possibility of implementing an incentive program in the metropolitan Washington region resulted in adopting the Carpool Incentive Program Demonstration Project Study line item into the Commuter Connections FY2009 Work Program.

A meeting was held on July 29, 2008 with the project's volunteer work group. The preliminary findings of the effects of a carpool financial incentive program in the Washington metropolitan region were discussed.

1.1 Introduction and Background

As outlined in the Commuter Connections FY2009 Work Program, Commuter Connections was tasked to investigate the effects of implementing a carpool financial incentive program in the Washington metropolitan region. A literary review is performed to learn about scholarly research regarding carpool financial incentive programs. An analysis of various current and past carpool incentive programs is included to learn some best practices of other incentive programs. Careful attention is paid to verification techniques that minimize violation rates associated with implementing an incentive program of this type. Finally, United States tax laws are investigated to determine any

restrictions or parameters on the amount of incentives that can be distributed.

1.2 Corridors of Interest Selection

Corridors from the region were selected for close examination in order to determine what types of roadways/corridors would most benefit from instituting a carpool financial incentive program. Criteria for selecting corridors were outlined and profiles of selected corridors are included.

1.3 Impacts of Incentives Programs on Corridors of Interest

The impacts of incentive programs on the selected corridors of interest are explored in this section. First, the criteria upon which corridors will be tested are selected and explained. The model that is used to help evaluate the effectiveness of the incentive is introduced. The calculations and research done to determine baseline corridor statistics are demonstrated. Finally, the evaluation criteria are calculated and compared.

1.4 Conclusions and Topics for Further Consideration

In the final analytical section of this report, the lessons from the previous sections are summarized and applied to the Washington metropolitan region. Most notably, the applicability of this report to the region, carpool incentive programs' flexibility, and program administration issues are discussed.

2 Introduction & Background

As part of the Commuter Connections FY2009 Work Program, Commuter Connections was tasked to investigate the effects of implementing a carpool financial incentive program in the Washington metropolitan region. Prior to this study, the Washington metropolitan Region had limited experience with offering financial incentives to encourage mode shift to carpool. Most notably, the Bridge Bucks programs that targeted commuters using the Frederick Douglass Memorial Bridge and the Wilson Bridge during major construction projects. Bridge Bucks, in addition to other carpool incentive programs offered across North America, are detailed in Section 2.3 below.

Using findings from a literary review, existing carpool incentive programs, and federal rules and regulations, this study comprehensively analyzes all aspects of implementing a financial incentive program in the Washington metropolitan region.

2.1 About Commuter Connections

Commuter Connections is a network of organizations that provides transportation program information and services in the Washington metropolitan area designed to inform commuters of the availability and benefits of alternatives to driving alone and to assist them to find mobility alternatives and incentives that fit their commute needs. COG/TPB administers and implements the regional service programs, called Transportation Emission Reduction Measures (TERMs), in a regional effort through Commuter Connections to reduce vehicle trips, vehicle miles of travel, and emissions resulting from commute travel.

2.2 Literary Review

Research specific to carpool incentive programs support the notion that positive reinforcement is more effective than negative reinforcement (offering a punishment/disincentive) at inspiring behavioral changes.

> The 1992 Orange County (CA) Annual Survey asked employed solo drivers to rate their likelihood of changing from solo driving in response to various fees and incentives. Fewer say they would be very likely to stop solo driving if they were charged a parking fee at work (20%), a smog fee (17%) or a congestion fee (16%), than if their employers paid them a cash bonus for stopping solo driving (28%), or if more public transit (33%) or more carpools at work (35%) were available.[1]

[1]Baldassare M, Ryan S, & Katz C. *Suburban attitudes toward policies aimed at reducing solo driving*. Transportation: 25 99-117, 1998.

It is important to note these preferences since the political practicality of policy is essential in determining the success of different policies.[2]

Both employees and employers have added benefits derived from an increase in carpooling.

Employee benefits include:[3]

- Cost sharing (cost per person decrease)
- Reduced wear and tear of vehicles
- Time savings (were high-occupancy vehicle lanes are available)
- Increased personal time

Employer benefits include:[4]

- Lower rates of absenteeism
- Reduced demand for parking (cost savings)
- Lower employees stress
- Improved productivity

While carpool incentive programs are likely to increase carpool mode share in any situation, programs are most effective when implemented in certain situations. Carpool incentive programs are most appropriate when:[5]

- HOV facilities are available
- Work place parking is at a premium
- A large employee/commuter base is present
- Urban settings where job concentration lends itself to carpooling

Financial Incentive programs are most effective when:[6]

- programs are introduced along with other TDM efforts including ridematching and guaranteed ride home programs
- programs are flexible so employees have the freedom to carpool on a part-time basis
- appropriate benefits are awarded according to how frequently employees use alternate modes
- employee/commuter input is considered in program development

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[2] Baldassare et al

[3] *Carpool Incentive Programs: Implementing Commuter Benefits under the Commuter Choice Leadership Initiative*. U.S. EPA, Commuter Choice Leadership Initiative. September 2001.

[4] *Carpool Incentive Programs*

[5] *Carpool Incentive Programs*

[6] *Commuter Financial Incentives: Parking Cash Out, Travel Allowance, Transit and Rideshare Benefits*. Victoria Transport Policy Institute. Updated 7 March 2007.

2.3 Existing Carpool Financial Incentive Programs

A number of United States metropolitan areas have administered or currently administer a carpool financial incentive program. A description of several of these programs is included below.

Several themes or components of the incentive programs are repeated throughout many of the various programs. While not every program adheres to these best practices, the following incentive program elements are commonly utilized. First, life-long solo commuters are targeted to participate in the incentive programs. The logic behind this requirement is to provide an added incentive in order to cause mode shift from single-occupancy vehicle travel to carpooling. Several locations have also implemented programs specifically designed to reward current carpoolers and to reinforce and galvanize their alternative commute mode use. Generally these types of programs offer a smaller incentive or random drawings.

Additionally, each incentive program offered some sort of incentive over a set, defined period of time. The exact incentive could come in the form of monetary, in-kind, or gift certificate compensation. The length of the incentive program also varies, ranging from two months to several months long.

A third general theme of the incentive programs is monitoring and evaluation. Surveying program participants is essential in determining the effectiveness of the program in terms of achieving short- and long-term mode shifts and retention rates which are used to judge the overall effectiveness of the programs.

Finally, each incentive program had some sort of verification process in place to both minimize duplicate participants as well as to confirm the accuracy of commuters' commute modes. This is especially important because a financial reward is at stake, and steps need to be taken to minimize cheating of a (at least partially) publicly-funded program. As a general rule, the larger the financial incentive, the more comprehensive the oversight and verification process. Additionally, the verification techniques tend to involve manual (individually reviewing applications and tracking sheets, or performing follow-ups) or low-tech (developing software that automatically flags suspect behavior such as possible duplicate participants or questionable trip tracking information) techniques. Existing incentive programs have identified three stages of the incentive program where abusers can most likely be isolated and identified, and safeguards have been put in place at these junctures. Below, specific fields or strategies for eliminating cheating during the application, tracking, and verification steps are listed. The strategies represent all possible specific strategies that have been utilized by current or past incentive programs. Note: not all of these tactics are/were employed by each incentive program.

* Application

- Required Fields (unique identifiers for preventing duplicate accounts)
    - License #
    - Social Security #
    - Home/Work Phone #
    - Home Address
    - Work Address
    - Supervisor name and phone #
    - Work email address
- Authorization/co-sign of application
    - Commuter/employee/participant signature
    - Employee Transportation Coordinator signature
    - Employer/supervisor signature

* Tracking of Commute Behavior (how are trips recorded?)
    - Online, public-facing tracking system
        - Track on daily, weekly, monthly basis
    - Paper tracking system
        - Track on a less frequent basis (weekly, monthly, quarterly)
* Verification (how are trips validated?)
    - Commuter/employee/participant
        - Signature
        - Email confirmation
    - Employer/supervisor signature
        - Signature
        - Email confirmation
    - Program Administrators
        - Low-tech techniques
        - Manual techniques
    - Employee Transportation Coordinator signature
        - Signature
    - Transportation Management Association
        - Follow up with supervisor/employer

It is important to note that a relatively limited amount of technological utilization is currently in place for the application, tracking and verification or commuters' actual behavior. Better utilizing current and future technologies should enhance the ability to accurately verify commuters' behaviors and minimize cheating of publicly funded incentive programs.

Summary of Past and Current Incentive Programs:

<u>Northern Virginia/Suburban Maryland – Bridge Bucks (Wilson Bridge)</u>
Bridge Bucks was a commuter incentive program sponsored by the Virginia Department of Transportation and Maryland State Highway Administration that provided $50 a month for one year to commuters who shifted from cars to transit or vanpools. The money could be applied to offset the cost of Metrorail, bus, or organized vanpool services. The program was aimed at

reducing traffic while the Woodrow Wilson Bridge was under construction from 2004 to 2006. Bridge Bucks was available to a limited number of eligible commuters who were affected by the construction. Users signed up for the program online. Follow-ups were performed every three months to verify the commuters' current commute mode.

Washington, DC – Bridge Bucks (Frederick Douglass Bridge)

Bridge Bucks was a commuter incentive program sponsored by the District Department of Transportation that provided $50 a month to commuters who shifted from cars to transit or vanpools. The money could be applied to offset the cost of Metrorail, bus, or organized vanpool services. The program was aimed at reducing traffic while the Frederick Douglass Bridge (often referred to as the South Capitol Street Bridge) was closed for major upgrades during the months of July and August 2007. Bridge Bucks was available to a limited number of eligible commuters (approximately 1500) who are affected by the temporary closure of this major access point in and out of Washington, DC.

New Jersey – Carpooling Makes Sense

The Carpooling Makes Sense program, targeted at life-long solo drivers, offers one $100 gas card per new carpool of two or more commuters. To qualify, the carpool must be in operation at least 24 days over a two month period. Commuters register for the program online and their behavior is monitored by transportation management associations (TMAs). This ongoing program began May 1, 2006.

An online or hard copy application is required for entry into the program. Only one application per carpool needs to be submitted. Required fields include home and work address, email address, supervisor name and phone number, and home and work phone number.

After the registration is submitted, the appropriate Transportation Management Association (TMA) sends the applicant a trip log booklet. Participants are required to track their weekly commute patterns. Once commuters have carpooled 24 times they submit their completed trip log. The TMA contacts the supervisor to verify the accuracy of the trip log.

Riverside and San Bernardino Counties, CA – Advantage Rideshare and Option Rideshare

The Advantage Rideshare and Option Rideshare programs are incentive programs offered in Riverside and San Bernardino Counties, respectively. Both programs are operated identically, however funding for the programs is separate. Participants must take an alternative mode of transportation at least 5 days per month to be eligible to earn $2.00 for every day an alternative mode is taken (offered in gift certificates) for a 3 month period (limit $120). Advantage Rideshare boasted the following retention rates:

- Retention Rates
  - 75% continued carpooling 6 months after the program end date

- 40% retention rate 9 months after end of program

Applications must be submitted to the project administrator. Required fields include social security number or license number, home and work phone number, home and work address, email and supervisor contact info (phone number and email). Participants are tracked by their social security numbers or license numbers to avoid program abusers.

Participants track their commute modes on a paper log sheet. The commuter's travel habits for the 3 month duration of the program are logged on a single tracking log. A valid tracking log must be signed by the participant and the supervisor.

Redmond, Washington – R-Trip

The R-Trip program is open to commuters who live or work within Redmond's city limits. Commuters receive a point for each day they log an eligible commute trip on an online tracking system. Commuters are able to exchange 50 points for an $50 Amazon.com gift card or a $50 donation to Carbonfun.org. Additionally, commuters are entered into a monthly random prize drawing. While retention rates are not currently available, the program boasts a variety of environmental accomplishments including:

- Over 5 million pounds of CO2 reduced
- Over 260,000 gallons of gas saved
- Over 5.5 million miles worth of commute alternative miles logged
- Nearly 200,000 vehicle trips saved

Knoxville, Tennessee – Cash for Commuters and Commuter Bucks

Knoxville offered the Cash for Commuters program from February-April 2006. The program paid $2.00 a day (in the form of Visa check cards) to commuters who switched commute modes to ridesharing, transit, bicycling, or walking. The program was limited to 38 participants, 25 of which completed the program. Of those 25 participants, 77% continued to use alternative modes of transpiration at least 1 day a week 3 months after the program, and 65% continued to do so 6 months after the program. The program was attributed with saving 23,532 commuting miles equaling 1,200 gallons of gas over the 60 day period

The most recent iteration of an incentive program in Knoxville is known as Commuter Bucks. This program provides a $10 gift card to anyone who uses carpool, vanpool, transit, bike, walk, or telecommute to work 30 days (or 60 one-way trips) within a quarter.

Atlanta, GA – Cash for Commuters

The Cash for Commuter program provides up to $180 over a 90 day period (or $3/day for each day a commuter alternative was used) to commuters who shift modes from SOV travel to alternative modes. The program is geared towards commuters who would not otherwise try commuter

alternatives. Commuters sign up for the program and monitor their commute habits through an on-line tracking system. The program is on-going.

Commuters are required to submit a signed and completed application via mail or fax. Required information includes: driver's license number, home/cell and work phone numbers (two are required), complete work and home addresses, complete supervisor information, and participant and supervisor signatures agreeing to the conditions of the program. Participants have the option to log their trips online using an online tracking system[7] or on paper.

Upon acceptance into the program, participants will receive a welcome email with a URL link to the Commuter Rewards online tracking system. Commuters must register their online account. The logging system only allows participants to log the current day's commute and the previous six days.

At the end of the 90-day period, participants must print their Commuter Report from the online system. Both the supervisor and the participant must sign and date this report to confirm its validity. The participant then mails the report to the Clean Air Campaign. A check for the value of the incentive is sent to the commuter's work address.

Program monitoring and evaluation determined the following retention rates for the first two waves of the program:

Continued Use of Alternative Modes

Alternative Mode Status	Wave 1 3-6 Months After	Wave 1 9-12 Months After	Wave 2 3-6 Months After
Continue alternative modes on a weekly basis	71%	64%	74%
Stopped all alternative modes	29%	36%	26%

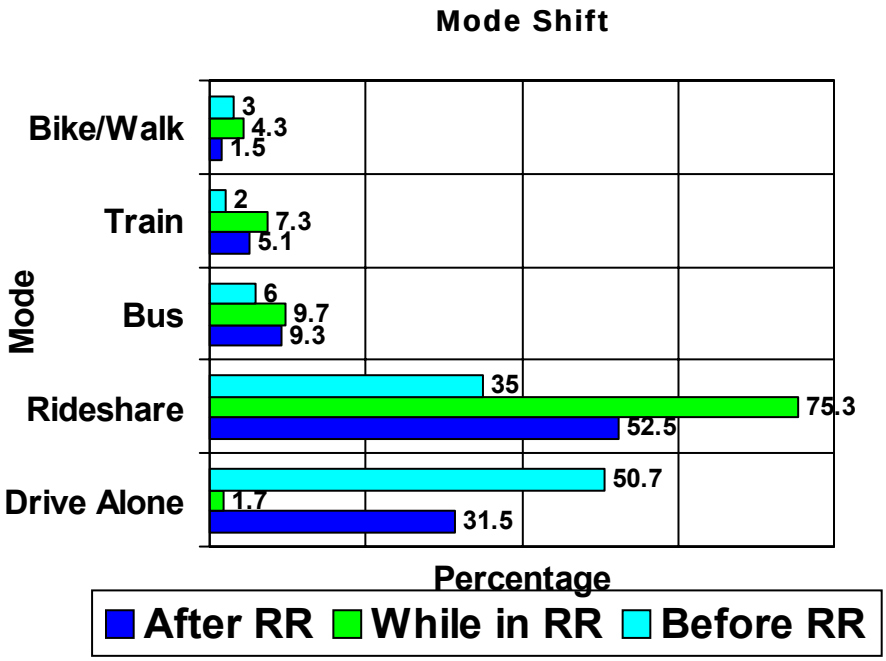
In an effort to encourage commuters to use alternatives even after completing the Cash for Commuters program, several complimentary incentive programs are in place that reward commuters who are currently using commuter alternatives. The Commuter Prizes program allows commuters to enter into a random monthly drawing for prizes valued at $25. Additionally, carpools with up 3 people are eligible for a $40 gas card each month for a 3 year period and carpools with 4 or more people are eligible for

[7] Commuter Connections will be acquiring this tracking software as part of Phase III of the web-based TDM Software development. Commuter Connections' software developer (Base Technologies, Inc.) developed the tracking software for the Atlanta and Knoxville incentive programs. See the Appendix section for screen shots of the software.

a $60 gas card over the same time period. Verification of commute modes for these supplemental programs is less thorough than the process for verifying Cash for Commuters behavior, likely because a lower incentive is offered for these two programs.

Los Angeles, CA – Rideshare Rewards Program, Club Metro and Metro Rewards

The Rideshare Rewards Program provided $2 per day for up to 3 months (up to $120) in the form of gift certificates to new ridesharers. The Rideshare Rewards program successfully changed commuter's travel modes from single-occupancy vehicle trips to alternate transportation modes (see graph below).



Retention rates were carefully monitored with a series of surveys. 80% of respondents said the $2/day incentive was either "very important" (41%) or "somewhat important" (39%) to their decision to rideshare. Only 45% of respondents said they were "somewhat likely" (34%) or "not likely" (11%) to rideshare without the incentive.

The Club Metro program was designed to reinforce desired behavior and to encourage continued use of commute alternatives to those who had been ridesharing for at least 6 months. In fact, 54% of respondents in a follow up survey said the Club Metro program was either "very important" or "somewhat important" in the decision to continue using commute alternatives. Incentives came in the form of coupons and discounts for various restaurant and entertainment establishments.

The Rideshare Rewards and Club Metro programs were phased out in favor of the Metro Rewards Program. The Metro Rewards program is an employer-

based incentive program that offers employees of participating employers a $15 gift card for using alternative commute modes at least 10 days per month for a 3 month period.

Employees are required to provide either a home or work phone number, home address, and employer information as part of the application. Each new participant is manually reviewed to ensure that people are not creating duplicate accounts. The program places the burden on employers to verify employees' actual commute modes. For employers with fewer than 250 employees, the employee and supervisor sign off to confirm the accuracy of the commute log. For employers with more than 250 employees, the employee and Employer Transportation Coordinator (ETC) sign off on accuracy of the commute modes. The ETC sends a copy of the approved commute log to the employee's supervisor, who then provides a third verification of the participant's claims.

2.4 Federal Rules and Regulations

The Internal Revenue Service (IRS) requires that a 1099 Form be submitted (one copy each to the IRS and to the recipient) by the agency/individual making the payment for any payment or gift of $600 or more over the course of a tax year. 1099 Forms do not have to be submitted for payments valued at less than $600. A cash or gift certificate payment as part of a carpool financial incentive program would require the administrating agency to submit 1099 Forms for each participant who received $600 or more in incentives. In order to avoid the extra effort and paperwork associated with offering more than $600 per year in incentives, it is advisable to offer under $600 per year ($50/month if the program lasts 12 months) in incentives.

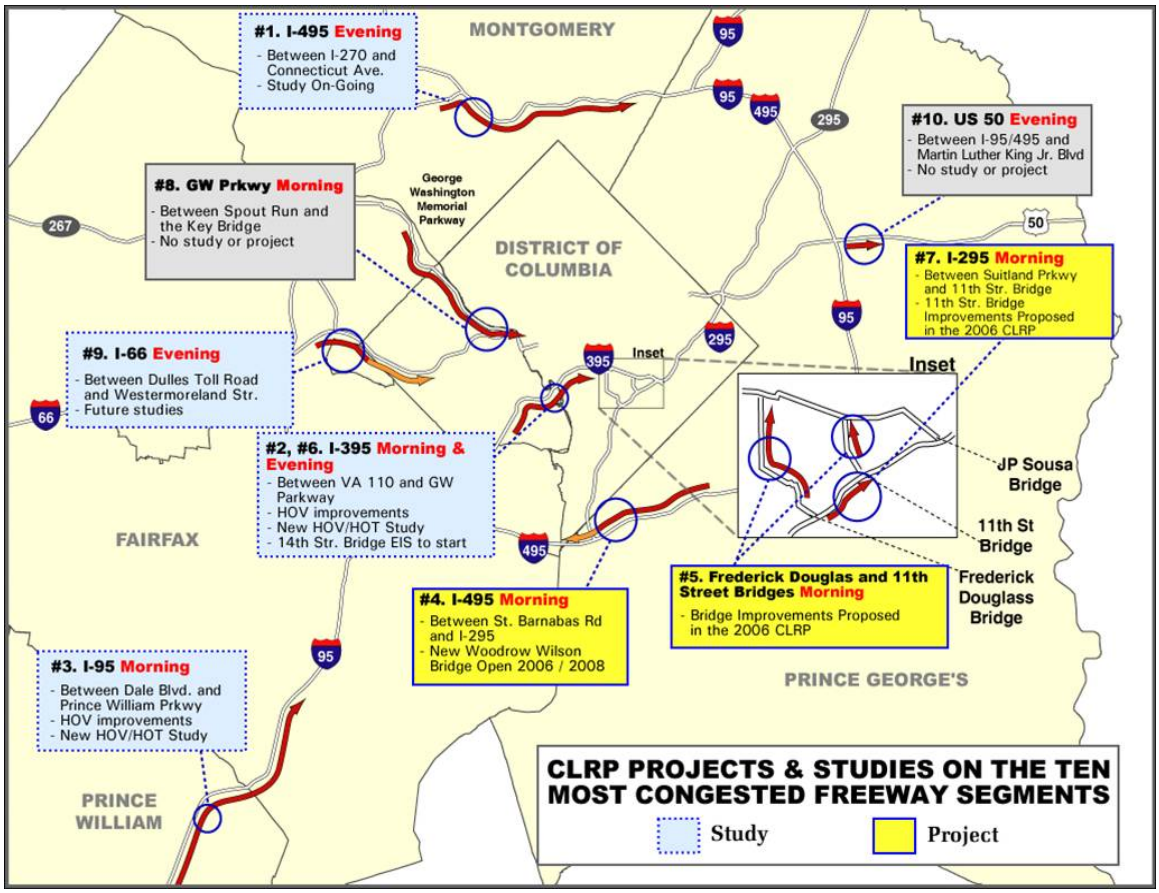
3 Corridors of Interest Selection

Most current and former incentive programs are offered across an entire region and not necessarily constrained to a specific location or corridor. However, separate corridors across a region have different characteristics (volume, peak direction, capacity, facilities, etc.). The effectiveness of an incentive program can be calculated using corridor statistics such as auto occupancy and volume (which differ between corridors). Therefore, the utility of an incentive program is dependent on the baseline statistics of a particular corridor. Carefully selecting corridors that have favorable baseline statistics could result in a more effective incentive program by utilizing favorable conditions to convince a large number of people to shift commute modes. Sections of roadway which were selected to investigate the effects of an incentive program are deemed a “Corridor of Interest” (COI).

It is important to note that while specific COI were selected for the purposes of this report, the selected corridors are certainly not the only ones in the region that would benefit from an incentive program.

3.1 Criteria for Selecting Corridors of Interest

The starting point for selecting COIs was to consider the Top Ten congested facilities developed for the TPB’s Constrained Long Range Plan (CLRP). The map (see below), based on the 2005 Skycomp report data, illustrates the average reoccurring evening peak period congestion throughout the region.



The most congested corridors during the afternoon peak period are the following: the northwestern half of the Capitol Beltway, I-270 from the Beltway to north of Gaithersburg, I-395 from the District's Southeast-Southwest Freeway to Dumfries, Virginia, and I-66 from the Beltway through the City of Fairfax, Virginia.

The ten most congested corridors provided a starting point for ultimately selecting the COI in that they identified areas where congestion is of particular concern. The actual selection of COIs, however, sought to look beyond simply the most congested areas in the region. Instead, several other factors and conditions in addition to level of congestion were considered. First, availability of commute alternatives was considered. Commute alternatives include the existence of HOV facilities, availability of commercial vanpool services, and transit service offerings. With few to no alternatives to automobile commutes, incentivizing the one commute alternative option that is available could encourage a significant number of former SOV commuters to try carpooling. Second, peak versus off-peak directions were considered. Because reverse commutes by definition attract fewer commuters, the pool for potential ridesharers is smaller than that of a peak commute, which may result in lower carpool usage. Offering an incentive could increase the pool of

potential carpoolers thus increasing the likelihood of providing successful carpool matches[8] for interested parties.

The purpose of investigating the application of roadways with different characteristics was to determine what corridor characteristics best lend themselves to establishing a successful incentive program. In order to determine which categories of roadways are best suited for an incentive program it was important to select a wide-ranging pool of test corridors with disparate characteristics.

3.2 Corridors of Interest Profiles

Based on the selection criteria detailed above, the following COIs were selected to study the effects of implementing a carpool financial incentive program:

Corridor	Profile
I-66: AM WB Outside the Beltway 	• Reverse commute • Few or no commercial vanpools • Transit coverage: local transit options • HOV facilities: no • Peak volume (during reverse commute): 7169 v/h
I-270: AM SB from Gaithersburg to I-495 	• Peak commute • Limited commercial vanpools • Transit coverage: Metrorail (Red line – indirect service), Metrobus, and local transit • HOV facilities: yes • Peak volume: 8092 v/h
I-495: AM WB from Bethesda to Tyson's Corner 	• Peak commute • Few or no commercial vanpools • Transit coverage: no transit coverage that offers cross-jurisdiction service • HOV facilities: no • Peak volume: 8192 v/h
I-495: AM WB from I-295 to I-270 	• Peak commute • Limited commercial vanpools • Transit coverage: Metrobus • HOV facilities: no • Peak volume: 8126 v/h

[8] Commuter Connections online TDM software could be utilized to help find carpool partners for people who are interested in participating in a carpool incentive program.

I-395: PM NB from Northern Virginia into DC 	• Reverse commute • Few or no commercial vanpools • Transit coverage: no transit coverage that offers cross-jurisdiction service • HOV facilities: no • Peak volume (during reverse commute): 4779 v/h

Again, although these corridors were selected for investigation, other corridors in the region could be an appropriate application of an incentive program.

4 Impacts of Incentive Programs on Corridors of Interest

The impacts associated with implementing an incentive program in the COIs are described in this section. It is important to note that all benefits are calculated on a *per hour* basis because peak hour traffic volume is used to calculate the impacts. Since peak volume does not simply last for one hour but up to four (two morning peak hours and two evening peak hours), the benefits calculated below could possibly be four times as large.

4.1 Determining Evaluation Criteria

The first step in determining the impacts of an incentive program on COIs is to determine evaluation criteria. Evaluation criteria were set with funding in mind. No specific funding source was envisioned. Instead, criteria that would generally prove the worth of an incentive program (its ability to accomplish certain desirable outcomes) and justify funding a program were considered. The evaluation criteria selected are:

- Vehicle trips (VT) reduction
- Vehicle miles traveled (VMT) reduction
- Emissions benefits (hazardous particles reduction)
  - NO_X
  - VOC
  - CO_2
  - $PM_{2.5}$

4.2 Selecting an Appropriate Model

With evaluation criteria selected, a tool is needed to measure the ability of the incentive program to fulfill the determined criteria. The model selected is the Mode Choice Model Sensitivity Analysis created by William G. Allen, Jr. for the Metropolitan Washington Council of Governments in 1992. The model was developed to provide insight into how the mode choice is affected by changes in the transportation system so that the results can be used to produce checks on the likely impacts of certain system changes. From the model, several tables were created to show the impact of changes in various transportation systems.

The *Estimated New Auto Occupancy Resulting from Decrease in the HOV-2 Parking Costs* table (below) derived from the model predicts the change in auto occupancy resulting from decreases in HOV-2 parking cost. This table was deemed an appropriate predictor of occupancy for a carpool financial incentive program. Although reducing the cost of parking for carpoolers may at first seem different from providing a financial incentive for carpoolers, both actions serve to reduce the (money) costs of driving to work. In other words, if all money costs associated with driving are considered (gas, parking, maintenance, etc.), providing a price reduction in parking costs is essentially the same as providing an incentive for carpooling in that the total

money costs of driving is decreased. If the value of the incentive is equal to the value of the parking reduction in the table, the table can confidently be used to measure changes in auto occupancy.

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs (1980 value of $)

Base Auto Occupancy	$0.25 / $0.13	$0.50 / -$0.25	$1.00 / $0.50	$1.25 / $0.63	$1.50 / $0.75	$2.00 / $1.00	$3.00 / $1.50	($/veh/day) / ($/person/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	1.132	1.137	1.148	1.154	1.160	1.173	1.205	
1.148	1.171	1.177	1.189	1.196	1.203	1.217	1.252	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	
1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394	

The change in auto occupancy is determined by finding the intersection of the base auto occupancy and the value of the parking cost reduction. For example, a $1.00 parking reduction along a corridor with a base auto occupancy of 1.148 persons per vehicle would result in a new auto occupancy of 1.189 persons per vehicle.

Because the table was created using 1980 value of money, the table was updated (below) for 2008 values using the Consumer Price Index (CPI) maintained by the United States Bureau of Labor Statistics. Because the Base Auto Occupancy and associated changes to auto occupancy displayed in the table are products of the model, these values were not updated. Only the value of the parking reduction was updated to 2008 values.

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs (2008 value of $)

Base Auto Occupancy	$0.66 / $0.33	$1.33 / $0.67	$2.66 / $1.33	$3.32 / $1.66	$3.98 / $1.99	$5.31 / $2.66	$7.97 / $3.99	($/veh/day) / ($/person/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	1.132	1.137	1.148	1.154	1.160	1.173	1.205	
1.148	1.171	1.177	1.189	1.196	1.203	1.217	1.252	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	

1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394

Based on the Federal rules and regulations outlined earlier, the incentive cannot exceed $600 per year (or $50 per month). Based on the average number of work days per month of 21.83[9], an incentive valued up to $2.29 could be offered per participant per day. In order to utilize the table for determining changes in auto occupancy, the value closest to $2.29 per month on the table what selected as the hypothetical value of the incentive. Therefore, $3.98 per carpool per day or $1.99 per person per day (assumes HOV-2). Note: while it is unlikely that an incentive program would last for 12 months, keeping the daily incentive below the daily maximum keeps the option open should a 12 month program be selected.

4.3 Determining Baseline Corridor Statistics

In order to determine decreases in vehicle emissions (and the associated reduction in hazardous particles that are emitted), it is first necessary to determine the reduction in VT and VMT.

These values are calculated by determining the difference in the number of cars it takes to move a certain amount of people through the corridor (referred to as throughput). This calculation requires several baseline statistics:

- Base auto occupancy
- Peak volume
- Throughput (number of people moved) – a relationship between base auto occupancy and peak volume

Base auto occupancy data was gathered from several sources including COG's *2007 Performance of High Occupancy Vehicle Facilities in the Washington Region* study and data available from the Maryland (MDOT) and Virginia (VDOT) Departments of Transportation websites. The base auto occupancy is used to determine the change in auto occupancy when an incentive is provided.

Peak volume was calculated using data from MDOT and VDOT. The value was calculated differently based on the available data and characteristics of the corridor (peak versus reverse commute). MDOT provides peak volume data. VDOT does not, and, therefore, the data must be calculated. For the reverse direction COIs in Virginia, the total volume for on a mid-week day was multiplied by 0.09 (9% of volume occurs during peak hour) and again by 0.45 (45% of peak hour volume occurs in the reverse direction while 55% occurs in the primary direction).

For example, total volume for I-66 WB outside the I-495 is approximately 177,000 vehicles/day. To get the reverse direction peak volume for this

[9] Monthly Working Hours. University of California Office of Human Resources and Benefits. < http://hrop.ucop.edu/employees/work_hours08.html>.

corridor, 177,000 is multiplied by .09 and .45 to arrive at 7169 vehicles/hour.

Calculating the throughput requires multiplying the peak volume by the base auto occupancy. Again using the I-66 corridor as an example, 7169 * 1.1 = 7886 persons/hr.

4.4 Calculating VT Reduction

Using base auto occupancy and peak volume, the vehicle trips reduced can be calculated. Essentially, it is assumed that the number of people traveling through the corridor remains constant regardless of any other changes to roadway conditions. However, since the auto occupancy has increased (carpooling rate has increased) due to the incentive, it takes fewer vehicles to move the same number of people (lower traffic volume).

To calculate the difference in VT, the throughput (calculated in 4.3) is divided by the new auto occupancy rate. The difference equals the reduction in vehicle trips.

For example, implementing an incentive program on I-66 would result in removing approximately 96 vehicles from the corridor (7886 ÷ 1.115 = 7072, 7169 – 7072 = 97).

4.5 Corridors of Interest Calculation Profiles

Below are the data for each of the Corridors of Interest.

I-66

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs

Base Auto Occupancy	$0.66	$1.33	$2.66	$3.32	$3.98	$5.31	$7.97	
	$0.33	$0.67	$1.33	$1.66	$1.99	$2.66	$3.99	($/veh/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	($/person/day)
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.1	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	1.132	1.137	1.148	1.154	1.160	1.173	1.205	
1.148	*1.171*	*1.177*	*1.189*	*1.196*	*1.203*	*1.217*	*1.252*	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	
1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394	

Base Occupancy: 1.1
New Occupancy: 1.115

Base Peak Volume: 7169
Throughput: 7886
New Peak Volume: 7072
Vehicle Trips Reduction: 97

I-270

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs

Base Auto Occupancy	$0.66	$1.33	$2.66	$3.32	$3.98	$5.31	$7.97	($/veh/day)
	$0.33	$0.67	$1.33	$1.66	$1.99	$2.66	$3.99	($/person/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	**1.054**	**1.056**	**1.061**	**1.064**	**1.066**	**1.073**	**1.087**	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	1.132	1.137	1.148	1.154	1.160	1.173	1.205	
1.148	*1.171*	*1.177*	*1.189*	*1.196*	*1.203*	*1.217*	*1.252*	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	
1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394	

Base Occupancy: 1.050
New Occupancy: 1.066
Base Peak Volume: 8092
Throughput: 5497
New Peak Volume: 5376
Vehicle Trips Reduction: 121

I-395

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs

Base Auto Occupancy	$0.66	$1.33	$2.66	$3.32	$3.98	$5.31	$7.97	($/veh/day)
	$0.33	$0.67	$1.33	$1.66	$1.99	$2.66	$3.99	($/passenger)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	1.132	1.137	1.148	1.154	1.160	1.173	1.205	
1.148	*1.171*	*1.177*	*1.189*	*1.196*	*1.203*	*1.217*	*1.252*	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	
1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394	

Base Occupancy: 1.150
New Occupancy: 1.206
Base Peak Volume: 4779
Throughput: 4779
New Peak Volume: 4557
Vehicle Trips Reduction: 222

I-495 (Bethesda to Tyson's Corner)

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs

Base Auto Occupancy	$0.66	$1.33	$2.66	$3.32	$3.98	$5.31	$7.97	($/veh/day)
	$0.33	$0.67	$1.33	$1.66	$1.99	$2.66	$3.99	($/person/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	**1.132**	**1.137**	**1.148**	**1.154**	**1.160**	**1.173**	**1.205**	
1.148	*1.171*	*1.177*	*1.189*	*1.196*	*1.203*	*1.217*	*1.252*	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	
1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394	

Base Occupancy: 1.125
New Occupancy: 1.160
Base Peak Volume: 8190
Throughput: 9214
New Peak Volume: 7943
Vehicle Trips Reduction: 247

I-495 (I-295 to I-270)

Estimated New Auto Occupancy Resulting From Decrease in HOV-2 Parking Costs

Base Auto Occupancy	$0.66	$1.33	$2.66	$3.32	$3.98	$5.31	$7.97	($/veh/day)
	$0.33	$0.67	$1.33	$1.66	$1.99	$2.66	$3.99	($/person/day)
1.025	1.032	1.033	1.036	1.037	1.039	1.042	1.050	
1.050	1.054	1.056	1.061	1.064	1.066	1.073	1.087	
1.075	1.066	1.069	1.075	1.078	1.081	1.089	1.107	
1.100	1.092	1.096	1.105	1.110	1.115	1.126	1.151	
1.125	**1.132**	**1.137**	**1.148**	**1.154**	**1.160**	**1.173**	**1.205**	
1.148	*1.171*	*1.177*	*1.189*	*1.196*	*1.203*	*1.217*	*1.252*	
1.150	1.175	1.180	1.193	1.199	1.206	1.221	1.256	
1.175	1.216	1.222	1.236	1.243	1.251	1.268	1.305	
1.200	1.257	1.264	1.278	1.286	1.295	1.313	1.352	
1.225	1.296	1.304	1.320	1.329	1.337	1.356	1.397	

1.250	1.294	1.301	1.317	1.325	1.334	1.352	1.394

Base Occupancy: 1.125
New Occupancy: 1.160
Base Peak Volume: 8126
Throughput: 9142
New Peak Volume: 8897
Vehicle Trips Reduction: 245

Summary of Effects

The summary of effects of an incentive program that offers each carpool $3.98 per day is detailed in the chart below:

	I-66	I-395	I-495 B→T	I-495 295→270	I-270
Base Occupancy	1.1	1.15	1.125	1.125	1.05
New Occupancy	1.115	1.206	1.16	1.16	1.066
Peak Volume (v/h)	7169	4779	8190	8126	8092
Peak Volume w/Incentive (v/h)	7121	4668	8066	8003	8031
Total VT Reduction (v/h)	48	111	124	123	61
% Change	-0.67%	-2.32%	-1.51%	-1.51%	-0.75%

4.6 VMT and Emissions Savings Calculations

Emissions impacts are calculated based on vehicle miles traveled (VMT) reduction because impacts are felt on a per mile basis. With the knowledge of VT reduction, VMT reduction and the associated emissions reductions benefits can be calculated. Based on commuter information from the Commuter Connections 2004 *State of the Commute*, the average commute in the metropolitan Washington region is approximately 15.5 miles (each way)

Benefits Per Corridor

	I-66	I-395	I-495 B→T	I-495 295→270	I-270
VT Reduction (per hr)	48.177130	110.955224	123.556034	122.590517	60.727955
VMT Reduction (per hr)	746.745516	1719.805970	1915.118534	1900.153017	941.283302
NOX (ton/hr)	0.000331	0.000762	0.000849	0.000842	0.000417
VOC (ton/hr)	0.000212	0.000487	0.000543	0.000538	0.000267

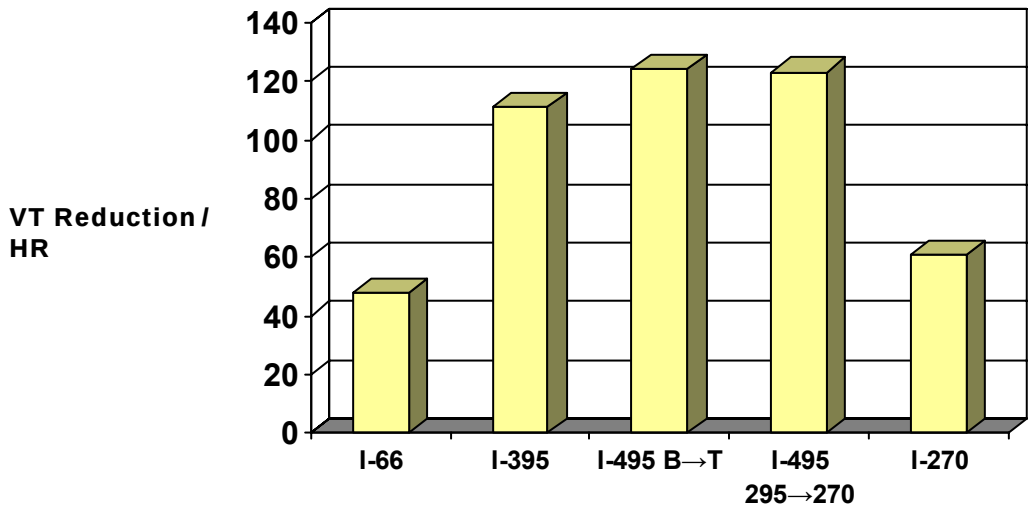
CO2 (ton/hr)	0.382763	0.881529	0.981641	0.973970	0.482478
PM2.5 (ton/hr)	0.000009	0.000022	0.000024	0.000024	0.000012

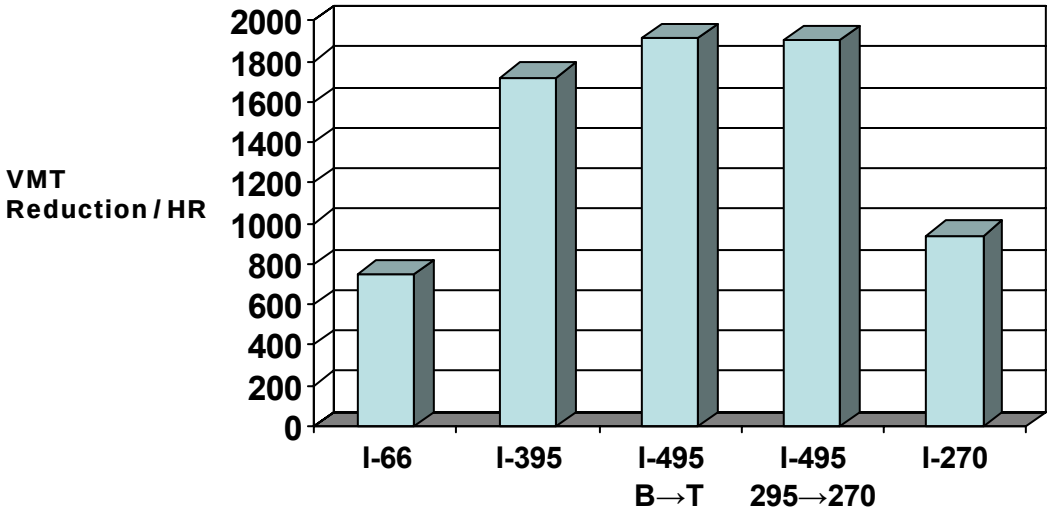
It is important to note that these values were computed for a one-way commute. However, if the carpool operated two-ways, these numbers could potentially multiplied by two to represent and average 31 mile two-way commute per day.

Because the cost (per carpool) of implementing the incentive program is the same for all Corridors of Interest ($3.98 per carpool), a cost-benefit analysis of the different corridors reveals the same results below:

Vehicle Reduction ($/veh/day)	$3.98
VMT Reduction ($/vmt/hr)	$0.26
NO_X ($/ton/hr)	$579,452.31
VOC ($/ton/hr)	$906,194.56
CO_2 ($/ton/hr)	$500.95
$PM_{2.5}$ ($/ton/hr)	$20,255,799.72

While the cost-effectiveness across corridors cannot be compared, there are other ways to gauge to effectiveness of a prospective incentive program. First, the gross changes across corridors can be analyzed and compared. Below are the comparisons between the corridors for VT reduction and VMT reduction:





Additionally, the cost-effectiveness of the carpool financial incentive program can be compared to the cost-effectiveness of other transportation demand management or congestion mitigation programs, policies, and tactics.

5 Topics for Further Consideration and Conclusions

5.1 Applicability of this report to the Region

While this report concentrated on five specific corridors in the Washington region, these selected Corridors of Interest are by no means the only possible corridors in which to implement an incentive program. The corridors selected for observation were done so in order to understand the effects an incentive program on a wide range of disparate corridors. A corridor not included as a Corridor of Interest is not precluded from participating in an incentive program.

The Washington metropolitan region is adequately prepared to institute an incentive program. Based on recommendations outlined in the Literary Review, the area's HOV facilities, Ridematching software, and Guaranteed Ride Home program provide many of the supporting and complimentary facilities that make an incentive program most successful.

5.2 Program Flexibility

It is important to note the inherent flexibility of incentive programs. Components of the program can be controlled and parameters can be established to create a program that meets the demands of stakeholders. The following are characteristics or parameters that are easily controlled:

- Incentive type – Cash or gift card (or something else)?
  - The selecting of incentive type is up to the program administrators. The simplest type of incentive to distribute can be selected.
- Incentive length – How long will the program run?
  - Longer-running programs tend to suffer from high drop-out rates, but also benefit from higher rates of continued carpooling amongst those that stay in the program. Longer-running programs can also be more expensive since a greater amount of incentives may be given out (see Incentive cap/maximum below).
- Incentive cap/maximum – setting a cap can keep operating costs low
  - Caps or maximums can be set to limit the total amount of incentive that participants can receive. These limitations allow for programs to stay within their budgets.
- Participant cap/maximum – How many people can participate in the program?
  - Setting limitations for the number of participants can also help programs stay within their budgets. Often times, pilot studies call for a small number of participants in order to gauge the

effectiveness of a program and pinpoint any areas of program administration that need to be altered.

- Occupancy requirements – mandating HOV-2 or HOV-3 or higher dramatically impacts the benefits of a program
  - While this study assumed program benefits based on HOV-2, program benefits could dramatically rise is higher occupancy is required for participation.
- Commute Frequency – how often do commuters have to use an preferred commute mode to qualify for the program
  - Programs can set requirements for the number of trips (one-way or two-way) over a set-period of time (daily, weekly, monthly, etc.)
- Program administrator – Who is responsible for administering the program
  - Examples from around the county demonstrate that a variety of groups can be in charge of the program including employers, transportation management associations, local governments, state governments, or regional organizations.

5.3 Operation/Administration of a program

Because this study is a preliminary investigation into the effects of implementing a carpool financial incentive program, it is premature to concentrate too heavily on logistical and/or administrative concerns at this time. There are several concerns, however, that should be addressed further.

One major concern of other jurisdictions with incentive programs is verifying the accuracy of commute mode to minimize/eliminate cheating or defrauding the incentive program. Currently, incentive program administrators use a variety of manual and low-tech techniques to prevent/remove duplicate participants and to verify the actual commute modes being used by participants described in Section 2.3 . Better utilizing current and future technologies will reduce fraudulent use of the program

Another item of importance is the acquisition of BaseTrak, an online commute tracking log developed by Base Technologies, Inc, that the Atlanta and Knoxville incentive programs are using to track and verify commute modes, by Commuter Connections. This software could be available for any carpool financial incentive program or other program that requires tracking of commute mode. See Section 7 for screen shots of the software.

The new Commuter Connections TDM Software can also be utilized to help commuters interested in participating in the incentive program find carpool partners. The software has the ability to track carpool activity in the Pool Admin section of the software, which would allow for attaining better and more accurate carpool rate data. See Section 7 for screen shots of the software.

6 References

Baldassare M, Ryan S, & Katz C. Suburban attitudes toward policies aimed at reducing solo driving. *Transportation*: 25 99-117, 1998.

Carpool Incentive Programs: Implementing Commuter Benefits under the Commuter Choice Leadership Initiative. U.S. EPA, Commuter Choice Leadership Initiative. September 2001.

Commuter Financial Incentives: Parking Cash Out, Travel Allowance, Transit and Rideshare Benefits. Victoria Transport Policy Institute. Updated 7 March 2007.

Monthly Working Hours. University of California Office of Human Resources and Benefits. <http://hrop.ucop.edu/employees/work_hours08.html>.

7 Supplemental Documents and Figures

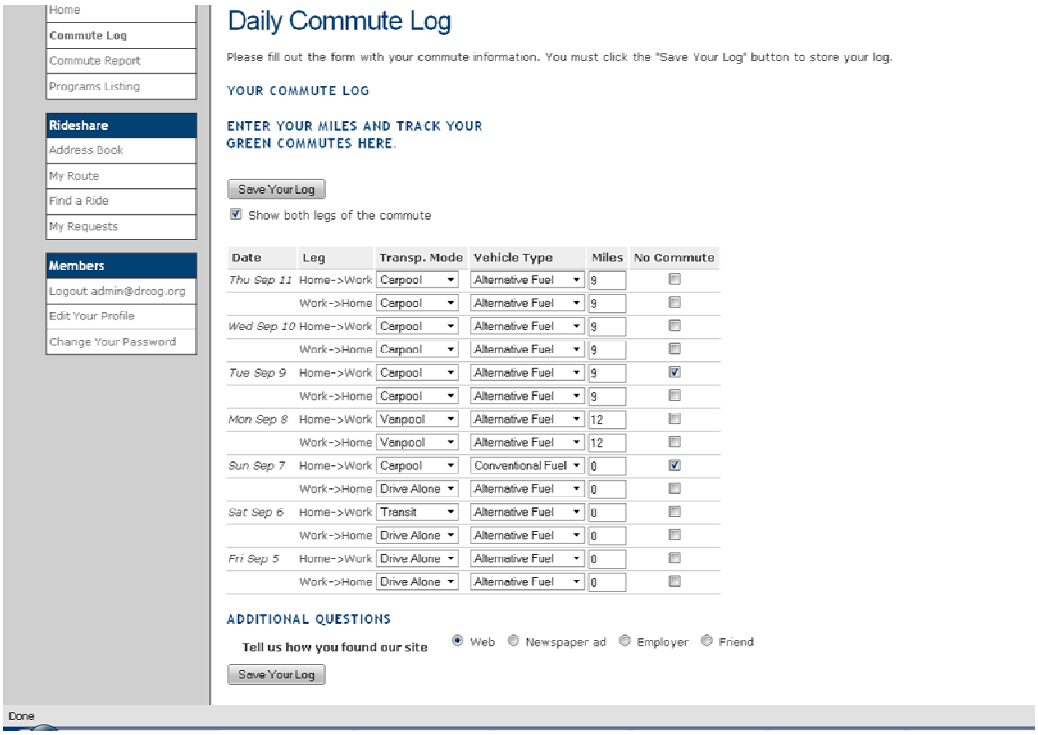


Figure 1 - Online Daily Commute Log

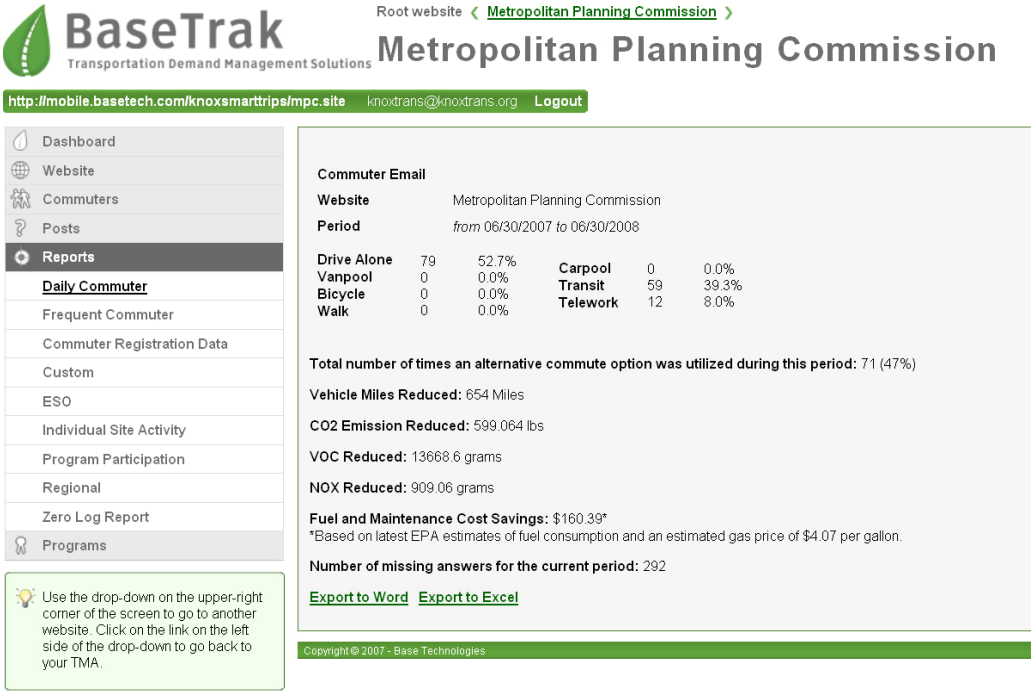


Figure 2 - BaseTrak report

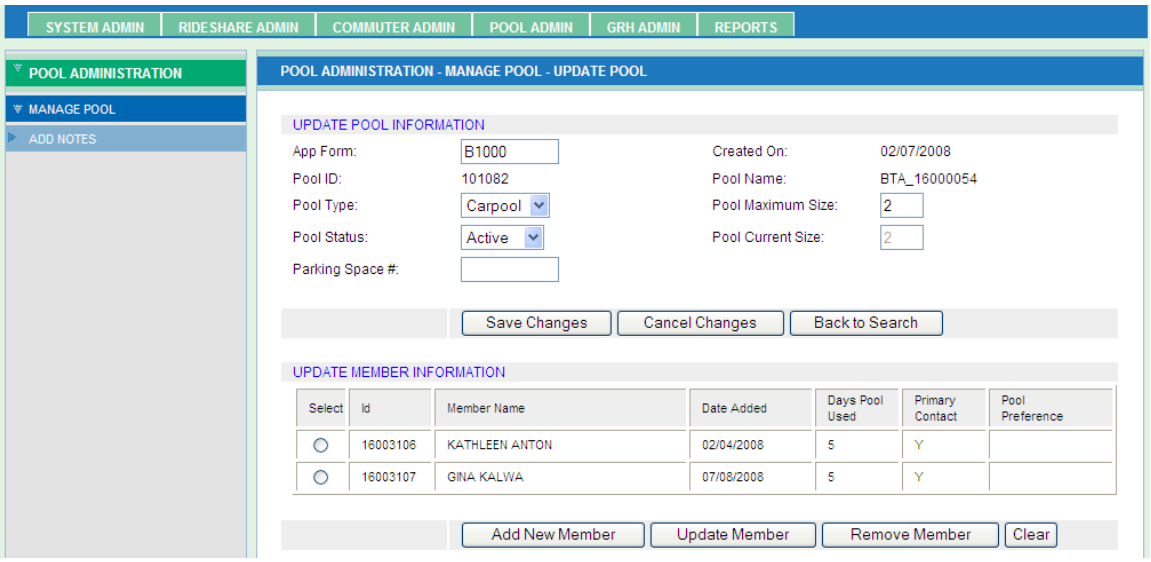


Figure 3 - Commuter Connections TDM Software Pool Admin Page

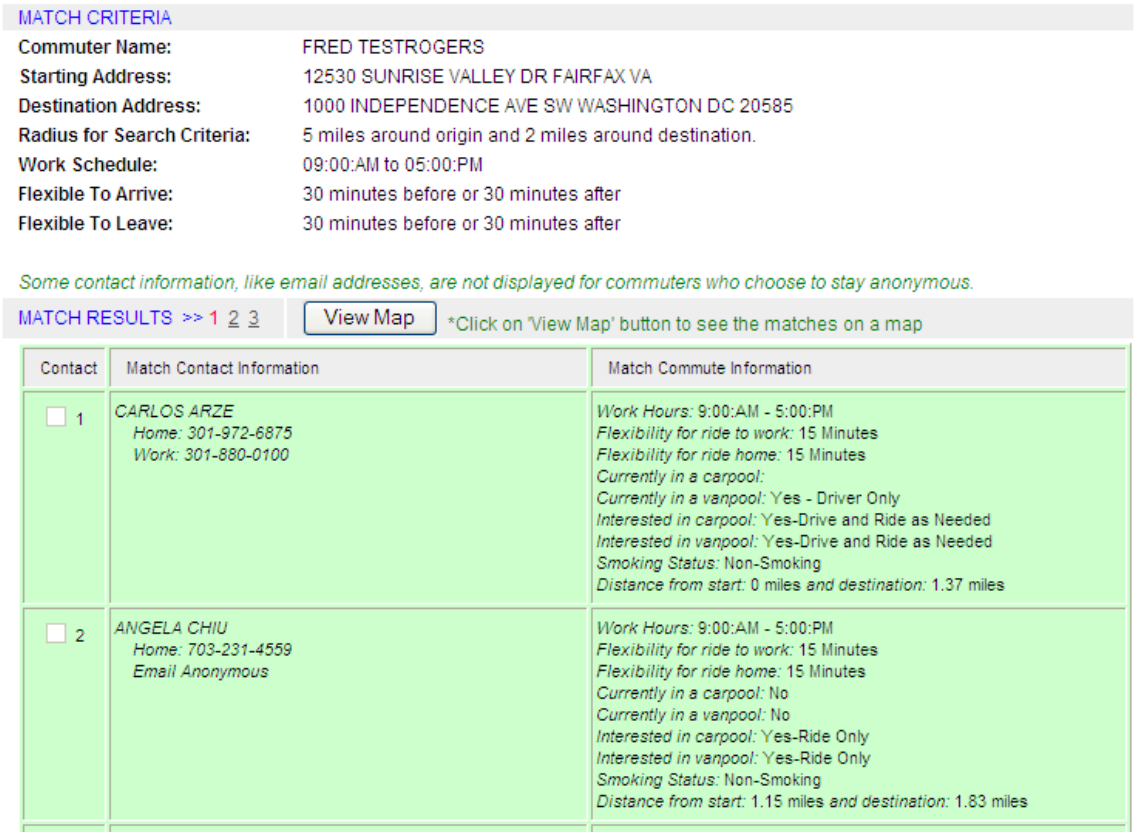


Figure 4 - Commuter Connections TDM Software Ridematch Search

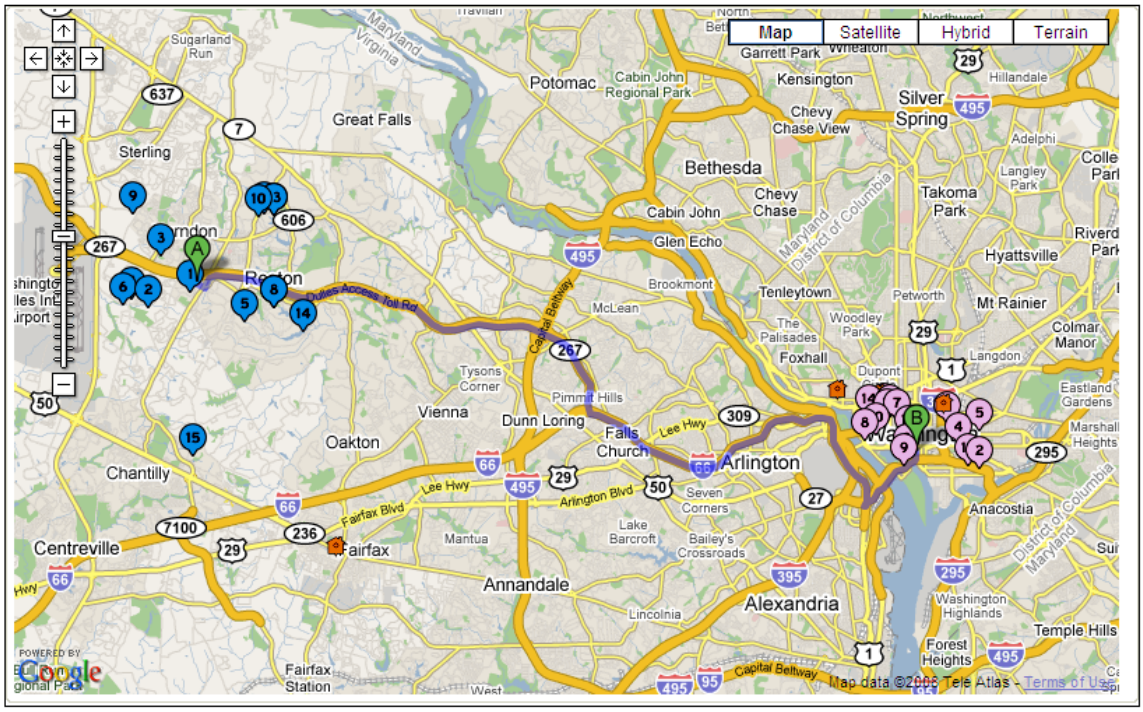


Figure 5 - Commuter Connections TDM Software Ridematch Map

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

ITEM #5

M E M O R A N D U M

September 16, 2008

TO: Commuter Connections Subcommittee Members
FROM: Nicholas Ramfos, Director
Commuter Connections
SUBJECT: Response To Comments on Draft TERM Analysis Report
Dated June 30, 2008 Draft

This document summarizes comments received on the draft 2008 TERM Analysis Report which was issued at the TDM Evaluation Work Group meeting on July 18, 2008. A comment period was established for comment submittal.

The comments and responses are as follows:

1. **Comment: Data for Participation in the Employer Outreach TERM (number of employers) in Table A and Table 1 are not provided, although the footnote indicates that such data is included in the Tables.**

   ***Response:** Data has been added to Table A (page iii) and Table 1 (page 5).*

2. **Comment: Table C is missing from the report**

   ***Response:** Added Table C (page v) and Table 3 (page 7).*

3. **Comments: The discussion of the Employer Outreach TERM should be clarified in several respects.**
   a. **The report should more clearly describe how employers at Level 3 and 4 are treated for TERMS / emissions reductions purposes (e.g. employers with over 100 employees vs. those with less than this number, and new / expanded employer programs vs. those that existed in June, 2005). For example,**
      - **On page 19 the report indicates that there were over 900 employers with programs that met Level 3 or 4 definitions in June, 2008. Table 5 indicates that the Goal to be maintained from 2005 was 424 employers. This suggests that several hundred employers were added during the 2005-2008 period. However, the Goal for new or expanded employers was 96, of which only 89 can be verified. How can there be 900 employers in the database (only 89 new / expanded since 2005) if only 424 were expected to**

be maintained since 2005? How many of the 900 employers in the database employ more than 100 people?

- **The values in the report are not consistent with the Draft "Conformity Statement through June 30, 2008" that is posted as a July 2008 handout on the Extranet (attached at the end of these comments). According to this Table, 80 new / expanded "equivalent" Level 3 or 4 programs existed as of June 30 – not 89 as stated in the TERMS report -- and the regional goal was for 531 employers – not 581 as stated in the report. These various discrepancies should be resolved, either through revisions to the TERM Report or to the Conformity Table.**

<u>Response:</u> COG staff is currently verifying the 2008 TERM status of employers that were included in the ACT! database and / or the 2008 conformity statement. This verification has involved comparing employer lists for TERM analyses from 2002, 2005, and 2008 and the conformity statement. This review showed that some employers listed on the conformity list participated only in Metrochek in 2002 and/or 2005. They will remain on the conformity list but will not be included in the 2008 TERM analysis unless they subsequently participated in the EO TERM. The verification process also is examining employers that were included in the ACT! database in 2008 but were not in the 2005 TERM analysis (assumed to be new employers) and employers that were not in the 2008 database but that were in the 2005 TERM analysis (assumed to be deleted employers). This review will be completed in October, prior to the update of the draft TERM Analysis Report.

b. **The report indicates that the trip reduction and VMT reduction impacts for Employer Outreach were about a third higher than the goals for these measures (p.22). The data presented in Table 3 appear to show values that are closer to 50% above the goals (12,700 vs. 6,600 and 207,900 vs. 140,600, both of which are 48% higher than the goal).**

<u>Response:</u> The reference in Table 3 has been corrected.

c. **The reasons that the trip reductions and vmt reductions related to the Employer Outreach TERM exceeded its goal by almost 50% while the number of employers at Level 3 and 4 did not meet the goal (89 actual vs. 96 goal – page 21) should be expanded. The discussion on page 22 should be supplemented with more quantitative documentation for this phenomenon – see next comment.**

<u>Response:</u> The report already included a statement that EO exceeded the vehicle trip and VMT goals "because all the employers included in the analysis had implemented substantial programs, most of them including several of the services that research has shown are likely to produce high levels of trip reduction (e.g., transit and rideshare subsidies, compressed work schedules, telecommuting)." We did not feel additional explanation was needed.

d. **The revisions to the EPA COMMUTER Model coefficients are mentioned, but not described. When this subject was discussed in late 2007, COG staff indicated that the EPA COMMUTER model overestimates the impacts of TDM programs. If the COMMUTER model previously over-stated impacts, and the coefficients were modified to account for this error, it is not clear how the revised model produces results that are 50% above prior estimates, particularly if the number of employers is less than the goal. A more detailed discussion of the changes to the COMMUTER model should therefore be provided.**

<u>Response:</u> The model did not produce results that were 50% over "previous estimates." It produced results that were 50% over the <u>goal set</u> for the program. As noted before, this is likely due to the high level of TDM programs that new employers implemented and to program enhancements added by existing EO participants. But these results likely are much more conservative than they would have been had the coefficients not been changed; in the 2005 analysis, the EO results were 600% over the goals set for the program. When the updated analysis is performed, including both maintained and new/enhanced programs, the results to goal comparison is likely to show a result that is closer in percentage terms to the overall goals set for the program.

Regarding additional details of the model changes, a reference was added on page 21 of the report directing readers who wish more details on the model analysis and revision process to COG staff.

e. **Some impacts presented in Table 5 are not fully documented in Appendix 3 (e.g. what is the source of the 158 EO - bike trip reduction and 357 TW trip reduction components of the net EO trip reduction?)**

Response: ***The report includes a description of the TW and bike component analyses on page 23.***

4. **Comment: Pages 10, 27. The text indicates that the InfoExpress Kiosk program ended January 31, 2007. The Virginia portion of this program was terminated on December 31, 2006; the DC portion of the program remains in effect. These corrections will require that the calculation of impacts of the program be revised.**

   Response: ***The program in Washington DC was still in effect until the end of January 2007, thus, the impacts are carried through this date. It is not possible to separate the impacts in Virginia from those in Washington.***

5. **Comment: Pages 12, 39. The report describes a *Telework Assistance Survey*. To my knowledge this survey has not been distributed to Commuter Connections network members and it would be desirable for this survey to be made available for review.**

   Response: ***This survey (Assisted Employer Telework Survey) asked employers about teleworking in place prior to and following the time they received information from Commuter Connections. The survey was done solely to collect TERM data and no report was prepared. This was the same survey that was used in 2002 and 2005. Because no changes were made for 2008, the survey was not distributed for comment.***

6. **Comment: Page 24. The report indicates that two surveys were used to estimate the number of total regional commuters who were influenced by ads to change mode without any contact with Commuter Connections. Only one survey (State of the Commute) is identified in the preceding text.**

   Response: ***One survey was conducted. The reference has been corrected.***

7. **Comments: A spot-check of a few calculations indicates some inconsistencies between data in the report. Such inconsistencies complicate attempts to understand the calculations. The report should be thoroughly checked to eliminate or explain all such inconsistencies.**

   a. **Page 14. The text indicates that 8% of teleworkers mentioned Commuter Connections or COG in the State of the Commute**

survey as a source of telework information. Appendix 1 shows a value of 9.6%.

<u>Response:</u> The last paragraph in the TW section (page 16) indicated that a small portion (1.6% of 5%) of teleworkers who noted advertising, newspaper ads, or other websites were included in the analysis as potentially influenced by CC to telework. This resulted in a total of 9.6% value. An additional sentence was added to the paragraph to clarify this total.

b. Page 46. The MM share of CC placements is identified as 1,814. Elsewhere in the report (pages 34, 49, 52) this value is cited to be 1,685.

<u>Response:</u> The correct value is 1,685. The appendix was corrected.

8. **<u>Comment:</u> Several Appendices are mislabeled in the text.**

<u>Response:</u> These corrections have been made.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

ITEM #5

M E M O R A N D U M

September 16, 2008

TO: Commuter Connections Subcommittee Members
FROM: Nicholas Ramfos, Director
Commuter Connections
SUBJECT: Response To Comments on Draft 2008 Regional Vanpool Driver Survey Report

This document summarizes comments received on the draft 2008 regional Vanpool Driver Survey Report which was issued at the TDM Evaluation Work Group meeting on July 18, 2008. A comment period was established for comment submittal.

The comments and responses are as follows:

1. **Comment: The report is based on 408 responses received from vanpool drivers from selected databases of known vanpools, out of a total sample of 683. In addition, the survey reported that a total of 223 vanpools cross the Beltway (page 28), and 175 are destined to Washington, DC (page 12). While vanpool data is incomplete, the available vanpool counts appear to indicate that the number of vanpools that operate in the region is significantly larger than either the sample of 683 surveyed or the 408 who responded:**

   - **The 2007 State of the Commute survey indicated that a total of 3459 persons commute in vanpools in Virginia alone. At 10.8 persons per vanpool, this would result in 320 vanpools.**
   - **In 2006, the COG count of vehicles entering the regional core reported 1000 vanpools in the a.m. peak period, 570 from Virginia sectors,**
   - **Ad hoc counts of vanpools on Northern Virginia freeways in 2005 and 2006 indicate volumes in the range of 300 in the a.m. peak period, both inside and outside the Beltway.**
   - **In 2002, this survey reported corresponding counts of 720 and 350,**
   - **In 2001, the COG count of vehicles crossing the Beltway reported 801 vanpools in the a.m. peak period, 370 from Virginia sectors,**
   - **The 2000 Census reported a total of 4854 workers commuting in vehicles with 7 or more passengers in Virginia counties and cities in the metropolitan region. Assuming an average occupancy of 10.8**

persons / vehicle, this volume equates to a total of 450 vans in Virginia alone (although some of these may not be destined to the Washington metropolitan area),

In addition, as indicated in this and prior surveys, vans tend to travel early; as shown on Table 5, less than 14% of the vanpools surveyed leave their last pick-up stop after 6:30 a.m. Thus, the vanpool volumes shown in the cordon counts, which begin at 6:30 a.m., are likely to be low.

In view of these volumes, it appears that the vanpool survey represents a subset of vanpools operating in the region. Moreover, since the survey is based on samples drawn from a limited database (e.g. five organizations involved in vanpooling), the extent to which it is truly representative of all vanpools is not known. Without information about those vanpools that were not surveyed, the results of this survey should be viewed with some caution. We would suggest that the report discuss this situation, emphasize that all of the results cited pertain only to the sample, and provide a more emphatic caution that these findings may not apply to the entire vanpool population in the region.

***Response:** Correct, the survey responses cannot be generalized to all vanpools in the region as they represent only "registered vanpools." Additional references cautioning readers have been added on page 1 and page 6.*

2. **Comment: The report should include a discussion of the statistical significance of the results, particularly with respect to comparisons with prior vanpool surveys (Section 4). For example, the report indicates that vanpool trip lengths have grown from 46.4 miles in 2002 to 48.6 miles in 2008, an increase of 5%. The 2008 data appears to be drawn from 385 responses (Figure 10). A similar comparison is provided with respect to travel time. Given the relatively small changes in these two metrics and the absence of other measures such as the standard deviation of the results, the report should identify whether these changes are significant statistically.**

Response: **The confidence level for the 2008 Vanpool Driver Survey can be calculated using the finite population correction factor. The factor is used for studies with a small total population or where the sample size approaches at least 10% of the population size. The estimated number of vanpool drivers registered in the region (684) is a finite population, coupled with the high proportion of respondents (60%), results in a**

confidence level of 95% ± 3.1%. This compares in a similar way to the 2002 Vanpool Driver Survey where the calculation results in a confidence level of 95% ± 3.0%.

3. **Comment: Question 1 may be particularly relevant in conjunction with the information in Table 8, which indicated that 56% of the respondents received no assistance in forming their vanpool. Can any conclusions or inferences be drawn if the database itself represents 25% (or less) of the existing vanpools (223 crossing the Beltway; 1000 observed to the regional core), and only 44% of these respondents received assistance in forming the vanpool?**

   ***Response:** As noted before, the results are valid for "registered" vanpools, but cannot be generalized to the larger population of vanpools in the region.*

4. **Comment: The percentage of vanpools that cross the Beltway (55%) is surprisingly low. This value should be verified. The destinations of the 45% of vanpools that do not cross the Beltway should be summarized. Ideally it would be helpful for VDOT's ongoing planning efforts to know the O-D pairs associated with these vanpool movements, and we would like to request the consultant to provide that information.**

   ***Response:** The percentage of vanpools reported as crossing the Beltway was verified. It was correctly stated in the draft report as 55%. The resources for the study were limited, thus no additional O-D analysis could be performed. If local jurisdictions wish to perform additional analysis on this topic, Commuter Connections will provide raw data on the origins and destinations of vanpool trips to local jurisdictions.*

5. **Comment: The report indicates that 76% of the vanpools surveyed originate in Virginia, 21% in Maryland (Figure 7). The COG cordon data cited above indicate that only about 50% of the vanpools counted in prior surveys are in the Virginia sectors of the region. This apparent discrepancy should be investigated.**

   ***Response:** The percentage of vanpools originating in Virginia was verified. It was correctly stated in the draft report as 76%. The COG cordon count cited above was not a Beltway cordon but a "central business district" cordon (DC, Arlington, Alexandria). Thus vans that started in Virginia and traveled to Tysons Corner, Springfield, the Dulles corridor, or other VA destinations would not have been counted in the*

cordon count. About 46% of the vans that originate in VA were destined for VA, thus we do not believe the survey data are inconsistent with the cordon data.

6. **Comment: Table 7 (Primary Routes Used by Vanpools) indicates that 64% of respondents indicated that they used "I-95." Since I-95 traverses both Virginia and Maryland; it would be helpful for the data reported in Table 7 to differentiate the I-95 users by state: what % use the VA portion of I-95? What % use the MD portion? (This could be easily inferred by state of residence; it is difficult to imagine how a resident of Maryland would vanpool on the Virginia portion of I-95, and likewise for a Virginia resident to vanpool on the Maryland portion.)**

   Response: I-95 VA vs MD breakdown was added to Table 7. Of the 64% of vans that use I-95, 4% use I-95 in MD and 60% use I-95 in VA.

7. **Comment: The number of responses received ("n") for each question cited in a table and figure in the report is provided for Figures 1-15 and Tables 1-10. However, this data is not reported for Tables 11 (Vanpool Issue Concern Ratings by Respondent Sub-groups) and 20 (Level of Concern with Vanpool Issues – 2008 Compared to 2002 and 1989). For consistency with the remainder of the report and to inform the reader, the actual number of responses received in each category should be provided for Tables 11 and 20 (e.g. how many respondents were included in the calculation of each "Average Concern Rating" in Table 11?)**

   Response: See sample sizes have been added.

8. **Comment: In section 4, it would be interesting to see the change in the commuter benefits received over time as well as the change in those that use an HOV lane for their trip. Is vanpooling growing in the HOV corridors or perhaps in non-HOV areas?**

   Response: Additional details were included in Section 3 for these items but no additional references were added to Section 4.

9. **Comment: The amount of time spent in the morning picking up passengers (pg. 17) appears to be relatively high and is therefore somewhat surprising. This portion of the commute represents 1/3 of the total time required for the commute. Conversely, the line-haul portion of the trip is 39.5 miles out of 48.6 miles (81%), yet is only 54% of the total**

time involved in the morning trip. It would be helpful to understand how these relationships have varied over time.

Response: ***Additional details were included on page 18.***

11. **Comment: Using the values in Appendix B, it appears that the number of responses received from the various sources is as shown in the table below:**

	Commuter Connections	GWRC	PRTC	VPSI	CCity Comm.Vans	Total
Total Active Sample	69	378	71	193	16	727
Active Complete Ratio (Completes / Total Active Sample)	68%	42%	62%	78%	56%	56%
Active Completes	47	159	44	151	9	409*
Active Completes (% total)	11%	39%	11%	37%	2%	100%

**** - The report indicates on page 5 that 408 surveys were completed***

It would be useful for the final report to include this information, assuming these calculations are accurate.

Response : This table already appears in the appendix. It is a technical table regarding sampling and is more appropriately omitted from the results sections of the report.

12. **Comment: The number of "dead" (e.g. unusable) samples reported on page 4 (= 178) does not equal the value reported in Appendix B (= 134). Likewise the response rate reported on page 4 is different from that shown in the Appendix. It appears that the 43 samples identified as second drivers were omitted from Appendix B.**

Response: ***These details were clarified in Section 2 of the report (Methodology).***

13. **<u>Comment:</u> The number of final sample records is identified as 861. On page 3, the report states that 541 individual survey packets were mailed to vanpool drivers, and another 335 surveys were mailed to the GWRC and PRTC operators for subsequent distribution to their respective drivers. These values sum to 876; the report should describe the reasons for this difference.**

    <u>Response:</u> These details were clarified in Section 2 of the report (Methodology).

14. **<u>Comment:</u> Table 20 appears to be mis-numbered. This table appears to be Table 12.**

    <u>Response:</u> The table number was corrected.

15. **<u>Comment:</u> A close review of the speeds and distances cited in the 2002 and 2008 reports reveals that while both the vanpool commute distance and time have increased, the speed for the majority of the commute (the "line-haul" speed) has also increased. The additional time spent commuting by vanpools is attributable to increases in pick-up and drop-off times.**

    <u>Response:</u> That appears to be correct.

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VANPOOL DISTANCE, TIME AND SPEED

	2002	2008
DISTANCE (mi.)		
line haul	37.8	39.5
pick / drop	8.6	9.1
total	46.4	48.6
TIME (min.)		
pick up	22	28
drop off	10	12
line haul	45	45
total trip	77	85
SPEEED (mph)		
pick / drop	16.1	13.7
line haul	50.4	52.7
total	36.2	34.3

16. The comparisons noted in the table below may also provide some insight into changes in vanpooling since the last survey. In particular, the changes in parking fee characteristics appear to be somewhat contradictory. The higher percentage of vanpoolers who work where parking is free for all employees may indicate an increase in vanpooling to suburban locations. However, this is offset by the reduction in the percent of vanpoolers who receive free parking. In view of these somewhat contradictory results, further review may be warranted.

	2002	2008
% receiveing vanpool startup subsidy	14%	48%
% receiving free vanpool parking	20%	15%
% with free parking for all employees	40%	51%

<u>Response:</u> The parking fee figures reported in the table are correct but they are not contradictory. The percentage of vanpools that have free parking not declined; it has gone up. Overall, 66% (15% + 51%) of vanpools have free parking in 2008, compared with 60% (20% + 40%) of vans that had free parking in 2002. The share of vanpools destined for locations where parking is free for all employees has gone up (from 40% to 51%), suggesting a shift to suburban locations.

16. <u>Comment:</u> The definition of a VANPOOL should be provided

<u>Response:</u> The definition will be added to the report document.

ITEM #10

COMMUTER CONNECTIONS QUARTERLY BUDGET
COMMITMENTS AND EXPENDITURES
FOR COG FY08 (July 1, 2007 - June 30, 2008)

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	%FUNDS EXPENDED***
COMMUTER OPERATIONS CENTER	**$644,461**	**$644,461**	**$627,865**	**97%**
Data & PC	$49,500		$49,500	100%
Contract Services/Consultants	$249,999		$249,999	100%
COG/TPB staff, indirect & direct costs	$344,962		$328,366	95%
GUARANTEED RIDE HOME	**$545,584**	**$545,584**	**$566,146**	**104%**
Data & PC	$3,500		$5,994	171%
Contract Services/Consultants	$121,487		$121,532	100%
User Subsidies	$170,500		$203,128	119%
COG/TPB staff, indirect & direct costs	$250,097		$235,492	94%
MARKETING**	**$2,154,084**	**$2,154,084**	**$2,139,141**	**99%**
Data & PC	$3,000		$5,150	172%
Contract Services/Consultants	$560,000		$565,950	101%
COG/TPB staff, indirect & direct costs	$1,591,084		$1,568,041	99%
MONITORING AND EVALUATION	**$421,730**	**$421,730**	**$373,906**	**89%**
Data & PC	$0		$0	0%
Contract Services/Consultants	$216,500		$180,708	83%
COG/TPB staff, indirect & direct costs	$205,230		$193,198	94%
EMPLOYER OUTREACH***	**$994,721**	**$994,721**	**$955,367**	**96%**
Data & PC	$3,000		$8,046	268%
Contract Services/Consultants	$15,000		$15,000	100%
Pass-thru to local governments	$752,664		$745,164	99%
COG/TPB staff, indirect & direct costs	$224,057		$187,157	84%
MD & VA TELEWORK****	**$82,126**	**$82,126**	**$56,035**	**68%**
Data & PC	$0		$0	0%
Contract Services/Consultants	$40,000		$25,806	65%
COG/TPB staff, indirect & direct costs	$42,126		$30,229	72%
DC KIOSKS*****	**$6,031**	**$6,031**	**$2,948**	**49%**
Data & PC			$0	0%
Contract Services/Consultants	$0		$0	0%
COG/TPB staff, indirect & direct costs	$6,031		$2,948	49%
TOTAL	**$4,848,737**	**$4,848,737**	**$4,721,408**	**97%**

*** Committed funds are based on funding commitment letters received.**
**** Preliminary funds expended are through June 30, 2008.**
***** Percentage is based on Budget Total Column**
****** The Marketing budget was reduced $20,000 and placed into the Car Free Day Project and approved by the TPB on 6/18/08**
******* The Employer Outreach budget was reduced $25,000 and placed into the Car Free Day Project and approved by the TPB on June 18, 2008**
******** The MD & VA Telework budget was reduced $80,000 and placed into the Car Free Day Project and approved by the TPB on June 18, 2008**
********* The DC Kiosk budget was reduced $25,000 and placed into the Car Free Day Project and approved by the TPB on 6/18/08**
15 Sept 2008

FY 2008

ANNUAL PROGRESS REPORT

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET, NE – SUITE 300
WASHINGTON, DC 20002-4226
(202) 962-3200

FY 2008 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOG) fiscal year 2007 Commuter Connections Work Program. (July 1, 2008 – June 30, 2008.)

Attached is a work program timeline, and highlights for the Commuter Operations Center *(complete with individual program statistics)*, Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach, Maryland and Virginia Telework, and DC Information Kiosks program elements.

TABLE OF CONTENTS

Sections are listed as follows: **Page**

PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

July – September 2007

The End User client reports were sent out to all client members on a bi-weekly schedule between the months of July and September 2007.

Electronic purge letters were sent on July 2nd, August 28th and September 25th. Staff reported that the electronic purge process was functioning properly and were able to print paper purge letters for commuters with 'undeliverable address.' Staff continued operating under the accelerated schedule for "Applicants to be Purged Listing" in order to bring local programs up to date. The increase in the number of 'requests to update information' from registered commuters has continued also. Staff will continue to work on edits to electronic purge notice based on client updates.

Staff worked on updating commuter records in the CCRS Database to include the Guaranteed Ride Home Commuter ID number and expiration date. The commuter information was added to the travel route dialog box for commuters that already exist in the CCRS. Any commuter registering for GRH only will continue to be added to the CCRS database in order to assist during the migration of data for both the CCRS and GRH Database.

Staff traveled to the city of Alexandria to assist in reinstalling a corrupted version of the CCRS database and assisted Harford County, North Bethesda, Fairfax County, ARTMA and PRTC with commuter record retrieval, corrupt WASHCOG.APR file replacement, Upload/Download issues and matchletter processing.

Staff hosted CCRS training at MWCOG for Baltimore City's new Transportation Marketing Coordinator in July 2007.

Staff assisted local rideshare agencies in working around corrupted database records, address geocoding problems, correcting database records when uploads were unsuccessful, report writing, producing park and ride lot statistics, and troubleshooting misbehavior by software on local computers.

A Commuter Connections Subcommittee meeting was held on July 18th. Highlights from the meeting included the appointment of a Vice Chair

Nominating Committee, an update on the Clean Air Partners program, an update on the regional TDM Evaluation project, an update on SmartBenefits from WMATA, an update on the 2007 Employer Recognition awards, and the distribution of the 4th quarter draft budget report.

A Commuter Connections Subcommittee meeting was held on September 18th. Highlights from the meeting included the announcement and approval of a new Subcommittee Vice Chair, an update on the regional TDM Evaluation project, discussion of the 2007 Bike To Work Day event draft report and establishment of a comment period, a presentation on carpool incentives, the distribution of the FY 2009 CCWP schedule and timeline, a discussion of the 2007 Association for Commuter Transportation conference held in Seattle, and the distribution of the final 4th quarter budget report and FY 2007 Annual report.

A Commuter Connections Ridematching Committee meeting was held on September 18th. Highlights from the meeting included: a discussion of upcoming transportation fairs and promotions, an update on the development of the new regional TDM Software System, a discussion on the transit and street centerline file updates, an update on the production of the new regional park and ride maps, and a roundtable discussion of any current "hot topics' with the Commuter Connections Ridematching Software System.

The State TDM Work Group met on July 10th and September 6th.

Staff participated in the MassRIDES Advisory Group web/conference call meeting on July 12th. Staff attended and participated in the Association for Commuter Transportation's International Conference held in Seattle from September 9 – 13, 2007.

Staff participated in a commuter transportation fair at the King Street Metro station in the City of Alexandria on September 19th.

Staff participated in a National League of Cities TDM web cast on September 21st.

October – December 2007

Staff began working on a Continuity of Operations plan for the Commuter Operations Center and the TDM Software system. The plan will be part of a larger COG agency-wide plan being developed for each program area.

The FY 2009 Commuter Connections Work Program (CCWP) bullet points were produced and were part of the agenda for the November 20th Commuter Connections Subcommittee meeting. A draft FY 2009 CCWP

was produced and distributed to the State TDM Work Group on December 11, 2007 for review and comment. The draft document was updated based on feedback received from the state funding agencies.

Staff also continued work on updating the Federal ETC Handbook in cooperation with NCPC and GSA.

A Commuter Connections Subcommittee meeting was held on November 20th. Highlights from the meeting included the approval of the 2007 Bike To Work Day event report, the approval of the 2007 Guaranteed Ride Home Applicant Survey draft final report, the approval of the 2007 State of the Commute Technical Report, the approval of the Commuter Connections Strategic Plan, an update on the regional Congestion Management Plan, a briefing on carpool incentives research conducted nationally, recommendations on changes to the GRH Participation Guidelines, a briefing on the key bullet points for the FY 2009 Commuter Connections Work program, and the distribution of the 1st quarter budget report for FY 2008.

The State TDM Work Group met on October 9th, November 13th, and December 11th.

A Ridematching Committee meeting was held on December 18th. Highlights from the meeting included a roundtable discussion on upcoming fairs and promotions, a regional TDM marketing update, a TDM Software System project update, an update on the TDM Software System testing results, an announcement regarding TDM Software System training, a discussion on the data migration plan for the new TDM software system, and a client site status roundtable discussion.

Staff attended the COG/TPB Travel Management Subcommittee meeting on November 27th. Staff also attended the COG/TPB Value Pricing Task Force meeting on December 5th. Staff attended the ACT Chesapeake Annual Chapter meeting and Luncheon on December 7th.

January – March 2008

Staff visited several client sites during the third quarter of FY 2008 to provide technical services and re-installation of the CCRS as well as a new installation. Re-installations were performed at LINK of Reston, VA as well as the City of Baltimore and Prince George's County in Maryland. The re-installations were necessary due to new hardware at client sites. A new installation was performed at BWI Business Partnership who is a new Commuter Connections member. Staff also provided on-site CCRS training at BWI Business Partnership immediately following the installation. Staff also assisted various local rideshare agencies in working

around corrupted database records, address geocoding problems, correcting database records when uploads were unsuccessful, report writing, producing park and ride lot statistics, FTP problems, and troubleshooting misbehavior by software on local computers.

Staff completed work on a Continuity of Operations plan for the Commuter Operations Center and the TDM Software system. The plan will be part of a larger COG agency-wide plan being developed for each program area.

The FY 2009 draft Commuter Connections Work Program (CCWP) was presented to the Commuter Connections Subcommittee on January 15th and a comment period was established. Comments received were incorporated into the draft document and presented to the Commuter Connections Subcommittee for approval on February 19th. The changes to the draft were also distributed and discussed with the State TDM Work Group on January 8th and February 12th. The draft document was also presented to the TPB Technical Committee on February 1st and March 7th. The draft document was also presented to the TPB on February 20th and released for public comment. The TPB approved the final document on March 19th.

Staff also continued work on updating the Federal ETC Handbook in cooperation with NCPC and GSA.

The State TDM Work Group met on January 8th, February 12th, and March 11th.

A Commuter Connections Subcommittee meeting was held on January 15th. Highlights from the meeting included the approval of the revised regional GRH program participation guidelines, a presentation on the Washington National's TDM initiatives, a presentation on the draft results from the FY 2007 GRH Customer Satisfaction survey, an update on WMATA's new fare structure and SmarTrip update, a presentation on the highlights of the draft FY 2009 CCWP, an update on the 2007 Employer recognition Awards, and the distribution of the 2nd Quarter budget. A Commuter Connections Subcommittee meeting was also held on February 19th. Highlights from the meeting include a review of the comments and responses on the draft FY 2009 CCWP and approval to transmit the document for approval to the TPB, an update on the Congestion Management Process, an update on the Bike To Work Day Event, an update on the regional TDM Evaluation project, and an update on the regional Employer Recognition Awards.

A Ridematching Committee meeting was held on March 18th. Highlights from the meeting included the following: Ridematching Committee members reported on the fairs they had attended since the last Committee

Meetings. Base Technologies reported on TDM System adjustments that had been made since the January 2008 meeting. Staff reviewed feedback the TDM System training held in March 2008. Overall feedback was positive. Staff also presented a revised data migration plan, rolling the new TDM System at a less aggressive pace than originally planned. Finally, staff presented the most recent GIS update and explained that it would be posted to the extranet for Ridematching Committee members to download.

Staff attended and participated in Arlington County's Car Free Diet event on January 29th. Staff presented information on Commuter Connections at the Capital Communicators event on January 30th.

Staff attended the Association for Commuter Transportation (ACT) and TDM Institute TRB Board meetings on January 11th, 12th, and 13th. Staff also attended the ACT Leadership class kick-off meeting on January 14th as well as the TRB TDM Committee meeting.

April – June 2008

Staff began transitioning client sites from the old CCRS software to the new TDM System during the months of April 2008 – June 2008. Because of this transition, staff did not visit any client sites during this time. Commuter Connections staff continued to synchronize the old CCRS to the new TDM System. This Process was necessary because E-Communicator applications still flow through the old CCRS Software and GRH Management System before being loaded in the new TDM System. Because of this practice, Match Letters were still generated using the CCRS for all applicants who applied via the Commuter Connections website. Staff continues to email the Match Letters to those who requested it and sent Match Letters via US Mail to those who had not supplied an email address.

Staff plans to hold an additional training session on the new TDM System for client sites who were not able to attend the large group session at COG in March 2008. Additionally, COG Staff plans to hold another large group training session in the fall if interesting is demonstrated by the Ridematching Committee.

Staff began updating the July 2008 Commuter Connections Resource Directory and expects to have it available for download by the end of July 2008/beginning of August 2008.

The Commuter Connections Ridematching Committee met on June 17th, 2008. Base Technologies staff presented substantive changes to the new TDM System and COG Staff reviewed all issues to do with data and functionality before the committee. No issues were raised at this time by the group.

Staff worked with the National Capital Planning Commission to complete the final update of the National Capital Region's Federal Employee Transportation Coordinator (ETC) Handbook. A new PDF of the handbook was posted to the federal ETC web site.

A Commuter Connections Subcommittee meeting was held on May 20th. Highlights from the meeting included the following: a briefing on the results of the draft, FY2007 Bike To Work Day survey report, and update on the regional congestion management process, an update on Clean Air Partners, a briefing on regional travel trends, a briefing on Commuter Connections' response to high gasoline prices, an update on the Car Free Day event planning, and the distribution of the third quarter budget report.

The State TDM Work Group met on April 8th, May 13th, and June10th. Staff worked to amend the FY 2008 CCWP through the TPB's Steering Committee on June 6th in order to fund the Car Free Day project.

Staff gave an overview presentation on Commuter Connections to the Bethesda Transportation Advisory Committee on April 18th. Staff attended an Association for Commuter Transportation (ACT) legislative conference on April 30th.

Staff attended the board meetings for ACT's Transportation Demand Management Institute (TDMI) and ACT on May 9th and 10th in Long Beach, CA. Staff met with the Bethesda Naval Medical Center on May 20th to discuss use and access to the Commuter Connections ridematching services. Staff gave a presentation on Commuter Connection's response to high gasoline prices to the TPB on May 21st.

Staff gave a general presentation on Commuter Connections to the Silver Spring Transportation Advisory Committee on June 12th. Staff gave a presentation on high gas prices on June 18th at the DATA Employer Roundtable event in Chantilly, Virginia.

B. Transportation Information Services

Staff provided commuter traveler information on alternatives to the general public by telephone, Web site, electronically and through printed information. Program statistics on this project are available by viewing the Tables at the end of this document

C. Transportation Information Software, Hardware, and Database Maintenance

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

Staff implemented a backup procedure for the new TDM system's Oracle database.

D. Commuter Information System

GIS staff requested and received geographic data from local jurisdictions, reworked the printed four color regional park and ride lots map, updated geographic data for CCRS match letters, and updated the park and ride lots website at maps.mwcog.org.

The building codes table (ABF.DBF) was updated and the web forms used by commuters to apply for CCRS and GRH were changed to make it easier to select some commonly used employers.

GIS staff released three updates to the CCRS data to local client members.

E. TDM Software System Project

July 2007–September 2007

The contract with Base Technologies, Inc. for Phases II and III of the project was signed and a project kickoff meeting was held August 31st.

Work continued on the development and implementation of the regional web based TDM software. Developers investigated several approaches to implementing the software's routing, matching, and map visualization functions and settled on leveraging the technology behind Google maps.

Activities for the quarter centered on customizing both look and feel and program logic for ridematching and guaranteed ride home for the outer jurisdictions, implementing the connection between the new TDM system's CRM and ACT, the addition of landmark and employer geographic data, and training for and testing by client members.

October 2007–December 2007

COG staff and the contractors designed and implemented procedures for extracting transforming data from the old CCRS and GRH databases and loading that data into the new TDM system.

Base Technologies installed a development version of the new TDM system on COG's servers for testing. Base developed testing plans and provided written testing forms for each feature of the beta system. Base and COG/TPB staff produced a schedule for testing. COG/TPB staff recruited four members of Commuter Connections who graciously agreed to help with testing the development releases of the new software.

COG staff processed the legacy landmarks and employers data to make it compatible with the new NAVTEQ data.

January 2008–March 2008

Montgomery County Commuter Services, Prince George's County DPW&T, Fairfax County RideSources, and Potomac & Rappahannock Transportation Commission tested the software. Testing by ridematching agencies was completed February 22nd and testers submitted feedback. Diamond Transportation tested the GRH portion of the suite and submitted feedback forms.

Developers completed roughly 40% of the website's security scheme for user roles and access control.

COG hosted an all day training session on the new TDM Web based software system March 4th.

COG staff began the process of extracting, transforming, and loading (ETL) and synchronizing the new TDM system's database with the old CCRS and GRH databases.

The new TDM system was deployed on March 31st. The first users of the live system are Prince George's County DPW&T and Fairfax County RideSources.

April 2008–June 2008

COG staff documented the ETL and synchronization procedures. Data went to the contractor in nineteen separate batches during the quarter.

COG staff continued to keep the old system running as the local ridematching agencies began to use the new one.

Base Technologies implemented the bulk of the Bike Path application. COG staff created routing data for this application from geographic information supplied by Federal and local agencies and NAVTEQ. For map and turn-by-turn directions rendering, the contractor used the Google maps API.

Base Technologies and COG staff continued work on software problems and quality assurance. This will be an ongoing task.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Staff monitored and maintained the GRH database and server. History records were purged to shrink the database and enhance performance.

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 processed cab and car rental invoices, and transit vouchers.

Staff met with Diamond Transportation Services, the daily GRH Operations contractor on a bi-monthly basis to discuss contract performance and program operations. Staff also met with the taxi cab and car rental ride provides as needed to discuss contract performance issues.

B. Process Trip Requests and Provide Trips

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. Staff processed cab and car rental invoices, and transit vouchers.

Between the months of July 2007 and June 2008, there were 9,109 GRH applications received. 8,553 commuters were re-registered and 5,486 commuters were newly registered in the regional GRH program. These new registrants included 118 previous "one-time exceptions." A total of 14,487 applicants were registered for GRH at the end of FY 2008. The GRH program provided 3,006 GRH trips in FY 2008. Eight percent of these trips were "one-time" exceptions. Personal illness accounted for the largest portion of the GRH trip reasons followed by "other" trip reasons. 40% of the FY 2008 GRH trips were made because of personal illness. Childcare and missed "pool" accounted for 3%, overtime accounted for 17%, and family emergency accounted for eight percent of all GRH trips taken during the fiscal year. The average cost of a GRH trip in FY 2008 was $67. This was $4 higher than last fiscal year's average cost of a trip. The increase may be attributed to much higher gasoline and fuel surcharges that were imposed by the taxi cab companies.

The majority of registered commuters live in Virginia (64%), with 32% residing in Maryland and 2% percent in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 58 percent of the GRH registrants

work in the District of Columbia, with 32% working in Virginia and 10% working in Maryland (see Figure 4).

Sixty percent (66%) of all GRH registrants use transit to travel to work, 33% carpool or vanpool, and one percent either bike or walk to work. Figure 5 separates transit only and "pool" only registrants from those that combine transit and pooling (4%) as their commute mode. Among the GRH registrants who ride transit, 33% ride Metrorail, 14% ride VRE, 13% ride MARC, 28% ride local bus service, and 8% ride Metrobus. Among the registrants that "pool" 44% carpool and 56% vanpool. Of the commuters who used the GRH service in FY2008, 57% use transit to commute to work, 38% carpool or vanpool, and one percent bicycle or walk to work. Figure 6 separates transit only and "pool" only users from those users that combine transit and pooling as their commute mode.

III. MARKETING

A. TDM Marketing and Advertising

COG/TPB staff solicited for at least one volunteer from each state to serve on the Commuter Connections Marketing Workgroup for FY 2008. Members of the Workgroup helped provide feedback on radio scripts, creative etc., developed by Commuter Connections' advertising contractor for the FY 2008 regional TDM marketing campaign. Workgroup members for FY 2008 included Glenn Hiner - Fairfax County, VA; Mark Sofman - Montgomery County, MD; and Anna McLaughlin – DDOT, Washington, DC. Existing Spring 2007 creative was used for the fall campaign beginning October 2007. Several promotions took place in the fall highlights of which included the following:

Sponsorship of Redskins Radio including a listener ticket giveaway to the game against the Chicago Bears entitled "How do you Bear your Commute?"

WRQX, Mix 107.3, listeners had the opportunity to register their carpool online. One carpool per week won a prize pack full of great gifts.

WJZW - Live traffic sponsorships were provided and COG staff participated in a taped interview for the community affairs program in December.

WTGB - Listeners submitted stories about their existing carpool via the stations website. Winners were awarded prizes.

COG staff recorded Green Tips that aired on the station advising listeners on ways they can Go Green. Staff also interviewed with morning show personality Kelly Knight for a November public affairs program.

WTOP – received online banner ads on the station's traffic page.

In an arrangement with ABC Television, Commuter Connections network partners helped to promote "Carpoolers", a new comedy which debuted in the fall of 2007 in exchange for discounted ad space. Commuter Connections ran a TV spot during each of the first six episodes as a great way to bring the concept of ridesharing into the mainstream. The other component included working with local ABC owned radio stations, WRQX Mix 107.3 & WJZW Jazz 105.9 on morning radio co-promotions. The DJ's talked about the new show and promoted Commuter Connections as a way to get into a carpool.

Marketing Workgroup members were provided with draft marketing materials for the Spring 2008 campaign and asked for feedback. Highlights of the FY08 spring marketing campaign are as follows:

GRH and Rideshare Radio: During the spring campaign radio was used as the anchor medium with a broad mix of radio stations. Eleven D.C. focused stations and five exurban stations were used during the campaign. Four 60- second radio spots were produced that focused on 'preservation' messages, two for the Guaranteed Ride Home 'Preserve your peace of mind', 'Preserve your productivity'; and two for the rideshare campaign, 'Preserve your time', and 'Preserve your pocket money'.

Rideshare Gas Pup Toppers: When commuters are paying at the pump they think about the price of gasoline. To exploit this unique opportunity to reach our target audience at the time they are most venerable to the message, the spring campaign included Gas Pump advertising. 120 convenience stores and gas stations in the Washington region carried the signage with an average of four ads per venue over a three month period.

Coffee cup sleeves: These are as ubiquitous as single occupant vehicles on the road. During the spring, the campaign distributed 379,200 customized 4-color ad sleeves at 91 cafes in DC and Virginia. Ad sleeves were distributed to coffeehouses for free, thus dramatically reducing their cup sleeve expense while leveraging their most powerful touch-point to enhance the consumer experience. This form of promotion is catching on with other advertisers as well.

GRH and Rideshare web banners: The internet portion of the spring campaign included rotating sizes of banner ads across the Red McCombs Media (RMM) network of websites geo-targeted to the Washington region. In addition to the RMM websites, Commuter Connections banners

were served up on the top 42 news, business, weather and local media sites.

GRH Bus interiors and van magnets: GRH campaign messages were carried aboard DASH and TransIT buses and on commuter vanpools. This occurred through a partnership with Commuter Connection network members which included, Frederick County TransIT Services, The City of Alexandria and VPSI Inc. Free ad space was contributed by these Commuter Connections network members.

Bus shelters appeared in April 2008 at approximately fifty bus shelters in Prince George's and Montgomery counties and Washington, DC. Most commuters travel the same route every day, making it likely that they are viewing the same signs on bus shelters as they drive by. This made bus shelter advertising an affordable and effective means of providing frequency of message. Bus shelters were selected to target those who drive. An ancillary benefit was that bus patrons not already with the GRH program, we exposed to the message and were provided with the opportunity to sign up, which would enable them to stay in alternative modes for a longer period of time.

Commuter Connections Network Members Promotions - As part of the value added promotions, Commuter Connections members had the opportunity to receive free advertising from some of the radio stations that were part of the regional TDM marketing campaign. Commuter Connections members were invited to use a portion of these radio spots to promote their local services or events. Network members who participated included, VDRPT for TeleworkVA!, Frederick Transit and DDOT for goDCgo.com.

Washington Nationals Baseball Broadcasts/3WT Radio Promotions: Commuter Connections partnered with 3WT Radio for a sponsorship package during the much anticipated opening week at the new ballpark in early April. The cost of the promotion included the 60 - second radio spots to air in Nationals Broadcasts over the first seven games and throughout the season, 10-second live read commercials to air in the Nationals Pre-Game Show over the first seven games, and 10-second promos on 3WT throughout the Nationals 2008 season. In addition 5 pair of tickets to Washington Nationals home games were raffled off to carpoolers.

To provide an extra boost to capitalize on high gas prices, every Tuesday and Thursday over a four week period during the month of June, Commuter Connections sponsored WTOP's Sprawl & Crawl traffic report by Adam Tuss during the 6 am hour. As part of the package, Commuter Connections' name was mentioned as the sponsor of the traffic report, after which a 60 second Commuter Connections radio spot entitled Saving

Gas aired. A banner appeared on the Sprawl & Crawl web page noting that Commuter Connections is the solution to high gas prices.

A direct mail campaign with images complimenting the Spring Campaign was mailed in late June 2008 to 400,000 to households with persons age 35-54 and an annual income above $75,000. A tear off postage paid reply card was included so the recipient could easily apply for either ridematching and/or the GRH program, or request additional information.

CarFree Day Steering Committee meetings were held beginning April 2008 to plan for the September 22 event.

The draft of the FY 2008 TDM Resource Guide and Strategic Marketing Plan Report was issued and approved at the December 18, 2007 Regional TDM Marketing Group meeting.

Commuter Connections released a report detailing feedback from the Spring 2007 Stakeholder interviews.

The Commuter Connections employer newsletter and Federal ETC insert was distributed on a quarterly basis throughout FY08. PDF's of the newsletter and Federal insert were posted online. New Employer Telework case studies were posted to the web site in September to coincide with an article that published in the newsletter.

Staff updated and replenished Commuter Connections brochures include Live Near Your Work, Guaranteed Ride Home, Bike to Work guides and Ridesharing Staff continued development of the new Commuter Connections website. Developers worked with the contractor to build templates and add content to create the site's pages. The site's content was translated into Spanish and deployed with the English version. The new Commuter Connection website contains more than 300 web pages, roughly 450 images, and over 50 other documents.

Developer designed and implemented customized surveys for American Institute for Research, Inter American Development Bank, and an employer survey for local outreach sales representatives.

Media

Date:	**July 25, 2008**
Organization:	Gazette.net
Subject:	Reimbursements, ride sharing grow in popularity
Abstract:	Some employers who can't embrace telework are finding other ways to help their workers deal with soaring gas costs.

Date:	**July 25, 2008**
Organization:	Gazette.net
Subject:	Making Telework Work
Abstract:	Telecommuting has grown to the point that most advocates now refer to the practice as telework, to focus more on the overall workforce benefits than just the commute. Wilsker and Nicholas Ramfos, director of Commuter Connections, a program of the Metropolitan Washington Council of Governments that helps employers with telecommuting programs, carpooling and other ways that get vehicles off highways, said they are getting significantly more inquiries from companies about starting telework programs.
Date:	**June 24, 2008**
Organization:	WTOPNews.com
Subject:	Extreme Carpooling
Abstract:	While the cost of gas is making most of us reconsider our driving habits, some have taken the issue to a whole new level. Let me introduce you to the world of extreme carpooling.
Date:	**June 20, 2008**
Organization:	WUSA 9
Subject:	Commute for free?
Abstract:	There's one group of folks who couldn't care less about high gas prices. They're getting to work for almost nothing. These are folks who are willing to step out of their comfort zone for a minute and climb into a car with someone they have never met. And more and more people are taking the leap.
Date:	**June 18, 2008**
Organization:	Fox 5
Subject:	Video: Public Transportation or Drive?
Abstract:	Nicholas Ramfos, Director of Commuter Connections is interviewed by Fox 5 and presents the considerable cost savings that area commuters can expect if they switch from driving alone to public transportation.
Date:	**May 27, 2008**
Organization:	CBNNews.com
Subject:	Save Money, Bike to Work

Abstract: Every year, bicycle organizations around the country organize Bike to Work Day, hoping to lure workers out of their cars. This year's designated day was a soggy one in the nation's capital, but thousands still pedaled to rallies all around the Washington area.

Date: **May 25, 2008**
Organization: TheWashCycle
Subject: MSM Bike to Work Day Coverage
Abstract: There was plenty of before and after coverage of Bike to Work Day in the main stream media last week and here are some of the highlights.

Date: **May 21, 2008**
Organization: CommuterPageBlog
Subject: Bike to Work Day Recap
Abstract: While we didn't have nice weather by any stretch of the imagination for Bike to Work Day, we still had a huge turnout at the Rosslyn pit stop, with nearly half the registered riders visiting Gateway Park on Friday morning. (It could be argued that the drizzly weather at least kept people from getting overheated, however.)

Date: **May 21, 2008**
Organization: Gazette.net
Subject: Two-wheeled commuters leave cars home for Bike to Work Day
Abstract: Ikle-Khalsa, who rides it three-and-a-half miles to work every day, each way, was one of nearly 150 bike commuters who braved Friday's rain for Bike to Work Day, turning One Discovery Place in downtown Silver Spring into a gathering of neon-yellow rain slickers and blinking red bicycle safety lights.

Date: **May 21, 2008**
Organization: WTOPNews.com
Subject: As gas prices jump, more opt to carpool
Abstract: D.C. area commuters are well accustomed to crowded roads. Now, they are choosing to get into crowded cars. Nicholas Ramfos, director of Commuter Connections, tells WTOP over the first three months of the year, the number of people applying for area carpool and vanpool programs

spiked 37.5 percent, compared to the same period last year.

Date: **May 19, 2008**
Organization: WTOPnews.com
Subject: Biking to work? What a ride!
Abstract: With soaring gas prices, a need for more exercise, and the "green" movement happening everywhere around me, I decided to try riding my bicycle more and driving my gas guzzling SUV less. And what better way to start than to surround myself with others who are already in the zone - the zone of saving some green while being green... the calorie-burning zone... the bike lane zone.

Date: **May 16, 2008**
Organization: Blacknell.net
Subject: Friday Notes: Bike to Work Edition
Abstract: Today was National Bike to Work Day, and in DC we did it in the rain. WABA set up a few meeting points around the metro area, and I stopped by the one in Rosslyn. For some reason, I bothered registering this year (I usually don't, as I don't need any more t-shirts), and ended up winning a nice $40 bike lock for my troubles.

Date: **May 16, 2008**
Organization: Business & Media Institute
Subject: ABC Anchors Bike to Work, Man Sings Protest about Gas Prices
Abstract: 'Good Morning America' report features individual who saved an average of $7 a day riding a bicycle and protestor singing on the roof of a gas station to respond to prices.

Date: **May 16, 2008**
Organization: DCist
Subject: Morning Roundup: Bike to Work Day Edition
Abstract: Good morning, Washington, and a happy, if wet, Bike to Work Day. Luckily for those of you who still braved the weather on two wheels this morning, this rainfall has not turned out to be as heavy as the powerful storms that hit us last weekend, and the National Weather Service has even canceled flood watches for the region this morning.

Date: **May 16, 2008**
Organization: NBC4
Subject: Rain Doesn't Put Brakes on Bike-To-Work Day
Abstract: Friday morning, many people strapped on their helmets and knee pads and pedaled off to work. Hundreds gathered for a morning ceremony at Freedom Plaza at 14th Street and Pennsylvania Avenue in Northwest D.C.

Date: **May 16, 2008**
Organization: TheWashCycle
Subject: Bike to Work Day 2008 Recap
Abstract: The bad weather may have reduced turnout, but the event was at Freedom Plaza was still well attended. We ran out of small and medium T-shirts (Way to go small and medium sized people!)

Date: **May 16, 2008**
Organization: The Washington Post
Subject: Dr. Dridlock: This is Bike to Work Day
Abstract: Convoys of bicyclists from across the region will be heading into downtown Washington early this morning for the annual Bike to Work Day. Some of them will be doing this for the first time, because the event is designed in part to get drivers to cross the threshold and become bikers.

Date: **May 15, 2008**
Organization: Gazette.net
Subject: 'Bike to Work Day' promotes cycling alternative
Abstract: With the record price of fuel these days, commuters might want to consider dropping the gas pump and picking up an air pump. That's part of the message behind Friday's Bike to Work Day 2008, an annual event sponsored by the Washington Area Bicyclist Association, to promote bicycling as an alternative to driving that increases health and air quality while decreasing traffic congestion.

Date: **May 15, 2008**
Organization: OnEarth
Subject: Gear Up For Bike to Work Day
Abstract: The weather for my commute this morning could not have been better: sunny and 70 degrees, with a slight breeze. The sun was on my face. The wind in my hair, and in front of me, nothing but open,

winding road. Sounds like the perfect commute, right? I think it is. It can be yours, too. All you need to do is trade in your four wheels for two, and ride your bike to work.

Date: **May 15, 2008**
Organization: Maryland Transit Administration
Subject: MTA Recognized for Providing Outstanding Services for Employer Organizations
Abstract: The Maryland Transit Administration (MTA) was selected as the 2008 Employer Services Organization Achievement Award Winner by Commuter Connections, a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments. Commuter Connections recognized the MTA as the lead agency that manages the Maryland Commuter Tax Credit Program.

Date: **May 15, 2008**
Organization: The Washington Post
Subject: Pedal Power
Abstract: Advice for tomorrow's Bike to Work Day: Map your path ahead of time. Bike gloves are good, and a helmet is essential. For longer trips, drive partway, park and then bike from there. Anticipate drivers' actions.

Date: **May 14, 2008**
Organization: About.com
Subject: Bike to Work Day in Washington, DC
Abstract: Each May thousands of Washington, DC commuters participate in Bike to Work Day, an annual celebration sponsored by the Washington Area Bicyclist Association and Commuter Connections to encourage bicycling as a "clean, fun and healthy way to get to work."

Date: **May 14, 2008**
Organization: Loudoun Times-Mirror
Subject: Bike to Work Day: Celebrating Pedal Power
Abstract: Bike? Check. Helmet? Check. Rain gear? Check. All are essential to John Brewer, 24, in his nearly daily trek from Arlington to his office in Sterling via pedal power. But they pale to the one must-have

his employer, Orbital Sciences Inc., offers its two-wheeled commuters: a shower.

Date: **May 14, 2008**
Organization: University of Maryland
Subject: Sustainability Tip of the Week: Bike to Work Day this Friday!
Abstract: The bicycle remains the most efficient form of personal transportation ever invented and, of course, it uses no fossil fuels!
By the way, the Washington Area Bicyclist Association is sponsoring their annual Bike to Work Day this Friday, May 16, with a welcome in College Park at City Hall

Date: **May 13, 2008**
Organization: DC Rainmaker
Subject: Bike to Work Day
Abstract: As a reminder for all you folks out there – May 16th (Friday) is National Bike to Work day (here's the details for those here in the DC area). A quick Google search of your city name and "bike to work day" will easily reveal the details for your area.

Date: **May 13, 2008**
Organization: Washington Post Express
Subject: Navigate D.C.'s Bike to Work Day: The Skinny
Abstract: Hold onto your handlebars and grab your helmet, because there's tons to know about what's going on around town for Bike to Work Day this Friday. The exhaustive source for all things on wheels is the Washington Area Bicyclist Association's Web site (Waba.org), but here's a summary of the highlights.

Date: **May 13, 2008**
Organization: Washington Post Express
Subject: Trail Blazer: Riding High Notes
Abstract: If free Dunkin' Donuts and City Bikes raffle prizes aren't enough to tempt you to put your mettle to your, uh, pedal on Friday's Bike to Work Day, listen to this (and think of the melody of the Village People's "In the Navy" while doing so): "Bike commuting! Yes you can get to work with ease. Bike commuting! Yes, you can save a bunch of trees!"

Date: **May 13, 2008**
Organization: The Washington Times
Subject: Cyclists gear up for Bike-to-Work
Abstract: The national Bike-to-Work event across the country is expected to attract a record number of area participants, as gas prices continue to reach record highs. Eric Gilliland, Executive Director of the Washington Area Bicyclist Association (WABA), which co-sponsors the event, said that more than 6,000 people participated last year and the number is expected to reach 7,000 this year.

Date: **March 10, 2008**
Organization: DCist
Subject: Registration for Bike to Work Day Now Open
Abstract: With warmer weather, those of us who are too wimpy to ride our bicycles in the freezing cold (read: me) will once again strap on our helmets and take to the streets. We can't think of a better way to recommit to the biking life than by signing up for Bike to Work Day. Registration for the annual event is now open, via the Washington Area Bicyclist Association web site.

Date: **May 9, 2008**
Organization: City Fitness
Subject: Bike to Work Day - May 16
Abstract: Next Friday, May 16 is Bike to Work Day. Click on the above title bar to be directed to the Washington Area Bicyclist Association site which gives detailed information including the locations of the 26 pit stops all over the DC area. Reduce your carbon footprint and get a good workout in at the same time!

Date: **May 8, 2008**
Organization: District Department of Transportation (DDOT)
Subject: District Hosts Annual Bike to Work Day Friday, May 16, 2008
Abstract: On Friday, May 16th, the District will host Bike to Work Day. The annual event, where hundreds of bicycle commuters gather at Freedom Plaza, promotes and celebrates this healthy mode of transportation. The event, which has been celebrated since 1977, has grown into a truly

regional celebration with 17 pit stops in DC, Maryland and Virginia.

Date: **May 8, 2008**
Organization: Frederick News-Post
Subject: Frederick to participate in Bike to Work Day
Abstract: Frederick is one of 25 pit stops around the Washington-Baltimore region for National Bike to Work Day, May 18. TransIT is encouraging people to take to the push pedals for the event, which is slated to bring commuters together to promote bicycling to work as a healthy alternative to drive-alone commuting, lessening traffic congestion and improving air quality, according to a press release.

Date: **May 3, 2008**
Organization: Greener Loudoun
Subject: Loudoun County Hosts Free Bike to Work Day on Friday, May 16
Abstract: The Loudoun County Office of Transportation Services hosts the local celebration for the region's Bike to Work Day on Friday, May 16, 2008. Bike to Work Day celebrates clean, healthy commuting and is open to new and experienced bicycle riders.

Date: **January 25, 2008**
Organization: OnRec.com
Subject: New Analysis shows U.S. can cut gulf oil use by half
Abstract: Thirty-three million American's could work from home. If they did, the U.S. could make major cuts in oil dependency and significantly reduce global warming. These findings, just released by telework researchers, Kate Lister and Tom Harnish, are based on a synthesis of data from EPA, DOT, and 7 other recent sources.

Date: **October 1, 2007**
Organization: Nation's Cities Weekly (National League of Cities)
Subject: NLC TV tackles transit challenges, examines strategies for more efficient transportation management
Abstract: Peggy Hetherington doesn't enjoy spending a whole workweek in traffic, and she doubts she's alone in her frustration. The Bus Design Transportation Marketing Group director, who revealed an

alarming statistic from a recent Texas Transportation Institute study that drivers on average waste nearly 38 hours a year inching through traffic on their way to work, is one of three panelists who discussed transportation woes and transit management pros during an NLC TV live Webcast last month.

Date: **September 28, 2007**
Organization: WTOPNews.com
Subject: Perhaps you can skip the commute
Abstract: We learned last week that our region is tied for the second worst traffic congestion in the country. As we look for solutions, some are saying we should be asking about staying home altogether. So why aren't more of us teleworking? According to the Metropolitan Washington Council of Governments, more than 500,000 employees in this region are not telecommuting but might like to if they could.

Date: **September 24, 2007**
Organization: Nation's Cities Weekly (National League of Cities)
Subject: Transportation Congestion Solutions, September newscast featured on NLC TV
Abstract: View a discussion of transportation demand management including how to create, fund and manage commuter alternative programs such as rideshare, telework and transit. Speakers include Nick Ramfos, director of Commuter Connections at the Metropolitan Washington Council of Governments. Also, watch NLC TV's monthly newscast for September with the latest news for and about cities including coverage of city climate change initiatives, mortgage foreclosure prevention and the upcoming Congress of Cities in New Orleans.

Date: **July 4, 2007**
Organization: Gazette.net
Subject: Discovery Communications names chief information officer/Bank wins commuter award
Abstract: Fidelity & Trust of Bethesda, a bank founded and opened in November 2003 by a group of Montgomery County business owners and banking executives, was awarded the Commuter Connections 2007 Employer Recognition Award for

Marketing by encouraging alternative means of commuting to work, according to a news release. Commuter Connections last week awarded Fidelity & Trust the marketing award, which had been previously awarded to Discovery Communications.

B. Bike to Work Day

The first Bike to Work Day Steering Committee meeting for the 2008 Bike to Work Day event was held in September 2007 and the final Steering Committee meeting was held in early May 2008. The event itself was held on May 16, 2008 at 26 pit stop locations throughout the region. Adults 25-49, slightly skewed toward men, with a household income above $30,000 were targeted through radio advertising. Employers and employees were targeted through a distribution of 70,000 posters/rack cards. As part of a sponsorship package, the Downtown BID and DDOT provided signage on eight Downtown DC Circulator buses. T-shirts were given to all bicyclists who registered and participated. Due to a record sponsorship drive netting $26,300, additional funds were available for the development of banners for the event. Top sponsors this year included HSBC Bank, goDCgo.com, ICF International and Crystal City BID. Other cash sponsors included the Alexandria Local Motion, Bike and Roll, bikes@vienna, Coalition for the Capital Crescent Trail, DC Lottery, GeoEye, Potomac Peddlers Touring Club, REI and VPSI. In addition, many in-kind sponsors provided donations for the event with food, beverages and giveaway prizes. Total registration for the event was 6,957, an increase of approximately 5% over Bike to Work Day 2007. Although it was a rainy day, approximately 40-50% of registered participants still attended. Commuter Connections, Loudoun County and WABA staff attended a luncheon at Orbital in Dulles, VA on June 26 to recognize the company's participation and achievement as part of the Bike to Work Day 'Employer Challenge'. Orbital was one of the top five companies who participated in the 2008 event and was selected at random for the luncheon.

C. Employer Recognition Awards

The Employer Recognition Awards recognize employers who have made a positive difference to the commutes of their employees and who set an example within the Washington metropolitan region. In the fall of 2007 an application brochure was developed with input from the employer awards workgroup. The application was mailed out in early December and the deadline to apply was February 1, 2008. A record total of 30 nominations were received. The Employer Recognition Awards Selection

Committee meeting was held in March 2008 and was moderated by Arch Street Communications. The Selection Committee was made up of evaluators representing telework, transit, bicycling, ridesharing, clean air advocacy, planning and economic development as well as the private sector business community. The Committee reviewed all materials submitted, discussed the nominations and voted using a silent balloting process. The 2008 awards ceremony was held on June 25 at the National Press Club in Washington, DC. A program booklet, speakers and video showcased each winning program. Winners included XM Satellite Radio – Incentives; National Geographic Society – Marketing; Orange Business Services – Telework; Sales Team Achievement – Arlington County; and Organization Achievement – MTA. The day of the event, a ¼ page advertisement appeared in the Wall Street Journal (Washington/Baltimore edition). Recycled eco-friendly note pads were provided as giveaway items and trophies were presented to the award recipients by the following speakers: Emcee -Paul Smith Alderman, City of Frederick; Incentives Award - Francine Waters, Washington Nationals; Marketing Award - Sherry Conway Appel, Transportation Marketing Manager, American Association of State Highway and Transportation Officials; Telwork Award - Karen Jackson, Vice President if CIT Broadband Programs, Virginia Office of Telework; COG Awards (Sales Team and Organization Achievement), Phil Mendelson DC Council Member.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

July – September 2007

COG/TPB staff continued to review the draft 2007 State of the Commute Technical Report and also reviewed comments submitted on the draft report. A new draft was prepared for discussion at the October 16, 2007 TDM Evaluation Group meeting. COG/TPB staff also reviewed the draft 2007 GRH Applicant Report and accompanying comments received and prepared a new draft for discussion for the October 16th TDM Evaluation Group meeting.

A TDM Evaluation Group meeting was held on July 10th. Highlights from the meeting included a discussion of the preliminary results of the 2007 GRH Applicant and 2007 State of the Commute surveys.

A Carsharing survey work group web cast/conference call meeting was held on September 14th to discuss the overall project and a review of the top-line questions for the survey was discussed with the group.

Two data requests were received by the Virginia Department of Rail and Public Transportation. The first was received on August 15th requesting all of the raw data sets for Northern Virginia from the draft State of the Commute Report. COG/TPB staff responded on August 29th that the data sets were being analyzed and reviewed for errors and that if there were any components of the datasets which may be of particular short-term interest to the agency, a request could be made to COG to accelerate the review process for those particular components. COG/TPB staff received an SOC component data request from VDRPT on September 12th for telework datasets for Northern Virginia. COG/TPB staff supplied the information on September 27th.

Staff collected and maintained outreach data for regional Employer Outreach sales efforts.

October – December 2007

Staff completed the quarterly analysis data from the Employer Outreach database. Conformity verification reports were finalized for the first quarter of fiscal year 2008 and the draft for the second quarter was also completed.

The final draft 2007 Guaranteed Ride Home Applicant Survey Report was approved by the Commuter Connections Subcommittee on November 20th. The final draft of the 2007 State of the Commute Technical Report was also approved by the Commuter Connections Subcommittee on November 20th.

A draft questionnaire was completed for the regional car sharing survey and a pre-rest was conducted in November. Due to the length of the questionnaire there was a low response rate which necessitated the removal of questions. A revised schedule for the survey was prepared and the revised survey questionnaire will be administered early in 2008..

COG/TPB staff conducted an analysis of the Employer Outreach TERM model to be used for this year's reporting of the TERMs' effectiveness. Staff made a recommendation on the model of choice at the November 20th TDM Evaluation Group meeting. Staff continued discussions with the contractor to determine the best approach for updating the co-efficients in the model. The resulting approach was presented and discussed with the state funding agencies on December 11th.

The Bike To Work survey questionnaire was sent to 6,600 participants from the 2007 event in November. Analysis was conducted during the month of December and results will be used in highlights and the preparation of a draft report.

The FY07 Guaranteed Ride Home Customer Satisfaction Survey Draft Report was distributed at the December 18, 2007 Regional TDM Marketing Group meeting.

A TDM Evaluation Group meeting was held on November 20th. Highlights from the meeting included a status report on the regional car sharing survey, a status report on the regional Bike To Work Day survey, a discussion on the Employer Outreach TERM modeling analysis, and an update on the status of the regional Vanpool Survey.

A conference call with the Vanpool providers in the region was held on December 10th to discuss the logistics for the regional Vanpool Survey project.

January – March 2008

The regional car sharing survey was sent out in March after revisions were made to it. Work continued on increasing the number of responses on the regional vanpool survey. The Employer Telework assistance survey was also revised and sent out in March. Staff and the consultant continued to work on reviewing updates to the EPA's COMMUTER model coefficients based on data from the regional demand management model. The draft FY 2007 Bike To Work Day event report was completed and presented to the BTWD Steering Committee and the TDM Evaluation Group at their respective meetings in March.

A TDM Evaluation Group meeting was held on January 15th. Highlights from the meeting included highlights from the results of the 2007 Bike To Work Day event survey, and updates on the carsharing, vanpool, and employer telework surveys. A detailed discussion was also held on the revamping of the regional Employer Customer Satisfaction survey. The group also discussed the logistics for preparing the regional TERM Analysis report.

A TDM Evaluation Group meeting was also held on March 18th . Highlights from the meeting included the following: a review of the 2007 Bike To Work Day technical report, a review of the next steps on producing the draft TERM Analysis Report, a status report on the implementation of the regional Carsharing survey, a status report on the data collection activities of the regional vanpooling survey, a briefing on the next steps associated with the Employer Outreach TERM analysis, and a status report on the Employer Telework survey.

April – June 2008

Work continued on the development of the 2007 State of the Commute general public report. Work also continued on the development of a draft report for the FY 2008 TERM Analysis, regional Vanpool survey, and regional Carshare survey. The employer Telework survey was completed in April.

A TDM Evaluation Group meeting was held on April 15th. Highlights from the meeting included the following: an update on the data collection activities and analysis for the 2008 draft TERM Analysis Report, preliminary results from the regional Carshare survey, preliminary results from the regional Vanpool survey, an update on the Employer Outreach database analysis, and a status report on the employer Telework survey.

Staff also met with VHB on April 16th and May 14th regarding the new regional employer survey and programming it electronically on a new commercial web based system called Zoomerang.

A conference call was held on June 3rd between COG, VDOT and LDA Consulting to discuss questions regarding the use of the 2007 State of the Commute data in Northern Virginia.

Staff monitored and produced the final third quarter conformity verification statement as well as the preliminary fourth quarter statement. Staff also assisted in collection of TERM analysis data for outside contractor for evaluation and performance grading for the employer outreach effort.

C. Program Monitoring and Tracking Activities

July – September 2007

The FY 2007 CCWP Annual Report was produced and distributed on September 18th at the Commuter Connections Subcommittee meeting along with the 4th quarter FY 2007 progress report.

The Guaranteed Ride Home Customer Satisfaction survey cards were mailed in July, August, and September.

Quarterly sales self reported outreach numbers delineating effort were collected and are stored on the quarterly progress charts (see charts).

The final Marketing Campaign Summary report for FY07 was distributed at the September 18th Regional TDM Marketing Group meeting.

October – December 2007

Staff collected the monthly effort reports from the local jurisdictions (except for Prince George's County).

The 1st Quarter FY 2007 CCWP Quarterly Progress report was completed and distributed in the agenda at the November 20, 2007 Commuter Connections Subcommittee meeting.

The final Marketing Campaign Summary report for the FY07 second half was distributed at the September 18, 2007 Regional TDM Marketing Group meeting.

Staff began reviewing the Employer Outreach Customer satisfaction Survey response rates and met with the TDM Evaluation project consultant to discuss strategies and methods to increase response rates.

January – March 2008

Staff completed the quarterly analysis data from the Employer Outreach database. Conformity verification reports were finalized for the second quarter of fiscal year 2008 and the draft for the third quarter was also completed.

The 2nd quarter progress report (October – December 2007) was completed and distributed in the February Commuter Connections Subcommittee agenda packet.

Staff continued with the monthly distribution of GRH customer satisfaction survey cards.

The FY07 Guaranteed Ride Home Customer Satisfaction Survey Final Draft Report was presented and distributed at the January 15, 2008 Commuter Connections Subcommittee meeting. There was an open comment period until the end of February. All edits were incorporated into the document and it was presented and distributed as part of the meeting announcement for the March 18, 2008 Regional TDM Marketing Group meeting. The Marketing Group approved the final draft document and it was posted to the Extranet as a meeting handout.

The FY08 1st half Marketing Campaign document was finalized and posted on the Commuter Connections Extranet.

April – June 2008

Monthly data was collected for the FY08 Guaranteed Ride Home Customer Satisfaction Survey.

Staff is still awaiting the submission of the June activity statements from Montgomery County, Prince George's County, Arlington County, and Loudoun County. The commuter survey guidelines for future surveys conducted in FY2009 was completed, reflecting the internal and external requirements for successful request submissions.

The final FY08 2nd half marketing campaign summary was issued as a draft report at the June Regional TDM Marketing Group meeting.

The 3rd quarter FY 2008 CCWP Progress Report was completed.

V. EMPLOYER OUTREACH

1. Regional Component Project Tasks

A. Regional Employer Database Management and Training

July to September 2007

The new ACT! For Web database transfer was completed. However, several data sets were delayed from Loudoun, Arlington Counties as well as Tri-County Council. The full rollout of the ACT! product commenced in early September.

October to December 2007

Staff coordinated on providing technical training for the outreach staff scheduled in January of 2008. COG/TPB staff continued work on the installation of the ACT! web based database and set a training date for January 7th for the Employer Outreach sales representatives. COG/TPB staff developed a web application and database software to conduct a survey and gather contact information from employers in the region. This is part of an effort to reestablish contacts.

January to March 2008

An all day training session was held for Employer Outreach sales representatives on January 7th on the ACT! Premium for Web database. Staff continued to apply the databases from the jurisdictions to the new web based system.

COG/TPB staff developed web applications and database software to conduct surveys and gather contact information for employers in the region. This is to help employers discover commuting alternatives that would be helpful to their employees.

April to June 2008

Staff maintained the regional database, conducting data sweeps to account for duplicates, data entry errors and missing information. In June, the database experienced an interruption which caused two weeks of data to be expunged. Staff worked with technical support to rectify the issue and informed the outreach staff to conduct their own quality assurance to ensure data accuracy and completeness.

B. Employer Outreach for Bicycling

July to September 2007

There was no activity to report during this quarter for this project area.

October to December 2007

Staff began work on making updates to the regional Employer/Employee bicycling guide.

January to March 2008

A comprehensive update to the regional Employer/Employee Bike To Work guide was completed in January and a new guide was printed for distribution.

April to June 2008

The guide inventory was seriously depleted due to the Bike to Work Day event held in May.

C. Live Near Where You Work Program

July to September 2007

On September 25th, Arlington County hosted a successful Live Near Your Work event at the Rosslyn Hyatt. Janice Williams of Countrywide Mortgage and Doug Myrick of Arlington County's housing authority presented to the gathering of local employers.

October to December 2007

Staff coordinated with the local sales jurisdictions for upcoming events in early 2008. Staff updated the collateral materials in both printed format and on the Commuter Connections web site.

January to March 2008

Staff continued to work with various jurisdictions to review potential opportunities for Live Near Your work briefing sessions/workshops.

April to June 2008

A Live Near Your Work event was held in Frederick County on April 10th with over 30 in attendance. Presentations were given by the local Chamber of Commerce, County Business Office, COG staff, and the local sales representative.

A Live Near Your Work event was held in Prince George's County on May 7th with over 30 in attendance. Mark Hersey of COG staff presented the regional effort to the assembly. Additional presentations were given by the County's Housing and Community Outreach Department. A representative from CountryWide Mortgage also presented information to the group. WTOP covered the event and aired a segment the following morning detailing what was covered at the event.

A Live Near Your Work Event was held in Prince William County on May 29th. With the assistance of the Chamber of Commerce for Northern Prince William County the event was a success with over 20 people attending, representing several sectors of employers in the County. COG staff presented the regional effort and was joined by the Manassas Housing Trust, Virginia's Housing Authority, and the employer outreach representative as well. The event received favorable coverage in the Manassas Journal.

A Live Near Your Work event was held in the District of Columbia on June 17th at the Nationals ballpark, specifically the visitor's bullpen. Employers representing the top 5 percentile of private workforce employees attended the event. Presentations on the District's efforts to encourage and assist those looking to move closer to their work location as well as the national trends of housing and transportation were given to the assembly. At the conclusion of the event attendees were given a tour of the facility.

2. Jurisdictional Component Project Tasks

A. Local Agency Funding and Support

July to September 2007

On July 17th, the Employer Outreach Committee met for its quarterly gathering. Topics covered in the meeting were: the new sales kits; the ACT! database; Frederick Douglas Bridge project; and local efforts.

Sales Kits for the Employer Outreach Representatives were finalized. The new kits allow each jurisdiction to maintain their own identity while promoting their affiliation with the strength of the Commuter Connections brand. The Commuter Connections sales kits include a pocket folder holding three brochures. Also included are personalized letterhead, and business cards.

Employer Outreach contracts have not been received and/or fully signed for FY 2008 for the following jurisdictions during this time period: Arlington, Loudoun, Montgomery, Prince George's, and Tri-County Council for Southern Maryland.

October to December 2007

Staff conducted a successful round of sales support calls in October and November with constructive feedback to develop future efforts.

COG/TPB staff attended a meeting on November 26th at SourceCorp with the Employer Services sales representative from Prince George's County.

January to March 2008

Staff assisted with several jurisdictions on explanations of the levels of participation (Levels 1 through 4) and how they are defined. Staff processed survey requests for five jurisdictions and assisted in the customization of one employer survey.

An Employer Outreach meeting was held on January 15th. Highlights from the meeting include: Final conformity for first quarter of FY08; TDM Software system introduction; upcoming training sessions; regional telework update; and, the TERM analysis explanation. The TERM guidelines for future company clients will be changing in the upcoming fiscal year (FY2009).

Staff met with UrbanTrans to discuss the status of the Employer Outreach efforts in the District of Columbia, Frederick County, and Prince William County on January 28th and March 24th.

April to June 2008

Staff conducted the spring sales support calls during the weeks of April 14 and 21. The City of Alexandria declined to participate for the spring and fall support call sessions. Staff also updated information for the quarterly newsletter.

On April 15th the Employer Outreach Committee held its quarterly meeting. Topics presented to the committee were as follows: 2nd and 3rd quarter conformity statements, review of the new TDM software, Telework training and regional outreach, ACT! database concerns, Live Near Your Work, new TERM analysis definitions, and the new sales portfolio.

COG/TPB staff met with the Employer Outreach Contractor on April 28th and June 23rd to discuss the status of outreach activities in the District of Columbia, Frederick County, Maryland, and Prince William County, Virginia. COG issued on RFP for Employer Outreach Services for Prince William County on May 28th with proposals due on June 25th.

VI. MARYLAND AND VIRGINIA TELEWORK

A. General Assistance and Information

COG/TPB staff worked with the contract to finalize employer case study edit from FY 2007 to place them on the Commuter Connections web site. The case studies highlight examples of private, public and non-profit employers' telework programs in the region. Employers include companies from the District of Columbia, Maryland and Virginia.

Staff also worked with the contractor on Scope of Work and budget for the FY 2008 contract. Staff attended the Telework Exchange Town Hall meeting geared towards federal employers on September 12th and staffed a Commuter Connections Telework exhibit.

COG/TPB staff assisted two Maryland employers in October with telework information they requested. COG/TPB staff attended a Telework Exchange meeting on October 31st. Staff also began discussions with the contractor on a training survey for the Employer Outreach sales representatives and the development of Telework Case studies.

COG/TPB staff worked with the Telecommuting Advantage Group to develop and finalize the training curriculum for the Employer Outreach training session. The training session was held on April 22nd and 23rd at COG and was well attended on both days.

COG/TPB staff gave an in-depth telework presentation to the regional Personnel Officers Technical Committee on April 24th. Representatives at the meeting included personnel officers from Arlington, Fairfax, and Prince George's counties, the cities of Fairfax, Gaithersburg, and Greenbelt, and two private companies. During the month of April 10 Employer Telework kits were distributed.

In May, staff worked with MitreTech regarding questions on tax credits for telework in Maryland and spoke with Ingenium Corporation in Upper Marlboro regarding expansion of their telework program. In May, one employer telework kit was distributed. Staff also responded to two general telework calls in May.

Staff met with Ingenium Corporation on June 12th in Upper Marlboro to discuss expansion of their telework program and potential assistance that would be required by the on-cal consultant. Staff discussed expanding a telework program for Arlington County with Capt. Frantz. Desamour. During June, twenty employer telework kits were distributed.

Staff continued to recruit employers from Maryland and Virginia to be showcased in telework case studies. Six employers, three from Maryland and three from Virginia, were recruited and case studies were developed to be deployed on the Commuter Connections web site.

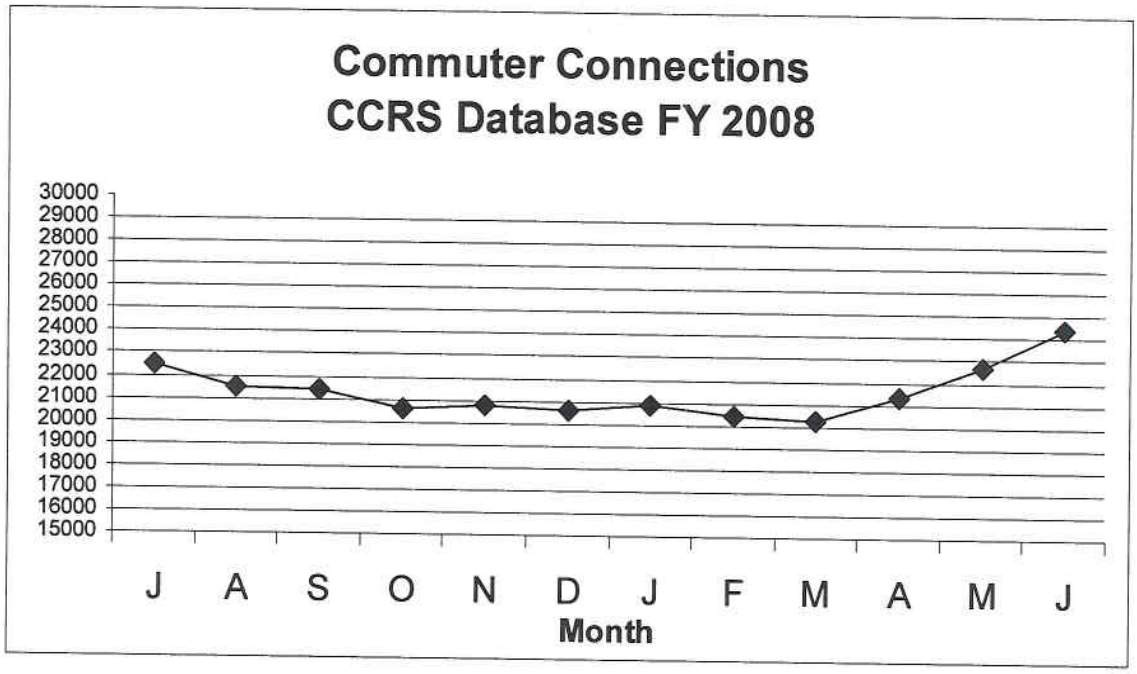
VII. DC INFORMATION KIOSKS

Jurisdictional Project Component Tasks

A. Implementation of DC Kiosks

Staff had informal discussions with Arlington County on their static kiosks and with DDOT on the next steps for the project. Staff reviewed preliminary static kiosk designs and had informal discussions with DDOT on the next steps for the project. Staff met with DDOT on February 11th to present information and recommendations with kiosk units and logistics on the project.

Project implementation is pending on DDOT's conversations and conformation's with the various BID's which would be interested in hosting the static kiosks.


Commuter Connections
CCRS Database FY 2008
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28000
27000
26000
25000
24000
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22000
21000
20000
19000
18000
17000
16000
15000
J A S O N D J F M A M J
Month

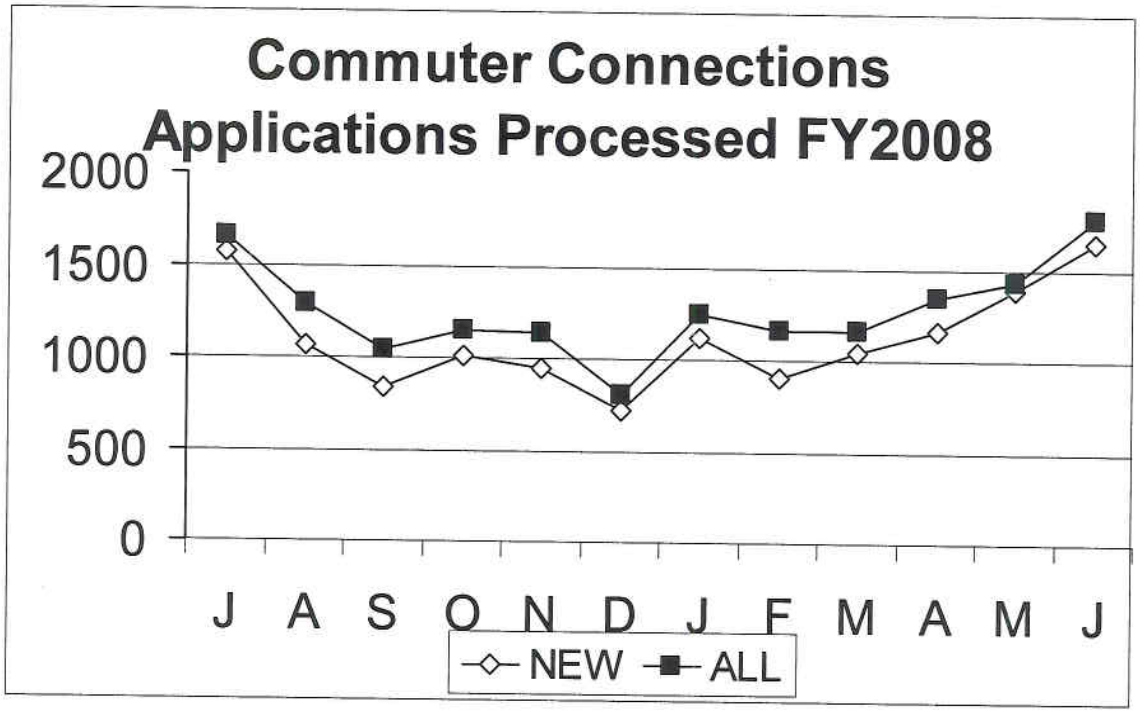
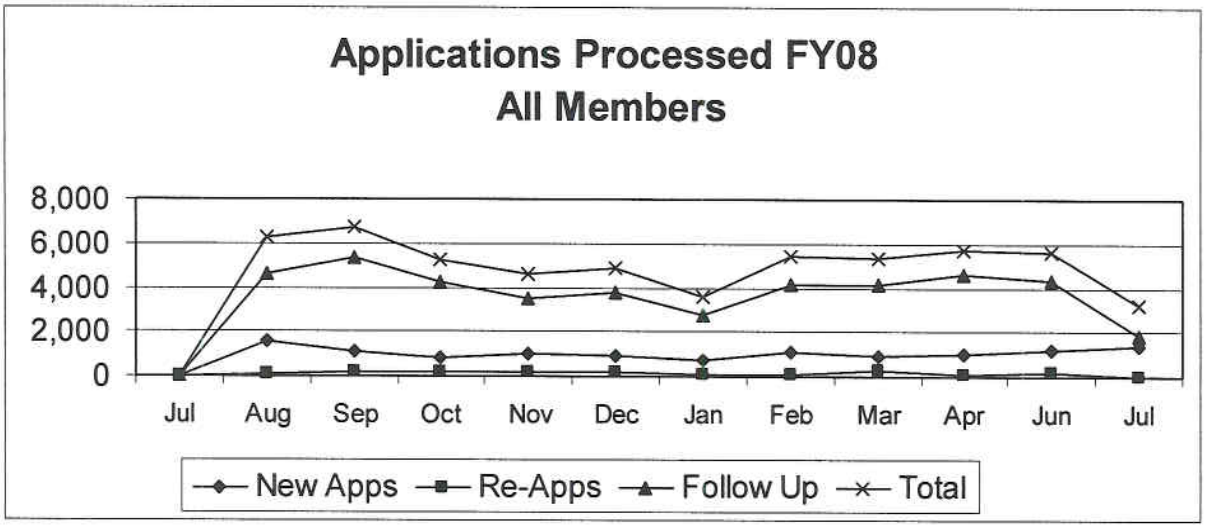

Commuter Connections
Applications Processed FY2008
2000
1500
1000
500
0
J A S O N D J F M A M J
NEW
ALL

TABLE 2

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
FY2008

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	173	3	446	622
ARLINGTON (COG)	0	11	17	28
ARTMA	80	7	1,429	1,516
BALTIMORE CITY	3	9	34	46
BMC	0	0	16	16
COG - MD	2,705	10	2,979	5,694
COG - VA	3,522	16	3,057	6,595
COG - Other	246	0	238	484
DISTRICT OF COLUMBIA	826	2	715	1,543
FDA	0	0	0	0
FAIRFAX COUNTY	927	395	6,282	7,604
FREDERICK	71	3	513	587
GW RIDE CONNECT	1,273	20	9,488	10,781
HARFORD	101	23	277	401
HOWARD	153	0	556	709
LINK	1	1	114	116
LOUDOUN	547	25	2,204	2,776
MTA	1	0	18	19
MONTGOMERY COUNTY	1,043	64	12,728	13,835
Bethesda Transportation Solutions	243	36	3,245	3,524
Countywide	418	3	1,633	2,054
Friendship Heights/Rockville	16	0	872	888
North Bethesda TMD	255	23	6,362	6,640
Silver Spring	111	2	616	729
NIH	233	1	347	581
NORTHERN NECK	1	6	12	19
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	39	3	205	247
PRTC	761	8	4,286	5,055
RAPPAHANNOCK-RAPIDAN	250	30	834	1,114
TRI - COUNTY	462	1,146	773	2,381
TOTAL INPUT	**13,418**	**1,783**	**47,568**	**62,769**

TOTAL NEW & RE-APPLICANTS **15,201**


Applications Processed FY08
All Members
8,000
6,000
4,000
2,000
0
Jul
Aug
Sep
Oct
Nov
Dec
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Mar
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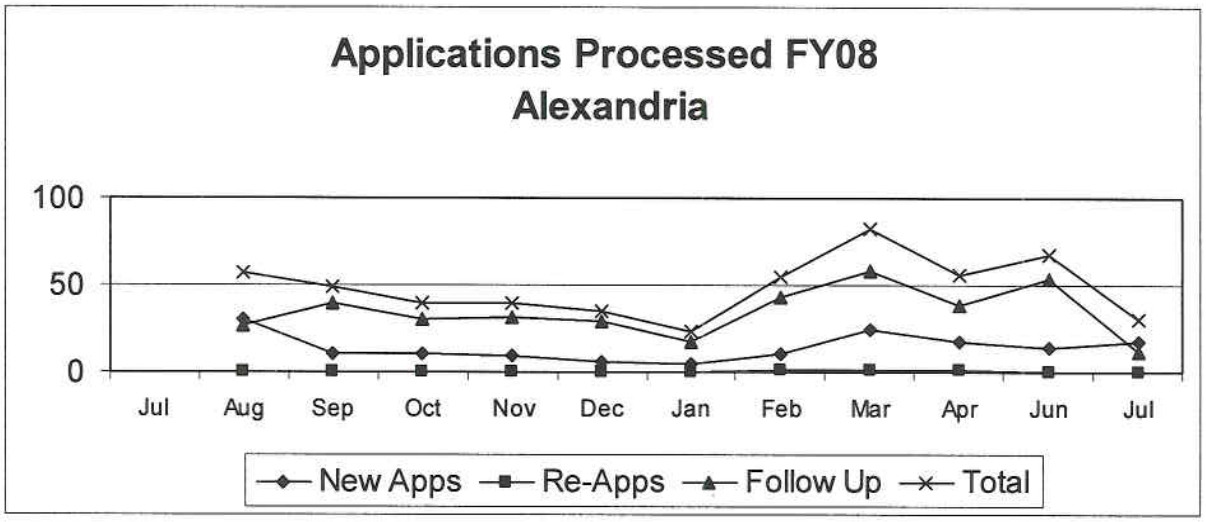
Jun
Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Alexandria
100
50
0
Jul
Aug
Sep
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Feb
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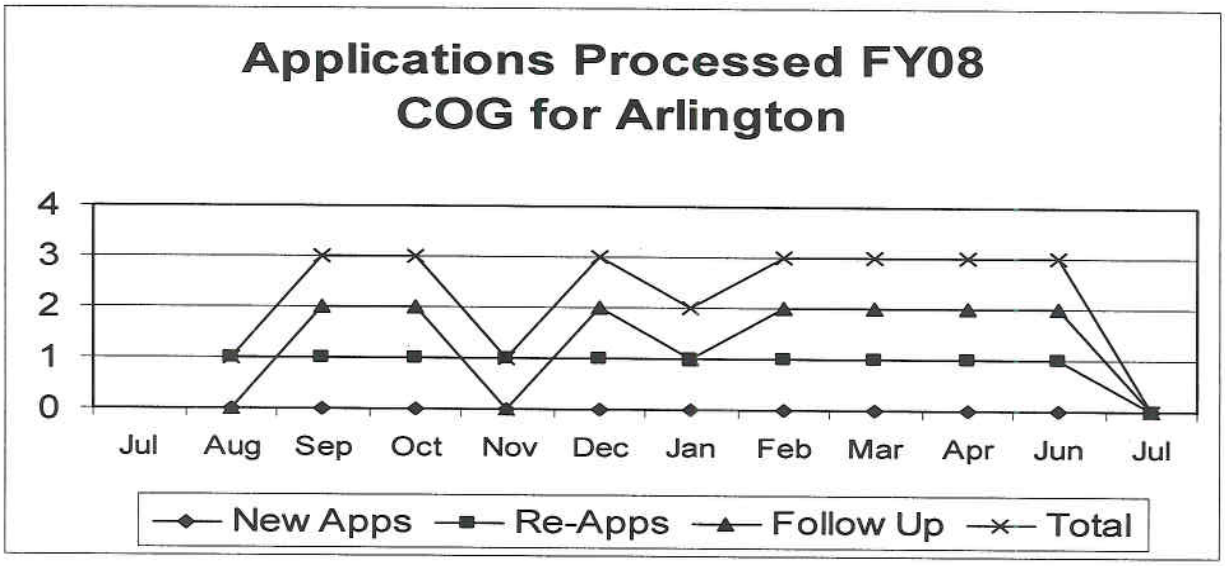
Jun
Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
COG for Arlington
4
3
2
1
0
Jul
Aug
Sep
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Dec
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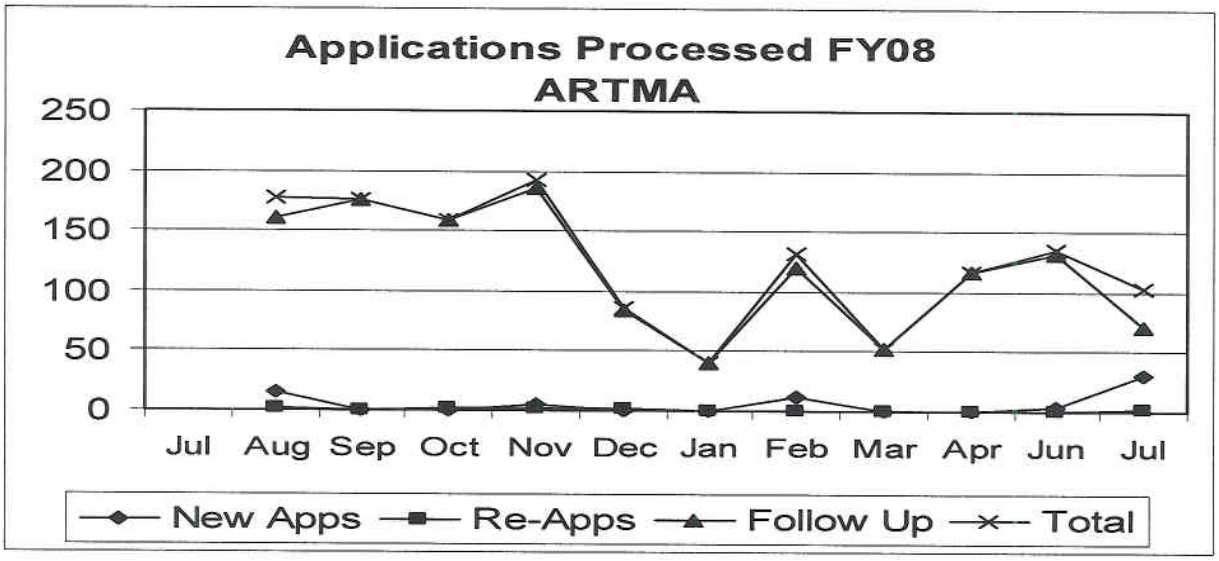
Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
ARTMA
250
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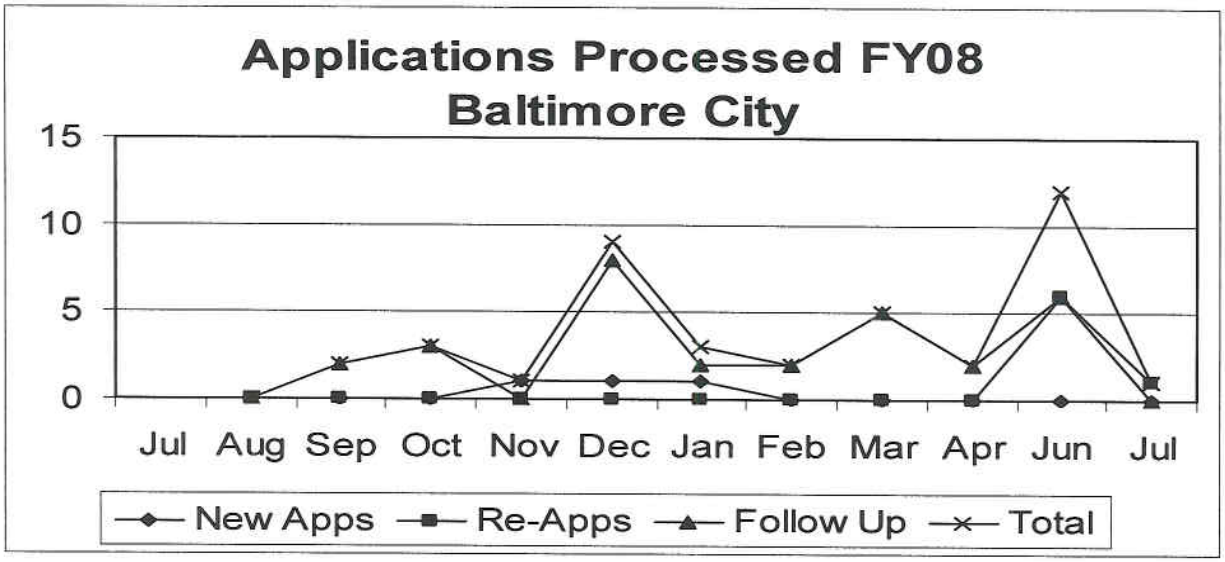
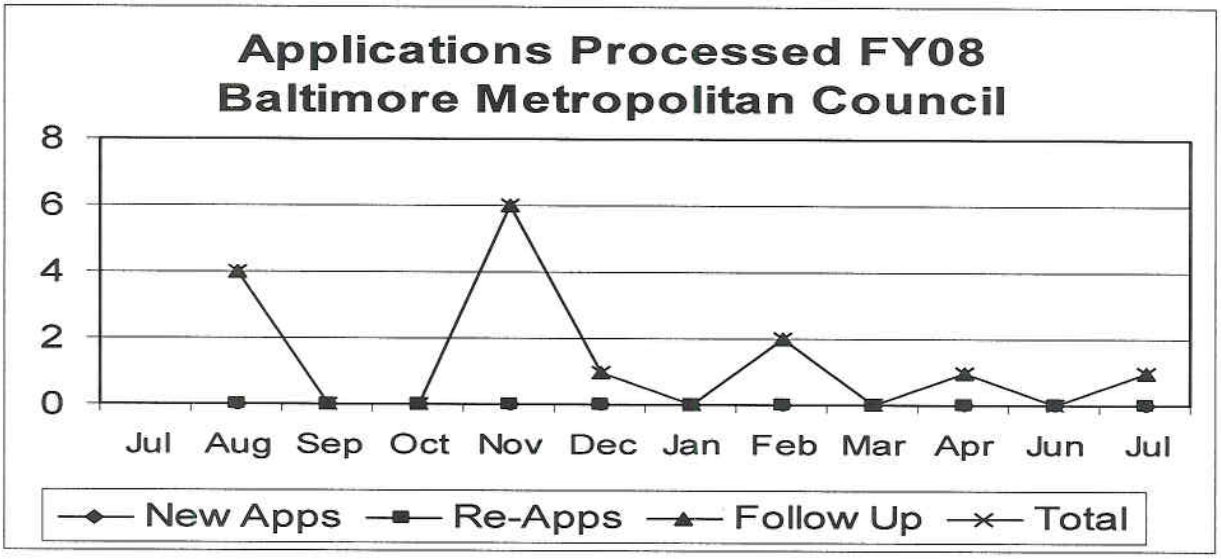
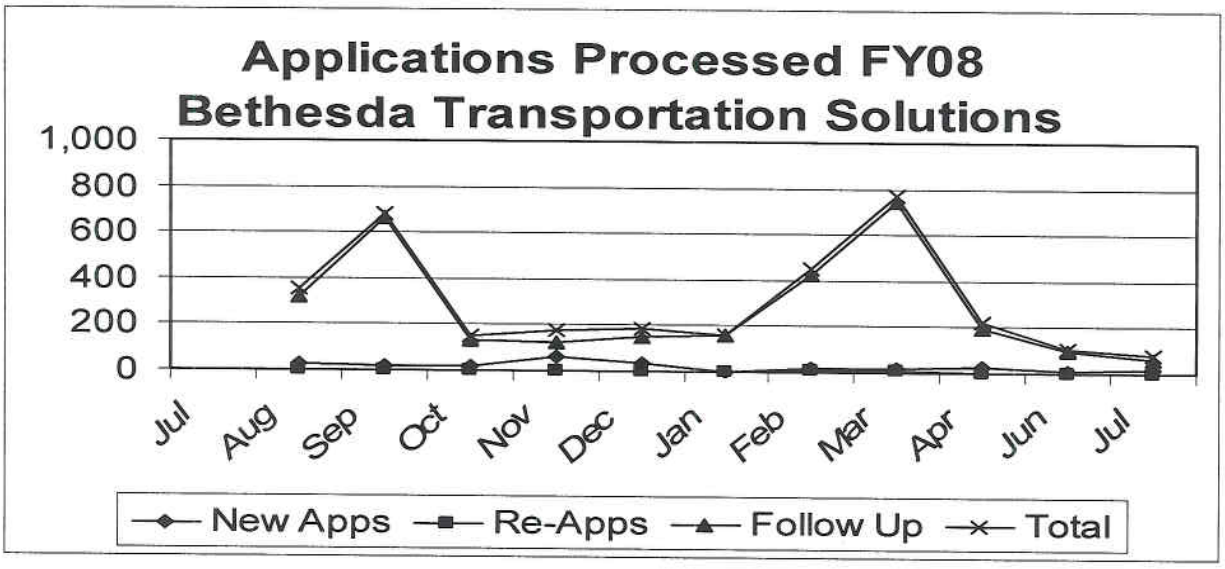
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Baltimore City
15
10
5
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Baltimore Metropolitan Council
8
6
4
2
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Bethesda Transportation Solutions
1,000
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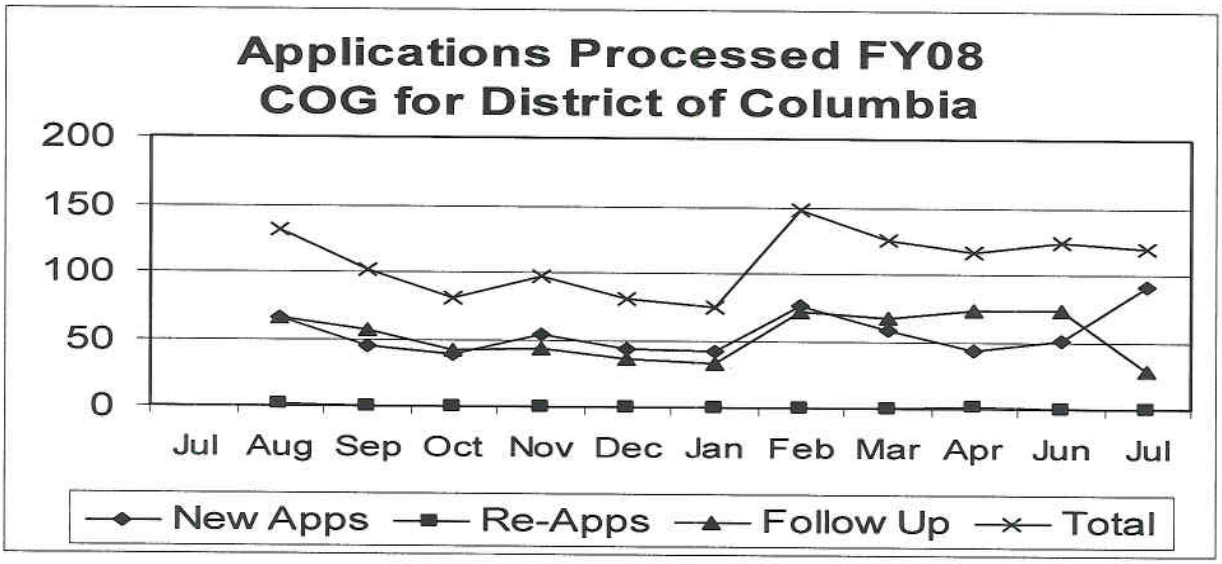
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
COG for District of Columbia
200
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New Apps
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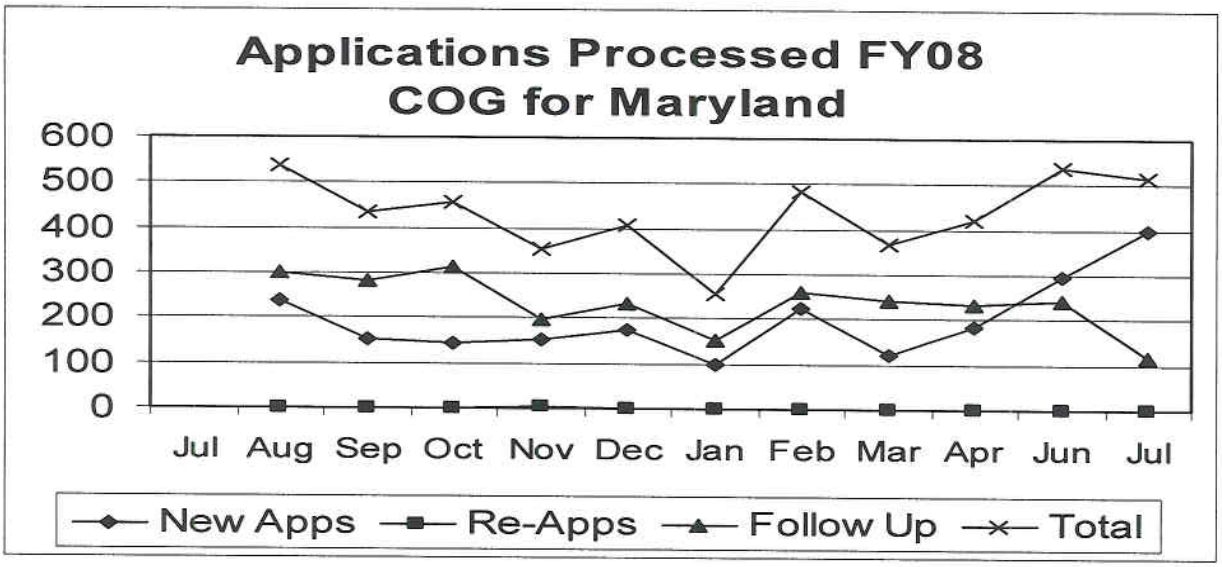
Follow Up
Total


Applications Processed FY08
COG for Maryland
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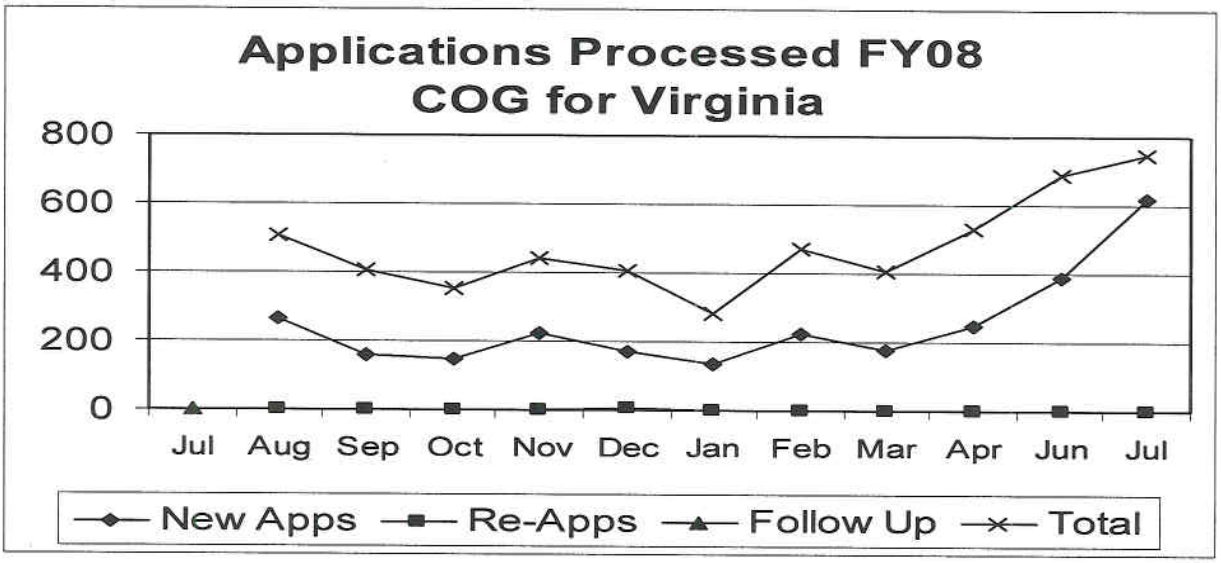
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
COG for Virginia
800
600
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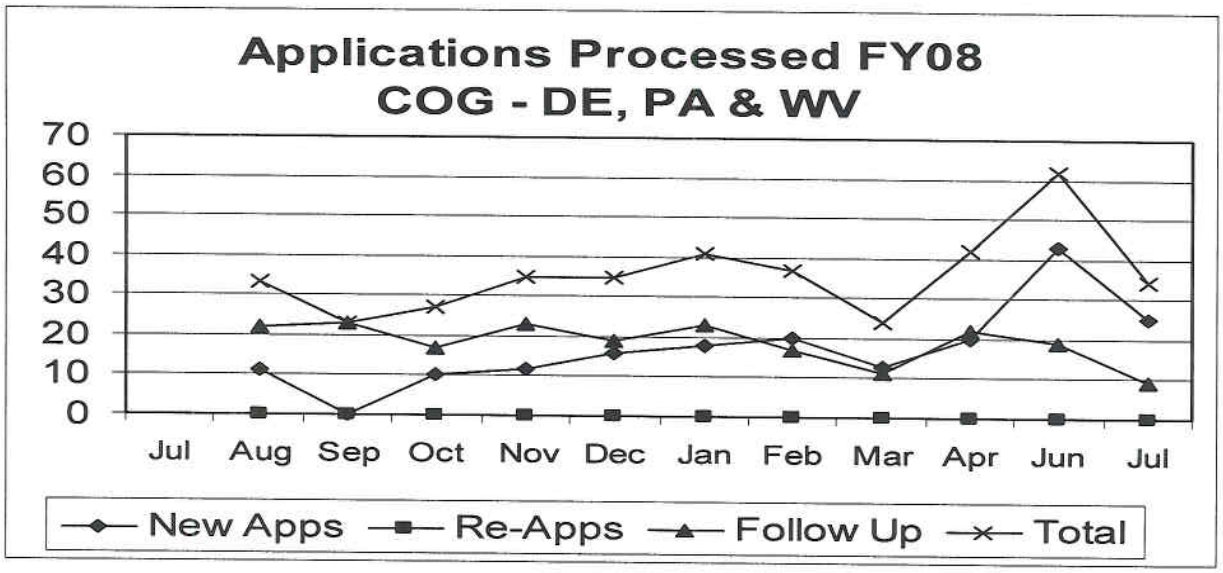
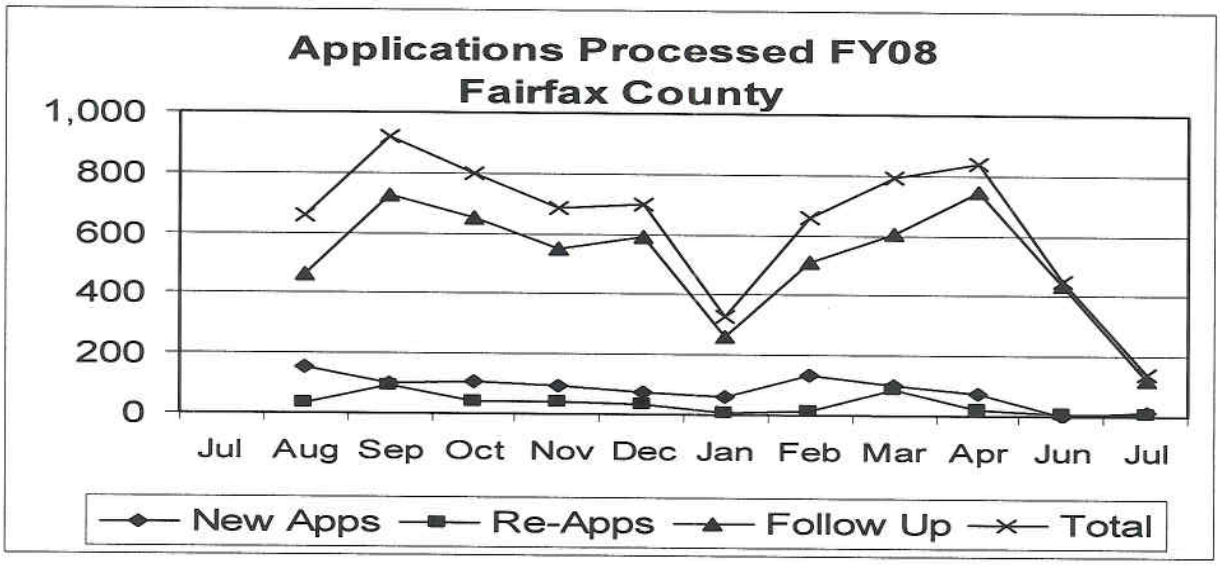
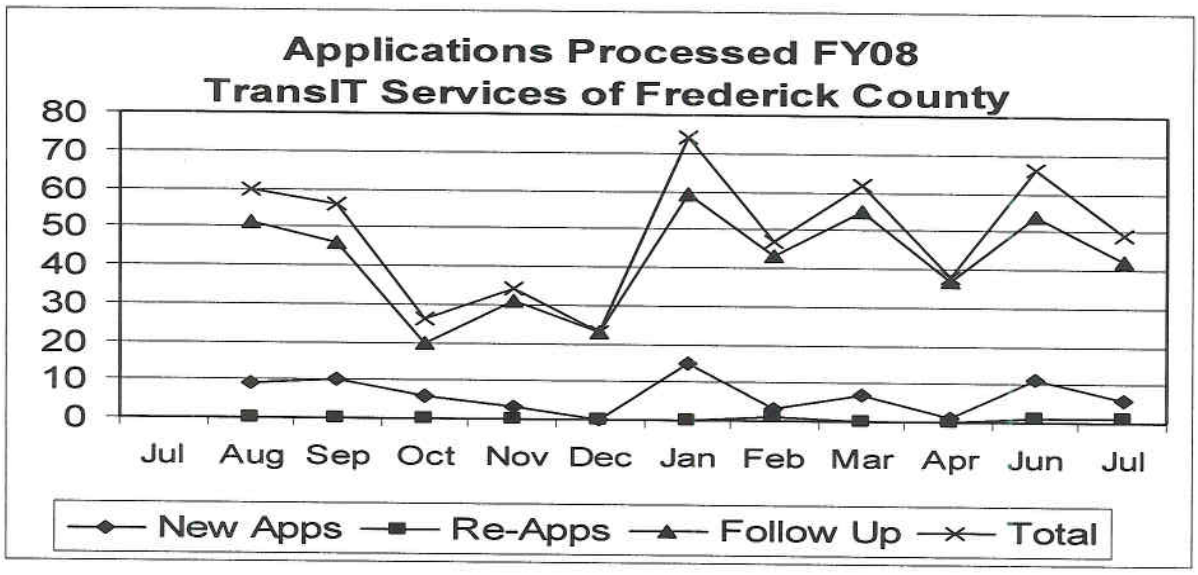
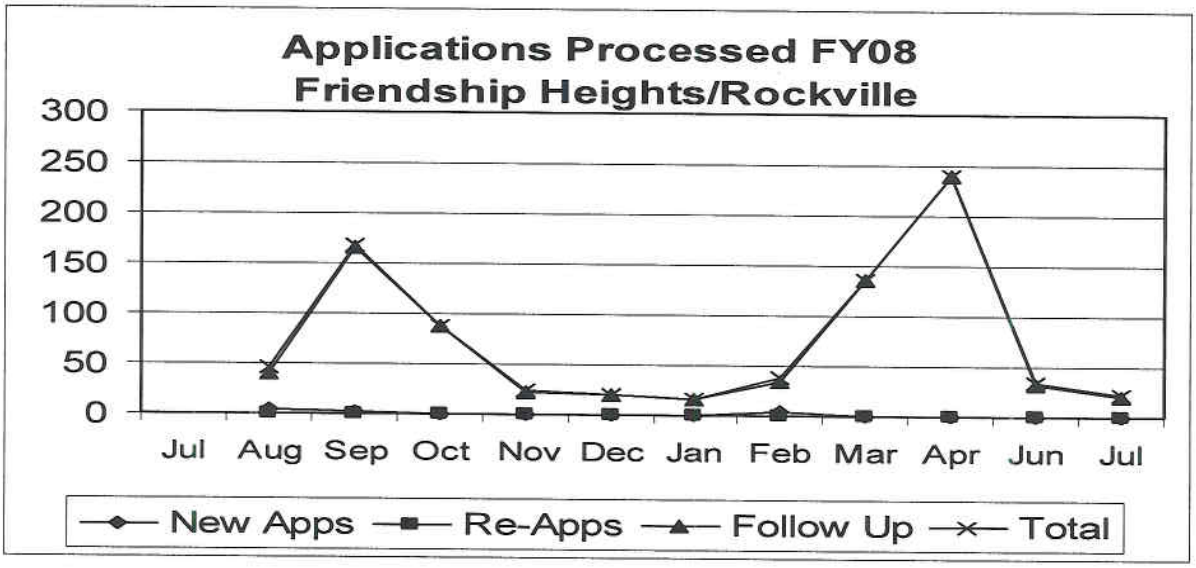
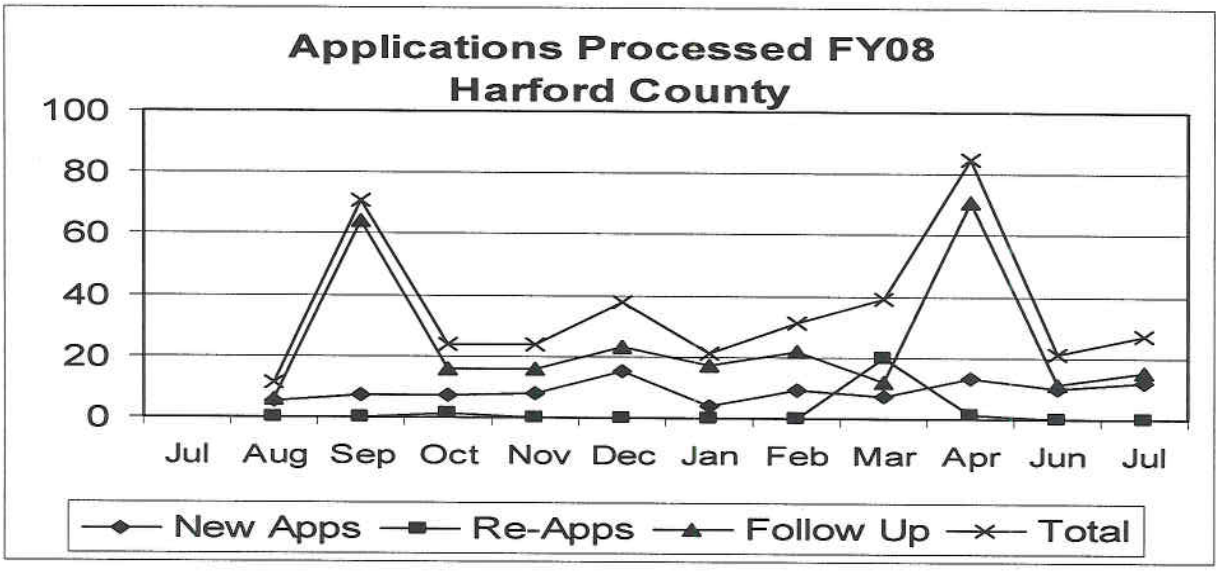
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

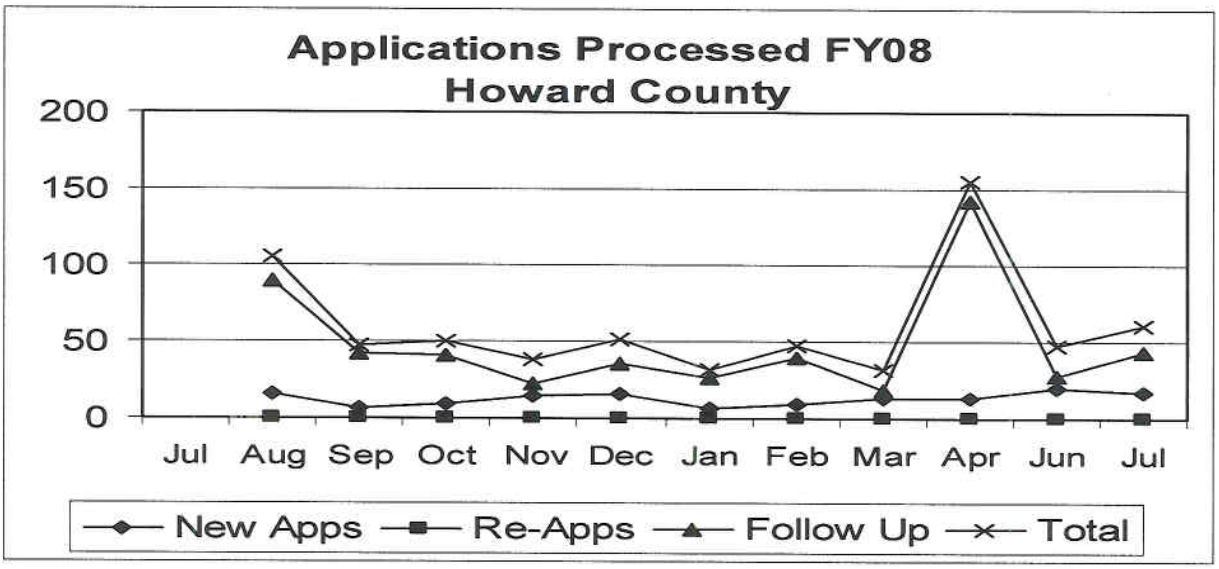

Applications Processed FY08
COG - DE, PA & WV
70
60
50
40
30
20
10
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
Jun
Jul
New Apps
Re-Apps
Follow Up
Total

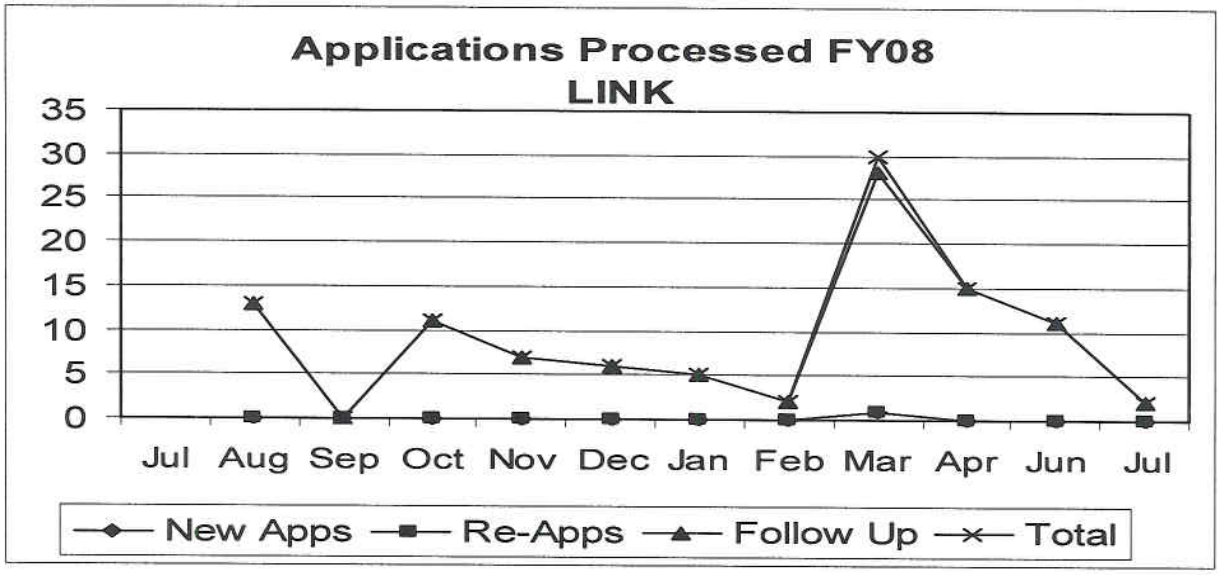

Applications Processed FY08
Fairfax County
1,000
800
600
400
200
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
Jun
Jul
New Apps
Re-Apps
Follow Up
Total

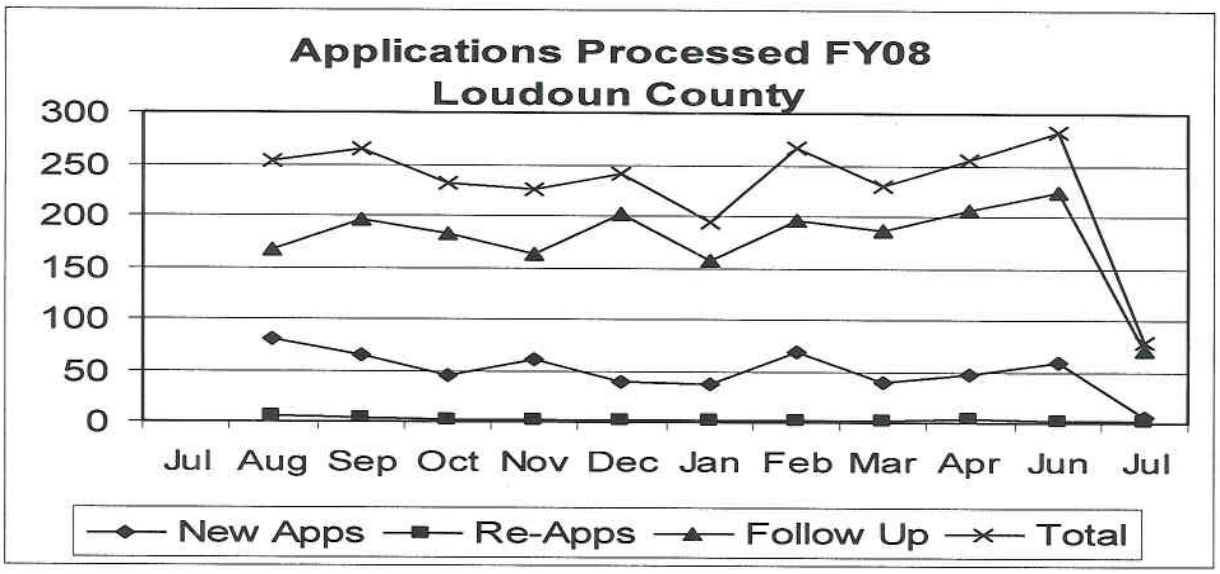

Applications Processed FY08
TransIT Services of Frederick County
80
70
60
50
40
30
20
10
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

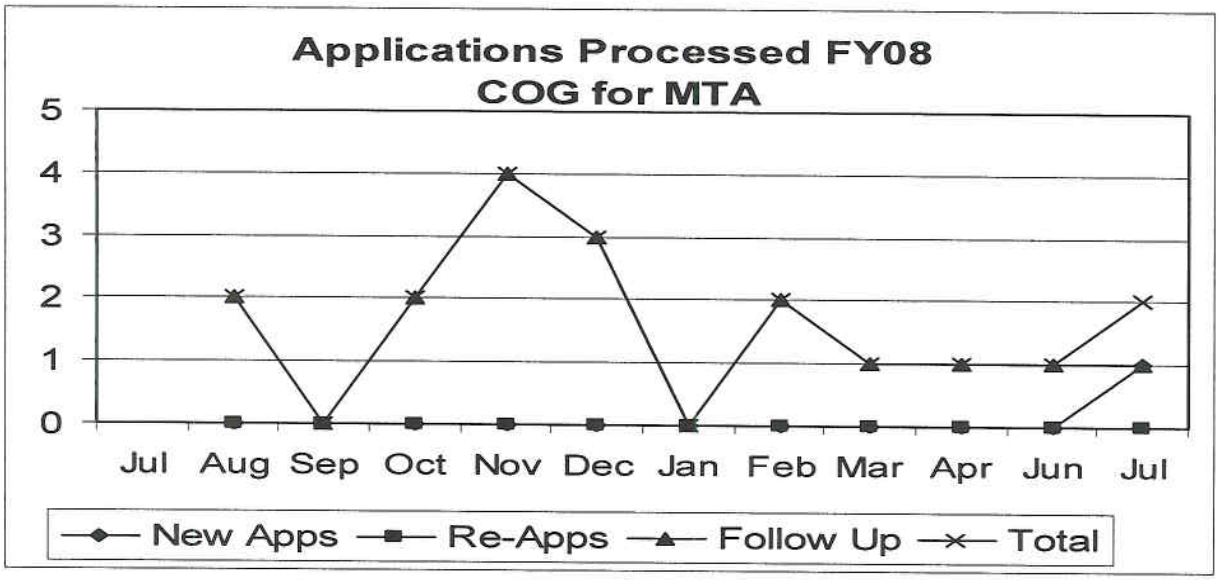

Applications Processed FY08
Friendship Heights/Rockville
300
250
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

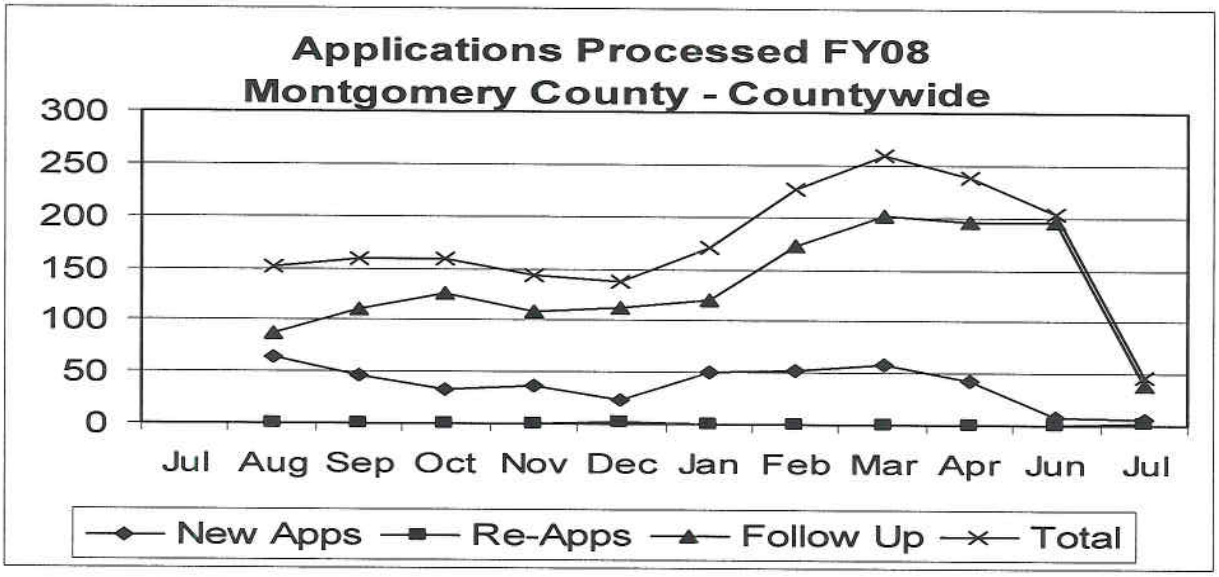

Applications Processed FY08
Harford County
100
80
60
40
20
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
Jun
Jul
New Apps
Re-Apps
Follow Up
Total

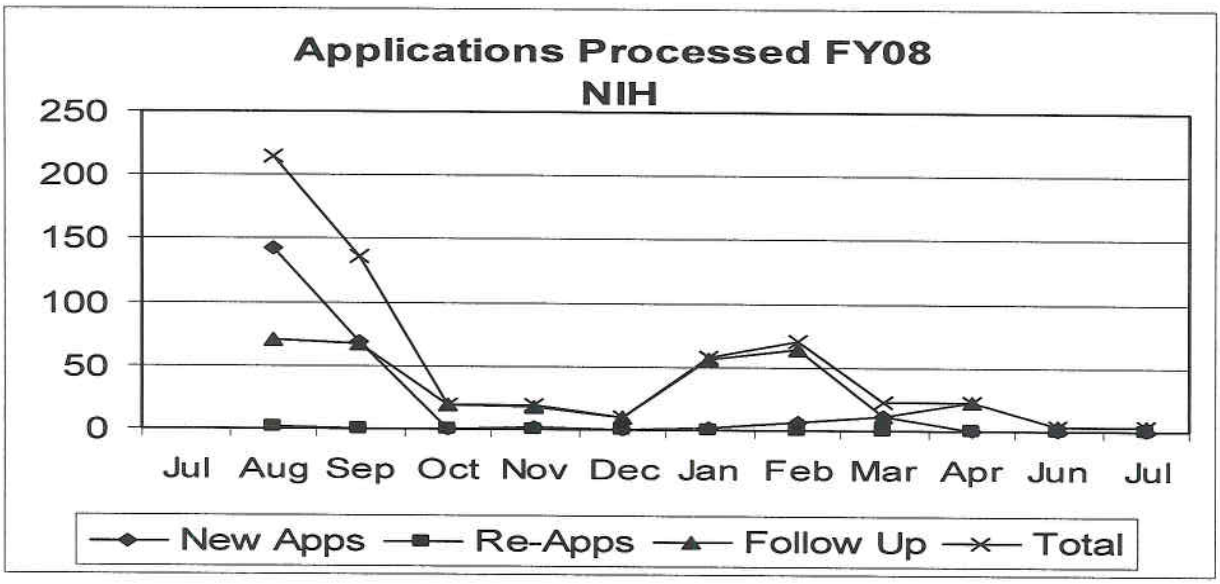

Applications Processed FY08
Howard County
200
150
100
50
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
Jun
Jul
New Apps
Re-Apps
Follow Up
Total

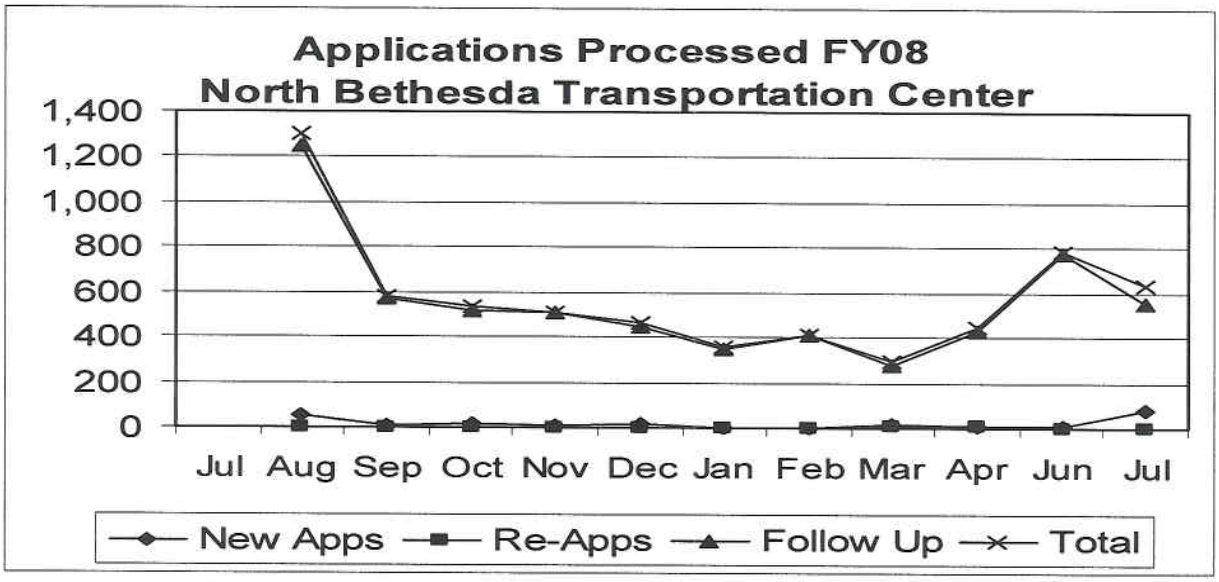

Applications Processed FY08
LINK
35
30
25
20
15
10
5
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

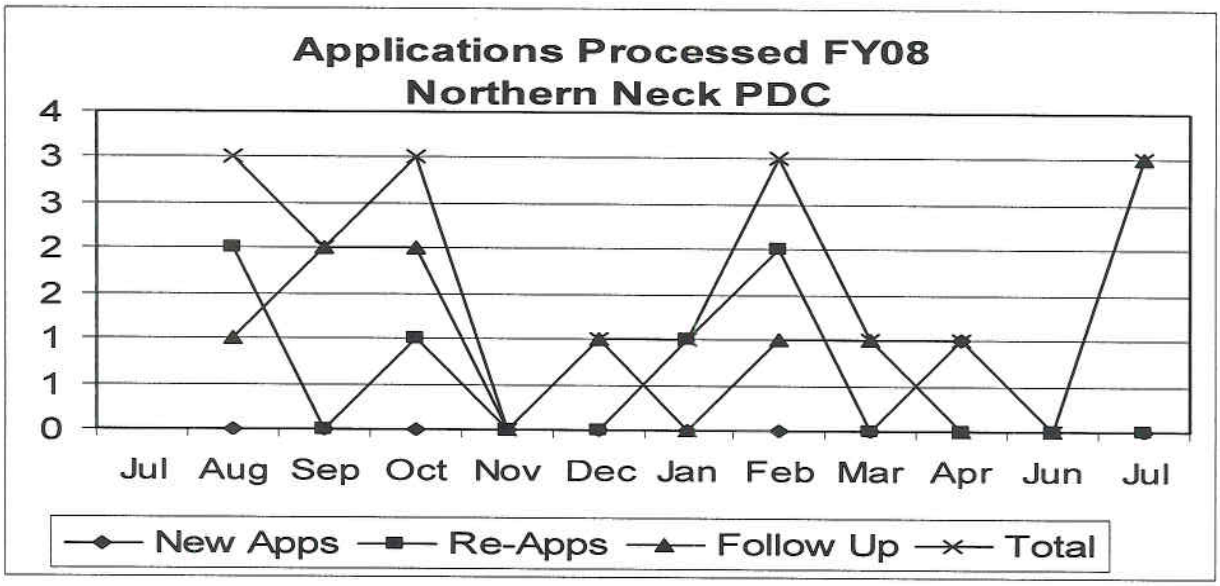

Applications Processed FY08
Loudoun County
300
250
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

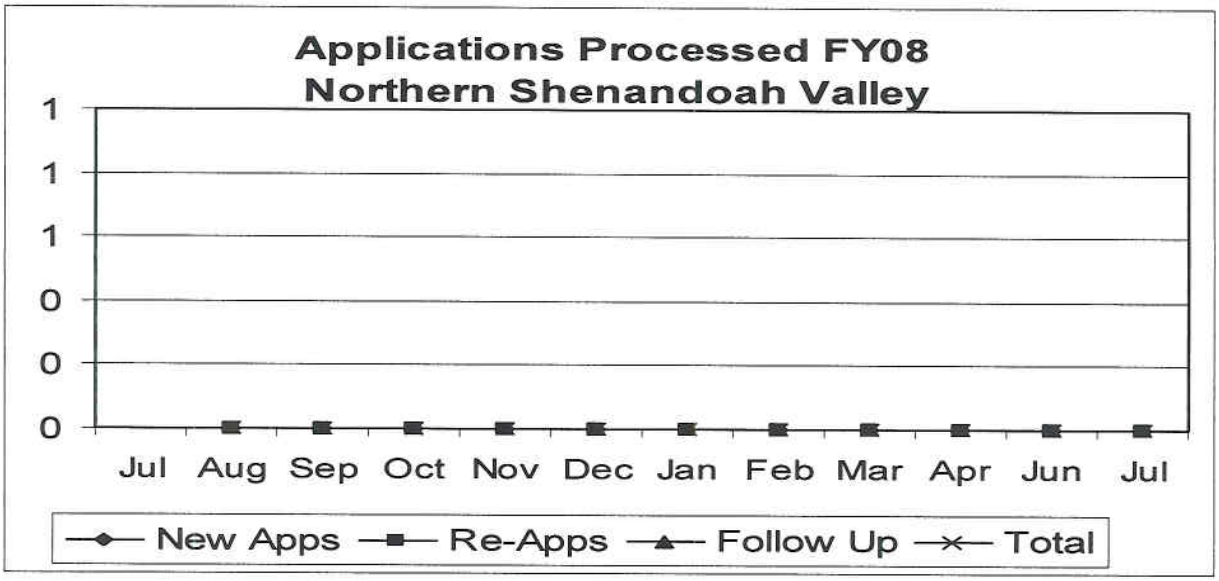

Applications Processed FY08
COG for MTA
5
4
3
2
1
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

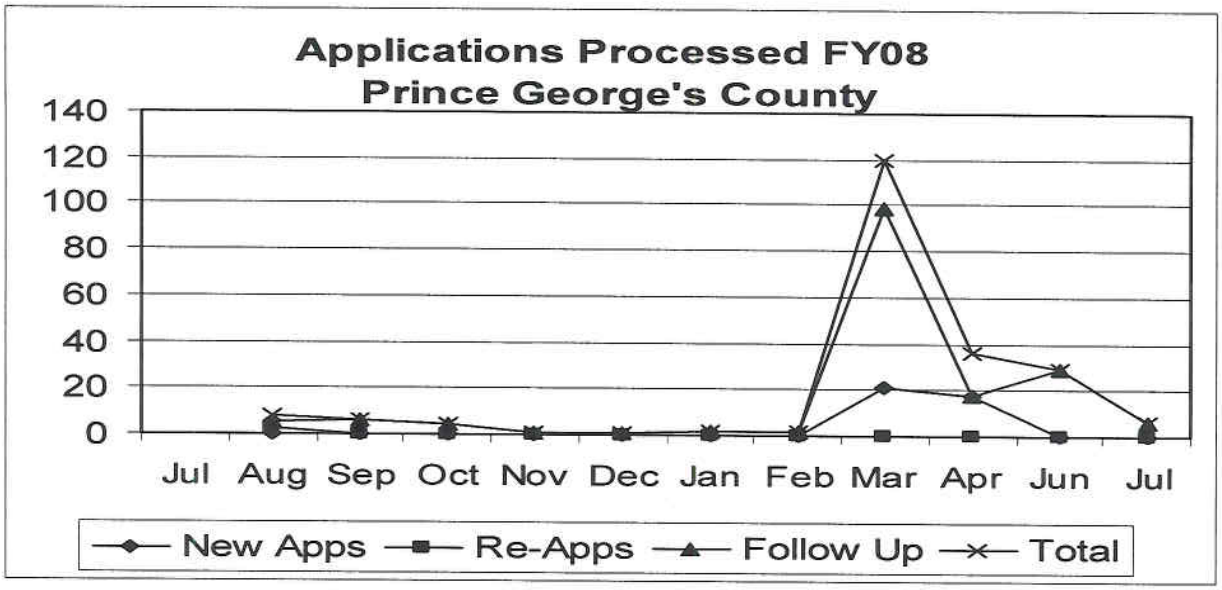

Applications Processed FY08
Montgomery County - Countywide
300
250
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

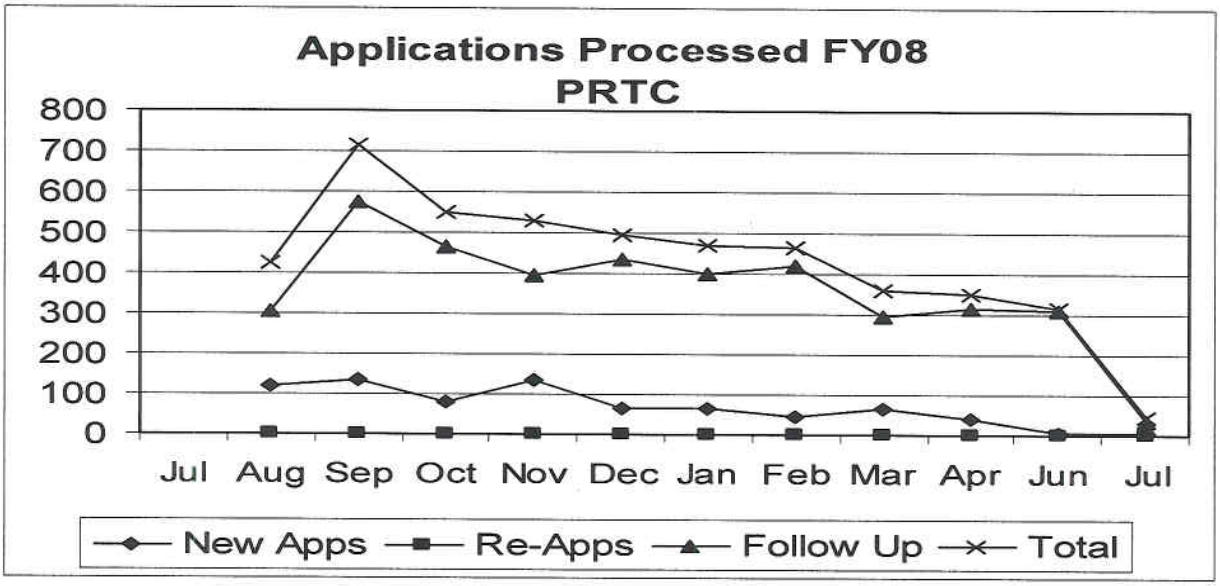

Applications Processed FY08
NIH
250
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

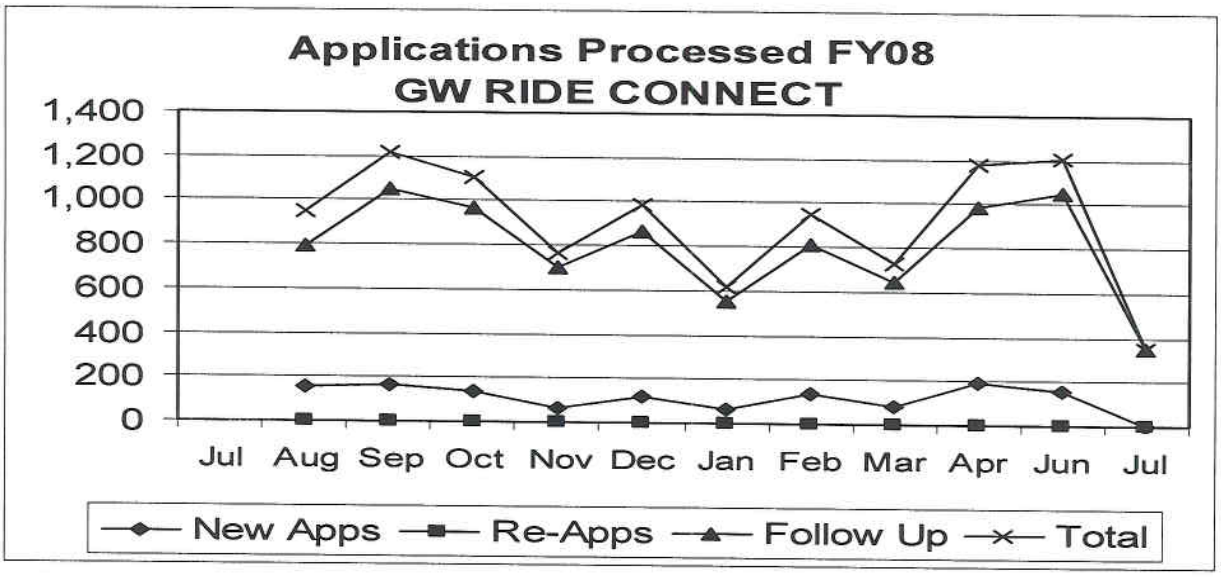

Applications Processed FY08
North Bethesda Transportation Center
1,400
1,200
1,000
800
600
400
200
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

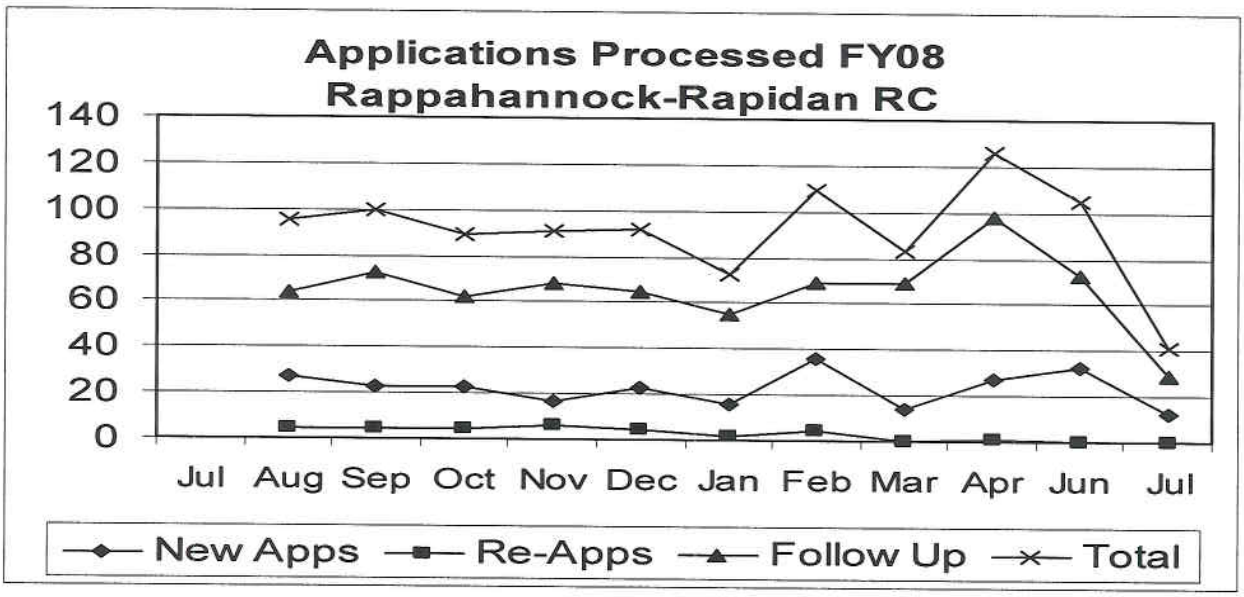

Applications Processed FY08
Northern Neck PDC
4
3
3
2
2
1
1
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

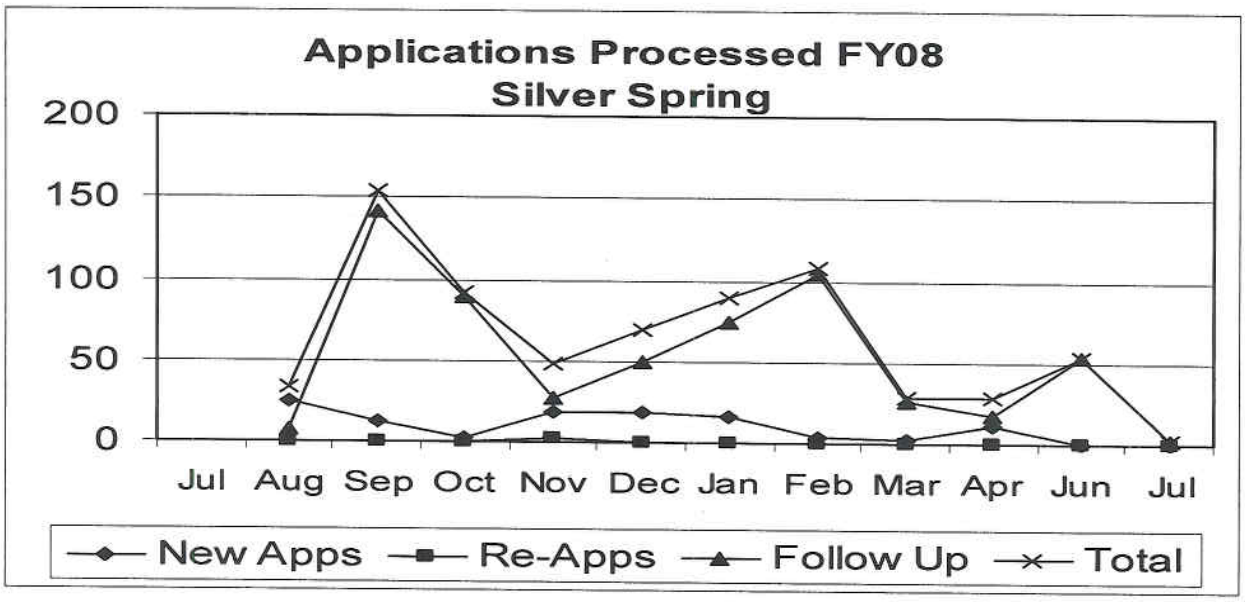

Applications Processed FY08
Northern Shenandoah Valley
1
1
1
0
0
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

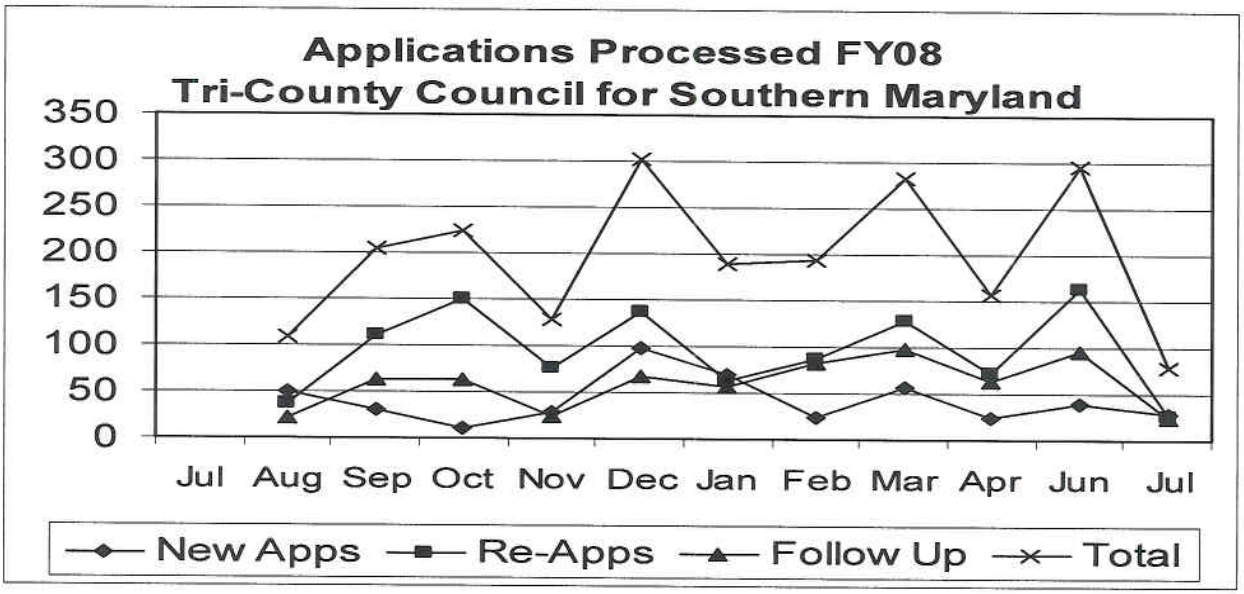

Applications Processed FY08
Prince George's County
140
120
100
80
60
40
20
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
PRTC
800
700
600
500
400
300
200
100
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
GW RIDE CONNECT
1,400
1,200
1,000
800
600
400
200
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Rappahannock-Rapidan RC
140
120
100
80
60
40
20
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Silver Spring
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY08
Tri-County Council for Southern Maryland
350
300
250
200
150
100
50
0
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr Jun Jul
New Apps
Re-Apps
Follow Up
Total

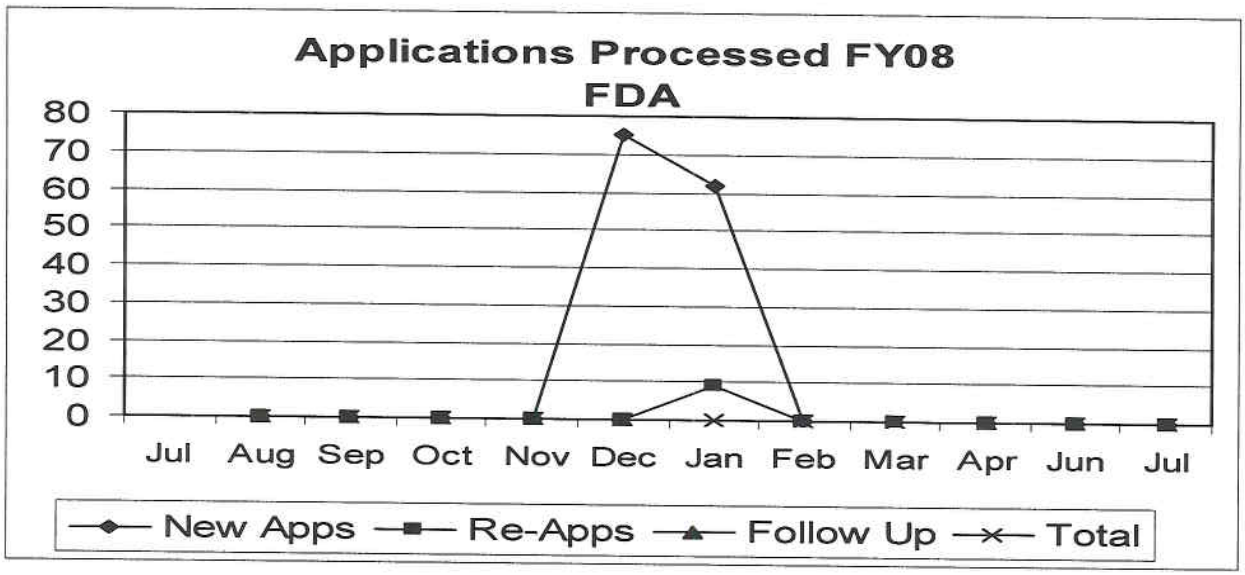

Applications Processed FY08
FDA
80
70
60
50
40
30
20
10
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
Jun
Jul
New Apps
Re-Apps
Follow Up
Total

TABLE 5 TERM/Commute Information FY 2008

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	1921	N/A	N/A	N/A	552	N/A	
Internet	N/A	7168	N/A	N/A	N/A	9178	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	114	N/A	
Fax/Phone	N/A	9	N/A	N/A	N/A	3	N/A	
From Client	N/A	10	N/A	N/A	N/A	408	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	9108	N/A	N/A	N/A	10225	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials	0	15	0	11	0	19	4	49
Bus/Train Schedule	0	107	1	50	0	19	2	179
Bus/Train Sign	0	18	0	42	0	5	1	66
Direct Mail	0	4	0	0	0	6	2	12
Employer	0	15	1	10	0	21	10	57
Employer Survey	0	1	1	1	0	0	2	5
Fair/On Site Event	0	0	0	0	0	3	0	3
Government Office	0	4	0	2	0	4	0	10
Highway Sign	3	5	1	163	0	100	158	430
Information (411)	0	2	0	8	0	6	5	21
Internet	0	77	3	88	1	172	45	386
Library	0	0	0	1	0	1	0	2
Mobile Billboard	0	1	0	1	0	1	0	3
Newsletter	0	0	0	0	0	3	0	3
Newspaper	0	2	0	2	0	5	1	10
Newspaper (Local)	0	0	0	1	0	1	0	2
Other Ridesharing Org	0	11	0	2	0	3	2	18
Park-and-Ride Lot Sign	0	1	0	5	0	7	3	16
Post Card (COG)	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0
Radio	0	22	0	13	0	78	2	115
Real Estate/WelcomeWagon	0	0	0	0	0	1	0	1
Referral from Transit Org	0	6	0	12	0	11	2	31
Theatre Slide	0	0	0	0	0	0	0	0
TV	0	4	0	0	0	5	0	9
Van Sign	0	48	1	0	0	22	0	71
Was/Is Applicant	1	4339	11	12	0	366	14	4743
White Pages	0	4	0	2	0	5	2	13
Word of Mouth	1	216	3	72	0	172	25	489
Yellow Pages - Verizon	2	0	0	28	0	25	1	54
Yellow Pages - Yellow Book	0	0	1	3	0	0	1	5
Yellow Pages - Local/Other	0	3	0	57	0	16	7	83
Voice Mail Messages	4	47	1	44	0	79	38	213
Other/Unknown	2	46	0	37	0	41	27	153
TOTAL CALLS	11	4998	24	667	1	1197	354	7252

TABLE 6A CALLS RECEIVED IN FY 2008

Calls Transferred by COG	TOTAL COG	ONLY COG	ALX	ARL	ARTMA	BALT	BETH	BMC	FDA	FFX	FRED	GWRID	HAR	HOW	LINK	LDN	MC	MTA	NIH	NNECK	NSVRC	PGC	PRTC	RAP	SS	SPANI	TAP	TRI	TRANS	TOTAL
	N/A	N/A	6	4	20	0	**	17	0	64	21	77	1	12	0	41	31	2	1	9	26	87	78	12	**	**	**	49	155	713
How they heard...																														
Brochure/Promo Matrls	37	25	0	0	0	0	0	0	0	0	0	0	16	17	0	654	33	0	0	0	0	0	17	0	4	0	61	0	0	827
Bus/Train Schedule	154	103	0	0	44	0	2	0	0	0	0	0	0	0	0	1864	208	0	0	0	0	0	33	2	157	13	78	0	0	2504
Bus/Train Sign	48	22	0	0	16	0	0	0	0	0	0	0	2	0	0	1204	132	0	0	0	0	0	0	1	13	7	4	0	0	1401
Direct Mail	12	10	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	3	0	0	16	0	0	32
Employer	49	36	0	0	1	0	0	0	0	0	0	0	0	3	0	18	4	0	0	0	0	0	0	0	5	0	1	0	0	68
Employer Survey	3	3	0	0	0	0	0	0	0	0	0	2	2	0	0	0	1	0	0	0	0	0	0	0	0	0	10	0	0	18
Fair/On Site Event	2	2	0	0	0	0	6	0	0	0	0	1	28	0	0	1	0	0	0	0	0	0	0	1	3	0	17	0	0	59
Government Office	5	2	0	0	0	3	0	0	0	0	0	1	0	5	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	13
GRH Program	0	0	0	0	0	0	3	0	0	0	0	21	3	0	0	19	108	0	0	0	0	0	0	70	26	0	0	0	0	250
Highway Sign	353	208	0	0	51	0	0	0	0	0	0	6	8	192	0	22	0	0	0	0	0	0	1	16	15	0	0	0	0	519
Information (411)	15	9	0	0	0	0	1	0	0	0	0	0	0	58	0	157	4	0	0	0	0	0	0	9	2	0	0	0	0	240
Internet	306	202	0	0	7	6	0	0	0	0	0	16	47	22	0	1274	84	0	0	0	0	0	4	85	26	0	7	0	0	1780
Library	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mobile Billboard	3	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Newsletter	1	1	0	0	12	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14
Newspaper	30	4	0	0	0	0	0	0	0	0	0	3	4	0	0	50	0	0	0	0	0	0	0	0	6	0	0	0	0	67
Newspaper (Local)	2	1	0	0	9	0	0	0	0	0	0	0	2	0	0	111	0	0	0	0	0	0	0	0	0	0	0	0	0	123
Other Ridesharing Org	13	11	0	0	3	0	7	0	0	0	0	0	14	224	0	890	0	0	0	0	0	0	18	4	2	0	7	0	0	1180
Park-and-Ride Sign	9	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2
Presentation	0	0	0	0	0	0	12	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16
Radio	91	72	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	5	0	0	0	0	0	79
Real Estate/WelcomeW	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Referral from Transit Org	26	25	0	0	0	0	14	0	0	0	0	0	6	0	0	477	0	0	0	0	0	0	40	2	0	0	0	0	0	564
Theatre Slide	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	7	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7
Van Sign	59	53	0	0	0	0	0	0	0	0	0	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57
Was/Is Applicant	3768	3370	0	0	3	0	8	0	0	0	0	20	10	82	0	31	78	0	0	0	0	0	777	148	8	0	29	0	0	4564
White Pages	7	3	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Word of Mouth	386	255	0	0	0	0	19	0	0	0	0	5	16	10	0	617	288	0	0	0	0	0	33	8	109	21	0	0	0	1381
Yellow Pgs-Bell Atlantic	38	14	0	0	30	0	0	0	0	0	0	0	7	7	0	7	0	0	0	0	0	0	0	1	0	0	0	0	0	66
Yellow Pgs-One Book	4	1	0	0	0	0	0	0	0	0	0	0	1	1	0	5	0	0	0	0	0	0	0	0	1	0	0	0	0	9
Yellow Pages-Local	74	26	0	0	0	0	0	0	0	0	0	0	5	0	0	24	0	0	0	0	0	0	0	0	0	0	0	0	0	55
Voice Mail Messages	183	131	0	0	0	0	23	0	0	0	0	5	0	0	0	98	0	0	0	0	0	0	2	8	280	31	0	0	0	578
Other	122	91	0	0	2	3	12	0	0	0	0	1	1	129	0	402	12	0	0	0	0	0	0	4	2	0	75	0	0	734
Total	**5815**	**4692**	**0**	N/A	**178**	**12**	**107**	**0**	**0**	**0**	**0**	**84**	**180**	**750**	**0**	**7940**	**953**	**0**	**0**	**0**	**0**	**0**	**927**	**367**	**659**	**72**	**305**	**0**	**0**	**17226**

TABLE 6B APPLICATIONS RECEIVED AT CLIENT PROGRAMS IN FY 2008

How they heard...	COG	ALX	ARTMA	BALT	BETH	BMC	FDA	FFX	FRED	GWRID	HAR	HOW	LINK	LDN	MC	MTA	NIH	NNECK	NSHEN	PGC	PRTC	RAP	SS	TAP	TRI	TOTAL
Brochure/Promo Matrls	358	0	0	0	0	0	0	0	0	0	26	8	0	99	9	0	0	0	0	0	0	0	0	0	0	500
Bus/Train Schedule	334	0	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	10	0	0	0	0	347
Bus/Train Sign	136	0	0	4	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	142
Direct Mail	89	0	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	2	4	0	0	0	108
Employer	617	0	0	0	0	0	0	0	0	0	0	0	1	28	0	0	0	0	0	0	0	0	8	0	0	654
Employer Survey	15	0	0	0	0	0	0	0	0	0	2	0	0	0	15	0	0	0	0	0	0	0	0	0	0	32
Fair/On Site Event	21	0	0	0	0	0	0	0	0	0	8	0	0	0	1	0	0	0	0	0	0	13	24	0	0	67
Government Office	230	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0	0	233
GRH Program	9	0	142	1	3	0	0	0	0	1333	315	82	0	172	237	0	0	0	0	0	56	87	5	0	0	2442
Highway Sign	67	0	0	0	0	0	0	0	0	6	15	9	1	1	1	0	0	0	0	0	0	28	2	0	0	130
Information (411)	10	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	13
Internet	953	0	0	0	0	0	0	0	0	89	72	5	0	322	149	0	0	0	0	0	166	112	18	0	0	1886
Library	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9
Mobile Billboard	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
Newsletter	48	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50
Newspaper	34	0	0	0	0	0	0	0	0	18	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55
Newspaper (Local)	39	0	0	3	0	0	0	0	0	9	7	0	0	0	0	0	0	0	0	0	1	0	0	0	0	59
Other Ridesharing Org	91	0	58	0	2	0	0	0	0	4	14	144	10	0	0	0	0	0	0	0	4	3	0	0	0	330
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	21	0	0	0	1	0	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	0	40
Presentation	6	0	0	0	34	0	0	0	0	0	2	0	0	0	18	0	0	0	0	0	0	0	0	0	0	60
Radio	1448	0	0	0	0	0	0	0	0	31	9	0	0	0	1	0	0	0	0	0	0	5	0	0	0	1494
Real Estate/WelcomeW	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	4
Referral from Transit Org	0	0	0	0	9	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	2	0	0	0	14
Theatre Slide	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
TV	119	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	119
Van Sign	27	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	1	0	0	0	31
Was/Is Applicant	61	0	0	0	5	0	0	0	0	0	10	47	0	6	331	0	0	0	0	0	518	76	48	0	0	1102
White Pages	7	0	0	0	0	0	0	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	27
Word of Mouth	1283	0	0	0	10	0	0	0	0	1365	304	2	0	21	7	0	0	0	0	0	10	5	25	0	0	3032
Yellow Pgs-Bell Atlantic	13	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14
Yellow Pgs-One Book	9	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3	0	0	0	13
Yellow Pages-Local	7	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Voice Mail Messages	3	0	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	22
Other	559	0	16	0	0	0	0	0	0	60	17	115	13	47	19	0	0	0	0	0	0	3	18	222	60	1149
Total	**6639**	**0**	**217**	**9**	**83**	**0**	**0**	**0**	**0**	**2916**	**814**	**412**	**25**	**709**	**830**	**0**	**0**	**0**	**0**	**0**	**769**	**345**	**150**	**222**	**60**	**14200**

Table 1
Metropolitan Washington Council of Governments **Commuter Connections Program** **Monthly Activity and Impact Summary**
FY 2008 Totals

Commuter Connections Activity	July 1, 2007 - June 30, 2008
Total applicants/info provided:	16,269
Rideshare applicants	15,201
Matchlists sent	18,797
Transit applicants/info sent	3,070
GRH applicants	8,562
Bike to Work Info Requests	422
Telework info requests	5
Vanpool applicants	N/A
Kiosk users	N/A
Kiosk applicants	N/A
Internet users	97,941
Internet applicants	17,503
New employer clients	570
Employee applicants	32

Program Impact Performance Measure	July 1, 2007 - June 30, 2008
Continued placements	4,088
Temporary/one-time placements	2,269
Daily vehicle trips reduced	1,884
Daily VMT reduced	60,632
Daily tons NOx reduced	0.0449
Daily tons VOC reduced	0.0196
Daily gallons of gas saved	2,548
Daily commuter costs saved	$10,488

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

FIGURE 1

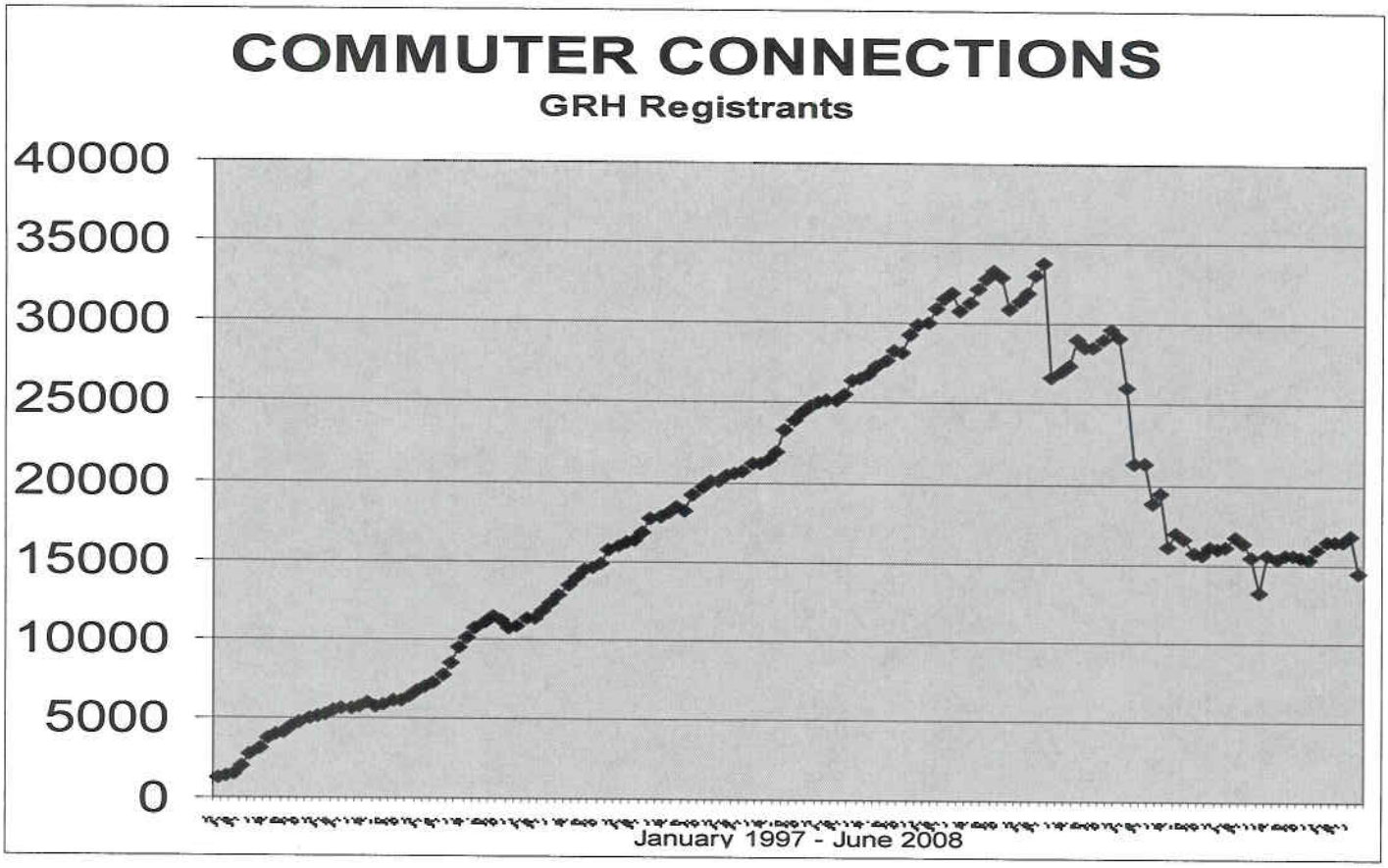


FIGURE 2

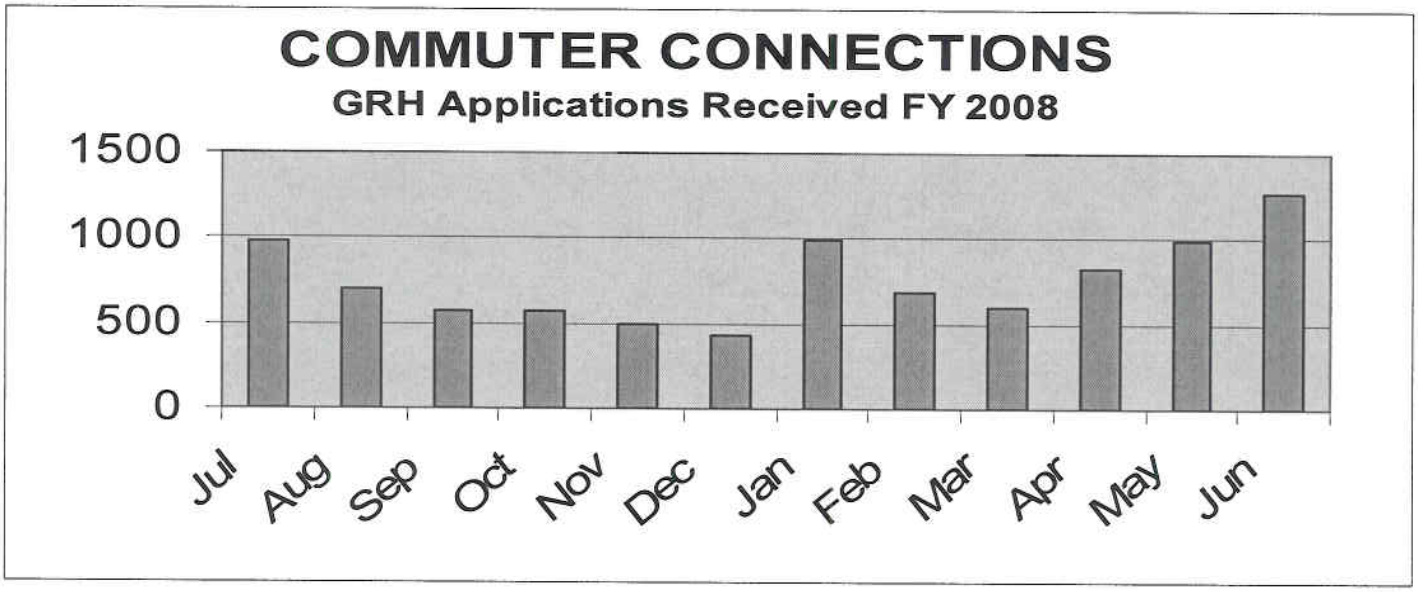


FIGURE 3

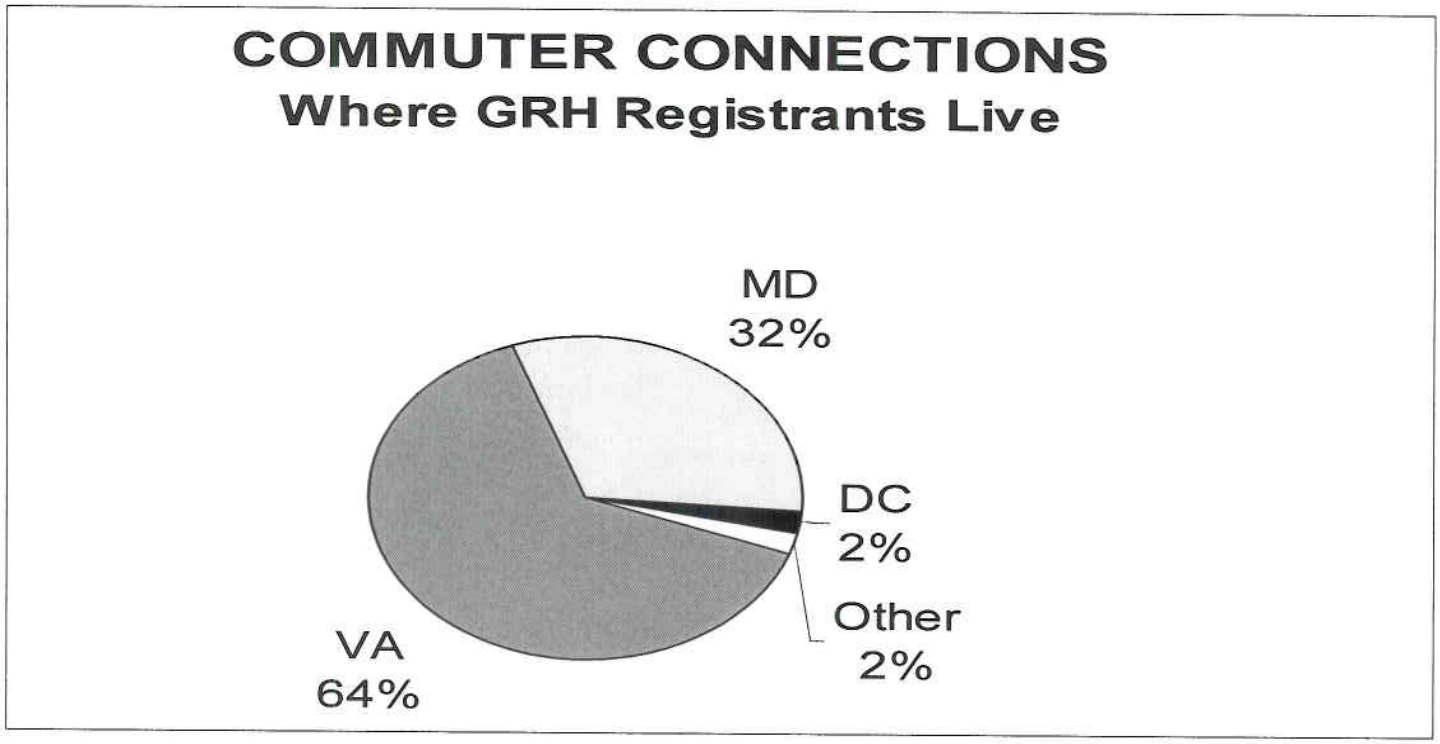


FIGURE 4

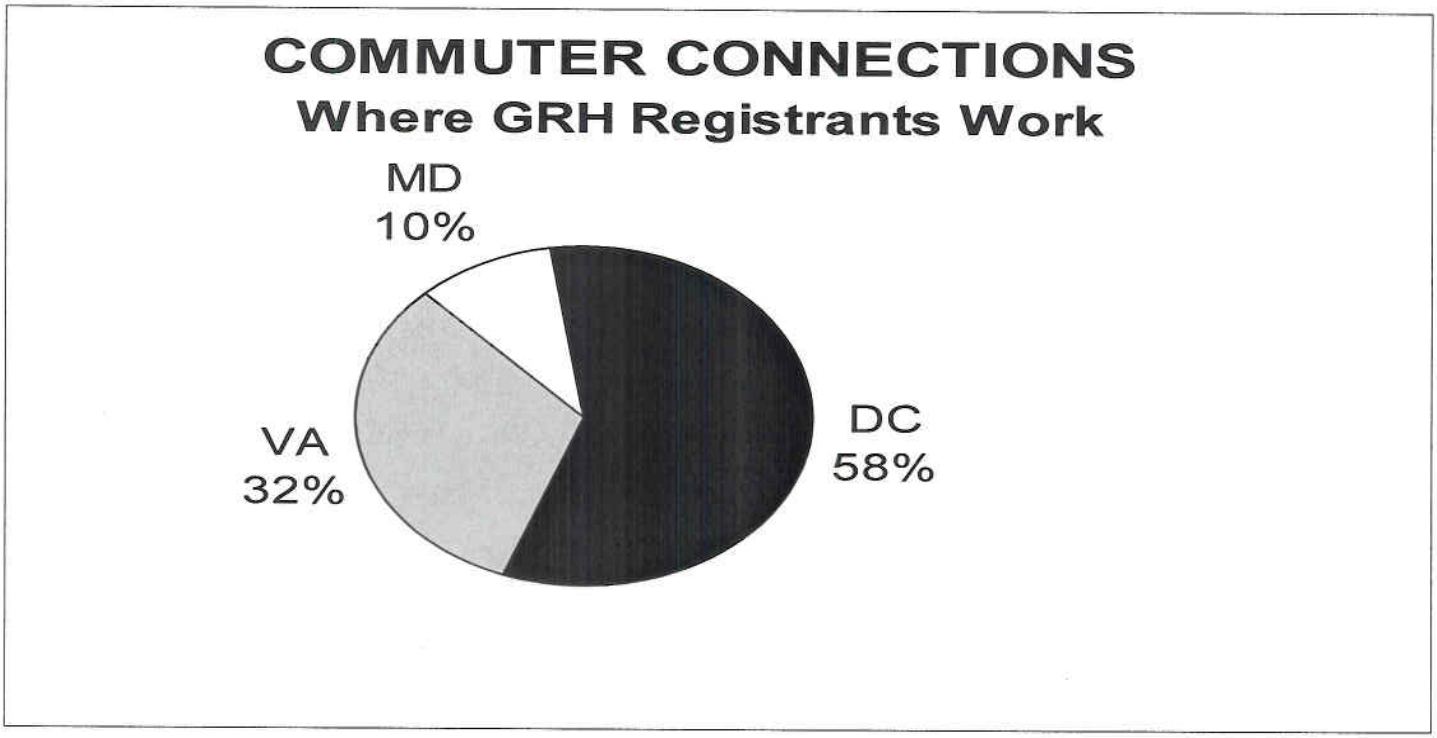


FIGURE 5

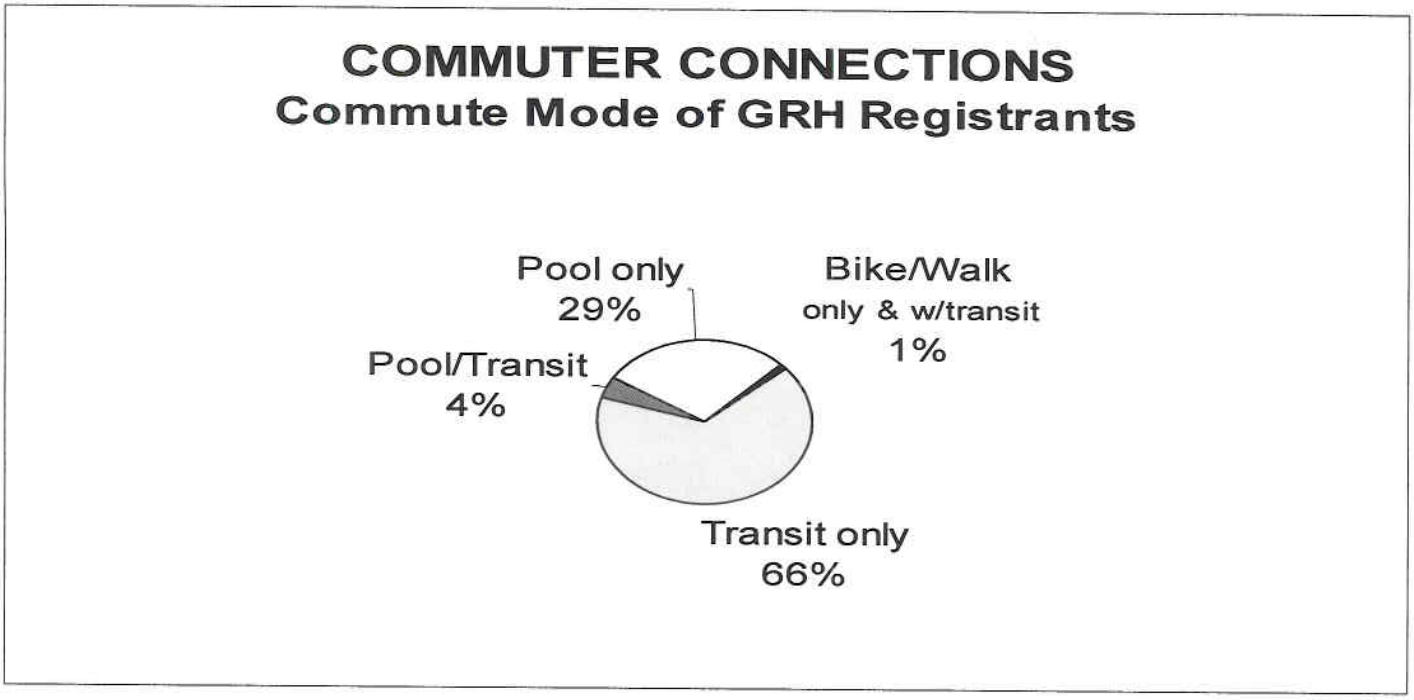


FIGURE 6

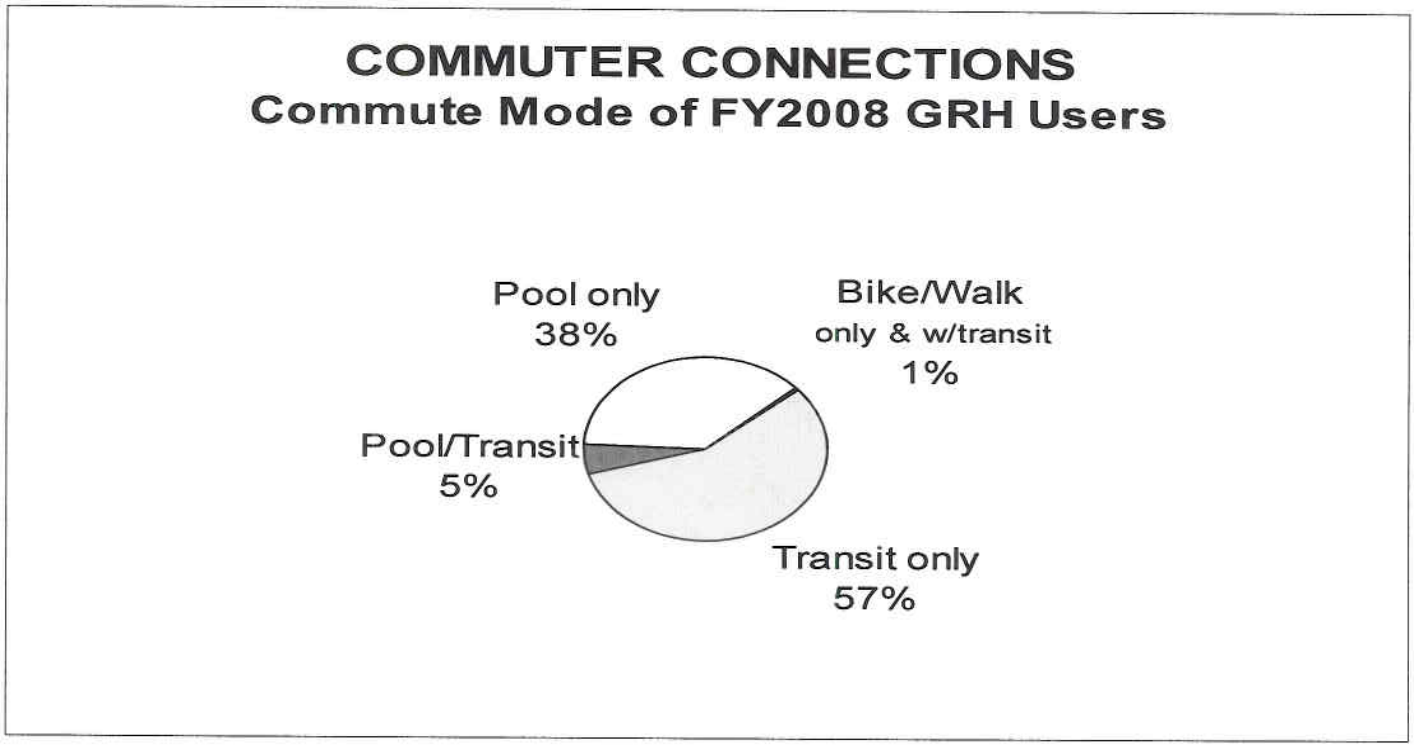


FIGURE 7

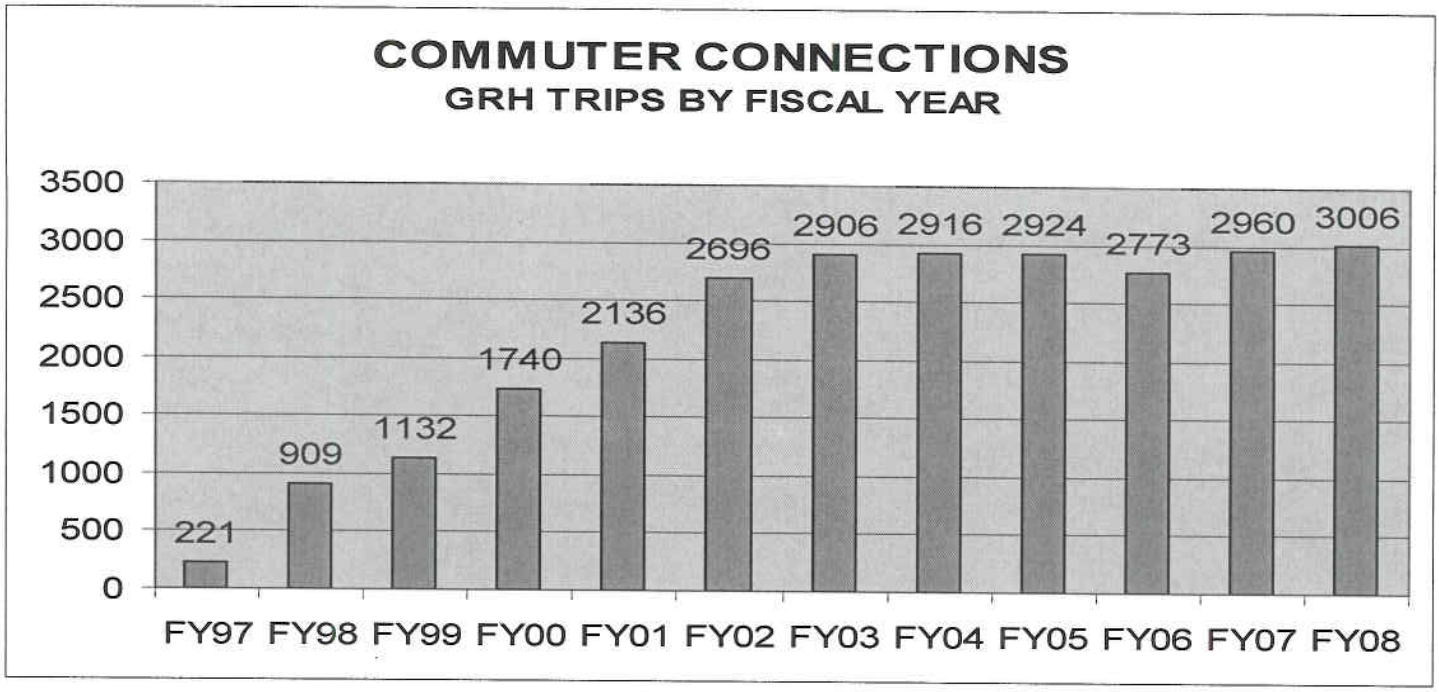
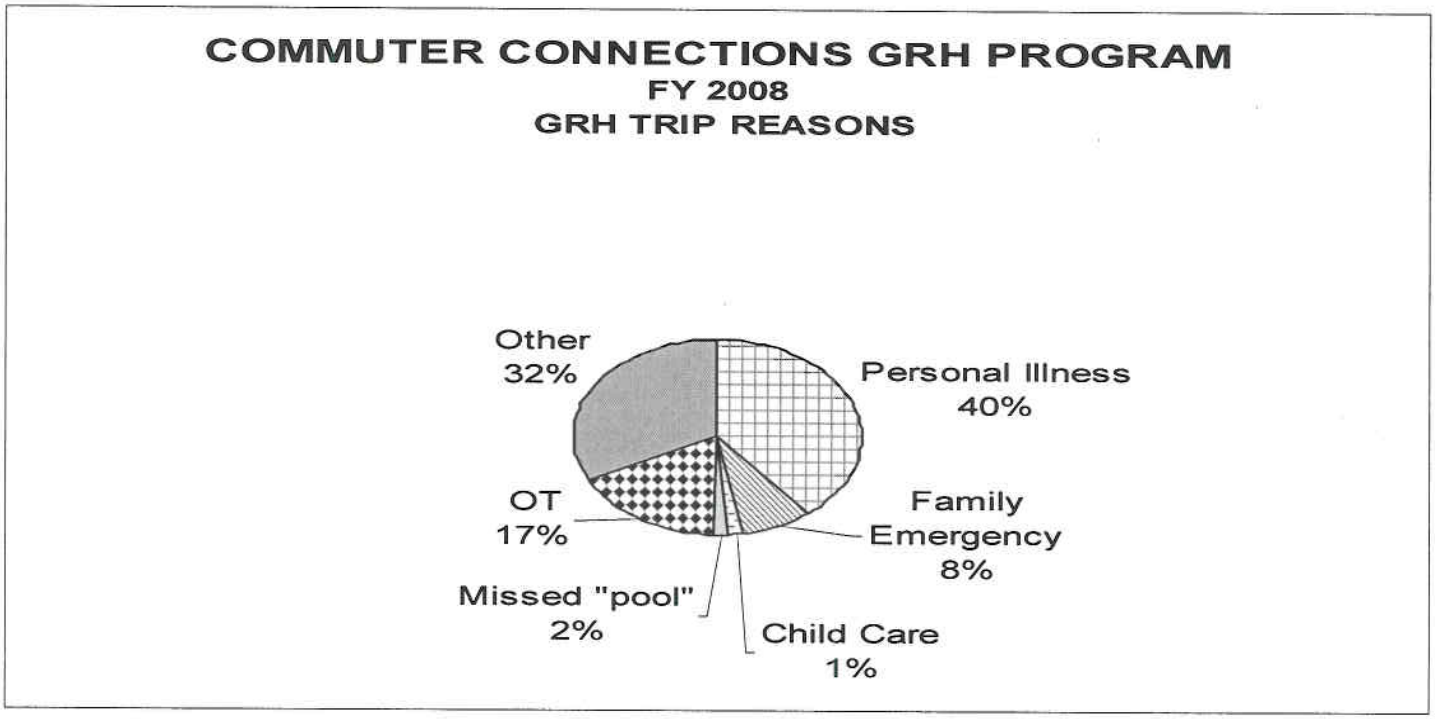


FIGURE 8



FY2008

Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Telework	Metro
Employers Contacted (new) Site Visits (prospects)	40	40	10	83	6	1	177	9	106	20	15	0
Employers Contacted (follow-up)	0	925	35	106	44	172	1455	666	173	9	0	0
Total Broadcast Contacts Letters, Flyers, Newsletter	10750	16320	1954	5334	106	2	5452	519	232	365	0	0
Total Sales Meetings	2	89	19	68	9	14	174	27	12	9	0	0
Total Employers Contacted	10826	17475	2061	5655	423	328	8216	1221	703	406	15	0
New Level 1 TDM Programs	0	30	0	18	0	1	20	8	0	0	0	0
New Level 2 TDM Programs	0	5	0	13	0	0	55	0	0	0	0	0
New Level 3 TDM Programs	0	9	5	49	0	0	13	0	3	1	0	10
New Level 4 TDM Programs	0	4	0	5	0	0	6	0	0	0	0	0

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK