



FY 2012

Annual Progress Report

**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**



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FY 2012 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2012 Commuter Connections Work Program. (July 1, 2011 – June 30, 2012.)

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 Telework, and Guaranteed Ride Home Baltimore.

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services:

The following work was accomplished during the first quarter:

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the January 2012 publication that will be prepared and distributed.

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

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in July 2011, August 2011 and September 2011) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax County, Loudoun County, and PRTC in Virginia as well as the Rideshare Program of Charlottesville, VA, Rideshare Delaware, and HRT Traffix of Hampton Roads, VA.

COG/TPB staff also provided technical support to BWI BP, BMC, Tri-County Council, and North Bethesda as well as Frederick County and Montgomery County, Maryland. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

Commuter Connections Subcommittee meetings were held on July 19th and September 20th. Highlights from the meetings included: July 19th meeting; endorsement for release of the 2010 Bike to Work Day event report, a Base Closure and Realignment Commission TDM initiative briefing from Maryland and Virginia, a briefing on Virginia's new Telework tax credit for employers, an update on the 2011 Bike to Work Day event, a Clean Air Partners update, a 2011 Car Free Day event update, and a presentation of the 3rd quarter budget report. September 20th meeting: approval of a new Vice Chair for the Subcommittee, a briefing on the draft 2009 – 2011 TERM Analysis results and report, a briefing on the Spring 2010 regional HOV Lane Study, a briefing on the draft FY 2011 Bike TO Work Day event report, an update on survey results from the 'Pool Rewards program and expansion of the program to include vanpools, an update on the 2011 Car Free Day event, a briefing on the timeline and program elements and projects for the FY 2013 CCWP, a briefing on the Commuter Connections Strategic Plan and update request,

and a briefing on the final FY 2011 4th quarter budget and FY 2011 CCWP Annual Progress Report.

A Commuter Connections Ridematching Committee meeting was held on September 20th. Highlights from the meeting included: announcement of the new Vice Chair, introduction of new Rideshare Coordinators, SchoolPool update, Reach A Ride update, review of suggested improvements to the TDM System and the member roundtable discussion.

STDM Work Group meetings were held on July 12th and September 13th. COG/TPB staff prepared the meeting agenda's and meeting notes and handouts for the meeting as well as meeting logistics.

A Federal ETC Advisory Group meeting was held on July 26th. Presentations were made on SmartBenefits and Car Free Day.

COG/TPB staff participated in an AMPO TDM Peer Exchange Group meeting on July 27th.

COG/TPB staff held Customer Service training on July 29, 2011 for all Rideshare Coordinators, Operations Center Staff and GRH Dispatch Team Staff at COG. The event was well attended and received by the attendees.

COG/TPB staff met with representatives from Fluor TransUrban on August 2nd to discuss the HOT Lanes project.

COG/TPB staff attended vanpool formation meetings at HHS in Rockville on August 23rd.

COG/TPB staff participated in Vanpool Bootcamp organizational meetings with the local ACT chapter on September 12th & 28th.

COG/TPB staff attended an I-95 Transit/TDM Plan Stakeholder Group meeting in Alexandria, Virginia on September 16th.

COG/TPB staff attended an FHWA training session on Integrating TDM into the Planning Process on September 28th held in Glen Allen, Virginia.

The following work was accomplished during the second quarter:

COG/TPB staff aided local Ridematching Coordinators with data maintenance. Staff moved commuter accounts between servicing agencies, ensured newly hired ridematching coordinators could view reports, and corrected errors in data.

COG/TPB staff created mailing lists and printed address labels for Frederick, Maryland TransIT to use in sending newsletters to commuters.

COG/TPB staff gathered statistics on migrating commuter records from the old TDM system's database to the new one. The analysis sought to answer the questions of the total database size prior to the migration, the number of users who opted in over the 18 month timeframe following migration, and the final database size at the end of the migration period.

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the January 2012 publication that will be prepared and distributed.

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

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2011, November 2011 and December 2011) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from the Rideshare Program of Charlottesville, VA and Rideshare Delaware.

COG/TPB staff also provided technical support to BMC, Tri-County Council, and well as Frederick County and Montgomery County, Maryland. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB Staff moved commuter accounts from one servicing agency to another; ensured newly hired ridematching coordinators could view reports, and corrected errors in data.

COG/TPB staff held TDM training sessions for new Rideshare Coordinators on: October 18, 2011, December 6, 2011 and December 20, 2011. The new Rideshare Coordinators represent ARNG, Baltimore City and the Northern Shenandoah Valley Regional Commission.

COG/TPB staff held a SchoolPool training session December 6, 2011. Safe Routes to School coordinators and TDM Ridematching Coordinators attended the meeting as well as DDOT representatives.

A Commuter Connections Ridematching Committee meeting was held on December 20th. Highlights from the meeting included: introduction of new Rideshare Coordinators, SchoolPool update, Reach a Ride update, review of suggested improvements to the TDM System, and the member roundtable discussion.

STDM Work Group meetings were held on October 11th, November 8th and December 13th to discuss the progress of the FY 2012 CCWP, development of the FY 2013 CCWP and other issues pertaining to the administrative aspects of the CCWP.

COG/TPB staff assisted VDOT with a survey of I-66 commuters in October by producing a sample dataset of commuters who would likely benefit from taking the survey.

COG/TPB staff participated in a conference call on October 12, 2011 for the continued planning of the "Vanpool Boot Camp" to be hosted in Arlington, VA on November 7, 2011. COG/TPB staff participated in the Association for Commuter Transportation's "Vanpool Boot Camp" on November 7th.

COG/TPB staff attended a Virginia Vanpool Study meeting at PRTC on November 1st. COG/TPB staff participated in MassRides' National Advisory Group in Boston on November 3rd and 4th. COG/TPB staff participated in

Title VI Training on November 7th. A Federal ETC Advisory Group conference call meeting was held on November 9th.

COG/TPB staff hosted and participated in an AMPO TDM Peer Exchange Group meeting on November 10th. A Vanpool Briefing meeting on the Virginia Vanpool Study and the expansion of the 'Pool Rewards program to vanpools was held on November 15th.

A Commuter Connections Subcommittee meeting was held on November 15th. Highlights from the meeting included: the endorsement for release of the FY 20122 Bike to Work Day event report, a briefing on the draft 2009-2011 draft TERM Analysis Report, a briefing by Trans Urban on the Beltway HOT Lanes project in Virginia, an update on the 'Pool Rewards project with respect to its expansion to Vanpools, a briefing on the development of the FY 2013 CCWP and to the Commuter Connections Strategic Plan, and a discussion of the 1st quarter budget report and 1st Quarter Progress Report for the FY 2012 CCWP.

COG/TPB staff attended an Electric Vehicle Infrastructure Workgroup meeting on November 20th.

COG/TPB staff attended and moderated a session on "Rewards and Incentives in Applied Transportation Behavior" at the Behavior, Energy and Climate Change Conference (BECC) held in Washington DC on December 1st. COG/TPB staff attended COG's Annual Meeting on December 14th.

The following work was accomplished during the third quarter:

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2012 publication that will be prepared and distributed.

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

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in January 2012, February 2012 and March 2012) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from the Rideshare Program of Charlottesville, VA and Rideshare Delaware.

COG/TPB staff also provided technical support to BMC, FDA, and the Northern Virginia Shenandoah Valley Regional Commission as well as Frederick County and Montgomery County, Maryland. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff presented the draft FY 2013 CCWP to the STDM Work Group on January 10th, to the Commuter Connections Subcommittee for endorsement for release on January 17th.

An STDM Work Group meeting was coordinated and facilitated by COG/TPB staff on January 10th. COG/TPB staff participated in a TDMI Board meeting on January 11th. COG/TPB staff attended the WMATA Station Access Study meeting on January 13th.

A Commuter Connections Subcommittee meeting was held on January 17th. Highlights from the meeting included the following: a review of substantive changes made to the final draft of the FY 2009 – 2011 TERM Analysis Report and an endorsement for release by the Subcommittee; an update on substantive changes made to the Commuter Connections Strategic Plan and an endorsement for release by the Subcommittee; a review of substantive changes made to the draft FY 2013 Commuter Connections Work Program and an endorsement for release by the Subcommittee; a presentation of the draft FY 2011 Guaranteed Ride Home Customer Satisfaction Survey results and report; an update on the 'Pool Rewards program with respect to the expansion of the program to include Vanpools; a briefing on the proposed performance measures for the TPB's Regional Transportation Priorities Plan, a presentation on the I-95/395 Corridor Management project; and the distribution and discussion of the 2nd quarter FY 2012 CCWP budget report.

A Commuter Connections Ridematching Committee meeting was held on March 20th. Highlights from the meeting included: introduction of new Rideshare Coordinators, SchoolPool update, Reach a Ride update, review of suggested improvements to the TDM System, and the member roundtable discussion.

A Commuter Connections Subcommittee meeting was also held on March 20th. Highlights from the meeting included the following: a review of substantive changes made to the final draft of the FY 2011 Guaranteed Ride Home Customer Satisfaction Survey Report and an endorsement for release by the Subcommittee; the presentation of data and the draft report of the FY 2012 Applicant Placement rate Study with a comment period being established; an update on the Congestion Management Process; an update on VDRPT's Super Nova Transit/TDM Study; an update on the 'Pool Rewards program with respect to the expansion of the program to Vanpools; an update on the 2012 Bike to Work Day event; a discussion and presentation of information on rising gasoline process and its effect on ridematching applications; an update on the FY 2013 CCWP process; and the distribution and discussion of the 2nd quarter FY2012 CCWP Progress Report.

COG/TPB staff attended the TRB TDM Committee meeting on January 24th at the annual TRB conference. COG/TPB staff attended the Ridesharing Institute meeting held on January 27th in Washington, DC. COG/TPB staff attended an Integrated Corridor Management meeting at VDOT in Northern Virginia on January 31st.

COG/TPB staff hosted and participated in a national Peer Group meeting for TRIP TAC on February 16th. COG/TPB staff hosted and participated in an MPO TDM Peer Exchange Group conference call/web meeting on February 29th. COG/TPB staff attended an I-95 Integrated Corridor Management meeting at Northern Virginia's VDOT offices on March 9th. COG/TPB staff presented information on the Commuter Connections program to the TPB

Citizen's Advisory Committee on March 15th. COG/TPB staff participated in a TDMI Board meeting held on March 27th at COG offices.

The following work was accomplished during the fourth quarter:

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2012 publication that will be prepared and distributed.

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

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2012, May 2012 and June 2012) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from the Rideshare Program of Charlottesville, VA and Rideshare Delaware.

COG/TPB staff also provided technical support to Frederick County, Maryland and the Rappahannock Rapidan Regional Commission in Virginia. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff attended and participated in the TripTAC Peer Group meeting on May 23rd. A Commuter Connections Ridematching Committee meeting was held on June 19th. Highlights from the meeting included: introduction of new Rideshare Coordinators, SchoolPool update, Reach a Ride update, review of suggested improvements to the TDM System, and the member roundtable discussion. STDM Work Group meetings were held on April 10th, May 8th, and June 12th.

A Commuter Connections Subcommittee meeting was held on May 15th. Highlights from the meeting included: a review of the substantive changes made to the FY 2012 Applicant Placement Rate study and an endorsement for release of the report by the Subcommittee, an update on recent WMATA fare's, an update on the 'Pool Rewards vanpool portion of the project, an update on Clean Air Partners, Bike to Work Day, a briefing on the regional Household Travel Survey, an update on the regional Car Free Day event, and a presentation on the third quarter progress and budget reports.

B. Transportation Information Services

Work Accomplished on all Products and Services:

COG/TPB staff provided commuter traveler information on alternatives to the general public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address

(ridematching@mwcog.org) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

In April, COG/TPB staff modified the voice message system for the Commuter Connections toll free number to incorporate bicycling and the 'Pool Rewards program.

C. Transportation Information Software, Hardware, and Database Maintenance

Work Accomplished on all Services Provided:

COG/TPB staff continued daily maintenance processes for the Commuter Connections TDM Software System. This included monitoring the web and database servers, making backups, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports and correcting errors in data.

COG/TPB staff continued running the purge process at the beginning of each month. This process has expanded beyond removing inactive accounts from the database. The software generates electronic and traditional paper correspondence to commuters to ask them whether they want to keep their accounts active. It produces reports that list commuters with whom local ridematching coordinators might want to follow up. Staff also audits the purge process. A spreadsheet that stores snapshots of commuter records is produced before processing and after processing. If someone discovers an account that has been mishandled, these snapshots help eliminate guesswork when tracking down and fixing errors in the software.

COG/TPB staff has assumed responsibility for the Oracle database. A new backup strategy that uses Oracle's latest technology (called "Flashback") has been implemented. Flashback promises faster, more reliable restore/recovery operations.

COG/TPB staff set up a new Commuter Connections bulletin board system. The URL is <http://boards.mwcog.org>. There are substantial improvements in this new product. It sports a more attractive and easier to use and understand graphical user interface. It features a minimalist implementation of social networking. As examples, members can email one another and maintain profiles with pictures. Administrators can also work more effectively with new tools made especially for them.

COG/TPB staff held conference calls throughout the year with Base Technologies. Meetings took place almost biweekly during the first half of the year and then monthly during the second half. The overarching purpose was to plan and discuss improvements to the TDM system, especially upgrading the software to run with the latest version of the web server software. Topics included the placement rate survey, the upgrade of the software so it can run with the latest version of the web server software, input data validation, the bicycle routing system, and the SchoolPool application.

COG/TPB staff made fixes and enhancements to the TDM system. These were concentrated on the monthly purge process, reports, and data quality.

COG/TPB staff installed and configured three different web servers for testing the TDM upgrade. Once the developer and beta releases were satisfactory, staff used the test version as a gamma for production. The effect

of this was twofold: First, it saved cost because the gamma database set up was tested against the live database and second, useful production work was accomplished while doing this testing at the same time.

COG/TPB staff produced mailing labels for local agencies' newsletters.

D. Commuter Information System

Work Accomplished on all Services Provided:

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

COG/TPB staff continued processing NAVTEQ data and gathering custom data for the next version of the commute options (Park and Ride) map. Staff also gathered and processed geographic data to use in building a new web based geocoding service.

COG/TPB staff processed and enhanced NAVTEQ data to use in building a geocoder to deploy as a web service. Staff also acquired parcel data for the District of Columbia, nine counties in Maryland, and two counties in northern Virginia to use for geocoding. Enhancements to the NAVTEQ data and the parcel data include adding the jurisdiction, city, state, county, and appform code to each side of each street segment and to each parcel. The geocoding service was deployed to the web during the last quarter of the fiscal year.

COG/TPB staff installed ArcGIS for Server 10. This upgrades us to the latest major revision of the server software. The goal is to develop and deploy a new and much enhanced commute options finder map on this platform.

COG/TPB staff obtained the latest transit data from WMATA and processed it for loading into the TDM system. This data is used to generate the commute options for each match letter the system sends.

COG/TPB staff obtained data from local jurisdictions for the Commute Options map. The web map was updated to show this information. Following that, the data was used to make a new print version of the park and ride map.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

COG/TPB staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

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

COG/TPB staff made no changes to the GRH Participation Guidelines during this quarter.

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

COG/TPB staff held Customer Service training on July 29, 2011 for all Rideshare Coordinators, Operations Center Staff and GRH Dispatch Team Staff at COG. The event was well attended and received by the attendees.

COG/TPB staff continued the Commuter Connections “GRH Rewards Program” during FY 2012. When commuters re-registered during FY 2012, incentive coupons were mailed with the commuter’s GRH renewal card. The incentives varied per vendor(s) but examples included:

- Buy 1, get 1 admissions to Madame Tussauds – Washington, DC

The participating vendor was Madame Tussauds. This incentive has proven effective with GRH members and accounts for increased interest in the program during FY2012. Supplies are limited and at the discretion of the participating vendor(s).

B. Process Trip Requests and Provide Trips

Work Accomplished on all Services Provided:

COG/TPB staff reports between the months of July 2011 and June 2012, there were 5,696 GRH applications received. 7,610 commuters were re-registered and 5,348 commuters were newly registered in the regional GRH program. These new registrants included 141 previous “one-time exceptions.” A total of 12,653 registrants were registered for GRH at the end of FY 2012. The GRH program provided 3,418 GRH trips in FY 2012. Two hundred sixty-three (8%) of these trips were “one-time” exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (41%) followed by Child Care trip reasons (22%) and Family Emergency trip reasons (16%) were the top three reasons cited for GRH trips during FY 2012. Missed “pool” accounted for 2% and Unscheduled Overtime accounted for 10% of the trips taken during the fiscal year. 2% of the GRH trips taken during FY 2012 were categorized as “Other.” The average cost of a GRH trip in FY 2012 was \$69.86. This was slightly less than last fiscal year’s average cost of a trip.

The majority of registered commuters live in Virginia (59%), with 36% residing in Maryland and 3% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 60% of the GRH registrants work in the District of Columbia, with 27% working in Virginia and 13% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2012, Sixty percent (59%) of all GRH registrants use transit to travel to work, Twenty-Seven (25%) carpool or vanpool, and one percent (2%) either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (8%) as their commute mode. Four percent (6%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY2012, 52% use transit to commute to work, 35% carpool or vanpool, and 8% combine transit and pooling. Five percent (5%) indicated “Other” was their primary commute mode. 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

Work Accomplished on all Products and Services:

COG/TPB staff posted the FY 2012 Marketing Communications Brief and Schedule to SharePoint for committee feedback. The Marketing Brief and Schedule outlined strategy Commuter Connections would employ for the fiscal year in order to reduce traffic congestion and emissions caused by SOV commuters. The document outlined the objectives, target market, proposed tactics and media allocations for Ridesharing, GRH, 'Pool Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards) and Employer Outreach. Committee feedback was incorporated into the Marketing Brief and Schedule based on comments received.

COG/TPB staff solicited volunteers from each state to serve on the FY 2012 Commuter Connections Marketing Workgroup. Members of the Workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2012 regional TDM marketing campaign. Feedback helped shape the direction and refine the materials. Workgroup members included Bobbi Greenburg, Arlington County; Mark Sofman, Montgomery County; and Antoinette Rucker, WMATA.

Bi-weekly conference calls were held between the marketing contractor and its sub-contractors and COG/TPB staff to discuss the planning and status of Regional TDM marketing project activities. COG/TPB staff managed and oversaw marketing, advertising and public relations contractors throughout the year to implement the regional TDM marketing campaign and Earned Media Plan.

With the exception of a Spanish language station WILC, radio promotion for the first half of FY 2012 focused solely on Ridematching. The value-add provided by the stations during the fall campaign were primarily used to promote the 'Pool Rewards program and consisted of ten to thirty second promotional spots and online banner ads. COG/TPB staff took part in an interview on the Hispanic station in November and banner ads were placed on the Hispanic station's website, holaciudad.com. The interview was also posted to holaciudad.com.

WMAL sponsored a contest that partnered Commuter Connections with Dr. Tom Roselle from the Roselle Center for Healing. The contest promoted reducing stress by ridesharing, encouraged listeners to sign up for 'Pool Rewards, and rewarded four lucky participants with stress relieving gift packs, valued at \$400.

Commuter Connections was promoted by WBQB in November as part of a newsletter sent via mail. Commuter Connections was given a half-page ad in the publication which reached 64,000 people.

A paid listing was placed on Google during the fall campaign from Oct-Dec. The ad was served to Google users in the Washington D.C. region who searched on specified keywords. The top five keywords by click through for the campaign were: commuter, vanpool, carpool, traffic and rideshare. When users searched for one of the keywords on Google, the Commuter Connections listing returned at or near the top of the results before any of the non-paid results. On average the Rideshare ad maintained positioning between the first and second placement from the top. Over a three month

campaign, the listing produced 2,919 click thrus to the Commuter Connections web site.

The Regional TDM Strategic Marketing Plan and Resource Guide was finalized and approved at the December 20, 2011 Regional TDM Marketing Group meeting. This annual guide serves as a resource for TDM products, research and planned marketing activities conducted within the Washington metropolitan region.

Direct mail campaigns were sent out twice during FY2012 by COG/TPB staff; 500,000 both in December and June respectively. The mailers were sent to households with persons age 25-54 with annual household incomes \$75,000 and above. For each mailing, two unique brochures were created with images that provided emphasis on ridesharing or GRH. Key messages for FY2012 were "Easier Ways to Keep your Money" for Rideshare and "Why Risk It?" for GRH. Each of the mailer versions cross promoted both services and also the 'Pool Rewards program. A tear off application was included, allowing recipients to apply for either program offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to commuterconnections.org.

The Commuter Connections quarterly newsletter was distributed to Washington region employers along with a federal ETC insert. Both were placed online as well. Lead stories for the year included the Employer Recognition Awards, 'Pool Rewards, SmartBenefits changes, and high gas prices.

COG/TPB staff worked with Commuter Connections Network members to secure donations of ad space during FY2012 on transit interiors/exterior, shelters, and at Park & Ride Lots. With signage along commuter travel routes, Commuter Connections gained frequency of message in an affordable and effective manner. The free ad space was donated by Tri-County Council of Southern Maryland, PRTC/Omniride, Fairfax County Connector, and Montgomery County Ride On.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis, and COG/TPB staff prepared the agenda, meeting notes, and meeting handouts. The following are highlights from those meetings:

September 20, 2011 - Issued final FY11 Second Half Marketing Campaign Summary report, the final FY12 Marketing Communications Plan and Schedule and the draft FY12 Washington Metropolitan Resource Guide and Strategic Marketing Plan. Presentations were given on the GRH FY11 Satisfaction Survey and the InterCounty Connector.

December 20, 2011 - The draft FY 2012 1st Half Marketing Campaign Summary Report was distributed as well as a final Draft of the FY 2012 Regional TDM Resource Guide and Strategic Marketing Plan, which was approved for release. Presentations were made by the Commuter Connections advertising contractor to include recent marketing activity and visuals of the FY 2012 spring Marketing Campaign. Presentations were given on the Montgomery County's Walk and Ride Challenge and Tri-County marketing.

March 20, 2012 - The FY12 First Half Marketing Campaign Summary final report and the FY12 Second Half Marketing Campaign Summary draft report were distributed. Presentations were made by the Commuter Connections

marketing contractor to include an update on the FY 2012 spring marketing campaign. Presentations were also given on the Circulator and StreetSmart.

June 19, 2012 - Presentations included, O'Donnell Company on the Commuter Connections FY12 marketing campaign and a second draft of the FY12 2nd Half Marketing Campaign Summary Report was distributed during the meeting. Presentations were given on the PRTC Youth Outreach Program and Arlington's Car-Free Diet.

COG/TPB staff participated at the following transportation fairs and related events in FY2012: Four Seasons Hotel July 18th; Navy Yard July 27th; Fort Belvoir August 2nd; U.S. Navy August 16th; Social Security Administration September 29th; U.S. Dept. Health and Human Services October 19th; Northwest Federal Credit Union November 2nd; American College of OBGYN November 16th; Walter Reed National Medical Military Center March 14th; U.S. Dept. Health and Human Services April 19th; U.S. Dept of Commerce April 19th; American Red Cross April 23rd; US Patent and Trademark Office April 24th; U.S. Geological Survey Reston April 24th; Federal Triangle Campus April 26th; U.S. Food and Drug Administration April 26th; Department of Defense–Pentagon May 10th; NOAA June 5th; Aerospace Corporation June 6th; Sibley Hospital June 7th; APTA June 12th; and Mark Center June 13th.

Internet Ads were placed on the home page and news section of the Washington Times; the home page, weather, traffic, and business pages of WJLA; the news, weather, and traffic pages of NBC4; and run-of-site on WUSA. In addition, Run-of-Site/Run-of-Network (ROS/RON) pop-under ads served to select list of websites. The internet ads ran from March to June 2012.

A new television commercial was produced for the FY2012 spring Rideshare campaign. To keep costs at a minimum, pre-recorded stock footage was used. The TV spot reinforced saving money by carpooling and featured a group of commuters singing the virtues of ridesharing while driving through the streets of Washington, D.C. The voice over stated "You may never make it big singing on reality TV... but you can still bring home big money when you rideshare". The commercial ran on Fox TV and ABC7 during the morning and evening news. The FY 2012 Marketing Workgroup reviewed and commented on the draft TV storyboards.

COG/TPB staff placed listings in both print and electronic versions of telephone directories throughout the Washington region under the carpool and vanpool services category. Directory listings were placed into military base guides and an ad was placed in the Relocation Guide section of Comprint Military Publications' newspaper in both spring and fall editions.

COG/TPB staff made regular updates and performed maintenance on Commuter Connections' web site and social networking websites. This included refreshment of the rotating flash file images on the Commuter Connections home page to reflect visuals of the new spring marketing campaign. SharePoint was utilized for posting of marketing and advertising materials for review by Commuter Connections Committees. A new commuter Bulletin Board was launched in mid March and during a transitional period, notices were sent to valid email addresses of existing members. CAPTCHA requirements were also implemented. Bulletin Board members were given two weeks to establish registration at the new site.

Earned Media interviews and placements:

| Date | Outlet | Title linked to URL |
|-------------|---------------------|--|
| 3/1/12 | Washington Post | Are you sharing more rides as gas prices rise? |
| 3/1/12 | Washington Examiner | High gas prices push commuters to car pools |
| 3/2/12 | Fairfax News.com | Rideshare Makes a Comeback as Pump Prices Go Sky High |
| 3/2/12 | WTOP | More carpool as gas prices soar |
| 3/11/12 | Fredericksburg.com | Vanpools filling up as gas prices drive motorists to 'rideshare' |
| 4/17/12 | Washington Post | \$4 gas reinforces trend toward lower U.S. fuel consumption |
| 5/8/12 | Fox Business | How to Create Your Own Ridesharing |

B. Bike to Work Day

Work Accomplished on all Products and Services:

COG/TPB staff secured Fred Shafer from The Maryland National Capital Park and Planning Commission, in Prince George's County to serve as the FY 2012 Chair of the Bike to Work Day Steering Committee.

In July, COG/TPB staff attended a meeting with the Washington Area Bicyclist Association (WABA), District Department of Transportation, and Downtown DC Business Improvement District (BID) to discuss the direction for Bike to Work Day 2012 and new roles to be taken. In 2012 the Freedom Plaza pit stop was managed by the Downtown DC BID. It was agreed upon that the event web site should be a stand-alone destination and not pages within the WABA web site. As a result, further meetings were held on August 8th and September 9th between COG/TPB staff and WABA regarding the web site transition process. Another meeting was held on November 9th to draft a Memorandum of Understanding (MOU) between both parties for the regional Bike to Work Day web site and other key activities each party is responsible. An example was the transition of incoming phone calls for the event from WABA to Commuter Connections. Another aspect was that while COG/TPB staff will design and manage the web site, the registration functionality will still be handled by WABA. The MOU was finalized and executed in December. COG/TPB staff met again with WABA on February 7th to discuss the new web site design and features. The web domains of www.biketoworkmetrodc.com and www.biketoworkmetrodc.org were secured and the 2012 Bike to Work Day event registration web site was launched in March. A list of Frequently Asked Questions for the Bike to Work Day event was developed for the site to offset some of the potential phone calls. The web site masthead reflects the marketing materials to provide a uniform look and feel. With a dedicated site, more freedom was available to allow additional content and more focus on two key audiences; employers and new participants. COG/TPB

staff also updated the Bike to Work Day Twitter and Facebook pages with 2012 Bike to Work Day graphics.

All previous pit stops confirmed renewal for 2012 with the exception of one of the Hyattsville locations. Several new pit stops will come on board for 2012, including but not limited to: Takoma Park, Falls Church, the Mark Center in Alexandria, and National Geographic in the District. In the final analysis, ten new pit stops were added for 2012 with one discontinued, for a total of 58.

Commuter Connections began its annual sponsorship drive in October through letters and phone calls to past and prospective sponsors. The sponsor drive continued through January as COG/TPB staff and contractor held discussions with potential sponsors regarding Bike to Work Day opportunities for 2012. The drive was completed by early February with a total of \$45,550 in cash donations. Invoices were created for signed sponsor declaration forms and incoming checks were processed. COG/TPB staffs followed up on outstanding invoices until all donations were received. COG/TPB staff worked with sponsors to obtain logos for the event web site and marketing materials. COG/TPB staff also corresponded with in-kind sponsors to work out the details of their giveaway commitments.

Steering Committee meetings were held on September 14th, November 9th, January 11th, March 14th, and May 9th. Topics included the 2011 slideshow, employer challenge, and the 2011 BTWD Event report and the setting of the 2012 goal at 12,500 registrants. Discussions surrounding the 2012 event also included items such as the T-Shirt color (lime green), poster concept selection/refinement, and the new web site. At each meeting pit stop managers updated the Committee on plans and progress for their individual events.

Posters and rack cards were developed and printed; 57,000 rack cards, and 32,000 posters, with 15% printed in Spanish for the first time. The materials reflected the theme "Bike in Good Company" and were color coordinated to coincide with the T-Shirts. Posters were distributed to pit stops managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at the Work Site."

A radio script was created and began airing in April on DC101, ESPN, and WJFK. The ESPN ad featured a personal read and endorsement by ESPN radio personality Andy Polin, an avid bicycle commuter. The radio stations also distributed rack cards at various promotional events. Additional value-add was delivered by the radio stations selected for the Bike to Work Day radio campaign. A print ad was created and placed in the Express newspaper and ran for several consecutive days leading up to the event. COG/TPB staff also sent an HTML email to the employer database contacts and to previous event participants.

Vinyl banners, 8'x4'in size were created for 56 pit stops, each contained the look and feel of the poster and featured a custom area for pit stop location specifics. Banners were distributed in April and displayed in prominent areas to work as promotional tools and serve as backdrops for each local Bike to Work Day pit stop.

COG/TPB staff briefed the Transportation Planning Board Technical Committee on Bike to Work Day and then again at the TPB meeting in April

where the Board adopted a regional Bike to Work Day Proclamation. The proclamation was enlarged and signed by Chairperson Todd Turner of the City of Bowie. Photos were taken and posted to the Commuter Connections Bike to Work Day web page.

COG/TPB staff finalized event T-Shirt art with vendor and coordinated logistics for the T-Shirt delivery with ICF International in Fairfax. Staff also worked with WABA and Steering Committee volunteers to arrange for sorting. T-Shirts were sent to sponsors as a thank you for supporting the event.

Throughout the year, COG/TPB staff assisted pit stop managers and Committee members by answering questions and providing general support.

Bike to Work Day was held on May 18th at 58 simultaneous locations throughout the Washington metropolitan region. COG/TPB staff had a tent at the NoMa pit stop. A record setting 12,700 bicyclists registered, a 15.5 percent increase over 2010.

COG/TPB staff along with the contractors developed an earned media strategy for Bike to Work Day and coordinated media interviews. A pre-event press release and calendar postings were sent in April, and a second pre-event press release was sent in early May. The contractor and COG's Public Affairs Office staff pitched media and sent a final press release the day of the event. COG/TPB staff participated in media interviews.

COG/TPB Staff coordinated delivery of a bike rack between prize winner, Afterschool Alliance and the manufacturer, Peak Racks and also drew names for the bike raffle giveaway with City Bikes BicycleSPACE and bikes@vienna. Winner names were posted to the web site.

An analysis was conducted of final registration data, the Employer Challenge winner was selected, and a plaque was created. The Employer Challenge luncheon was held at the National Institutes of Health on June 20th. Photos from the luncheon were posted to the web site. Several other employers were recognized with a certificate of achievement for outstanding participation in Bike to Work Day based on employer size.

Bike to Work Day Media Placements

| Print and Online | | |
|-------------------------|------------------------------|--|
| Date | Outlet | Title linked to URL |
| 3/26/2012 | FrederickNewsPost.com | Registration open for Bike to Work Day |
| 3/29/2012 | Washington Examiner | Bike to Work Day registration opens |
| 3/29/2012 | Commuter Connections | Registration for Bike to Work Day 2012 Opens |
| 3/30/2012 | Washington Post - Post Local | Bike to Work Day |

| Date | Outlet | Title linked to URL |
|-------------|----------------------------------|--|
| 3/30/2012 | The Washington Post Local | Bike to Work Day - Registration open |
| 3/31/2012 | Charles County Newsletter | Bike to Work Day Website Launched for 2012 event |
| 3/31/2012 | FrederickNewsPost.com | Registration Opens for Bike to Work Day |
| 4/1/2012 | WAMU | D.C. Region's 'Bike To Work Day' Set In May |
| 4/1/2012 | Prince William Trails & Stream | Metro DC Bike to Work Day 2012 |
| 4/9/2012 | BayNet.com | Annual Bike to Work Day to be Held May 18 |
| 4/22/2012 | Southern Maryland Net News | Bike to Work Day May 18th |
| 4/24/2012 | TPB Weekly Report | BTWD in the Washington Region on May 18 |
| 5/1/2012 | Connected Communities | BTWD the First Step to Big Savings for Commuters |
| 5/1/2012 | Bicycle Retailer & Industry News | Groups mark Bike Month with calls to Congress |
| 5/2/2012 | Downtown DC BID | Bicycle Mania |
| 5/4/2012 | Washington Post - Post Local | Dr. Gridlock's traffic, transit tips: Bike to Work Day |
| 5/4/2012 | Interesting Nonfiction for Kids | Happy National Bike Month |
| 5/7/2012 | Washington Post - Post Local | Bike to Work Day |
| 5/8/2012 | TBD on Foot | At Least Nine Bicyclists |
| 5/8/2012 | City of Rockville | Bike to Work This Month |
| 5/8/2012 | Potomac Local.com | Biking Students Offered Healthy Snacks |
| 5/9/2012 | JDantos - Notes from DC | Bike to Work Day - Convoy from Anacostia |

| Date | Outlet | Title linked to URL |
|-------------|------------------------------|--|
| 5/10/2012 | Belvoir Eagle | Workers save time, money during Bike to Work Day |
| 5/11/2012 | Washington Post - Post Local | Bike to Work Day |
| 5/13/2012 | Examiner.com | Bike DC brings enthusiasts to early morning ride |
| 5/13/2012 | Black And White | Bike to Work Day 2012 |
| 5/13/2012 | Best Messenger Courier DC | Washington DC Bike to Work Day is May 18 |
| 5/14/2012 | GeorgeTown Patch | Bike to Work Day |
| 5/14/2012 | Washington Post - Post Local | Bike to Work Day |
| 5/14/2012 | Connected Communities | BTWS Events Spread Throughout Region |
| 5/14/2012 | MWCOG Newsroom | Bike to Work Day Events Spread Region |
| 5/14/2012 | Falls Church Patch | Bike to Work Week Begins |
| 5/14/2012 | EcoWomen, Washington, DC | Biking Successfully! |
| 5/14/2012 | Washington Post - Post Local | Dr. Gridlock - Bike to Work Day |
| 5/14/2012 | Bike and Roll | Free Bike Rentals for Bike to Work Day! |
| 5/14/2012 | Bike Arlington.com | Upgrade your Bike to Work Week |
| 5/14/2012 | TBD on Foot | WMATA's College Park Bike & Ride |
| 5/15/2012 | College Park Patch | 100+ Cyclists Expected at City hall for BTWD |
| 5/15/2012 | Redefining Eco | Celebrate Bike to Work Week! |
| 5/15/2012 | Laurel Patch | Friday is Bike to Work Day |
| 5/15/2012 | The Wash Cycle | Ride with DC Council Candidate David Grosso |

| Date | Outlet | Title linked to URL |
|-------------|------------------------------|---|
| 5/16/2012 | CBS DC | BTWD Expected To Draw More Than 10,000 |
| 5/16/2012 | Post Local - The Buzz | Bike to Work Day expected to draw thousands |
| 5/16/2012 | Washington Post - Post Local | Bike to Work Day expected to draw thousands |
| 5/16/2012 | Silver Spring Patch | BTWD Features 2 Pit Stops in Silver Spring |
| 5/16/2012 | Urban Places and Spaces | Bike to Work Day Friday May 18th |
| 5/16/2012 | ABC 7 , WJLA | Bike to Work Day is Friday |
| 5/16/2012 | Leesburg Patch | Bike to Work Day Set for May 18th |
| 5/16/2012 | Hyattsville Patch | BTWD Will Feature a Pit Stop in Hyattsville |
| 5/16/2012 | Washington Examiner | Bike to Work Friday |
| 5/16/2012 | CBS Baltimore | Commuters Urged to Bike to Work on Friday |
| 5/16/2012 | FoxDC | Commuters Urged to Bike to Work on Friday |
| 5/16/2012 | Washington Examiner | Cycling Commuters Taking to the Roads Friday |
| 5/16/2012 | Washington Post - Post Local | Dr. Gridlock - Be Safe on Friday's Bike to Work Day |
| 5/16/2012 | Express Night Out | For D.C., A Great Divide |
| 5/16/2012 | Post Local | Friday is BTWD more than 10,000 expected |
| 5/16/2012 | GPB News | Get Ready For BTWD (And Share Your Photos) |
| 5/16/2012 | North County Public Radio | Get Ready For BTWD(And Share Your Photos) |
| 5/17/2012 | Greater Greater Washington | Big Days for Bikes |

| Date | Outlet | Title linked to URL |
|-------------|-----------------------------|---|
| 5/17/2012 | CBS Money Watch | Bike to Work Day, May 18: The best time to ride |
| 5/17/2012 | Fairfax News | Friday is Bike to Work Day |
| 5/17/2012 | WAMU | Friday Marks Bike to Work Day in DC |
| 5/18/2012 | Commuter Page Blog | 12,700 Attend DC's Region's Bike to Work Day |
| 5/18/2012 | Mobility Lab | Photos from BTWD at the Rosslyn Pit Stop |
| 5/18/2012 | Chasing Mailboxes | Bike to Work Day |
| 5/18/2012 | Washington Post | Bike to Work Day - Submit your bicycle photos |
| 5/18/2012 | Wash Cycle | Bike to Work Day 2012 |
| 5/18/2012 | Vimeo | BTWD 2012 -- Greenbelt MD to Washington DC |
| 5/18/2012 | TBD on Foot | BTWD 2012 Attracts More Cyclists Than Last Year's |
| 5/18/2012 | Huff Post Green | Bike To Work Day 2012: Way To A Greener Commute |
| 5/18/2012 | Kingstowne Rose Patch | Bike to Work Day Comes to Kingstowne Area |
| 5/18/2012 | ARL Now | Bike to Work Day in Rosslyn |
| 5/18/2012 | Bulliten MPCS | Bike to Work Day is Friday, May 18 |
| 5/18/2012 | Washington Business Journal | Bike to Work Day sets Records |
| 5/18/2012 | DCist | BTWD Tally: 12,700 Cyclists (and One Trike) |
| 5/18/2012 | Huffington Post | BTWD : Big Milestone for Capital Bikeshare |
| 5/18/2012 | Life at Hok | Bikes of Hok, Washington DC |
| 5/18/2012 | Burke Patch | Burke Celebrates Bike to Work Day |

| Date | Outlet | Title linked to URL |
|-------------|---------------------------------|---|
| 5/18/2012 | Express Night Out | DC Rider - Halfway There |
| 5/18/2012 | The New Republic | Does "Bike To Work Day" Work? |
| 5/18/2012 | FrederickNewsPost.com | Employees Take Healthy Commute on Bike Day |
| 5/18/2012 | Wavy.com | Friday is Bike to Work Day |
| 5/18/2012 | WAMU | Great Day for A Bike Ride |
| 5/18/2012 | WBUR 90.9 | In America's 'Most Bikeable' Cities, Bike Lanes Rule |
| 5/18/2012 | Explore Baltimore County | In Towson, Bike to Work Day gathers 'spokes-people' |
| 5/18/2012 | Examinier.com | It's Bike to Work Day - Bike to School Day Too? |
| 5/18/2012 | Washington Post | It's Bike to Work Day - Use Caution |
| 5/18/2012 | Greater Greater Washington | Many Biked to Work |
| 5/18/2012 | Dcist | Morning Roundup: Bike to Work Day Edition |
| 5/22/2012 | Washington Examiner | Record Number Bike to Work |
| 5/23/2012 | DC Map Search | Rise of Bikes in DC Communities |
| 5/25/2012 | NBC Washington | Thousands of Riders Roll Out |
| 6/4/2012 | WTOP | Thousands Participating in Bike to Work Day |
| 5/18/2012 | Public Health Newswire | Today is Bike to Work Day |
| 5/18/2012 | Neighborhood Nomad | Today's Pit Stops |
| 5/18/2012 | Sierra Club | U.S. Bicyclists Save \$4.6 Billion Per Year by Riding |
| | Post Local - Dr. Gridlock | Watch Out for Bike to Work Day Cyclists |
| | Oak Hill and Herndon Connection | Herndon Hosts Bike to Work Day |

| Date | Outlet | Title linked to URL |
|-------------|----------------------------------|--|
| | Loudoun Times | Bike to Work Day |
| | Greater Greater Washington | Can We Make Bike To Work Day More Diverse? |
| | Washington Post | Bike Commuting in DC - From the Suburbs... |
| | About.com | Bike to Work Day in Washington, DC |
| | We Love DC | Bikeshare goes monthly, adds a discounted helmet |
| | Del Ray Patch | Gear Up for Bike to Work Day |
| | Virginia Rail Express Newsletter | May 18 Bike to Work Day |
| | Maryland DOT | Participate in National BTWD on May 18, 2012! |
| | WUSA 9 | Photos of Bike to Work Day |
| | Herndon Patch | Region Celebrates Bike to Work Week |
| | Tacoma Park Newsletter | Takoma Park Celebrates Bike Month |

| On-Camera Television Interviews | | |
|--|---------------------------|----------------------------------|
| Date | Outlet | Title linked to URL |
| 04/15/12 | Charles County Government | BTWD Interview with George Clark |
| 05/16/12 | WUSA 9 | Bike to Work Day is Friday |
| 05/18/12 | ABC 7 | Good Morning Washington |

| Radio | | |
|--------------|---|--|
| Date | Outlet | Title linked to URL |
| 5/18/2012 | WAMU | A Great day for a Bike Ride |
| 5/18/2012 | WBUR 90.9 | In America's 'Most Bikeable' Cities, Bike Lanes Rule |
| 5/18/2012 | WTOP | Thousands Participating in Bike to Work Day |
| 5/18/2012 | MetroNetworks radio and their affiliates including WWRC; WARW; WJZW; WASH; WXTR; WPGC; KOSU | In America's 'Most Bikeable' Cities, Bike Lanes Rule |

| Blogs & Social Media | | |
|---------------------------------|------------------------------------|--|
| Date | Outlet | Title linked to URL |
| 4/1/2012 | Leesburg Patch | Bike to Work Day 2012 |
| 4/1/2012 | Fairfax City Patch | Bike to Work Day 2012 |
| 4/1/2012 | College Park Patch | Bike to Work Day 2012 |
| 4/1/2012 | Vienna Patch | Bike to Work Day 2012 |
| 4/1/2012 | Silver Spring Patch | Bike to Work Day 2012 |
| 4/1/2012 | Reston Patch | Bike to Work Day 2012 |
| 4/1/2012 | Ballston Virginia Square Patch | Bike to Work Day 2012 |
| 4/1/2012 | Old Town Alexandria Patch | Bike to Work Day 2012 |
| 4/1/2012 | Active Rain | Bike to Work Day 2012 |
| 5/8/2012 | TBD on Foot | At Least Nine Bicyclists Died in Traffic |
| 5/9/2012 | JDantos - Notes from Washington DC | Bike to Work Day - Convoy from Anacostia |

| Date | Outlet | Title linked to URL |
|-------------|---------------------------|--|
| 5/13/2012 | Black And White | Bike to Work Day 2012 |
| 5/14/2012 | GeorgeTown Patch | Bike to Work Day |
| 5/14/2012 | TBD on Foot | WMATA's College Park Bike & Ride |
| 5/14/2012 | Montgomery County | Bike to Work Day 2012 |
| 5/15/2012 | Cycle Jerk | Bike to Work Day |
| 5/15/2012 | Laurel Patch | Friday is Bike to Work Day |
| 5/15/2012 | Redefining Eco | Celebrate Bike to Work Week! |
| 5/16/2012 | FoxDC | Commuters Urged to Bike to Work on Friday |
| 5/16/2012 | GPB News | Get Ready For Bike To Work Day |
| 5/16/2012 | North County Public Radio | Get Ready For BTWD (And Share Your Photos) |
| 5/16/2012 | Silver Spring Patch | BTWD Features 2 Pit Stops in Silver Spring |
| 5/16/2012 | Urban Places and Spaces | Bike to Work Day Friday May 18th |
| 5/17/2012 | Washingtonian | What to do This Weekend |
| 5/18/2012 | Commuter Page Blog | 12,700 Attend DC's Region's Bike to Work Day |
| 5/18/2012 | Examinier.com | It's Bike to Work Day -Bike to School Day Too? |
| 5/18/2012 | Explore Baltimore County | In Towson, BTWD gathers 'spokes-people' |
| 5/18/2012 | Gwadzilla | People Biking to Work - photos |
| 5/18/2012 | Gwadzilla | Photo of BTWD |
| 5/18/2012 | Gwadzilla | Peta: Go Vegan on Bike to Work Day |

| Date | Outlet | Title linked to URL |
|-----------|-------------------------------|--|
| 5/18/2012 | Gwadzilla | Dupont Circle |
| 5/18/2012 | Life at Hok | Bikes of Hok, Washington DC |
| 5/18/2012 | Mobility Lab | A Few Photos from BTWD at the Rosslyn Pit Stop |
| 5/18/2012 | NBC Washington | Thousands of Riders Roll Out |
| 5/18/2012 | Neighborhood Nomad | Today's Pit Stops |
| 5/18/2012 | The New Republic | Does "Bike To Work Day" Work? |
| | League of American Bicyclists | "Show Congress" Your Bike Month Events |
| | Downtown DC | Bike to Work Day |

C. Employer Recognition Awards

Work Accomplished on all Products and Services:

A task schedule was developed by COG/TPB staff to outline all associated deliverables involved with planning the Employer Recognition Awards event.

The 2012 awards application brochure and nomination form was developed with the marketing contractor, finalized and distributed to Level 3 & 4 employers throughout the region. An online version of the awards nomination form was also made available.

Additional distribution channels for the nomination brochure included a mailing to top level executives and the Employer Outreach Sales Representatives. Email blasts were sent to employers and through GSA's telework List Serv. Employer Award links were placed on the Commuter Connections and Council of Governments home pages.

After a competitive bidding process the National Press Club was retained as the venue for the June 2012 Employer Recognition Awards event and a down-payment was made.

COG/TPB staff reviewed and qualified Employer nominations. Employers were contacted and interviewed regarding any questionable or missing information on the nomination forms. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the March 14th meeting was moderated by Arch Communications.

Marketing and advertising activities associated with the Employer Recognition Awards were coordinated with the marketing contractor,

including the invitations for the awards ceremony. The FY2012 Awards Workgroup reviewed and commented on the invitations. Workgroup members included George Clark, Tri-County Council for Southern Maryland; Lorraine Taylor, WMATA; and Wendy Duren, Arlington Transportation Partners.

COG/TPB staff coordinated with the Employer Recognition Awards workgroup to select giveaway items. Six-pack can size chiller bags were ordered and given to ceremony attendees along with commemorative program booklets. Program booklet included introductory letters from Commuter Connections Subcommittee and TPB Chairs, profiles on the winners and acknowledgement of the Selection Committee and Workgroups.

Event speakers were secured and remarks written. Confirmation letters were sent to the speakers along with instructions and the agenda. Thank you letters were sent to the speakers after the event.

Glass trophies were ordered for five award recipients and podium signage was created. Awards went to the following organizations: Incentives – CoStar Group; Marketing – Wells Fargo Home Mortgage; Telework- Booz Allen Hamilton; Employer Services Sales Team Achievement – Fairfax County Department of Transportation; and the Employer Services Organization Achievement Award – Loudoun County Office of Transportation Services.

COG/TPB staff bid out for video services, developed questions for interviewees and coordinated filming logistics. Direction was also provided for editing of the video and presented the final version at ceremony. The event video encompassed two minute segments of each award winning program. COG/TPB staff obtained pricing for a Commuter Connections backdrop to be used on stage at the awards ceremony and worked with the contractor to develop creative for its production. COG/TPB staff also worked with the contractor to create award seals which were sent to the winners so they may publicize the awards on their respective web sites.

A guest list was developed, invitations were mailed and name tags were made for those who RSVP'd. COG/TPB staff finalized catering arrangements with the National Press Club and conducted a walk thru the day prior to the event.

The fifteenth annual Commuter Connections Employer Recognition Awards event took place at the National Press Club on June 26, 2012. The event's emcee was Andrew Beacher - Loudoun County Director, Office of Transportation Services, and member of the Transportation Planning Board; The Incentives Award was presented by Monika Samtani - WUSATV9 Reporter/Anchor; The Marketing Award was presented by Jawauna M. Greene - Maryland Transit Administration Director of Communications and Marketing; The Telework Award was presented by Bob Chase – Northern Virginia Transportation Alliance President; The Employer Services Sales Team and Organization Achievement awards were presented by Paul Smith - Frederick County Board of Commissioners Vice President, and TPB member.

COG/TPB staff created a media advisory prior to the event and sent a press release to the media the day of the Employer Recognition Awards event. A print ad was placed in the Wall Street Journal on June 29, 2012 to recognize employer award recipients.

D. 'Pool Rewards

Work Accomplished on all Products and Services:

COG/TPB staff began analyzing survey data from 'Pool Rewards participants that registered and completed the program during FY 2011. Results were presented to the Commuter Connections Subcommittee on September 20th.

COG/TPB staff also worked to amend the FY 2012 CCWP to expand the 'Pool Rewards program to include vanpools. COG/TPB staff attended a National Transit Database (NTD) training session and submitted an application to the Federal Transit Administration to have COG/TPB become an NTD certified reporting agency. The certification was granted on March 2012.

COG/TPB staff continued reviewing, processing, and registering eligible 'Pool Rewards applicants throughout the year.

Mouse pads, courtesy of WMAL were mailed to 'Pool Rewards applicants along with a letter from Commuter Connections. Prizes were also mailed to recipients of the 'Pool Rewards employer contest. The top winning company was ICF International. Messages were posted on Craig's List and on the Commuter Connections Rideshare Bulletin Board to encourage members to apply for 'Pool Rewards.

A vanpool briefing meeting was held at COG/TPB on November 15th to discuss findings from the Virginia Vanpool Study and to share information on the expansion of the 'Pool Rewards program to vanpools.

Draft participation guidelines and parameters for a Request for Qualifications for the expansion of the 'Pool Rewards program to vanpools was formulated. A workgroup was also formed to examine the specifics of the program and meetings were held on December 7th and 16th.

COG/TPB staff worked with the State TDM group to develop a budget for 'Pool Rewards marketing components based on products targeting in each of the states. COG/TPB staff met with WMATA staff on December 9th to discuss NTD Reporting requirements for Vanpools.

A meeting was held with Odonnell Company on December 9th to discuss a new 'Pool Rewards logo and initiatives for the 'Pool Rewards marketing campaign. A new logo was subsequently developed for 'Pool Rewards based on workgroup feedback to include a new tagline and to visually encompass both carpools and vanpools. The tagline selected for the logo was "It pays to Rideshare."

The contractor provided media options for the 'Pool Rewards marketing campaign and radio was selected as the best approach based on workgroup discussion. A double-sided 'Pool Rewards rack card was created to promote the program. One side of the card addresses carpools and the other vanpools. A 'Pool Rewards advertisement was created for the WBQB radio station newsletter.

Negotiations took place with the radio stations pertaining to value-add opportunities for 'Pool Rewards. WTOP ran additional 30 second spots at no cost. A message was posted onto the Commuter Connections Rideshare Bulletin Board and onto Craig's List to encourage members to apply for 'Pool Rewards.

An RFQ was finalized and issued for vanpool providers for the expansion of 'Pool Rewards to vanpools. A contractor's pre-bid meeting was held on February 8th for the Vanpool Provider RFQ that was issued. Proposals were submitted on February 27th. In March, COG/TPB staff selected vanpool providers through its procurement process and began working on obtaining signed contracts with the two providers selected; Enterprise Rideshare and VPSI, later renamed vRide.

A 'Pool Rewards Vanpool Work Group meeting was held on January 6th. COG/TPB staff met with a consultant on February 10th and March 30th to discuss the Vanpool program expansion and reporting of Vanpool miles to the National Transit Database.

COG/TPB staff met with the consultant on April 6th and 16th to review and discuss the National Transit Database forms for the vanpool portion of the project. A kick-off meeting was held on April 20th with the vanpool service providers.

COG/TPB staff finalized the vanpool participation guidelines and the web site was updated to reflect the expansion of the 'Pool Rewards program to include vanpools. The web site was enhanced to include a map of the program's authorized origin and destination coverage areas for vanpools.

'Pool Rewards vehicle magnets were developed and sent to each new vanpool's coordinator along with a welcome letter. The 'Pool Rewards radio spot was finalized and the summer direct mailer included the 'Pool Rewards logo with a brief message.

In May, COG/TPB staff began accepting applications for the vanpool portion of the 'Pool Rewards project.

E. Car-Free Day

Work Accomplished on all Products and Services:

Extensive updates were made to the Car Free Day web site, including an upgrade to the security functionality of the site. Events, promotions and news from participating jurisdictions were added as they became available.

COG/TPB staff solicited transit partners for Car Free Day ad space donations and the marketing contractor developed art proofs for their review and approval. Ad space was provided by Arlington County, Fairfax County Connector, Frederick TransIT, Montgomery County Commuter Services and WMATA. An internet banner ad was also created for placement onto the Metro website. Transit signage was finalized and installed approximately one month advance of the event.

The marketing contractor created draft radio scripts which were reviewed with the Steering Committee. The selection made was "Stop and Smell the Roses" which was then modified based on Committee feedback.

Presentations were made to the TPB Technical Committee on July 8th and the Commuter Connections Subcommittee meeting on July 19th. At its July 20th meeting, the TPB adopted a proclamation to make Sept 22 Car Free Day and an enlarged proclamation was signed by TPB Chair, Muriel Bowser.

COG/TPB staff prepared the agenda, meeting notes, presentations and meeting handouts and participated in Car Free Day Steering Committee meetings on July 13th and September 14th. Highlights from the meetings

included: a review of the regional CFD proclamation adopted by the TPB at their July meeting, a review of the donated prizes, radio spot, poster, buttons, transit signage, press release and a roundtable discussion by local jurisdictions on planned Car Free Day event activities and promotions.

The Car Free Day event flyer was updated to reflect Committee feedback for 2011. Flyers were printed and distributed to network members and sent to the regional employer database. An email blast was also sent to employers. Event buttons were ordered and distributed to network members. Email blasts were sent to previous Car Free Day participants from the past two years. Opt-in text messages were also sent to 2011 Car Free Day pledges to encourage them to ask a friend to participate.

A Calendar Listing was sent to media outlets and reached out to organizations to help promote Car Free Day to their memberships through placement of event logo on their web sites.

COG/TPB staff secured various prizes from donors; grand prizes included an Apple iPad from Base Technologies and a Kona bicycle from the Bicycle Escape. Flippin' Pizza provided a coupon which was emailed to those who pledged through the designated cut-off date. WMAL provided Congressional handbooks through a contest which were available from a link on the Car Free Day event thank you page.

Participation in Car Free Day extended to the region's college campuses. The Capital Car Free Campus Competition was a friendly-intercampus challenge among six major universities in the Washington region which encouraged faculty and staff to bike, walk, rideshare and use public transit. Participants included American University, George Mason University, George Washington University, Georgetown University, the University of the District of Columbia, and the University of Maryland, with American University taking the crown.

A Car Free Day Facebook page was used to keep friends of the event up to date on activities prior to and following the event. Car Free Day was "liked" by over 2,500 Facebook fans. Twitter was used to follow Car Free Day activities in the region as well as to promote Car Free Day activities and sponsors. Car Free Day had 275 followers on Twitter. Pictures of the grand prize winners were posted onto the Car Free Day web site and on facebook and winner names were Tweeted.

Nearly 12,000 residents in the region took the pledge to go Car Free or Car-Lite on September 22nd which shattered our goal of 10,000 and surpassed the previous year's Car Free Day participation by 70%.

In FY 2012 planning also began for the 2012 Car Free Day event with Steering Committee meetings held on March 14th and May 9th. Topics included the 2012 pledge goal and marketing materials, Car Free Day web site updates to reflect 2012, and jurisdiction participation for the 2012 event.

Four press releases were sent out within a two month span leading up to and on Car Free Day as part of the earned media campaign. Several media interviews took place about Car Free Day. Car Free Day media placements are as follows:

Car Free Day Media Placements

PRINT/ONLINE

goDCgo – Celebrate Car Free Day – calendar listing – August 19, 2011
<http://www.godcgo.com/home/get-me-there/tools-to-get-around/events/vw/3/itemid/129/d/20110922.aspx>

Bike Arlington.com - Events
Car Free Day Metro DC – August 19, 2011
<http://www.bikearlington.com/pages/news-events/event-details/?eventID=1381>

Bike Arlington.com
Calendar Listing – August 19, 2011
<http://www.bikearlington.com/pages/news-events/events-calendar/>

Washington Area Bicyclist Association – Events calendar on website
Car Free Day – August 19, 2011
<http://www.waba.org/events/index.php>

Connected Communities – Montgomery County, MD
Howard Hartman – August 24, 2011
Commuter Connections Encourages All Area Residents to Pledge for Car Free Day
<http://connectedcommunities.us/showthread.php?p=46609>

Greater Greater Washington
Ken Archer – August 29, 2011
Car-free family trip idea: Harpers Ferry
<http://greatergreaterwashington.org/post/11840/car-free-family-trip-idea-harpers-ferry/>

Frederick News Post
Stephanie Mlot - September 4, 2011
Pledge to Go Car Free For a Day
http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=125697

Connected Communities – Montgomery County, MD
Howard Hartman – September 9, 2011
DC Area Universities Join Together to Promote Environmental Stewardship
<http://connectedcommunities.us/showthread.php?p=46884#post46884>

Washington Post - Dr. Gridlock
Car Free Day – September 16, 2011
http://www.washingtonpost.com/blogs/dr-gridlock/post/the-weekend-and-beyond/2011/09/15/gIQAZIFKXX_blog.html

Reston Patch.com – Karen Goff
Flippin' Pizza Wants You to Go Car Free Sept. 22 – September 16, 2011
<http://reston.patch.com/articles/flippin-pizza-wants-you-to-go-car-free-sept-22>

Washington Post - Dr. Gridlock
Car Free Day – September 17, 2011
http://www.washingtonpost.com/local/commuting/dr-gridlocks-traffic-transit-tips/2011/09/16/gIQAT9wLaK_story.html

The GW Hatchet – Monica Mehta
Car Free Day – September 19, 2011
<http://www.gwhatchet.com/2011/09/19/university-encourages-car-free-day-for-employees-students/>

Hyattsville Patch – Sarah Nemuth
Free-Wheelin' in Hyattsville – September 19, 2011
<http://hyattsville.patch.com/articles/free-wheelin-in-hyattsville>

Washington Examiner – Kytja Weir
D.C. car fees to rise Oct. 1 – September 20, 2011
<http://washingtonexaminer.com/blogs/capital-land/2011/09/dc-car-fees-rise-oct-1>

TBD.com - TBD on Foot – September 20, 2011
Ten Thousand People Pledge to Go Car Free on Thursday
<http://www.tbd.com/blogs/tbd-on-foot/2011/09/ten-thousand-people-pledge-to-go-car-free-thursday-12876.html>

Howard University News Service – Na'Tasha Jones
Local Universities and Businesses Buy into a Day without Cars - September 20, 2011
<http://www.hunewsservice.com/2.5735/local-universities-and-businesses-buy-into-a-day-without-cars-1.2600756>

Maryland Leader.com
Car-Free Day a Possibility for DC? – September 21, 2011
<http://story.marylandleader.com/index.php/ct/9/cid/d5a8e031d9cda237/id/48758317/>

The Washington Informer – Na'Tasha Jones, Howard University News Service
Local Universities and Businesses Buy into a Day without Cars - September 21, 2011
http://www.washingtoninformer.com/index.php?option=com_content&view=article&id=7032:local-universities-businesses-buy-into-day-without-cars-project&catid=50:local&Itemid=113

Washington Post - Dr. Gridlock
Car Free Day Rolls on Thursday – September 21, 2011
http://www.washingtonpost.com/blogs/dr-gridlock/post/car-free-day-rolls-in-on-thursday/2011/09/21/gIQAsm7ElK_blog.html

The Washington Examiner – Associated Press
Car-Free Day Promotes Commuting Alternatives – September 21, 2011
<http://washingtonexaminer.com/news/2011/09/car-free-day-promotes-commuting-alternatives>

Commuterpage.com – Associated Press

Car-Free Day Promotes Commuting Alternatives – September 21, 2011
<http://www.commuterpage.com/commuternews.cfm>

Washington Times – Staff Writer

Honk if You Love Cars – September 21, 2011
http://www.washingtontimes.com/news/2011/sep/21/honk-if-you-love-cars/#disqus_thread

The Washington Post – Post Local – Maggie Fazeli Fard

Washington area drivers pledge to go car-free Thursday – September 21, 2011
http://www.washingtonpost.com/blogs/post_now/post/washington-area-drivers-pledge-to-go-car-free-thursday/2011/09/21/gIQA0itokK_blog.html

Potomac Patch – Katie Griffith

D.C. Metro Area Encouraged to Go Car Free – September 21, 2011
<http://potomac.patch.com/articles/dc-metro-area-encouraged-to-go-car-free>

Colesville Patch – Whitney Teal

Will You Go Car-Free on Sept. 22? – September 21, 2011
<http://colesville.patch.com/articles/will-you-go-car-free-on-sept-22>

Bethesda Patch – Erin Donaghue

POLL: Will You Un-Car Thursday? – September 21, 2011
<http://bethesda.patch.com/articles/poll-will-you-un-car-thursday>

Woodbridge Patch – Lauren Jost

Car Free Day is Thursday – September 21, 2011
<http://woodbridge-va.patch.com/articles/car-free-day-is-thursday>

Takoma Park Patch – Ryan McDermott

Takoma Park Promotes Car Free Day – September 21, 2011
<http://takomapark.patch.com/articles/takoma-park-promotes-car-free-day>

Riverdale Park – University Park Patch – Sonia Dasgupta

Go Green: World Car Free Day Thursday – September 21, 2011
<http://riverdalepark.patch.com/articles/go-green-world-car-free-day-thursday>

Fairfax Station Patch – Rachel Hatzipanagos

Live Car Free on Thursday – September 21, 2011
<http://fairfaxstation.patch.com/articles/live-car-free-on-thursday>

The Washington Post – Post Local – Associated Press

Car-Free Day organizers in DC say thousands have pledged to find an alternative to their car – September 21, 2011
http://www.washingtonpost.com/local/car-free-day-organizers-ask-commuters-to-find-an-alternative-to-their-car/2011/09/21/gIQAlEhGkK_story.html

The Washington Post – Post Local - Ashley Halsey III
Census: More Maryland and Virginia drivers commute to another county than other people in the U.S. – September 22, 2011
http://www.washingtonpost.com/local/census-more-maryland-and-virginia-drivers-commute-to-another-county-than-other-people-in-the-us/2011/09/21/gIQAfA8cmK_story.html

Georgetown Patch – Lauren Sausser
D.C. Marks Car-Free Day – September 22, 2011
<http://georgetown.patch.com/articles/dc-marks-car-free-day>

DCist – Martin Austermuhle
Morning Roundup: Car Free Edition – September 22, 2011
http://dcist.com/2011/09/morning_roundup_545.php

The Washington Post – Jenna Johnson
10 ways colleges encourage students to ditch their cars – September 22, 2011
http://www.washingtonpost.com/blogs/campus-overload/post/10-ways-colleges-encourage-students-to-ditch-their-cars/2011/09/22/gIQAQLPynK_blog.html

The City Fix – Itir Sonuparlak
Celebrate World Carfree Day! – September 22, 2011
<http://thecityfix.com/blog/celebrate-world-carfree-day/>

The Washington Examiner – Harry Jaffe
Car-free D.C. in your future? – September 22, 2011
<http://washingtonexaminer.com/local/dc/2011/09/car-free-dc-your-future>

The Virginia-Pilot – Cindy Clayton
Car-Free Day promotes commuting alternatives – September 22, 2011
<http://hamptonroads.com/2011/09/carfree-day-promotes-commuting-alternatives>

MSN Money – MSA Money Partner
Car-Free Day? How about we just cut back? – September 22, 2011
<http://money.msn.com/saving-money-tips/post.aspx?post=b86c02b2-d63b-42a4-b02b-f628b580d59d>

TPB News – September 2011 issue
Car Free Day – September 22, 2011
<http://www.mwcog.org/uploads/pub-documents/pF5eWls20110908084111.pdf>

Fredrick News Post – Stephanie Mlot
Car-Free Day inspires commuters to ride or walk – September 23, 2011
<http://www.fredericknews.com/sections/news/display.htm?StoryID=126385>

Commuter Connections

Nearly 12,000 Go Car Free or Car-lite

<http://www.mwcog.org/commuter2/pdf/media/Nearly12000-GoCarFree.pdf>

Express Night Out – Vicky Hallett

Maybe One Day - September 26, 2011

<http://www.expressnightout.com/2011/09/maybe-one-day/>

The Hoya – Georgetown University – Elizabeth Garbitelli

DC Wins Greenest City – October 4, 2011

<http://www.thehoya.com/news/dc-wins-greenest-city-1.2628627>

TELEVISION

Local News Service (LNS) – Channel 4, 5 & 9 – Roy Weinstock

On camera interview with Nick – September 14, 2011

NBC Washington

Car Free Day on Thursday – September 21, 2011

<http://www.nbcwashington.com/the-scene/events/Car-Free-Day-130258483.html>

WUSA – News 9 Now

Car-Free Day a Possibility for DC? – September 21, 2011

<http://www.wusa9.com/news/virginia/article/167851/188/Car-Free-Day-A-Possibility-For-DC>

NBC 12

Car Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.nbc12.com/story/15511345/car-free-day-promotes-commuting-alternatives>

CBS Baltimore

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://baltimore.cbslocal.com/2011/09/21/car-free-day-promotes-commuting-alternatives/>

ABC 2 News

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.abc2news.com/dpp/news/national/car-free-day-promotes-commuting-alternatives>

WJLA (ABC) News 7

Car-Free Day Promotes Commuting Alternatives – September 21, 2011

<http://www.wjla.com/articles/2011/09/car-free-day-to-promote-commuting-alternatives-in-d-c-region-66837.html>

WKRG (CBS)

Car-Free Day Promotes Commuting Alternatives – September 21, 2011
<http://www2.wkrg.com/news/2011/sep/21/latest-maryland-and-delaware-news-sports-business--ar-1908960/>

FOX Baltimore

Car-Free Day Promotes Commuting Alternatives – September 21, 2011
http://www.foxbaltimore.com/template/inews_wire/wires.regional.md/3a63d1f8-www.foxbaltimore.com.shtml

ABC 2 News

Leave your car home, it's world car-free day – September 22, 2011
<http://www.abc2news.com/dpp/news/national/leave-your-car-home,-it%27s-world-car-free-day>

WHSV (ABC) – Todd Corillo

Car Free Day Encourages People to Find Another way – September 22, 2011
http://www.whsv.com/news/headlines/Car_Free_Day_Encourages_People_to_Find_Another_Way__130374798.html

RADIO

WPFW – August 11, 2011
Gloria Minott - Live interview

Metro Networks – Tom Roberts - aired on September 16, 2011
Distributed to 20 affiliate stations: *(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM) -
Interviewed August 11, 2011

WGPC - Justine Love - aired on September 18, 2011
Interviewed August 25, 2011

Metro Networks - Tom Roberts - aired on September 20, 2011
Distributed to 20 affiliate stations - Interviewed September 20, 2011.

WAMU - Markette Smith – aired on September 21, 2011
Record Number to Go “Car Free” – Interviewed on September 21, 2011
http://www.wamu.org/news/11/09/21/record_numbers_to_go_car_free

WTOP.com – September 21, 2011
Car-Free Day Promotes Commuting Alternatives
<http://www.wtop.com/?nid=41&sid=2555334>

SOCIAL MEDIA

Leesburg Today

Participate in Car Free Day 2011 – August 10, 2011

http://www.leesburg2day.com/community_life/announcements/article_df5546a6-c388-11e0-a637-001cc4c002e0.html#user-comment-area

Downtown DC BID

Car Free Day – August 31, 2011

<http://www.downtowndc.org/do/car-free-day1>

greennews4u - Mel Wylie

Sept 22 in Washington DC is Car Free day!! make the pledge to go car free – September 6, 2011 <http://www.carfreemetrodc.com/#environment>
[#carbonhttp://twitter.com/#!/greennews4u](http://twitter.com/#!/greennews4u)

Life in the Village – Washington, DC

Ms. V took the pledge, so should you - September 6, 2011

<http://fairfaxvillage.blogspot.com/2011/09/car-free-for-day.html>

sharkb8t – Lisa K. – September 6, 2011

Pledge to UnCar for a day & help celebrate car free day 9/22!

<http://www.carfreemetrodc.com/>

sharkb8t – Lisa K. - September 7, 2011

Celebrate Capital Bikeshare's 1st Bday Bash & Car Free Day 9/22 at The Yards Park #DC w/LIVE MUSIC. <http://j.mp/neg4XV> /via @CarFreeMetroDC

Howe I Bike

Car Free Day Metro DC Pledge – September 7, 2011

I just took the pledge to be car free on Thursday, September 22nd

<http://howeibike.blogspot.com/2011/09/car-free-day-metro-dc-pledge.html>

Hardware – September 7, 2011

We are going to start following @CarFreeMetroDC. Car Free Day is 9/22/2011. Get Involved and make a difference!

<http://twitter.com/#!/oldschoolHW>

MasonGoesGreen - Mason Goes Green – September 7, 2011

Sign up for the Car Free Day asap! Let's show UMD, Georgetown and American University who's MORE committed to being car free

<http://fb.me/CsT6Bzgs>

Facebook – September 9, 2011

Capitol Car Free Campus Competition

<https://www.facebook.com/event.php?eid=281241191892521>

Greater Greater Washington – Breakfast Links - John Muller

Car Free Easier and More Popular – September 12, 2011

<http://greatergreaterwashington.org/post/12000/breakfast-links-remembering-and-moving-on/>

TBD.com: @TBD On Foot – Reporting on Transit Life in the D.C. Area
Go car-free in D.C and save more than \$10,000 a year - September 13, 2011
<http://www.tbd.com/blogs/tbd-on-foot/2011/09/go-car-free-in-d-c-and-save-more-than-10-000-a-year--12779.html>

Facebook – September 13, 2011
Car Free Day Metro DC: Help AU Win!
<http://www.facebook.com/event.php?eid=288139327867686&ref=nf>

goDCgo – September 14, 2011
Great deal from @flippinpizzadc if you sign the Car Free Day pledge by 9/19.
Pledge today! <http://bit.ly/rdOJoo> @CarFreeMetroDC

Bikeshare – Capital Bikeshare – September 14, 2011
Don't forget - take the Car Free Day pledge - same day as CaBi Birthday Bash.
Win a bike, iPad or other great prizes. <http://bit.ly/puxXHR>

Chasingbec – Becky Boutwell – September 14, 2011
RT @bikeshare: Take the Car Free Day pledge - same day as CaBi Birthday Bash. Win a bike, iPad or other great prizes. <http://bit.ly/puxXHR>

goDCgo.com – September 14, 2011
Momentum is building for car free day
<http://godcgo.com/home/get-me-there/tools-to-get-around/blog/entryid/125/momentum-is-building-for-car-free-day.aspx>

Afro – Washington Afro-American – Washington D. C. News
“Car Free Day” Gets Support of 8,000 + D.C. Residents– Sept 16, 2011
<http://www.afro.com/sections/news/Washington/story.htm?storyid=72462>

NVT Alliance Alert – Newsletter via Constant Contact
Park It if You Can – Car Free Day is September 22 – September 16, 2011

AOBAMetro – Marie Tibor – September 16, 2011
Spread the word to your tenants! Aoba Encourages Participation in DC Car Free Day on Sept 22. See DC headline at <http://www.aoba-metro.org>

GreenAU – AU Sustainability – September 16, 2011
Excitement and enthusiasm growing for Metro DC Car Free Day is growing!
Take the pledge to go car-free or car-lite... <http://fb.me/SRU3zmCt>

JackEvans_Ward2 – Jack Evans – September 19, 2011
Made your pledge to go car-free this Thursday? I have! It's DC's Car Free Day.
Take Metro, bike, or walk. More info at carfreemetrodc.com

CharlesAllenDC – Charles Allen – September 19, 2011
Almost 100 people signed up in the last 45 minutes. Can we cross the 10,000 threshold before the end of the day? <http://www.carfreemetrodc.com/>

goDCgo – September 19, 2011
Three more days to sign up for Car Free Day on Sept 22. Pledges are at 8,789.
Help us make 10,000! <http://bit.ly/puxXHR> @CarFreeMetroDC

Sustain_GW – Sustainability at GW – September 19, 2011
Have you made your car-free plans for Thursday? <http://fb.me/CsQq7FN2>

goDCgo – September 20, 2011
We just hit 10,000 for Car Free Day!!!! And still climbing!
[@CarFreeMetroDC](http://bit.ly/puxXHR)

***Inhabitat** – September 20, 2011
World Car-free Day is this Thursday. <http://bit.ly/oFc1SZ>

Washdcnews – Washington DC News – September 21, 2011
Car-Free Day A Possibility For DC? <http://dlvr.it/mQPNZ>

Super_markette – Markette Smith Shepp – September 21, 2011
A Car Free DC? I'm talking to the head of Commuter Connections at 12p to discuss how ppl can get to work on World Car Free Day [@wamu885news](http://wamu885news)

GreenAU – AU Sustainability – September 21, 2011
Take the pledge to go car-free tomorrow, 9/22. Use your @american.edu e-mail to compete against other DC-area schools. <http://carefreemetrodc.com>

MasonParking – George Mason Parking – September 21, 2011
In conjunction with Car Free Day, Mason is part of the Capitol Car Free Campus Challenge:
<http://www.facebook.com/event.php?eid=281241191892521>. Help us get the most pledges

Insidenova
Walking, biking, mass transit encouraged for Thursday's car-free day – September 21, 2011
<http://www2.insidenova.com/news/2011/sep/21/walking-biking-car-pooling-car-free-day-ar-1325930/>

Dclawngarden – Green Gardener – September 22, 2011
It's national Car Free Day. Are you walkin'? <http://tinyurl.com/3dexa9a>

Mydcwater – DC Water – September 22, 2011
It's Car-Free Day. Step it up & go bottle-free too. Refill your reusable water bottle at any DC TapIt location <http://bit.ly/pkT8us>

Dcpl – DC Public Library – September 22, 2011
Happy car free day DC! bike, walk, skate, scoot, or take public transportation to yr local library! [@DDOTDC](http://DDOTDC)

GoldenTriDC – Golden Triangle BID – September 22, 2011
Happy Car Free Day! How are you car free today? Bike, metro, walking, scooter, etc..? [#carfreedc](http://carfreedc)

GreenAU – AU Sustainability – September 22, 2011
We're super stoked to be car free today! Have you taken the pledge?
<http://carfreemetrodc.com>

Sustain_GW – Sustainability at GW – September 22, 2011
Happy Car Free Day #GWU! Tell us how you went car-free or car-lite today!

Wpjenna – Jenna Johnson – September 22, 2011
Happy Car-Free Day! What's your university doing to reduce the number of cars on campus?

MasonParking – George Mason Parking – September 22, 2011
Enjoy car free day! Join us at Southside for Bike to Campus/Car Free Day
8am-noon

WJLA – (ABC) News 7 Facebook page – September 22, 2011
How Long Do You Think You Could Go Without a Car?
Dialog followed the AP article on Facebook with over 30 respondents

Alliance To Save Energy – September 22, 2011
World Car-Free Day – Alliance Style
<http://ase.org/efficiencynews/world-car-free-day-alliance-style>

Region Forward – September 23, 2011
Record-breaking Car Free Day shows growing interest in alternatives to driving
<http://www.regionforward.org/record-breaking-car-free-day-shows-growing-interest-in-alternatives-to-driving>

INTERVIEWS

WPFW – August 11, 2011
Gloria Minott - Live interview

Metro Networks – Tom Roberts – aired on September 16, 2011
Distributed to 20 affiliate stations: *(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM, WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM, WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM, WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM)
Interviewed August 11, 2011,

WGPC - Justine Love - aired on September 18, 2011
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WAMU – Markette Smith
Record Number to Go Car Free – September 21, 2011
http://www.wamu.org/news/11/09/21/record_numbers_to_go_car_free

Local News Service (LNS) – Channel 4, 5 & 9 – Roy Weinstock
On camera interview with Nick – September 14, 2011

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Work Accomplished on all Products and Services:

In July, COG/TPB staff prepared and distributed the final Employer Outreach verification report for the third quarter of FY2011 and the draft fourth quarter verification report of FY 2011. Work continued on analyzing the Employer Outreach TERM Analysis data. COG/TPB staff also began reviewing the FY 2009 – 2011 draft TERM Analysis Report in July. Monthly sales activity reports were received from Montgomery and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland.

In August, COG/TPB staff began also began the final review of the 2010 State of the Commute General Public Report. The report was printed and distributed in August. Work continued on analyzing the Employer Outreach TERM data. The draft TERM Analysis Report was reviewed and preparations began for providing January – June 2011 data for a final draft report update.

In September, COG/TPB Staff prepared the final verification conformity report for FY11 4th Quarter. COG/TPB Staff prepared the draft verification conformity report for FY12 1st Quarter. COG/TPB Staff continued verification work for the TERM consultant. Monthly sales reports were received from Montgomery County. All other jurisdictions (DC, Prince George's, Frederick, Tri-County, Arlington, Fairfax, Loudoun, Prince William, and Alexandria are outstanding).

COG/TPB staff also began discussions and preparations for the FY 2012 Placement Rate Study.

During the month of October, COG/TPB staff and the contractor began work on updating the survey methodology for the FY 2012 Placement Rate Study. COG/TPB staff generated sample data and reports for the placement rate survey. The analysis for the draft TERM Analysis report was updated to reflect results from the January – June 2011 time period and was presented to the TDM Evaluation Group on October 18th. The second draft of the FY 2009- FY 2011 TERM Analysis Report was presented to the Commuter Connections Subcommittee on November 15th. A comment period was established and during the month of December, COG/TPB Staff continued to work on edits to the draft TERM Analysis Report. COG/TPB staff prepared and distributed the final Employer Outreach verification report for the fourth quarter of FY2011 and the draft first quarter verification report of FY 2012.

In November, COG/TPB staff and the consultant finalized the FY 2012 Placement Rate Study and it was programmed into the TDM software system. Survey respondents began completing the survey via telephone and email. COG/TPB staff met with LDA Consulting on December 23rd to discuss the progress of the FY 2012 Placement Rate Study. COG/TPB staff and the contractor completed the Evaluation of the Employer Outreach TERM from the ACT! Database records. October monthly sales activity reports were received from Montgomery and Tri-County Council for Southern Maryland. All other jurisdictions are outstanding. In November, monthly sales activity reports were received from Arlington County. Outstanding reports were due from: Montgomery, Fairfax, Frederick, Prince George's, Loudoun, and Prince William Counties as well as the District of Columbia and the City of

Alexandria. December monthly sales activity reports were received from Montgomery, Arlington, and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland. A conference call was held with LDA Consulting, CIC Research and Base Technologies on January 13th to discuss the data from the web based portion of the FY 2012 Placement Rate Study. The consultant began to analyze the data results from the FY 2012 Placement Rate Study and a draft report was produced and presented at the March 20th Commuter Connections Subcommittee meeting. A comment period was established.

The final draft of the TERM Analysis Report was presented to the Commuter Connections Subcommittee on January 17th and endorsed for release. The document was finalized and posted to the publications page on the web site.

In January, COG/TPB Staff prepared and distributed the final Employer Outreach verification statement for the first quarter and the draft verification for the second quarter of FY2012. The data was collected and analyzed for the draft 2nd quarter Employer Outreach verification report. The data was collected for the finalization of the 1st Quarter conformity report. In February, COG/TPB staff continued to analyze data for the draft 2nd quarter Employer Outreach verification report. Data was collected for the 3rd quarter Employer Outreach verification report. In March, Data was collected for the 3rd quarter Employer Outreach verification report. COG/TPB staff continued to analyze data for the draft 3rd quarter Employer Outreach verification report.

For January, monthly sales activity reports were received from Montgomery, Arlington, Frederick, and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland.

In February, monthly sales activity reports were received from Montgomery, and Arlington counties, as well as the District of Columbia and Tri-County Council for Southern Maryland.

In March, Services Provided: Monthly sales activity reports were received from Prince George's, Montgomery, and Arlington counties, as well as the District of Columbia.

COG/TPB staff prepared and distributed the final FY 2012 second quarter and draft third quarter Employer Outreach verification statements at the April 17th Employer Outreach Committee meeting. April monthly sales activity reports were received from Montgomery, Arlington, Frederick, and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland. In May, COG/TPB staff continued to work on the draft FY 2012 3rd Employer Outreach verification statement. COG/TPB staff began to work with the contractor to make corrections to the employer counts in the 2011 TERM Analysis Report on the Employer Outreach section. In June, COG/TPB Staff prepared and distributed the final conformity report for the third quarter. Monthly sales activity reports were received from Montgomery, Arlington, Frederick, as well as the District of Columbia and Tri-County Council for Southern Maryland.

A contractor was selected in June for the Regional TDM Project through the proposals that were received from the Request for Proposals that had been issued by COG.

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products and Services:

COG/TPB staff sent the GRH Customer Satisfaction Survey to commuters who used the GRH service during FY12. Commuters with email addresses were sent an email asking them to log into their account and take the survey. Commuters without an email address were sent a paper version of the survey. Commuters received one survey per trip taken. COG/TPB staff also analyzed the data received.

The final draft of the FY 2011 GRH Customer Satisfaction Survey report was presented at the March 20th Commuter Connections Subcommittee meeting. The report was approved by the Committee.

Call volumes and internet visits were tracked in FY12 to gauge the effectiveness of the Commuter Connections advertising campaigns. COG/TPB staff compiled marketing lead analysis and campaign results as part of the Marketing Campaign Summary Draft Reports distributed as follows: On September 20, 2011 COG/TPB staff issued the final FY11 Second Half Marketing Campaign Summary report and on March 20, 2012 COG/TPB staff issued the final FY12 First Half Marketing Campaign Summary report.

In July, the data was collected and analyzed for the finalization of the 4th Quarter verification report. In August, The data was collected and analyzed for the draft of the 1st Quarter verification report and continued in September. A TDM Evaluation Group meeting was held on July 19th. Highlights from the meeting included a review of the initial results from the 2009-2011 TERM Analysis report, a discussion of the methodology for the FY 2012 Placement Rate survey and a review and discussion of data collection activities for the 2012 to 2015 data collection period.

The Time Out error with the Employer Outreach Survey archived database was resolved in July.

COG/TPB staff attended an Adaptation to Climate Change in the Washington Region workshop on September 7th. In September, COG/TPB Staff prepared the final verification report for FY11 4th Quarter by collecting and analyzing data. COG/TPB Staff prepared the draft verification report for FY12 1st Quarter. COG/TPB staff worked on the assembly of the FY 2011 Bike to Work Day event report. The draft report was presented to the Bike to Work Day Steering Committee and to the Commuter Connections Subcommittee in September.

In October, COG/TPB staff prepared and distributed the final and draft conformity reports for the fourth quarter of FY2011 and the first quarter of FY2012. A TDM Evaluation Group meeting was held on October 18th. Highlights from the meeting included a briefing on the preliminary results from the draft 2009-2011 TERM Analysis Report and a discussion regarding the methodology that will be used for the FY 2012 Placement Rate survey that would be conducted beginning in November.

In December, COG/TPB Staff prepared and distributed the final and draft conformity reports for the first and second quarters of FY2012. The preliminary FY11 GRH Client Satisfaction Survey Results were presented at the Dec. 20th Regional TDM Marketing Group meeting.

COG/TPB staff continued to update the Bike to Work Day 2011 Event report. The FY 2011 Bike to Work Day Event report was completed and was endorsed for release at the November 15th Commuter Connections Subcommittee meeting. The Employer Outreach archived database was updated by adding the Lerner customized Survey data. COG/TPB staff worked with Fairfax County RideSources staff to launch an Employer Survey at Inova Fairfax Hospital. The survey was launched on November 28th and data was collected through early December. COG/TPB staff resolved issues associated with the Employer Outreach archived database. COG/TPB staff monitored the Employer Survey contract with VHB.

In December, COG/TPB Staff prepared and distributed the final and draft conformity reports for the first and second quarters of FY2012.

COG/TPB staff met with North Bethesda TMD staff and USGBC staff via conference call on January 13th to discuss the incorporation of the Commuter Connections Employer Survey into the LEED certification process.

Highlights of the FY 2011 GRH Customer Satisfaction Survey were presented to the Commuter Connections Subcommittee on January 17th. The final draft of the FY 2011GRH Customer Satisfaction Survey report was presented at the March 20th Commuter Connections Subcommittee meeting. The report was endorsed for release by the Subcommittee and posted to the publications page on the web site.

For April, the data was collected and analyzed for the draft 3rd quarter Employer Outreach verification report. The data was collected and analyzed for the draft 4th Quarter Employer Outreach verification report. COG/TPB staff began the analysis of Employer Outreach activities for the state funding agencies.

In June, the data was collected for the finalization of the 4th Quarter conformity report. COG/TPB also completed and distributed the Employer Outreach activities analysis for the state funding agencies.

COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits throughout the entire fiscal year. This information was made available as part of the regional TDM Marketing Campaign Summary draft reports issued in September and June.

COG/TPB staff managed and monitored the regional TDM Evaluation project contract with LDA Consulting.

COG/TPB staff prepared and distributed monthly Executive Summary Reports for July 2011 through June 2012 as well as four CCWP Quarterly Progress Reports. The FY 2011 Annual CCWP Report was prepared and distributed in September 2011 to the Commuter Connections Subcommittee and to the Ridematching Committee

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

In July, COG/TPB staff maintained the regional outreach ACT! Database. In August, COG/TPB staff met with an ACT! Database consultant for upcoming

training in November 2012. In September, COG/TPB staff had two meetings with the ACT! Database training consultant for November training session.

In October, COG/TPB staff had one meeting with ACT! Database training consultant for a possible training session for Employer Outreach sales representatives. In November, COG/TPB staff began work on the ACT! Database upgrade. Training for the ACT! Database was postponed until January 2012. In December, staff coordinated with outside contractor for possible 2012 ACT! Database training.

COG/TPB staff had a site visit at Tri-County Council for Southern Maryland to train the outreach representative on the ACT! Database on January 10th. COG/TPB staff began planning for upgrading the ACT! 2011 web database to ACT! 2012 Premium for Web. The ACT! Database was upgraded. COG/TPB staff coordinated and assisted in the ACT! Web-based training session for Employer Outreach sales representatives held on March 19th.

For the fourth quarter, COG/TPB staff continued to maintain and update the regional ACT! Employer Outreach database. COG/TPB Staff followed up with ACT! /Sage trainer for future sessions and reviewed information for FY 2013 updates to the ACT! Software through the contractor.

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services:

The Bicycle and Pedestrian Subcommittee were solicited for feedback on the "Bicycling to Work in the Washington Metropolitan Region" guide. Updates were made both in print and online and the guides were replenished. COG/TPB staff continued work on updating the online Bicycling to Work Guide. In September, COG/TPB staff began work on updating website information for employers.

In October, Staff continued to work on updates to the Bike to Work Guide on the web site to mirror the printed version.

COG/TPB staff extended an invitation to the Bicycle and Pedestrian Subcommittee to provide feedback for the regional Bicycling to Work guide spring update. The Bicycle and Pedestrian Subcommittee submitted changes for the "Bicycling to Work in the Washington Metropolitan Region" guide for a spring reprint. COG/TPB staff also worked on preparing for an Employer Outreach Bike/Ped training session in March. COG/TPB staff coordinated the logistics and assisted in the preparation for the Employer Outreach Bike/Ped training session held on March 27th.

For the quarter, COG/TPB staff distributed the updated regional Bicycling to Work guides upon request. The guides included input from the TPB's Bicycle and Pedestrian Subcommittee.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Services:

B. For the fiscal year, Maryland jurisdictions continued with implementation of their respective employer outreach and on-call Telework programs. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

Four new Employer Telework case studies were released in July.

COG/TPB staff worked with Maryland local jurisdictions on their Scope of Work and budgets for FY 2012. COG/TPB staff met with the Department of Homeland Security on July 6th to discuss a Live Near Your Work initiative.

COG/TPB staff began research for sales/TDM training sessions. A training schedule for FY 2012 was released at the July Employer Outreach Committee meeting. COG/TPB staff prepared and coordinated the July 19th Employer Outreach Committee meeting. Topics from the meeting covered were: Fairfax County's Bike Benefit; JARC/New Freedom program and E-Calc; and, the regional Telework update. In August, COG/TPB Staff distributed sales leads generated from the Commuter Connections web-site. COG/TPB Staff provided collateral materials for employer events in Montgomery, Prince George's, and Tri-County. COG/TPB staff participated in a US Green Building Council webinar on August 10th regarding the use of TDM for LEED Certification. COG/TPB Staff coordinated with Vorsight for the upcoming sales training session in September. COG/TPB staff along with Vorsight held a sales training session on September 29th focusing on cold-calling techniques.

In September, COG/TPB staff assisted Tri-County Council with their outreach efforts for rideshare at employer sites. Work began on the update of the regional Employer Emergency Preparedness brochure.

In October November, and December work continued on the update of the regional Employer Emergency Preparedness brochure. Work also began on the Live Near Your Work brochure update. The Work Schedule Alternatives brochure was also replenished.

COG/TPB staff coordinated and staffed the October 18th Employer Outreach Committee meeting. Highlights from the meeting included: the installation of a new Vice Chair and change of chairpersons, a review of training scheduled for FY 2012, an update and review of results from the 2009 to 2011 Employer Outreach TERM Analysis, a presentation by Loudoun County on their Green Business Challenge program, an update from DATA on their rotating Ridesharing Coordinator project, an update and discussion by COG/TPB staff on new Employer Outreach case studies that will be developed this fiscal year, and a round table discussion by the group on current activities associated with the Employer Outreach program. COG/TPB staff met with UrbanTrans representatives on October 7th to discuss staffing changes for the Employer Outreach programs the firm services. In October, COG/TPB staff assisted Tri-County Council with their outreach efforts for rideshare at employer sites. COG\TPB staff conducted sales support calls with the Maryland jurisdictions as well as the District of Columbia. COG/TPB staff presented at the electric vehicle meeting on November 29th.

An Employer Outreach sales training session on LEED Certification was held on December 14th. There were several panelists that were part of the training session that shared information on how transportation demand management programs can assist work sited to obtain LEED Certification points. The training session was coordinated and facilitated by Peggy Schwartz, Executive Director of the Transportation Action Partnership.

COG/TPB staff secured a training date and a facilitator for the bicycling/pedestrian sales training which took place in March. COG/TPB staff produced the final Emergency Commute-Plan Preparedness brochure. COG/TPB staff met with the new representative from UrbanTrans on January 24th to discuss Employer Outreach activities in Frederick County and in Prince William County. COG/TPB staff facilitated the Employer Outreach committee meeting on January 17th, 2012. Highlights from the meeting included: a follow-up discussion on LEED training with regards to marketing and surveying; discussion of the 1st and 2nd quarter verification reports; an update on sales training; an update on Smart Benefits; an update and discussion on the regional Employer Survey; a discussion on new Employer Case Studies; and a roundtable discussion on Employer Outreach challenges and successes.

For February, work continued on the updates to the Live Near Your Work Brochure. COG/TPB staff compiled the questionnaire for the spring sales support calls. COG/TPB staff worked on securing a training date and a facilitator for the bicycling/pedestrian sales training session that will take place in March. For March, work was completed on the updates to the Live Near Your Work Brochure. COG/TPB staff prepared the questionnaire for the Spring sales support calls. COG/TPB staff worked on securing a training date and a facilitator for the time management sales training session that will take place in June.

In April, COG/TPB staff completed the Live Near Your Work brochure edits and forwarded them to the printer. The updated brochure was distributed at the Employer Outreach Committee meeting on April 17th. COG/TPB staff coordinated the Employer Outreach committee meeting on April 17th. Highlights from the meeting included: distribution and review of the final 3rd quarter verification report and draft 4th quarter verification report, a briefing on Employer Outreach section of the 2011 TERM Analysis Report which was issued earlier this year, an update on the results of the training for FY 2012 and review of possible training sessions for FY 2013, an update on the production of new Employer Case Studies for FY 2012, and a briefing on employer-based surveys conducted in FY 2012. COG/TPB staff met with National Academies of Science staff on April 25th to review and discuss TDM program options.

In May, COG/TPB staff began to work on placing the new Employer Commute Benefit Program case studies on to the web site. The case studies were completed and presented at the April Employer Outreach Committee. The general Commuter Connections employer services brochure was replenished. COG/TPB staff coordinated the training session scheduled for June 11th. COG/TPB staff attended and presented information on Commuter Connections at the Kaiser Permanente "Striving for Sustainability" employee conference held in Rockville on May 8th. For June, COG/TPB staff uploaded the new Employer Commute Benefit Program case studies on to the web site. A time management sales training course was held for Employer Outreach sales representatives on June 11th. COG/TPB staff reviewed TDM and sales

topics from the regional survey for Employer Outreach sales representatives and determined the four course selections for FY 2013.

VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

The GRH Baltimore program continued to enroll new applicants during FY 2012. The program has now been operational for two full calendar years.

COG/TPB staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

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

COG/TPB staff monitored and maintained the GRH database and server.

In October, COG/TPB staff replenished GRH Welcome and Re-registration letters. COG/TPB staff also reviewed and commented on MTA's GRH Baltimore marketing materials.

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

B. Process Trip Requests and Provide Trips

Work Accomplished on all Services Provided:

COG/TPB staff reports between the months of July 2011 and June 2012, there were 547 GRH applications received. 546 commuters were newly registered in the Baltimore GRH program. These new registrants included 9 previous "one-time exceptions." A total of 446 commuters had a GRH status of "re-registrant." A total of 985 registrants were registered for the Baltimore GRH program at the end of FY 2012. The Baltimore GRH program provided 262 GRH trips in FY 2012. Twelve percent of these trips were "one-time" exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (36%) followed by Overtime (26%). Family Emergency (16%), Child Care (11%) and Missed "Pool" (6%) accounted for the remainder of specific reasons. Three percent (3%) of trips taken during FY 2012 were classified as "Other." The average cost of a GRH trip in FY 2011 was \$84. This was seven dollars lower than last fiscal year which translates into an 8% decrease in the average trip cost.

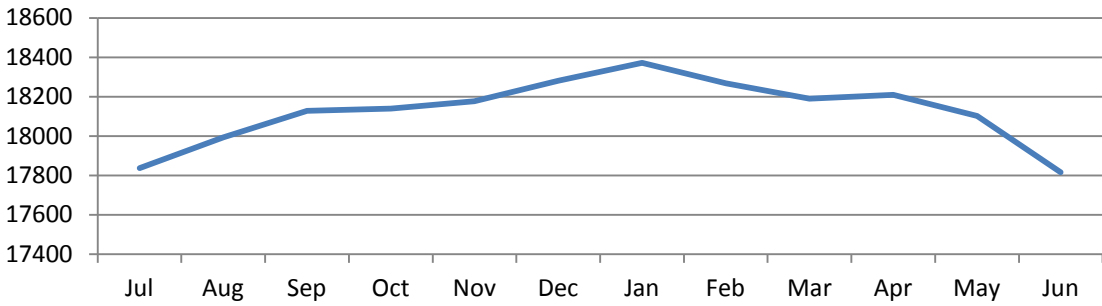
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| Table 1 |
| Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary |
| FY 2012 Totals |

| Commuter Connections Activity | July 1, 2011- June 30, 2012 |
|--|--------------------------------|
| Total applicants/info provided: | 32,780 |
| Rideshare applicants | 11,660 |
| Matchlists sent | 22,078 |
| Transit applicants/info sent | 653 |
| GRH applicants | 13,099 |
| Bike to Work Info Requests | 102 |
| Telework info requests | 108 |
| Vanpool applicants | N/A |
| Internet users | 131,738 |
| Internet applicants | 19,803 |
| New employer clients | 503 |
| Employee applicants | 0 |

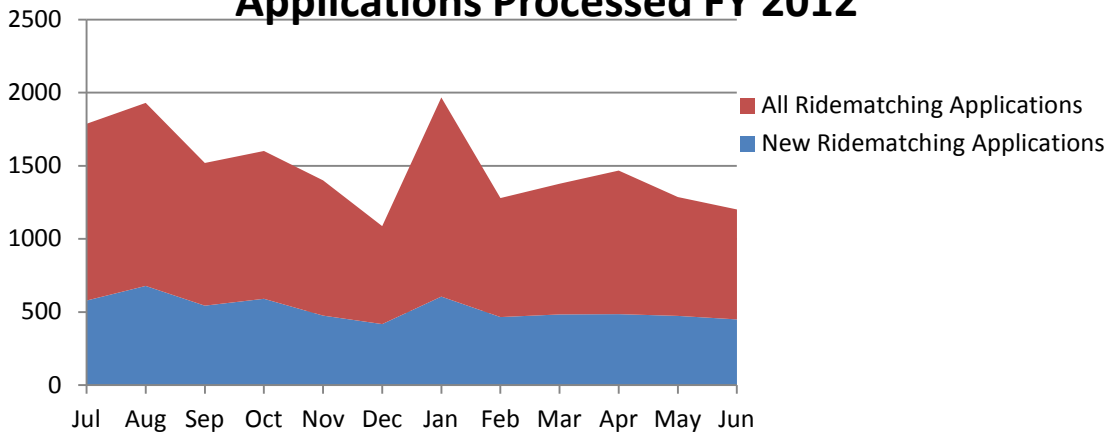
| Program Impact Performance Measure | July 1, 2011 - June 30, 2012 |
|---------------------------------------|---------------------------------|
| Continued placements | 2,966 |
| Temporary/one-time placements | 1,433 |
| Daily vehicle trips reduced | 1,042 |
| Daily VMT reduced | 30,590 |
| Daily tons NOx reduced | 0.0143 |
| Daily tons VOC reduced | 0.0072 |
| Daily tons PM2.5 reduced | 0.00037 |
| Daily tons PM2.5 NOx reduced | 0.0135 |
| Daily tons GHG reduced | 14.6959 |
| Daily gallons of gas saved | 1,537 |
| Daily commuter costs saved | \$5,200 |

NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift to a higher occupancy commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips from work to home.

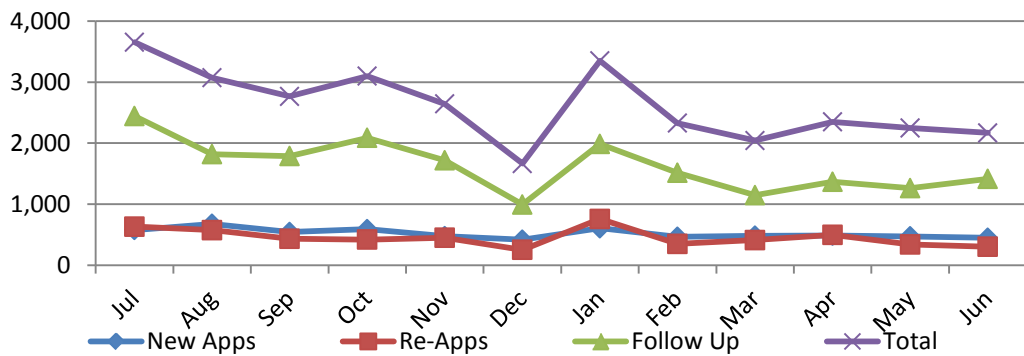
Commuter Connections Ridematching Database FY 2012



Commuter Connections Applications Processed FY 2012



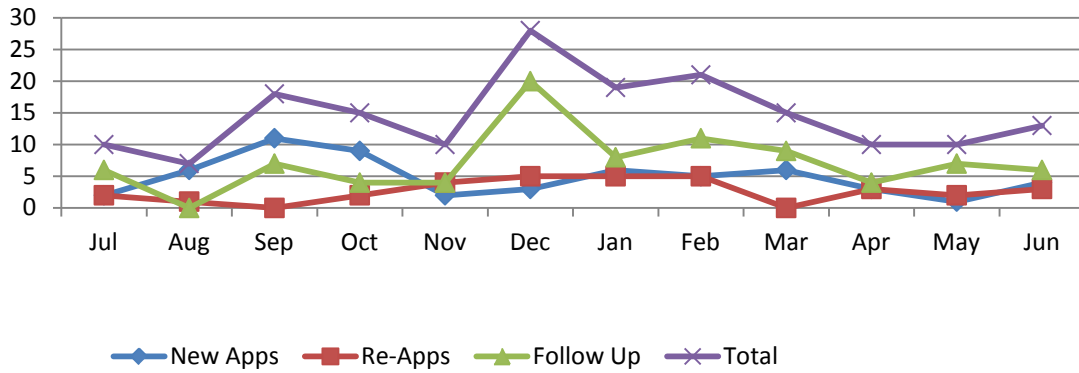
Commuter Connections Total Activity FY 2012



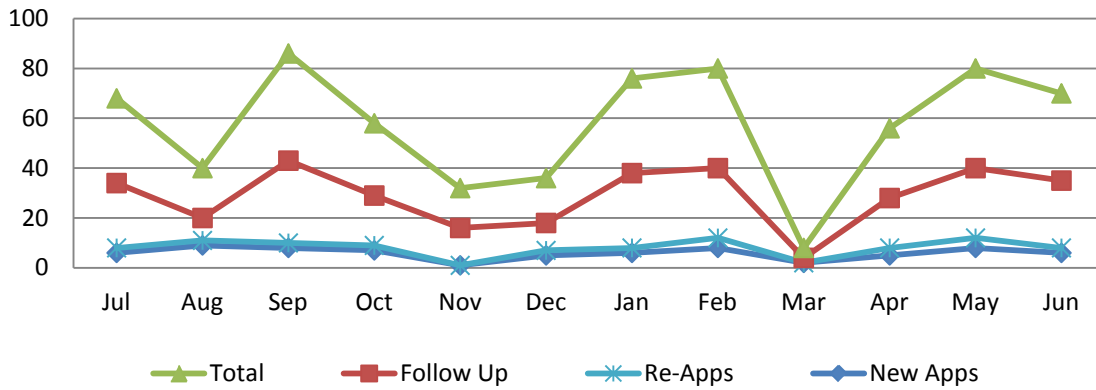
**TABLE 2
 COMMUTER CONNECTIONS
 APPLICATION ACTIVITY SUMMARY
 FY2012**

| | New Apps | Re-Apps | Follow Up | Total |
|---|-----------------|----------------|------------------|---------------|
| ALEXANDRIA | 58 | 32 | 86 | 176 |
| ARLINGTON (COG) | 71 | 25 | 249 | 345 |
| ARTMA | 75 | 42 | 87 | 204 |
| BALTIMORE CITY | 22 | 6 | 107 | 135 |
| BMC | 83 | 9 | 42 | 134 |
| BWI BUSINESS PARTNERSHIP | 95 | 106 | 365 | 566 |
| COG | 1,034 | 177 | 1,721 | 2,932 |
| DISTRICT OF COLUMBIA | 91 | 25 | 406 | 522 |
| FDA | 102 | 19 | 170 | 291 |
| FAIRFAX COUNTY | 495 | 268 | 2,389 | 3,152 |
| FREDERICK | 105 | 65 | 367 | 537 |
| GW RIDE CONNECT | 1,070 | 2,636 | 7,097 | 10,803 |
| HARFORD | 30 | 17 | 37 | 84 |
| HOWARD | 38 | 27 | 48 | 113 |
| LINK | 0 | 0 | 0 | 0 |
| LOUDOUN | 263 | 75 | 521 | 859 |
| MTA | 22 | 12 | 41 | 75 |
| MONTGOMERY COUNTY | | | | |
| Bethesda Transportation Solutions | 115 | 105 | 340 | 560 |
| Countywide | 251 | 106 | 782 | 1,139 |
| Friendship Heights/Rockville | 5 | 18 | 56 | 79 |
| North Bethesda TMD | 425 | 266 | 1,141 | 1,832 |
| Shady Grove | | | | |
| Silver Spring | 69 | 32 | 186 | 287 |
| NIH | 53 | 11 | 85 | 149 |
| NATIONAL GUARD REDINESS CENTER | 261 | 63 | 297 | 621 |
| NSA - BETHESDA | 79 | 6 | 147 | 232 |
| NORTHERN NECK | 5 | 11 | 6 | 22 |
| NORTHERN SHENANDOAH | 110 | 48 | 89 | 247 |
| PRINCE GEORGE'S | 292 | 772 | 57 | 1,121 |
| PRTC | 658 | 243 | 1,399 | 2,300 |
| RAPPAHANNOCK-RAPIDAN | 97 | 58 | 44 | 199 |
| TRI - COUNTY | 140 | 133 | 1,090 | 1,363 |
| TDM NETWORK MEMBERS | | | | |
| CHARLOTTESVILLE | 242 | 0 | 252 | 494 |
| RIDESHARE DELAWARE | 1,048 | 1 | 9 | 1,058 |
| HAMPTON ROADS - TRAFFIX | 498 | 0 | 40 | 538 |
| TOTAL INPUT COMMUTER CONNECTIONS | 6,214 | 5,413 | 19,452 | 31,079 |
| TOTAL INPUT TDM NETWORK MEMBERS | 1,788 | 1 | 301 | 2,090 |
| TOTAL INPUT (CC + NETWORK) | 8,002 | 5,414 | 19,753 | 33,169 |
| COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS | | 11,627 | | |

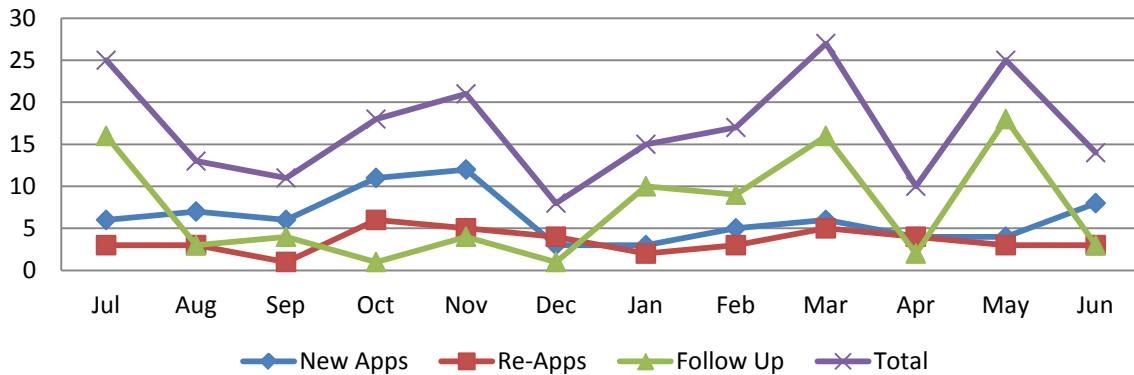
Applications Processed FY 2012 Alexandria

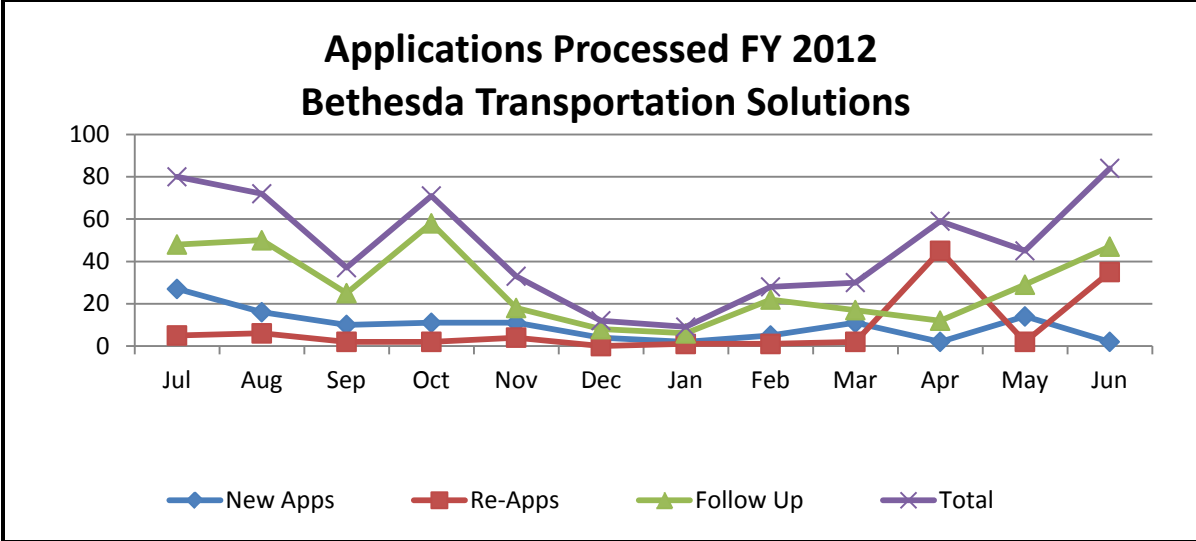
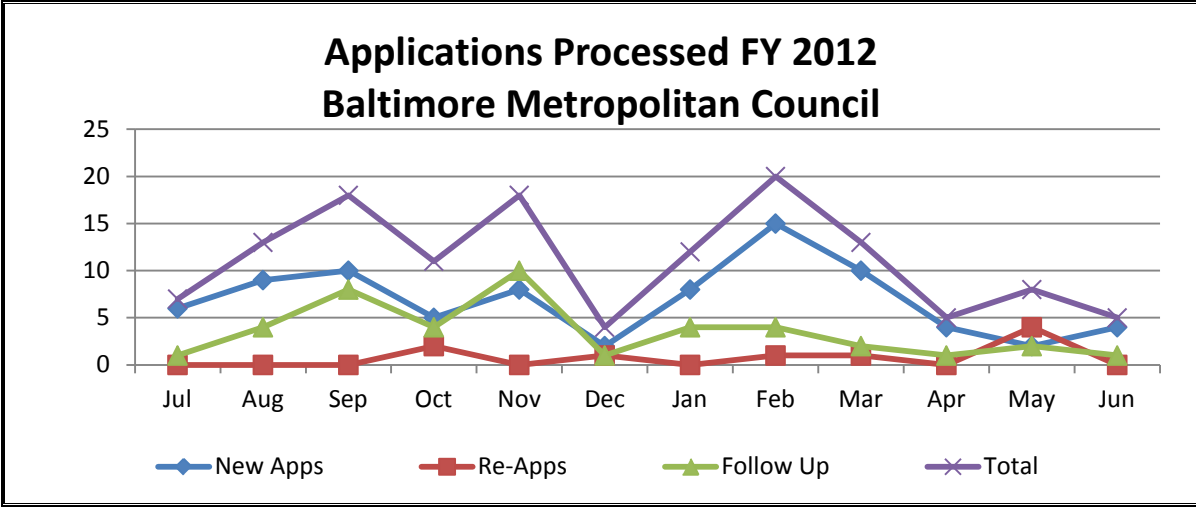
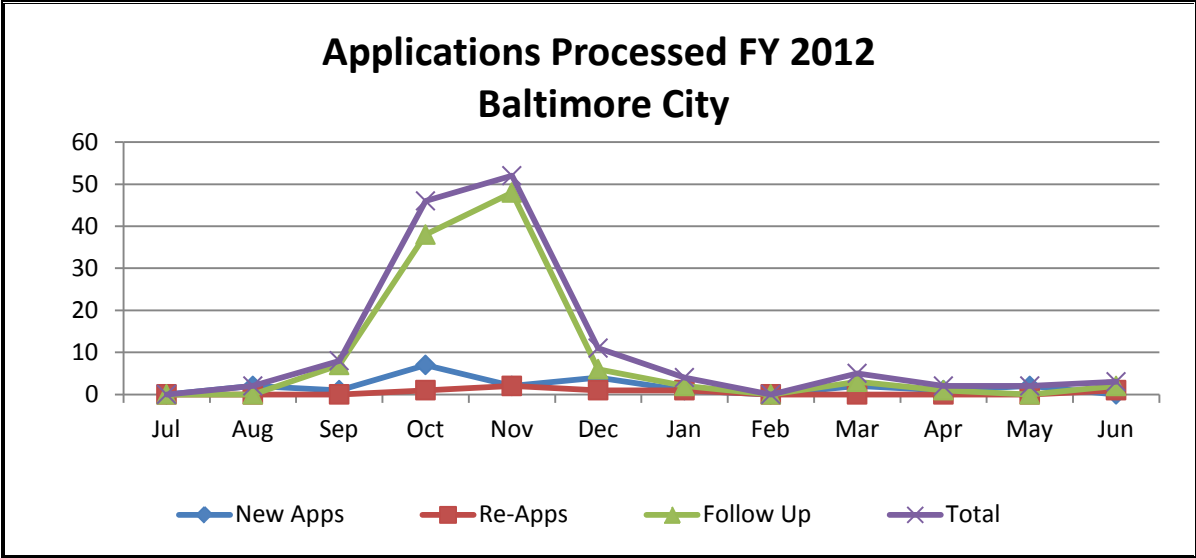


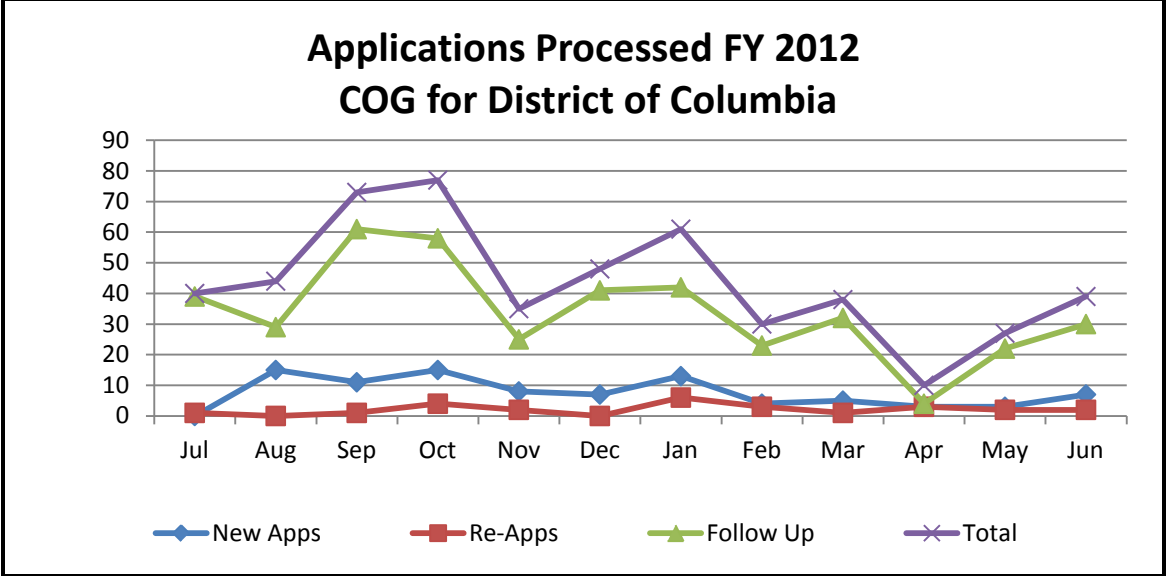
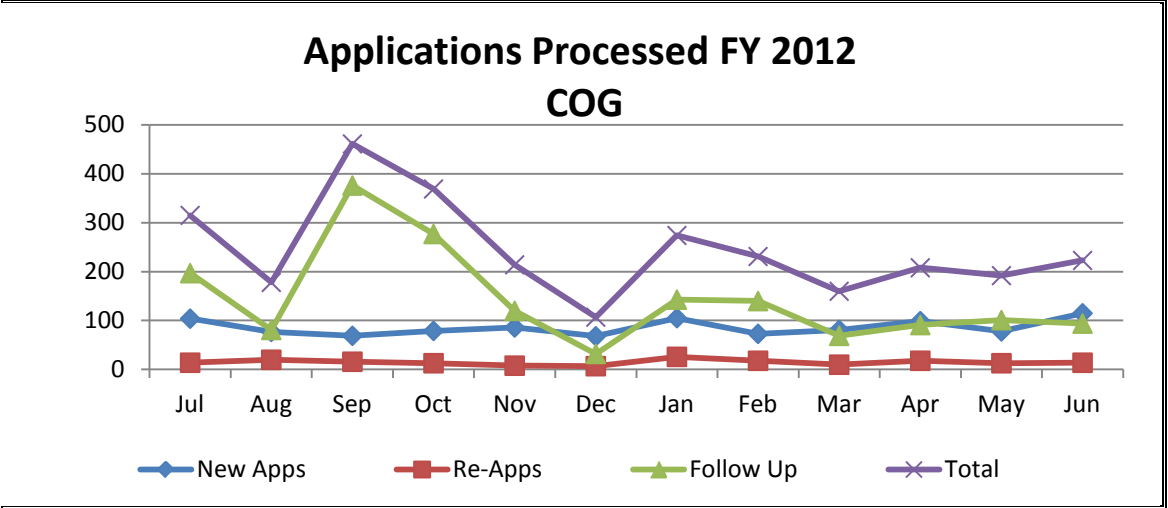
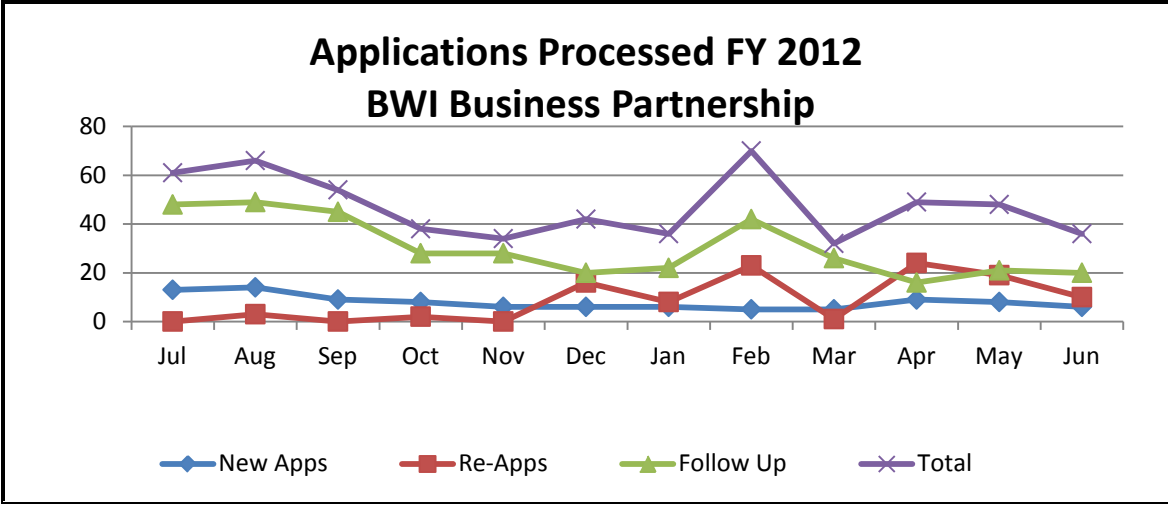
Applications Processed FY 2012 COG for Arlington

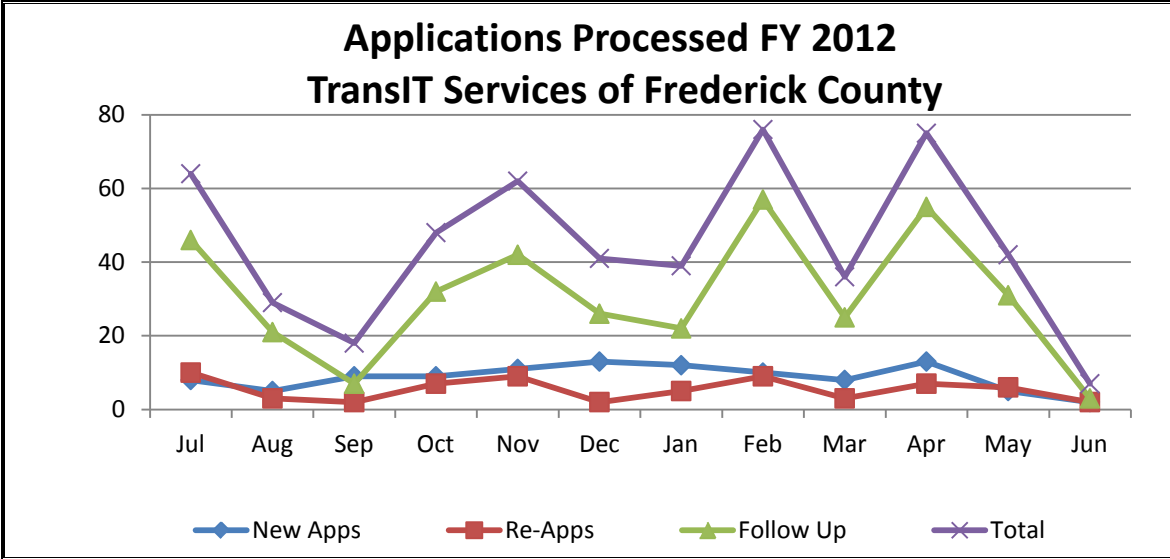
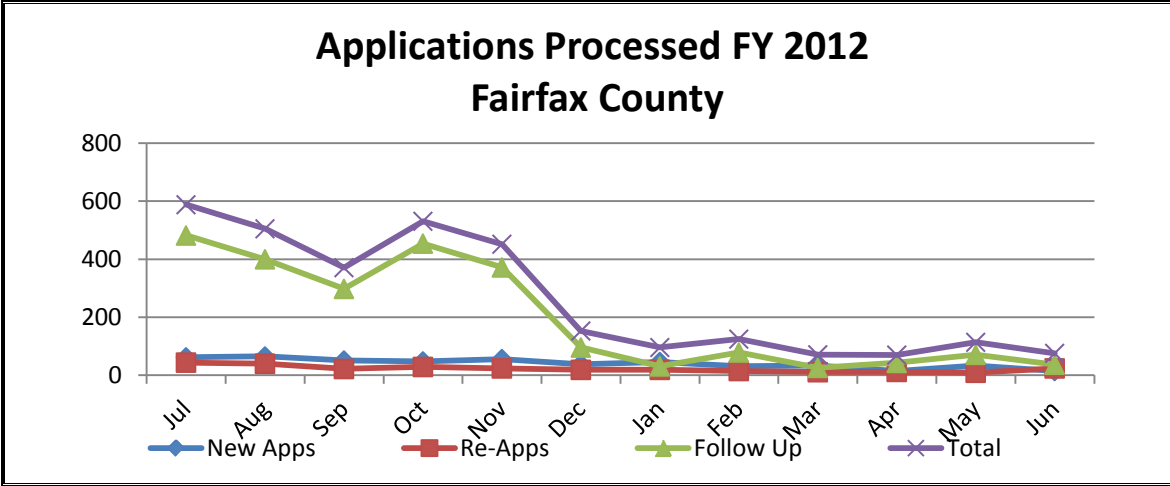
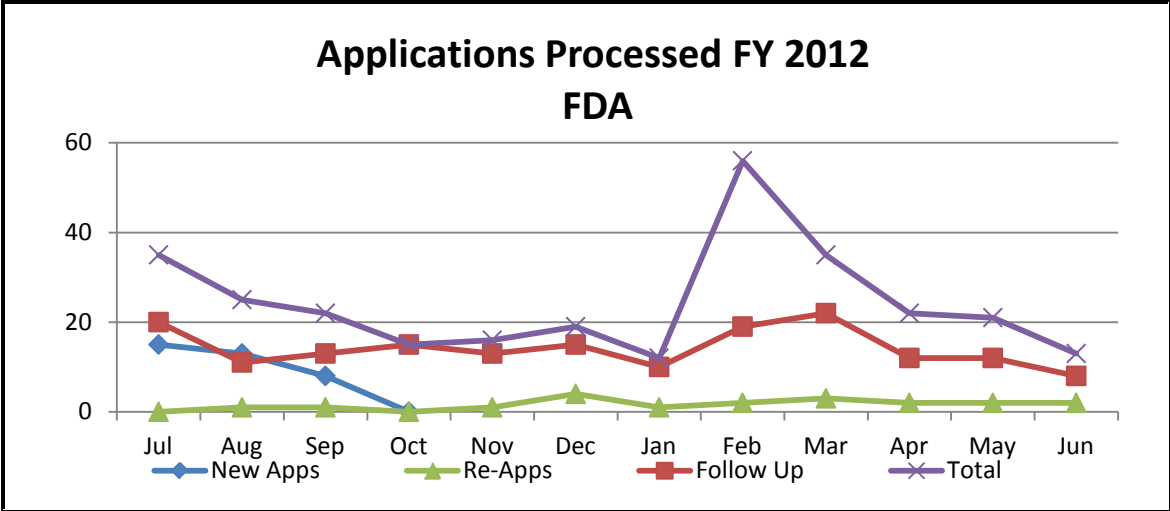


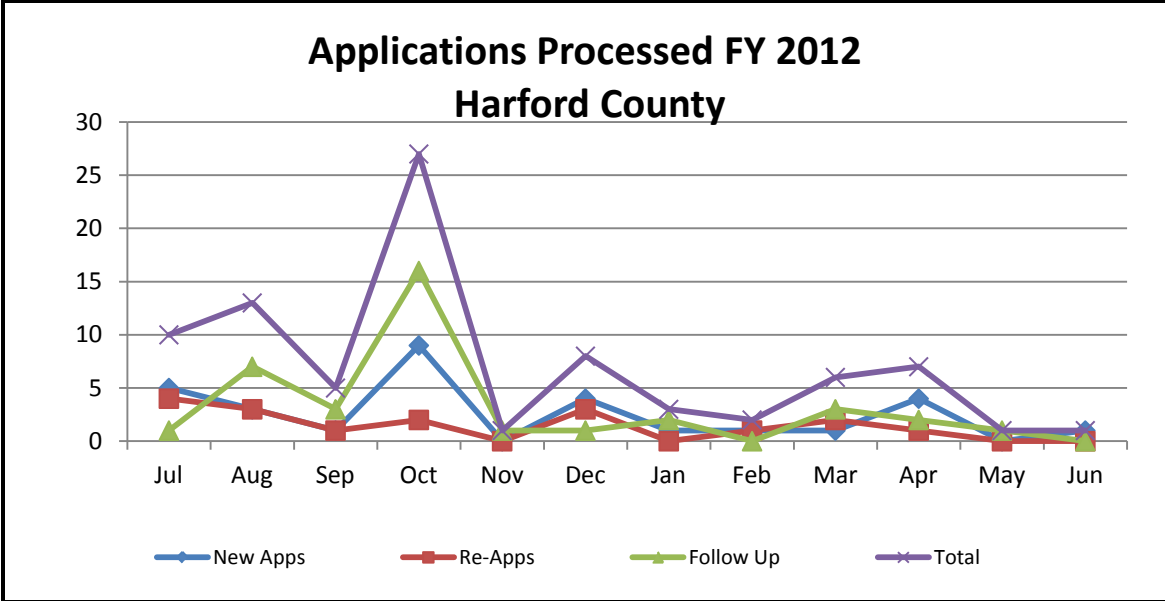
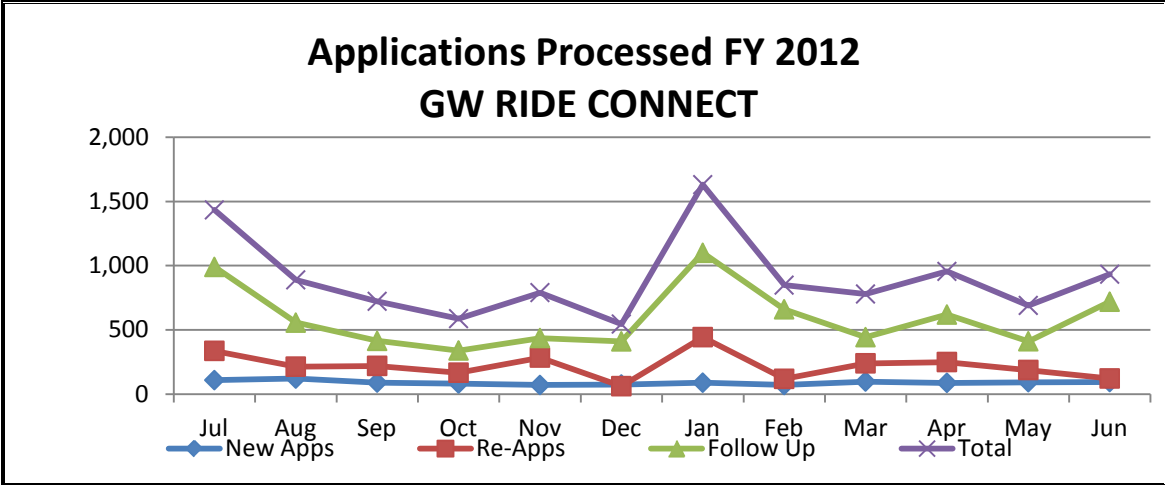
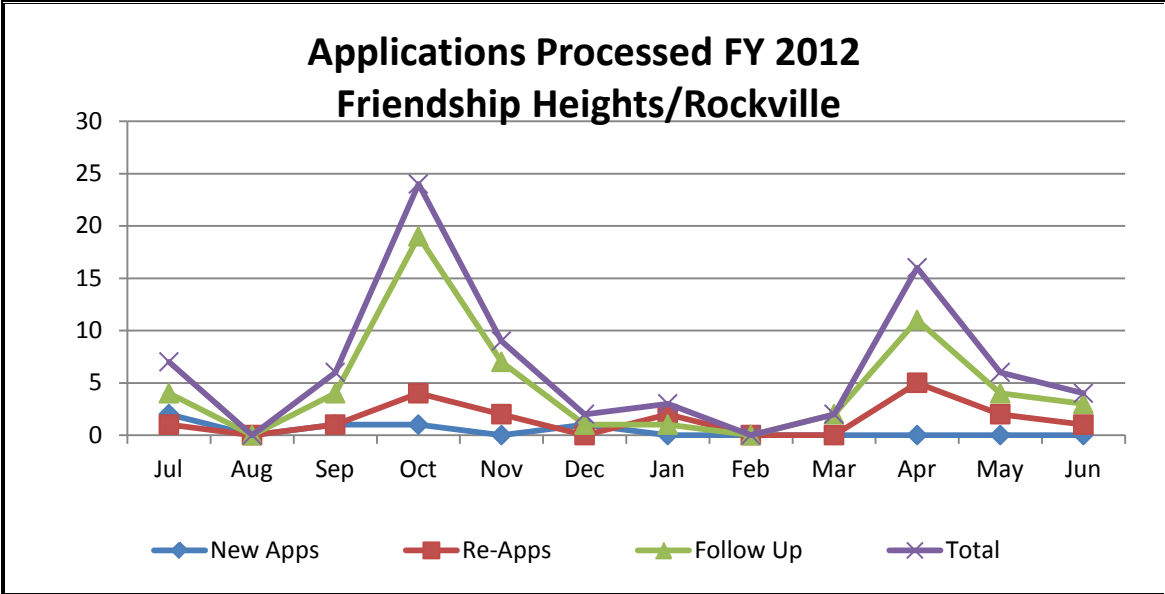
Applications Processed FY 2012 ARTMA

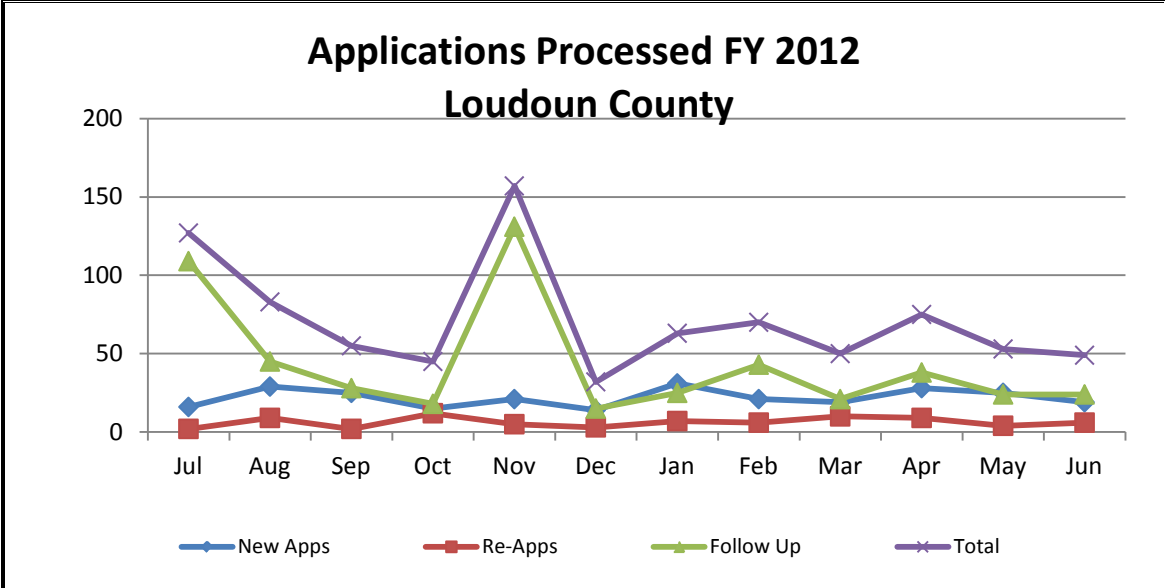
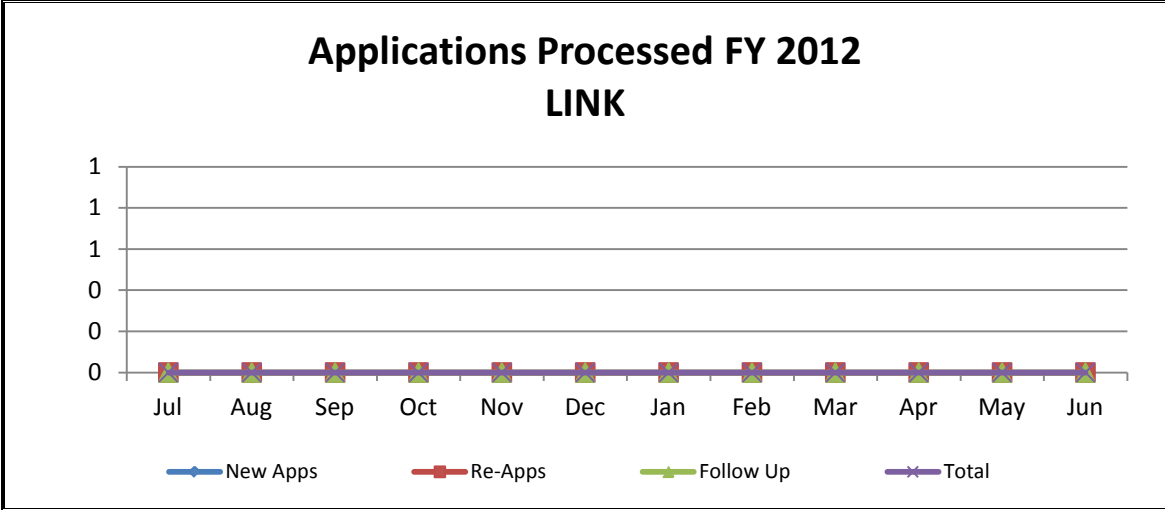
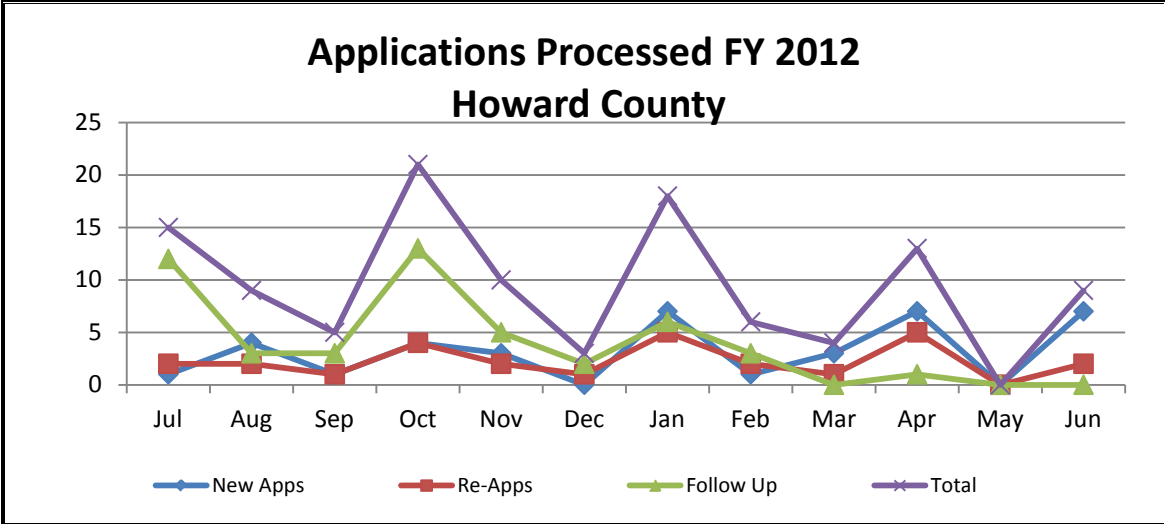


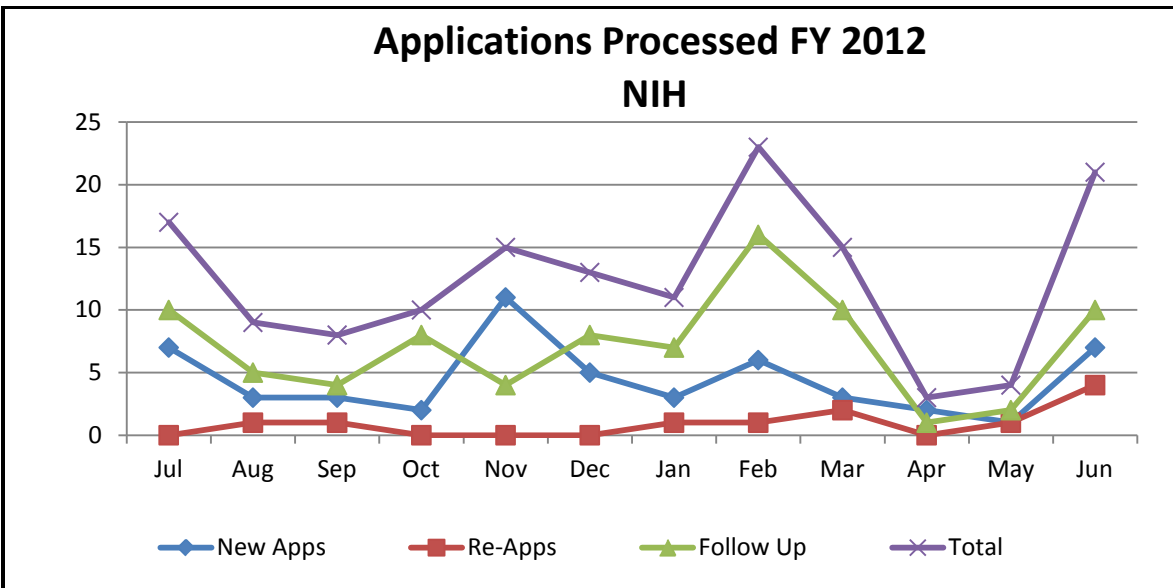
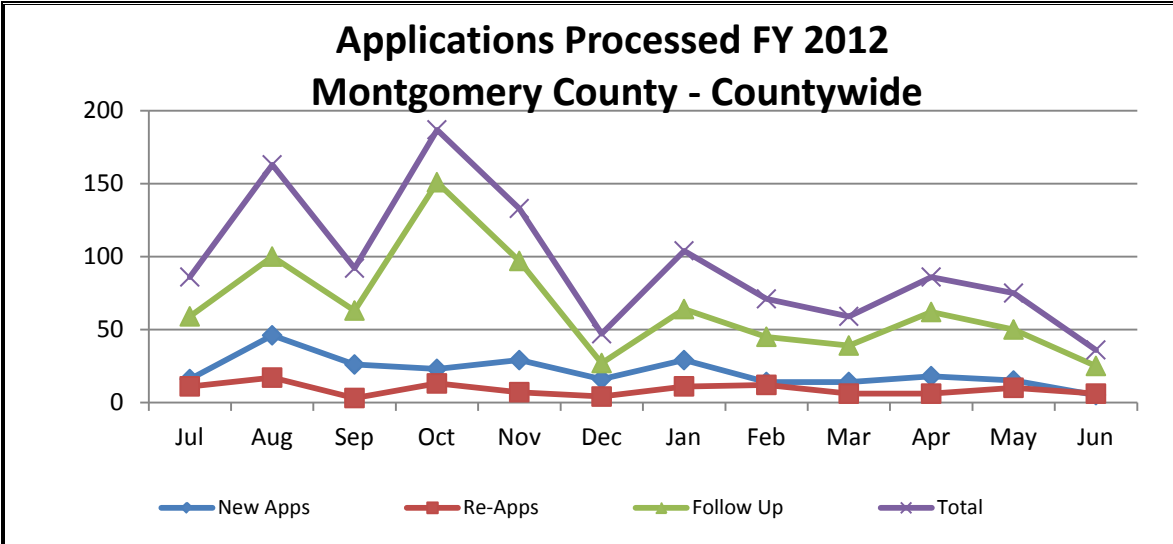
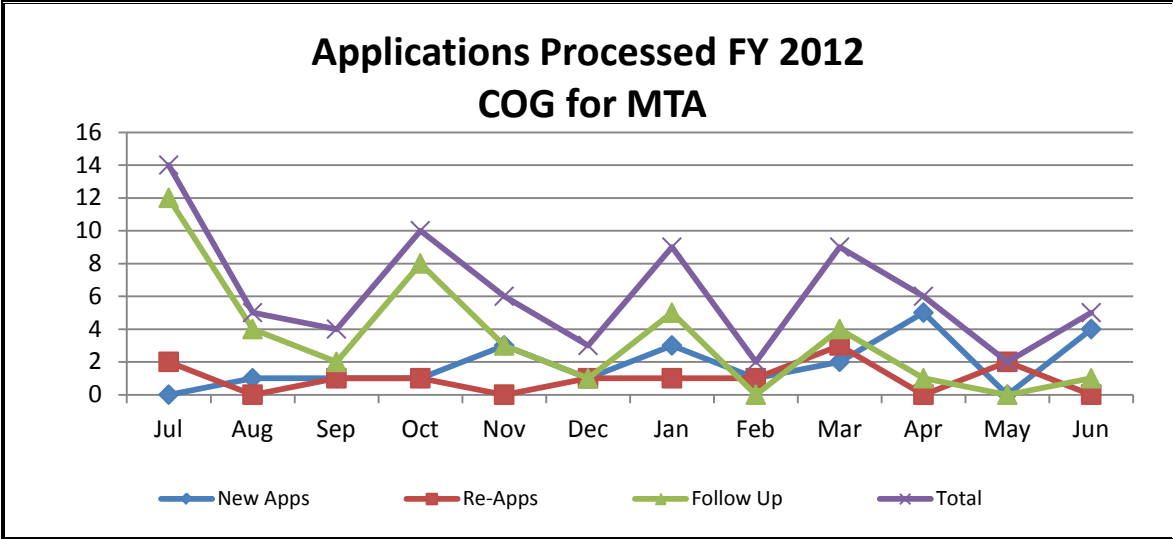


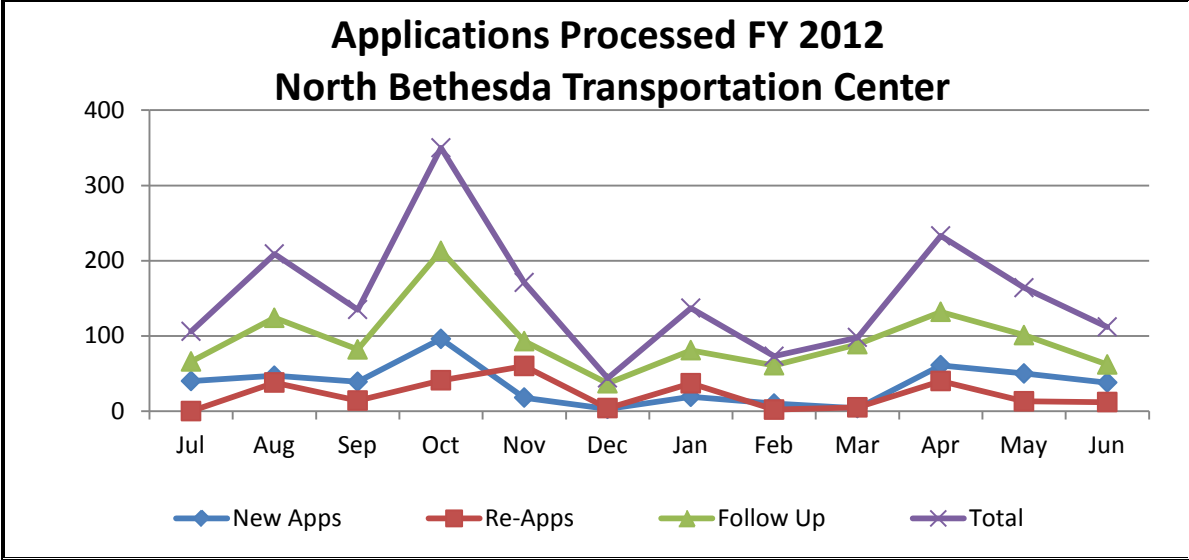
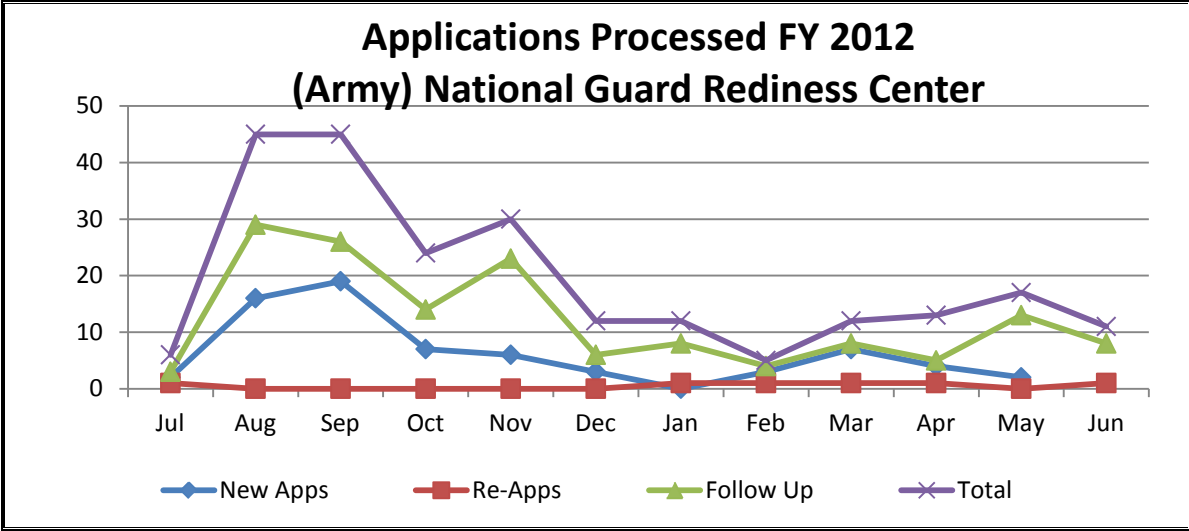
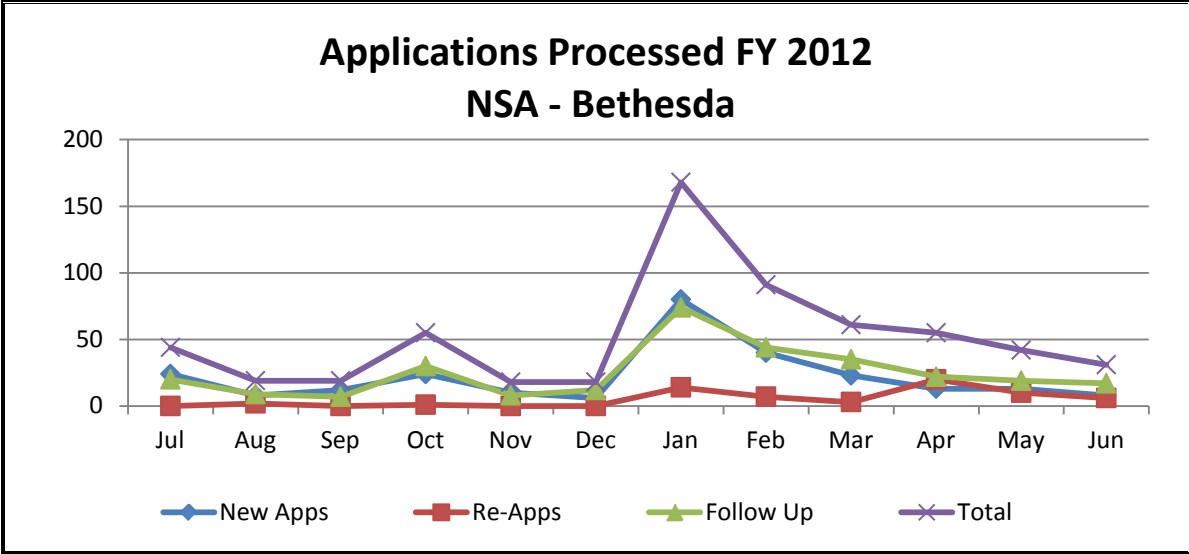




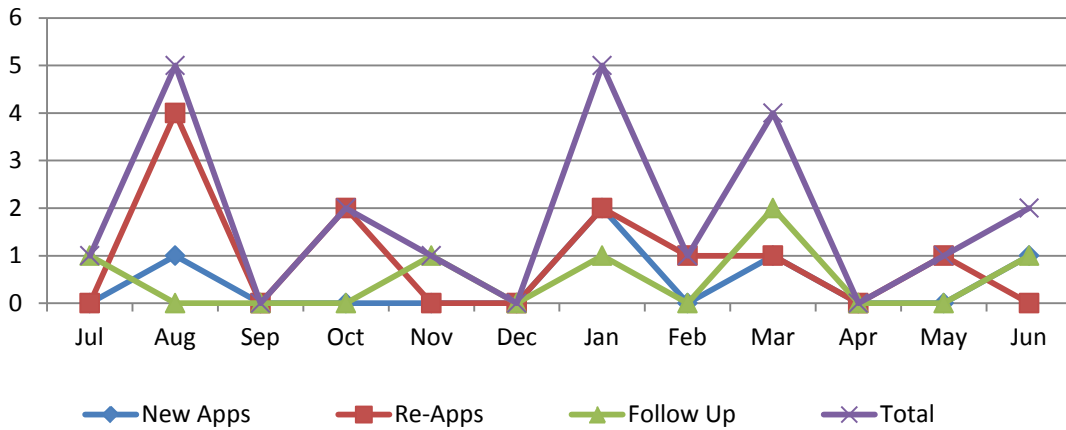




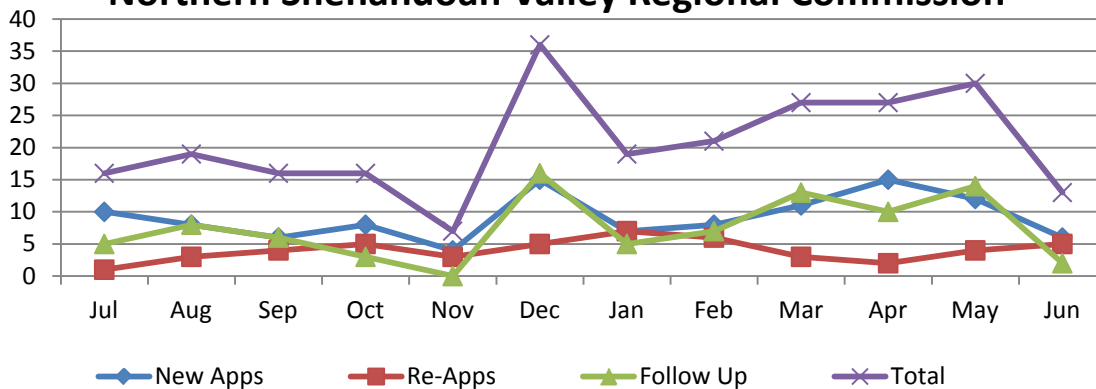




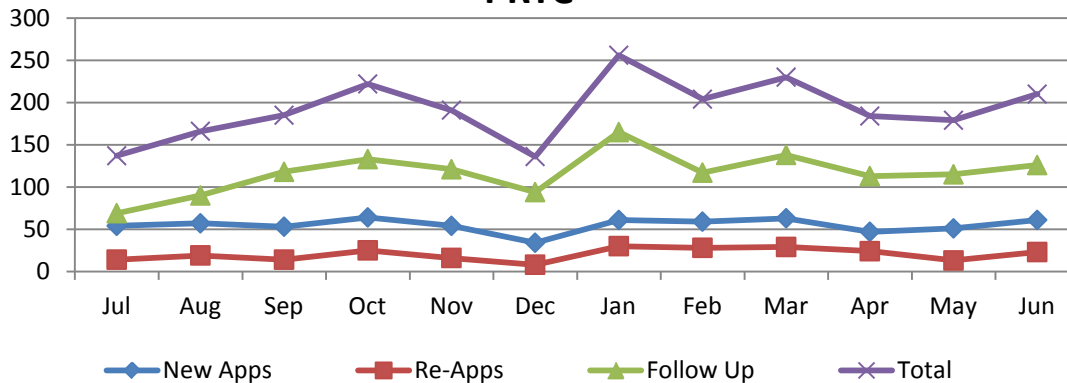
Applications Processed FY 2012 Northern Neck PDC

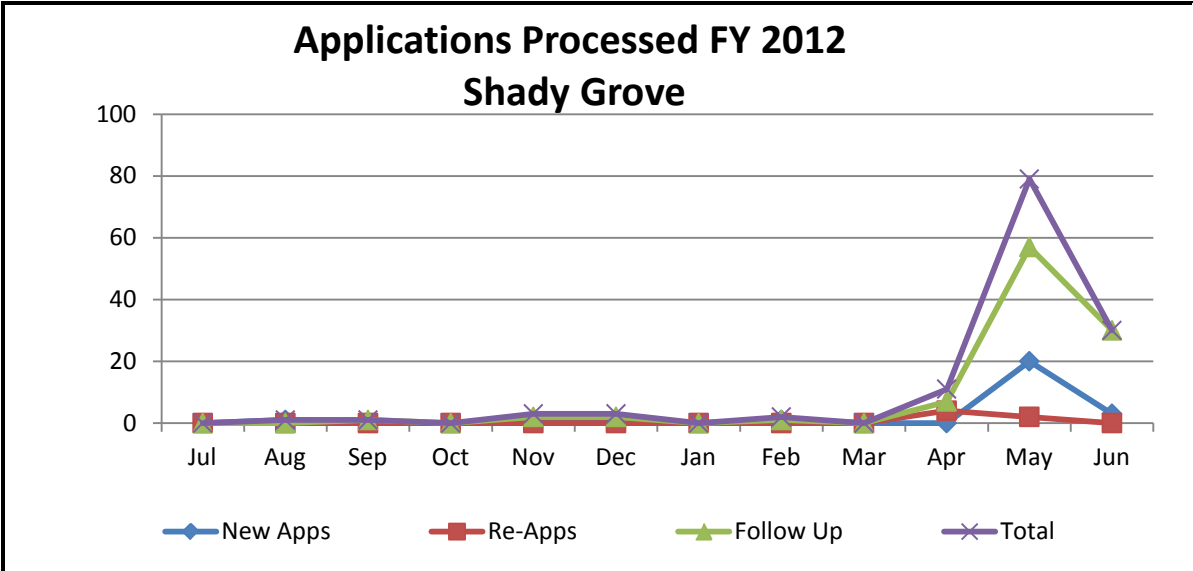
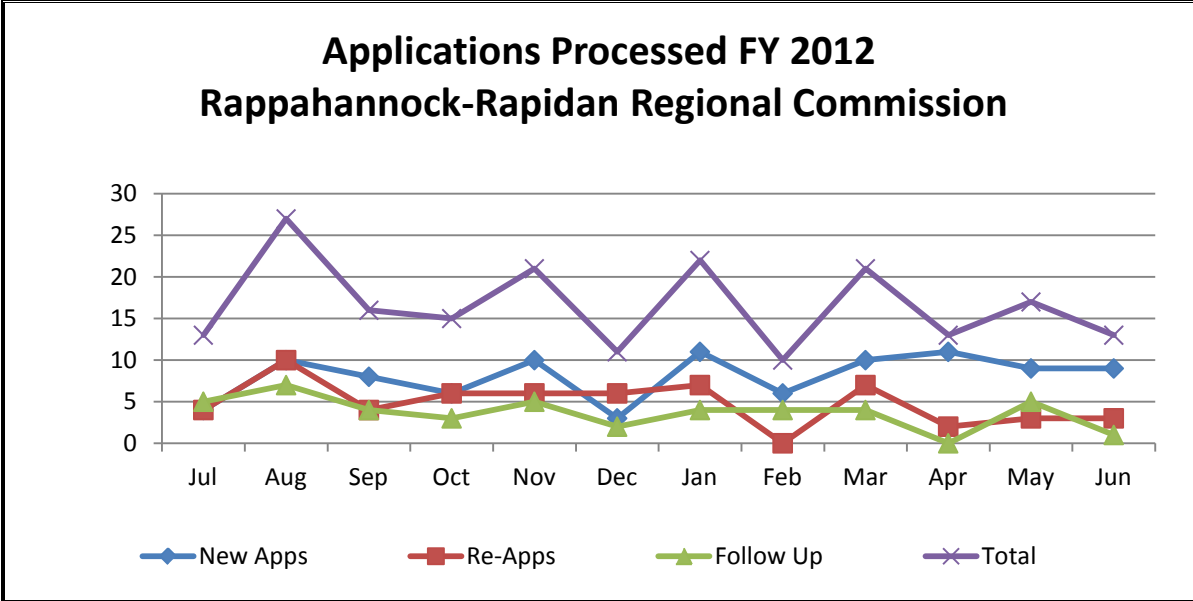
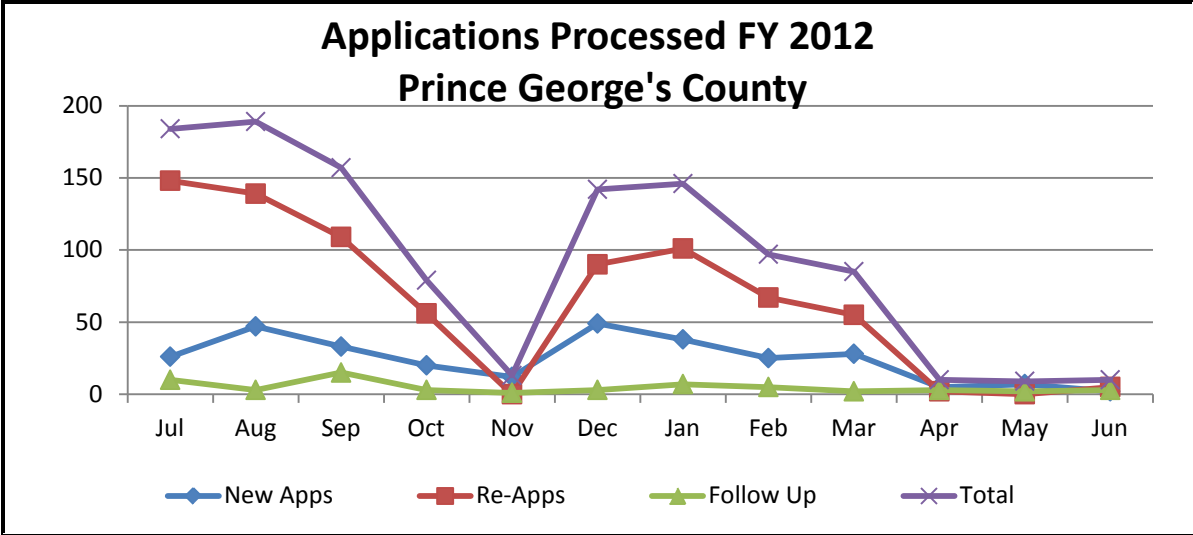


Applications Processed FY 2012 Northern Shenandoah Valley Regional Commission

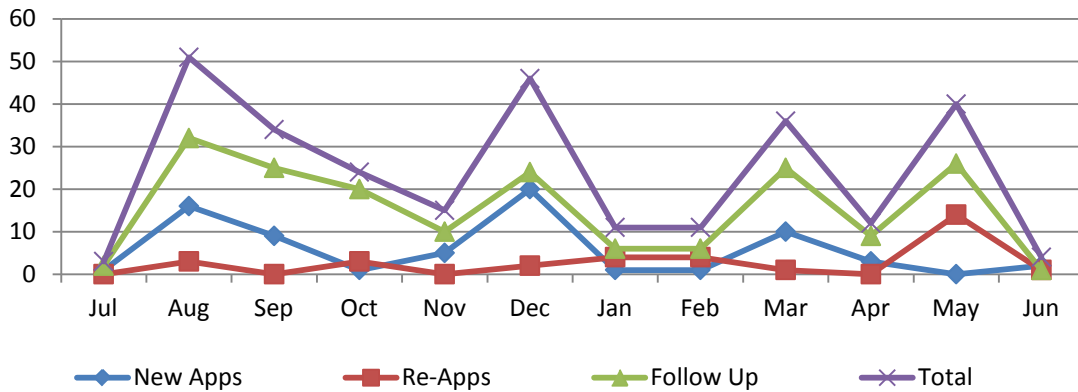


Applications Processed FY 2012 PRTC

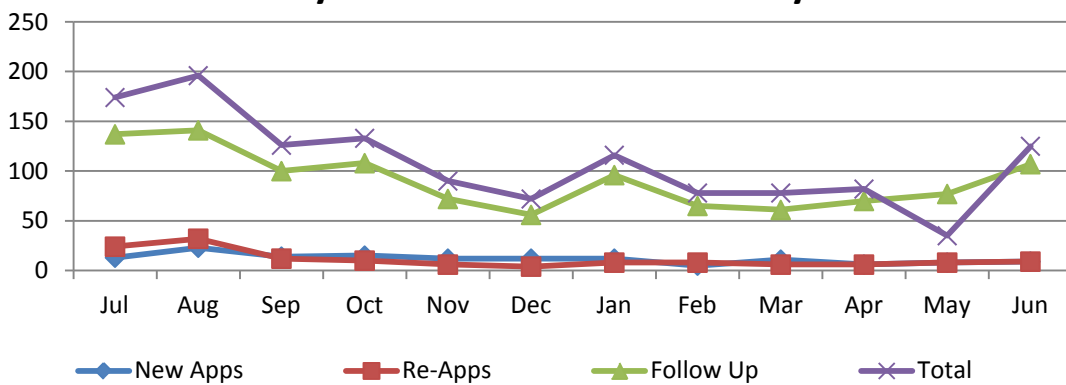




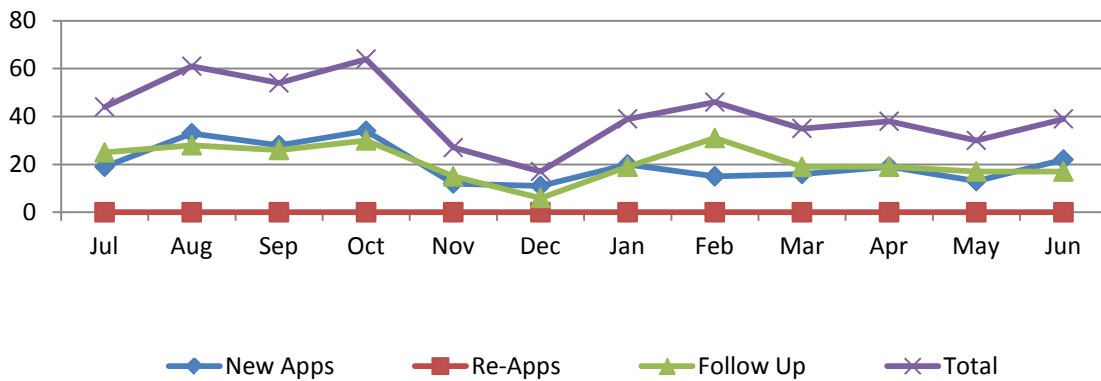
Applications Processed FY 2012 Silver Spring



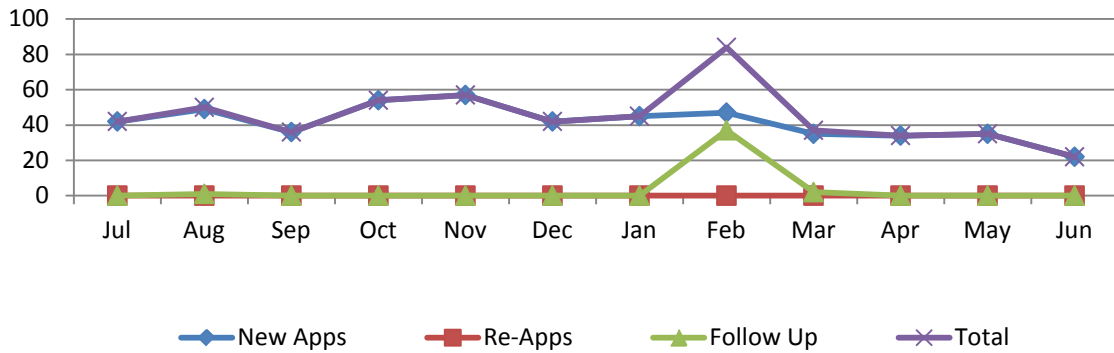
Applications Processed FY 2012 Tri-County Council for Southern Maryland



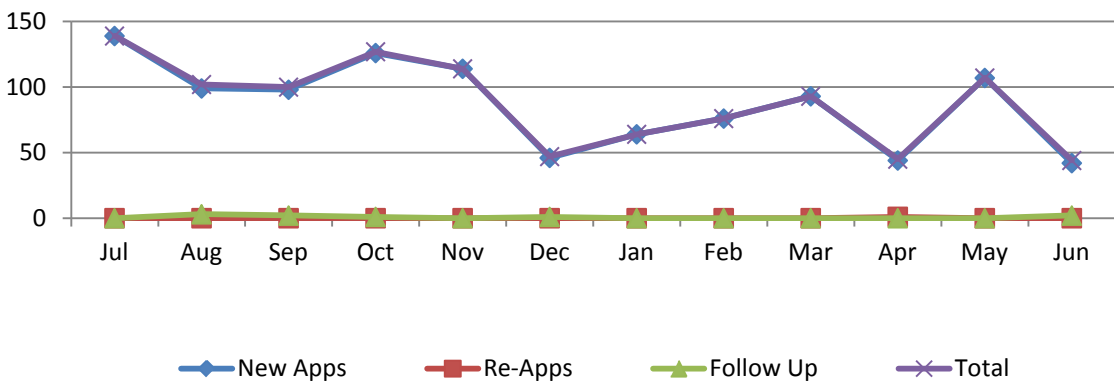
Applications Processed FY 2012 Charlottesville - Rideshare



Applications Processed FY 2012 Hampton Roads - Traffic



Applications Processed FY 2012 Rideshare Delaware



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2012**

| | TELEWORK | GRH WASH | GRH BALT | EMPLOYER OUTREACH | TRANSIT | BIKE | CARPOOL VANPOOL | OTHER | |
|----------------------------|----------|-------------|-------------|----------------------|---------|------|--------------------|-------|--------------|
| APPLICATIONS | | | | | | | | | |
| Mail | N/A | 567 | 0 | N/A | N/A | N/A | 157 | N/A | |
| Internet | N/A | 12292 | 1001 | N/A | N/A | N/A | 11073 | N/A | |
| Kiosks | N/A | 0 | 0 | N/A | N/A | N/A | 0 | N/A | |
| Purge Letters | N/A | N/A | N/A | N/A | N/A | N/A | 287 | N/A | |
| Fax/Phone | N/A | 3 | 0 | N/A | N/A | N/A | 0 | N/A | |
| From Client | N/A | 0 | 0 | N/A | N/A | N/A | 0 | N/A | |
| Employer Survey | N/A | 1 | 0 | N/A | N/A | N/A | 1 | N/A | |
| Direct Mail | N/A | 236 | 0 | N/A | N/A | N/A | 144 | N/A | |
| TOTAL | N/A | 12863 | 1001 | N/A | N/A | 102 | 11518 | N/A | |
| PHONE CALLS | | | | | | | | | TOTAL |
| Brochure/Promo Materials | 0 | 8 | 0 | 0 | 4 | 0 | 4 | 9 | 25 |
| Bus/Train Schedule | 1 | 22 | 0 | 0 | 22 | 0 | 3 | 4 | 52 |
| Bus/Train Sign | 1 | 25 | 8 | 0 | 111 | 0 | 17 | 10 | 172 |
| Direct Mail | 0 | 9 | 0 | 0 | 3 | 0 | 7 | 11 | 30 |
| Employer | 0 | 3 | 0 | 1 | 3 | 0 | 6 | 19 | 32 |
| Employer Survey | 0 | 0 | 0 | 0 | 1 | 0 | 6 | 41 | 48 |
| Fair/On Site Event | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Government Office | 0 | 4 | 0 | 0 | 0 | 0 | 1 | 0 | 5 |
| Highway Sign | 0 | 6 | 0 | 1 | 71 | 0 | 38 | 156 | 272 |
| Information (411) | 0 | 0 | 0 | 0 | 2 | 0 | 3 | 2 | 7 |
| Internet | 6 | 104 | 0 | 1 | 184 | 0 | 226 | 164 | 685 |
| Library | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 2 |
| Mobile Billboard | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 |
| Newsletter | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Newspaper | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 3 | 5 |
| Newspaper (Local) | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 6 | 9 |
| Other Ridesharing Org | 0 | 7 | 0 | 0 | 1 | 0 | 6 | 1 | 15 |
| Park-and-Ride Lot Sign | 0 | 0 | 0 | 0 | 8 | 0 | 2 | 16 | 26 |
| Post Card (COG) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Presentation | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Radio | 1 | 9 | 1 | 0 | 6 | 0 | 13 | 1 | 31 |
| Real Estate/WelcomeWago | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 |
| Referral from Transit Org | 0 | 13 | 1 | 0 | 18 | 0 | 16 | 22 | 70 |
| Theatre Slide | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| TV | 0 | 5 | 0 | 0 | 0 | 0 | 2 | 0 | 7 |
| Van Sign | 0 | 16 | 0 | 0 | 0 | 0 | 3 | 1 | 20 |
| Was/Is Applicant | 0 | 3917 | 34 | 4 | 19 | 0 | 1178 | 93 | 5245 |
| White Pages | 0 | 4 | 0 | 0 | 1 | 0 | 2 | 1 | 8 |
| Word of Mouth | 1 | 142 | 2 | 1 | 88 | 0 | 92 | 53 | 379 |
| Yellow Pages - Verizon | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| Yellow Pages - Yellow Boo | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 2 |
| Yellow Pages - Local/Other | 1 | 4 | 0 | 0 | 44 | 0 | 1 | 18 | 68 |
| Voice Mail Messages | 0 | 57 | 2 | 0 | 72 | 1 | 53 | 120 | 305 |
| Other/Unknown | 0 | 26 | 0 | 0 | 22 | 0 | 15 | 20 | 83 |
| TOTAL CALLS | 11 | 4386 | 48 | 8 | 684 | 1 | 1698 | 774 | 7610 |

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2012**

| | T O C O A G L | O C N O L G Y | A L L X | A R L | A R M A | B A L T | B E T H | B M C | B W I | F D A | F F X | F R E D | G W R I D | H A R | H O W | L I N K | L D N | M C | M T A | N I H | N E C K | N S H E N | W R N M | P G C | P R T C | R A P | S S | S P A N I | T A P | T R I | T R A N S | T O T A L | |
|---------------------------|---------------------------------|---------------------------------|------------------|-------------|------------------|------------------|------------------|-------------|-------------|-------------|-------------|------------------|-----------------------|-------------|-------------|------------------|--------------|------------|-------------|-------------|------------------|-----------------------|------------------|-------------|------------------|-------------|-------------|-----------------------|-------------|-------------|-----------------------|-----------------------|--|
| Calls Transfrd by COG | N/A | N/A | 3 | 2 | 24 | 3 | ** | 28 | 15 | 0 | 38 | 10 | 29 | 1 | 49 | 0 | 31 | 23 | 21 | 0 | 7 | 15 | 0 | 75 | 44 | 29 | ** | 18 | ** | 40 | 212 | 717 | |
| How they heard... | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Brochure/Promo Matrls | 24 | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1550 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 27 | 0 | 0 | 1599 | |
| Bus/Train Schedule | 47 | 28 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2843 | 137 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 77 | 9 | 76 | 0 | 0 | 3181 | |
| Bus/Train Sign | 168 | 81 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 944 | 29 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 | 0 | 0 | 0 | 1062 | |
| Direct Mail | 30 | 27 | 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 | 28 | 0 | 0 | 55 | | |
| Employer | 32 | 23 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 60 | | |
| Employer Survey | 48 | 48 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 52 | | |
| Fair/On Site Event | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 27 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 38 | | |
| Government Office | 3 | 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 | 0 | 0 | 0 | 0 | 3 | | |
| GRH Program | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 21 | 39 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 28 | 0 | 1 | 0 | 97 | | |
| Highway Sign | 258 | 160 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 4 | 0 | 0 | 0 | 21 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 | 193 | | |
| Information (411) | 6 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 0 | 0 | 114 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 74 | 37 | 0 | 0 | 236 | | |
| Internet | 658 | 439 | 0 | 0 | 0 | 1 | 9 | 0 | 0 | 0 | 0 | 2 | 86 | 0 | 0 | 0 | 1595 | 26 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 16 | 0 | 2177 | | |
| Library | 2 | 2 | 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 | 0 | 3 | | |
| Mobile Billboard | 1 | 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 | 1 | | |
| Newsletter | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 31 | 0 | 0 | 34 | | |
| Newspaper | 3 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 28 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 30 | | |
| Newspaper (Local) | 7 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 80 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 86 | | |
| Other Ridesharing Org | 19 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1504 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 1519 | | |
| Park-and-Ride Sign | 15 | 8 | 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 | 8 | | |
| Post Card (COG) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | | |
| Presentation | 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 | 0 | 0 | 4 | | |
| Radio | 33 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 72 | | |
| Real Estate/WelcomeW | 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 | 0 | 0 | | |
| Refferal from Transit Org | 66 | 56 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 426 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 482 | | |
| Theatre Slide | 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 | 0 | 0 | | |
| TV | 6 | 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 | 6 | | |
| Van Sign | 18 | 16 | 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 | 16 | | |
| Was/Is Applicant | 4955 | 4446 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 65 | 56 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 4573 | | |
| White Pages | 6 | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | | |
| Word of Mouth | 340 | 248 | 0 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 5982 | 0 | 0 | 0 | 754 | 85 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 3 | 0 | 0 | 0 | 7078 | | |
| Yellow Pgs-Bell Atlantic | 0 | 0 | 0 | 0 | 0 | 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 | 1 | | |
| Yellow Pgs-One Book | 3 | 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 | 1 | | |
| Yellow Pages-Local | 67 | 21 | 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 | 21 | | |
| Voice Mail Messages | 279 | 221 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 146 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 12 | 0 | 383 | | |
| Other | 80 | 64 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 659 | 0 | 0 | 0 | 279 | 497 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 64 | 909 | 97 | 60 | 0 | 2631 | | |
| Total | 7177 | 5967 | 0 | N/A | 0 | 1 | 18 | 0 | 0 | 0 | 0 | 7 | 6796 | 0 | 0 | 0 | 10429 | 876 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 84 | 1110 | 147 | 278 | 0 | 0 | 25713 | |

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

FIGURE 3

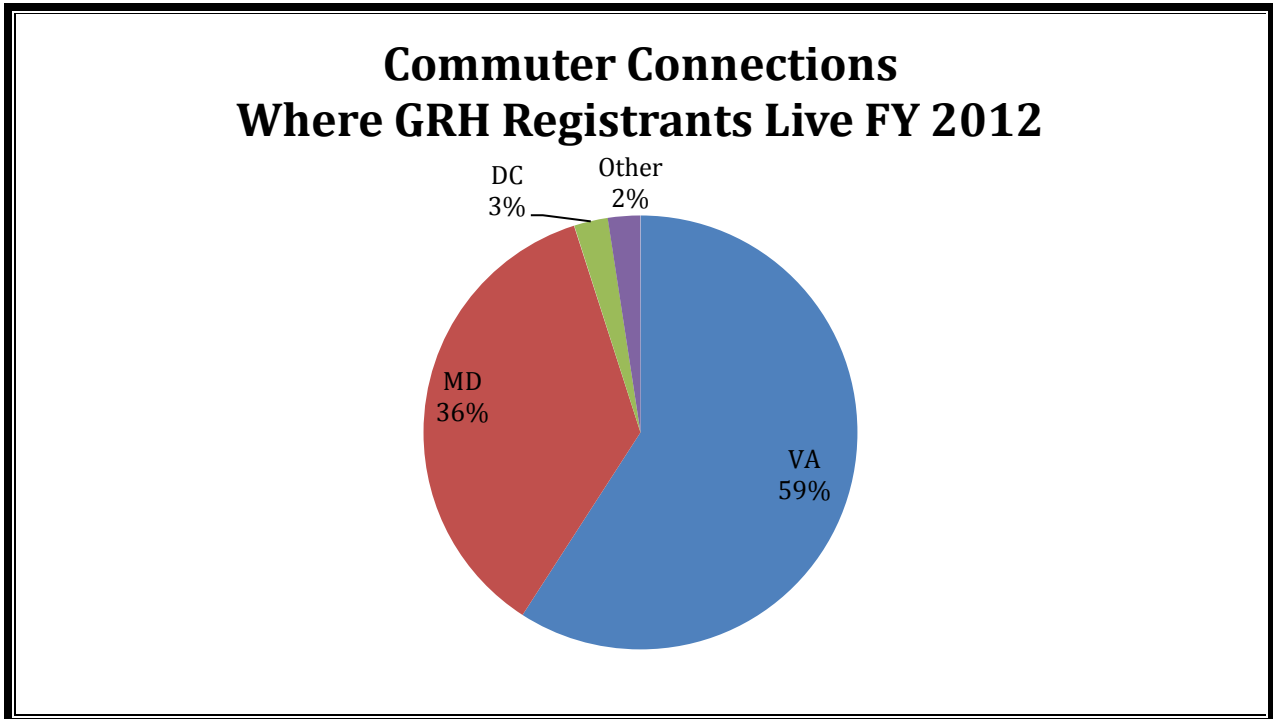


FIGURE 4

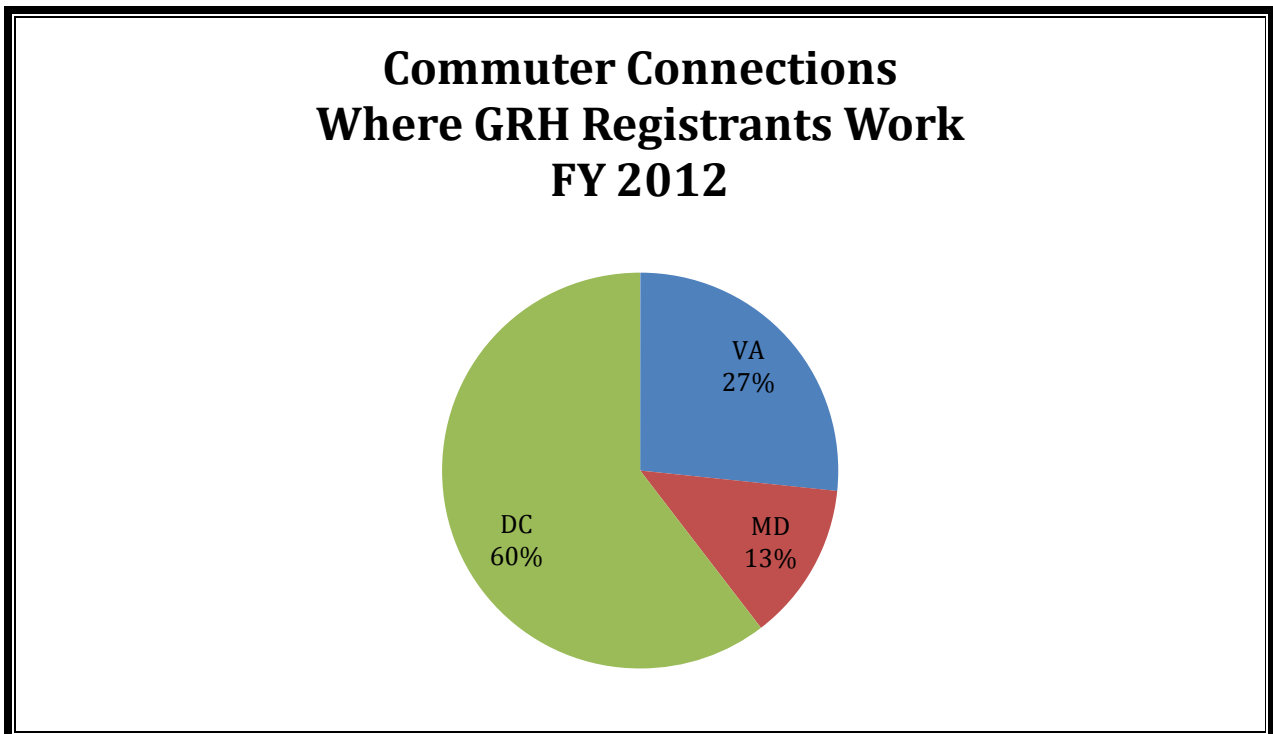


FIGURE 5

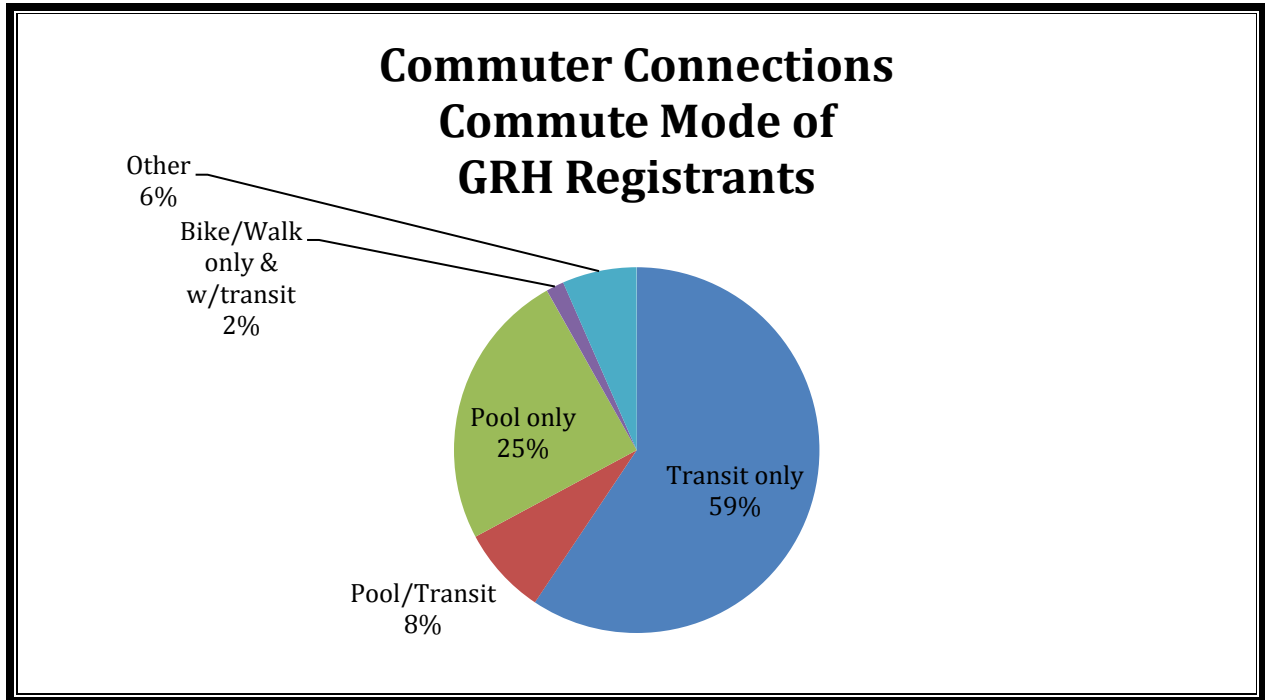


FIGURE 6

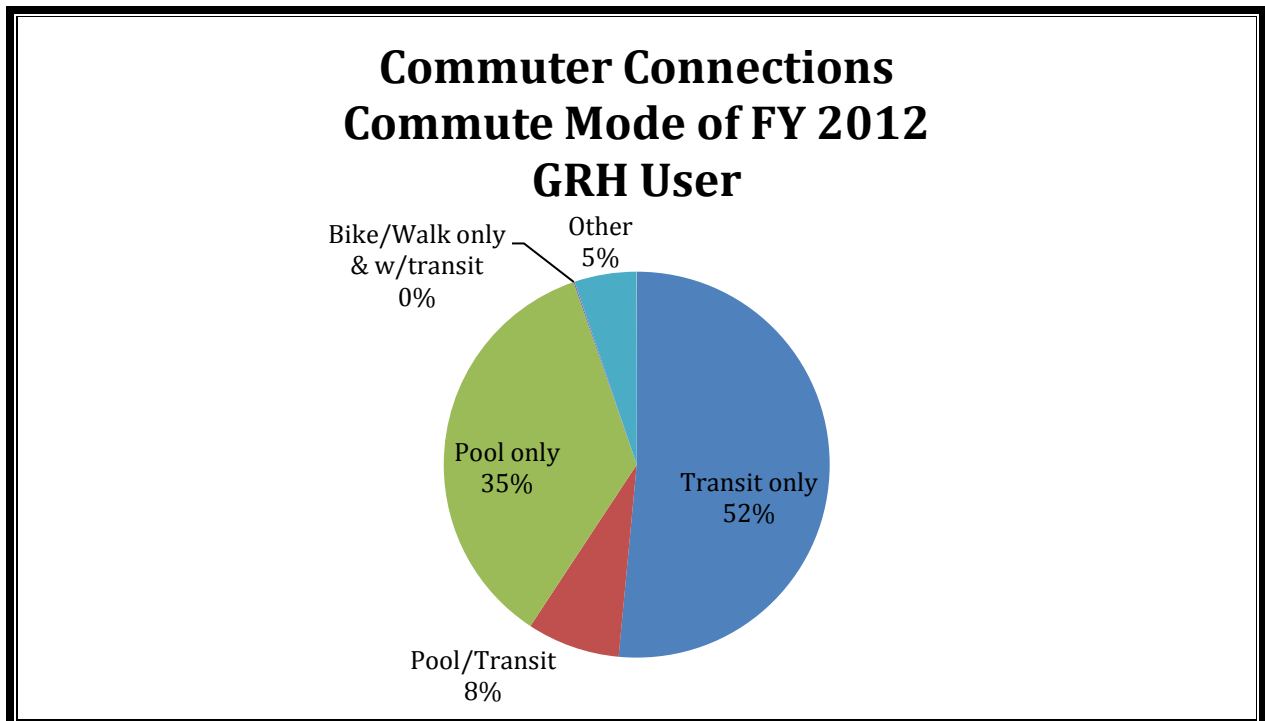


FIGURE 7

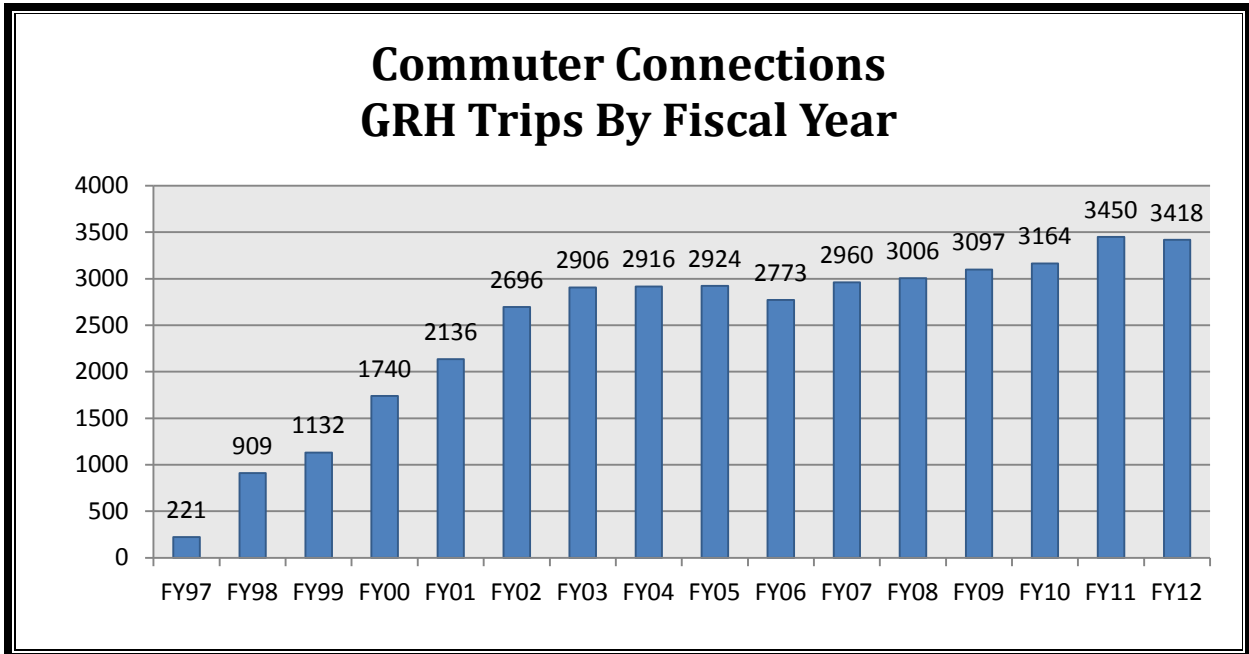
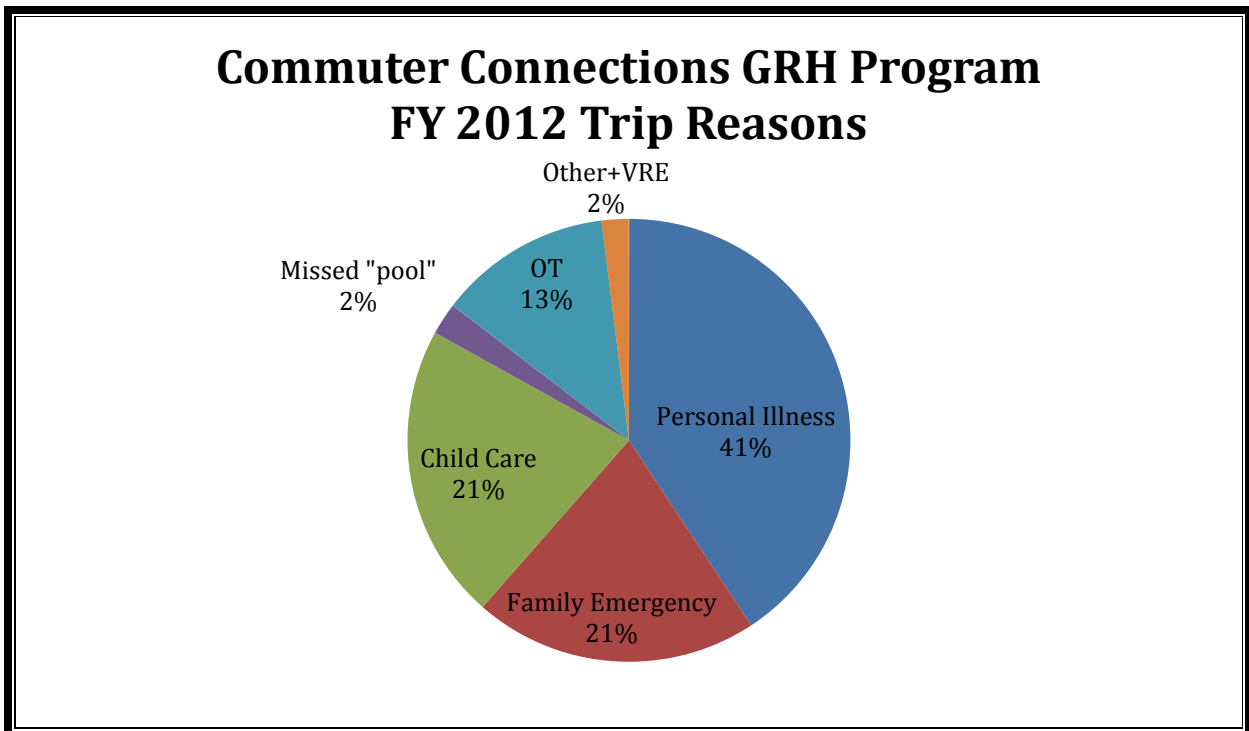


FIGURE 8



FY2012

| Annual | City of Alexandria | Arlington County | District of Columbia | Fairfax County | Frederick County | Loudoun County | Montgomery County | Prince George's | Prince William | Tri County | Metro |
|---|--------------------|------------------|----------------------|----------------|------------------|----------------|-------------------|-----------------|----------------|------------|-------|
| Employers Contacted (new) Site Visits (prospects) | 0 | 55 | 41 | 136 | 365 | 28 | 250 | 0 | 0 | 44 | 0 |
| Telework New | 0 | 0 | 303 | 0 | 190 | 0 | 17 | 0 | 0 | 9 | 0 |
| Employers Contacted (follow-up) | 0 | 1289 | 0 | 440 | 115 | 471 | 7663 | 2066 | 47 | 27 | 10 |
| Telework Follow-up | 0 | 0 | 0 | 0 | 132 | 0 | 1734 | 0 | 0 | 12 | 0 |
| Total Broadcast Contacts Letters, Flyers, Newsletter | 0 | 29593 | 8798 | 3437 | 566 | 363 | 70846 | 1200 | 0 | 8560 | 0 |
| Total Sales Meetings | 0 | 71 | 21 | 214 | 3 | 21 | 345 | 8 | 0 | 34 | 1 |
| Total Employers Contacted | 0 | 31008 | 9163 | 4227 | 1371 | 883 | 80855 | 3274 | 47 | 8686 | 11 |
| New Level 1 TDM Programs | 0 | 15 | 16 | 37 | 1 | 2 | 86 | 1 | 5 | 12 | 0 |
| New Level 2 TDM Programs | 0 | 2 | 0 | 10 | 0 | 0 | 31 | 0 | 6 | 6 | 0 |
| New Level 3 TDM Programs | 0 | 9 | 22 | 23 | 0 | 1 | 12 | 0 | 11 | 5 | 0 |
| New Level 4 TDM Programs | 0 | 2 | 2 | 5 | 3 | 0 | 5 | 0 | 5 | 2 | 0 |
| New Telework Programs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 |
| Expanded Telework Programs | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

