

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116
Month:	June 2003	FY03
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	July 25, 2003	

Background Activities

The contractor presented qualitative findings of stakeholder and commuter research at the June 3rd Regional TDM Marketing Group Meeting. Additionally, the contractor presented the proposed Integrated Marketing Plan for the Mass Marketing TERM.

Staff gave a status report on the Mass Marketing TERM to the TPB Technical Committee on June 6th. Staff also presented TERM objectives and research findings to the TPB Citizens Advisory Committee on June 12th.

Staff worked on extending the contract for advertising and marketing services for the Mass Marketing TERM with the consultant, Dudnyk Advertising & Public Relations. A conference call was held with the State TDM Work Group on June 16th to discuss six preliminary radio concepts.

- Testimonial Campaign
- ECT Campaign
- Change Your Day Campaign
- The Race Campaign
- Bookends Campaign
- "Hey You" Campaign

The contractor presented research findings, outline of deliverables, and preliminary radio concepts to Commuter Connections Subcommittee on June 17th. Regional TDM Marketing Group members were invited to attend this meeting. A feedback form that included all six radio concepts was distributed to this group. The feedback form was also sent out to all Commuter Connections Subcommittee and Regional TDM Marketing Group members to reach those that could not attend the meeting.

Staff presented TERM progress to Transportation Planning Board on June 18th which summarized the following areas:

- Background
- Marketing Objectives
- Inputs to Marketing Plan
- Focus of Marketing Efforts
- Monitoring and Evaluation

- Next Steps

The contractor provided draft of final report on June 26th outlining May and June deliverables. The report contained the following sections:

- Review Previous Marketing Efforts
- Review Existing Market Research
- Stakeholder Research
- Proposed Integrated Marketing Plan
- Evaluation Plan

Products

- ▶ Analysis of qualitative research findings
- ▶ Development of a proposed Integrated Marketing and Communications plan
- ▶ Meetings with special interest groups
- ▶ Development of preliminary radio concepts
- ▶ Presentation of Mass Marketing TERM progress to Transportation Planning Board.

Problems Encountered

State Funders from the Maryland Department of Transportation had some concerns regarding the use of certain wording within the draft radio scripts, specifically the use of negative themes such as chronic and sanity used to describe daily traffic congestion. As a result, staff made adjustments to the scripts prior to focus groups being held and used positive verbiage.

Future Activities

- ▶ Make final edits and distribute binder of May and June Regional Mass Marketing Campaign deliverables compiled by Dudnyk Advertising & Public Relations.
- ▶ Collect and summarize feedback on radio spot concepts from Commuter Connections Subcommittee and Regional TDM Marketing Groups.
- ▶ Send out mailing to Transit Agencies and other pertinent groups for Strategic Marketing Plan / Resource Guide FY04 updates.
- ▶ Voice-overs to be taped on July 7th for rough cut radio spot productions for use in focus groups.
- ▶ Contractor to develop focus group-screener and discussion guide.
- ▶ Creative focus groups scheduled for July 9th in Fairfax VA.
- ▶ Creative focus groups scheduled for July 10th in Gaithersburg.

- ▶ Contractor to provide summary of focus group findings July 11th.
- ▶ July 15th Mass Marketing update and presentation of tested radio spots to Commuter Connections Subcommittee.
- ▶ July 16th Mass Marketing update and presentation of tested radio spots to TPB Work Session. Commuter Connections Subcommittee and Regional TDM Marketing Group were invited to attend this forum.
- ▶ July 17th Meet with COG Staff on Telework needs of Marketing Campaign.
- ▶ Further develop and test “Testimonial” campaign.
- ▶ The next Regional TDM Marketing Group meeting will be held on August 5th.
- ▶ FY03 End of Year Progress Report.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6121
Month:	June 2003 FY03
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	July 24, 2003

Background Activities

The Commuter Operations Center continued providing transportation information services on alternatives to driving alone through the 800 telephone number, general marketing support, and through the distribution of matchlists. (*See Table 1 Monthly Activity and Impact Summary and Commuter Operations Center Performance Data*).

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of June 2, 16, and 19. COG staff performed routine file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

- COG staff made a site visit to Bethesda Transportation Solutions and created a transit information only letter and no-match transit only letter per the request of BTS. The time for the auto Upload was changed to see if that would improve the success rate of the Upload.
- Harford County staff has decided not to have COG fix the old rideshare computer and not to have COG install the ridematching software on the Rideshare Coordinator's current computer as was originally planned. The county will purchase a new computer and contact COG when that computer is set up and connected to the Internet and a printer.
- COG staff is looking into Montgomery County's claim that 11 of the records that were entered on June 23 and 24 are not in the database. All other data entered for the month is okay. COG informed Montgomery County staff that the applications would need to be re-entered into the database, but COG will try to determine why this may have occurred.
- Northern Shenandoah Valley responded to COG's request to send their computer to COG for testing. They said they would install a new modem and see if that fixes their Upload problem.
- COG staff made a site visit to NIH to install the ridematching software and ArcView on their newly fixed computer. Installation was successful and the Ping, Upload, Download, and Generic Transfer of files all tested correctly.
- PRTC informed COG that their Uploads were not working for a few days. COG tracked this problem down and it is an isolated problem only with PRTC's computer. COG's Internet service host made changes to the Internet server that inadvertently blocked only PRTC from

Uploading their data to the COG Internet server. COG staff placed several calls to the Internet provider and the problem has been fixed. No date should have been lost by PRTC.

- RADCO COG staff contacted Northern Shenandoah Valley Rideshare a few times to see if they will send their computer to COG for testing of their Upload problem. COG is waiting on a response.
- COG is still waiting for a response from the Pentagon and the Department of Energy regarding when COG can set up their rideshare computers.

The e-Communicator software was deployed on June 26 along with the new all in one GRH/rideshare application form on the Commuter Connections Web site. COG staff is working with the software contractor to fix a few bugs with the software; however, the primary functions of the e-Communicator software are functioning. COG staff is preparing a policy and fact sheet for Commuter Connections members and will discuss the effect e-Communicator will have on reduced data entry time for members at the Commuter Connections Subcommittee and Operations Center Subcommittee meetings on July 15.

COG staff also implemented major design enhancements to the Commuter Connections Web site. These enhancements are intended to make the site easier to navigate and apply for services or request information.

Also, COG staff implemented a map feature on the Commuter Connections Web site that allows users to map park-and-ride lots, telework centers, rail transit stops and routes, and HOV lanes.

COG staff completed updates to the street file, park-and-ride lot, and transit (both rail and bus) data used in by the CCRS ridematching software. The data includes the entire Commuter Connections service area.

The Spring Marketing Campaign continued with radio and television advertisements. The Spring issue of the Commuter Connections newsletter was mailed to approximately 6,000 employers.

A TDM Evaluation Group meeting was held on June 17th. Highlights from the meeting included a briefing by staff on the significance of the Commuter Connections TERMS to the regional air quality conformity process, and a discussion on the next steps for the FY04 TDM Evaluation project. The FY03 Placement Rate Study Report was finalized and distributed. A Request For Proposals for the Commuter Connections Demand Management Evaluation Project was issued on June 27th.

COG staff provided Commuter Connections services information at employee orientations at the American Red Cross' new office in Washington, D.C. on June 4, 11, and 18.

A State TDM Work Group meeting was held on June 3, 2003. Highlights of the meeting included a status report of the Regional Mass Marketing project a discussion on the implementation status of the Expanded Telecommuting TERM, and a discussion on the funding

shares for local jurisdictions for the FY04 Employer Outreach program element including the distribution of performance information.

The TMA Advisory Group meeting was held on June 20th. Topics covered were regional efforts for emergency preparedness and an overview of the Value Pricing Conference held earlier in the month.

Staff attended the regional Value Pricing Conference held on June 4th. Staff met with Environmental Programs staff members on June 6 to exchange information on Commuter Connections and Clean Air Partners programs. Staff met with DC Business Connections representatives on June 11th. Staff attended TYTRAN's annual meeting on June 24th.

Products

June monthly performance report.

Spring Regional TDM Marketing Campaign.

Spring edition of the Commuter Connections newsletter.

e-Communicator software.

New GRH/rideshare all in one Internet application form.

Commuter Connections Web site design enhancements.

Web site map to map park-and-ride lots, telework centers and transit data.

Problems Encountered

None, except those described above.

Future Activities

- Install the Commuter Connections Ridematching Software System software at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute 4th quarter member invoices.
- The next meeting of the Commuter Operations Center Subcommittee is July 15, 2003.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Produce and distribute the Commuter Connections Summer newsletter.
- Analyze results from the Spring TDM marketing Campaign.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Prepare FY03 Annual Report.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of JUNE 2003

Commuter Connections Activity	This Month	Last Month	Since July 2002
Total applicants/info provided:	1,485	1,661	18,358
Rideshare applicants	1,411	1,583	17,194
Matchlists sent	678	735	14,314
Transit applicants/info sent	60	66	942
GRH applicants	475	515	7,604
Telework info requests	0	2	17
Vanpool applicants	N/A	N/A	N/A
Kiosk users	1,913	1,737	21,193
Kiosk applicants	3	4	88
Internet users	6,215	6,087	70,008
Internet applicants	776	737	9,484
New employer clients	46	139	1,171
Employee applicants	14	10	38

Program Impact Performance Measure	This Month	Last Month	Since July 2002
Continued placements	416	465	3,505
Temporary/one-time placements	263	294	4,574
Daily vehicle trips reduced	248	277	2,089
Daily VMT reduced	8,458	9,461	70,720
Daily tons NOx reduced	0.0120	0.0134	0.0989
Daily tons VOC reduced	0.0056	0.0063	0.0462
Daily gallons of gas saved	392	438	3,274
Daily commuter costs saved	\$1,628	\$1,821	\$13,614

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

Commuter Connections Website Activity June 2003

Total Accesses of MWCOG Web Site Pages **2,352,204**
 Total Accesses of Commuter Connections Home Page **6,215**

Breakdown of BDY Sub-page accesses

	<u>Accesses</u>	<u>% of Total</u>
Guaranteed Ride Home Page	1,621	12.40%
Carpooling Page	1,229	9.40%
Vanpooling Page	1,123	8.59%
Public Transit Page	784	6.00%
TDM Resources	781	5.98%
TDM Park & Ride Lots	774	5.92%
Confirmation Form	692	5.30%
Ozone Action Days Page	640	4.90%
GRH Application	626	4.79%
About Page	592	4.53%
Telework Page	468	3.58%
TDM Telework Centers	381	2.92%
Employer Services Related Links	377	2.88%
Work Schedule Alternatives	367	2.81%
Calculate Your Cost of Commuting	334	2.56%
Parking Management	333	2.55%
Transit Pass Sales Outlets	253	1.94%
Info Express Kiosks	220	1.68%
TDM Vanpool Services	211	1.61%
What Does It Cost?	197	1.51%
Employer Services	186	1.42%
Special Events	165	1.26%
Walking	127	0.97%
Bicycling Page	117	0.90%
Public Transit Page	109	0.83%
Calculate Your Commuting Cost	106	0.81%
GRH Eligibility	90	0.69%
Commuter Services Form	83	0.64%
GRH Area	82	0.63%
Total	13,068	100.00%

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

JUNE 2003



**TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



TABLE 2

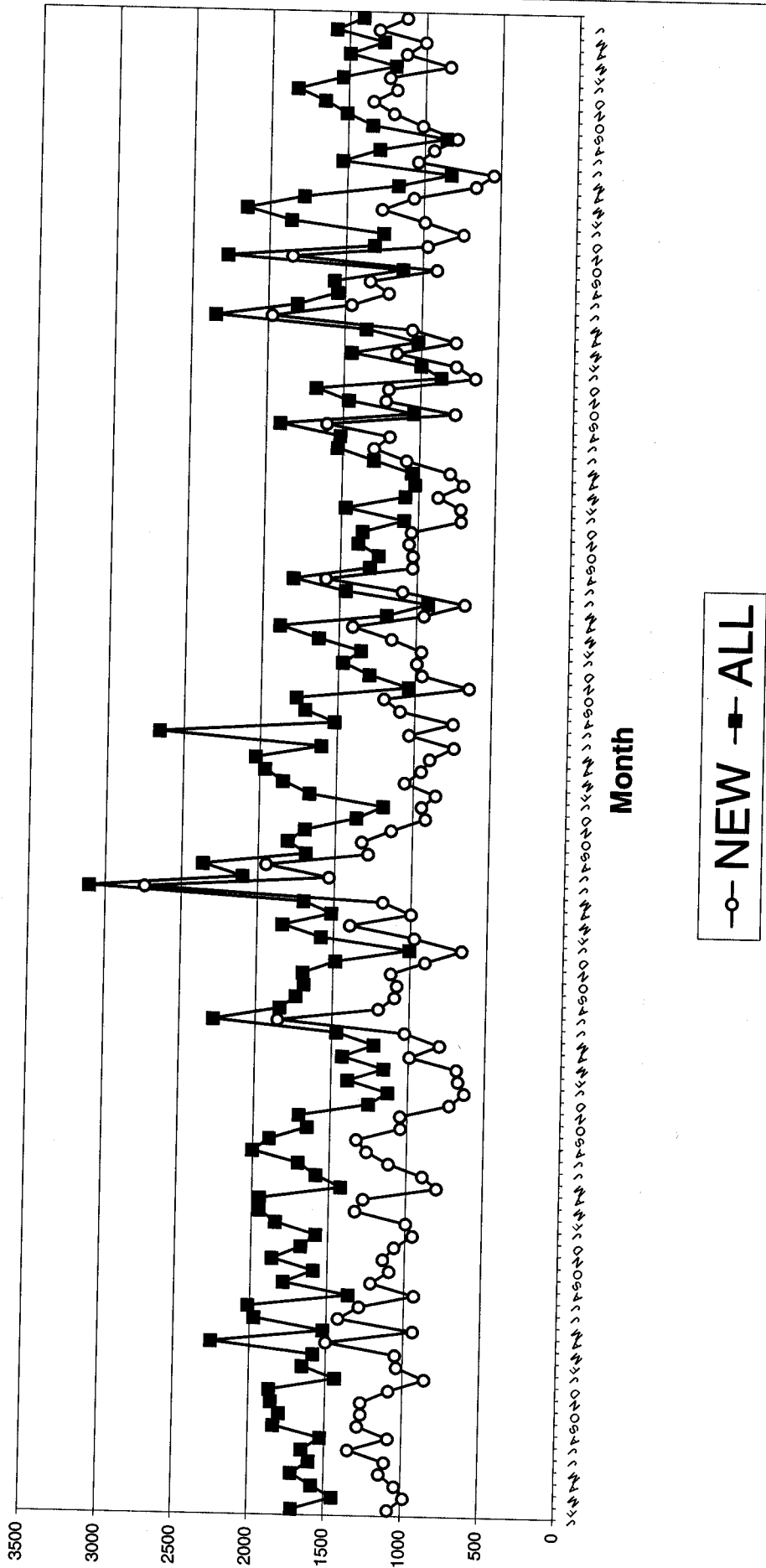
COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
 JUNE 2003

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	17	0	0	17
ARLINGTON (COG)	2	0	2	4
ARTMA	25	0	4	146
BETHESDA	67	0	50	117
BMC	51	3	10	64
COG - MD	8	0	0	8
COG - VA	3	0	0	3
COG - Other	10	0	0	10
DISTRICT OF COLUMBIA (COG)	10	0	3	13
DOD - PENTAGON	0	0	0	0
FAIRFAX COUNTY	139	5	186	330
FREDERICK	38	0	2	40
HARFORD	6	0	0	6
HOWARD	38	0	5	43
LINK	2	0	4	6
LORD FAIRFAX PDC	1	0	1	2
LOUDOUN	43	8	4	55
MTA (COG)	4	0	1	5
MONTGOMERY	68	13	142	223
NIH	24	4	11	39
NORTH BETHESDA TMD	1	18	249	268
NORTHERN NECK	14	0	1	15
PRINCE GEORGE'S	64	0	0	64
PRTC	234	4	138	376
RADCO	201	220	0	421
RAPPAHANNOCK-RAPIDAN	32	9	5	46
SILVER SPRING	0	0	0	0
TRI - COUNTY	25	0	6	31
USDOE (COG)	0	0	0	0
TOTAL INPUT	1,127	284	824	2,352

TOTAL NEW & RE-APPLICANTS 1,411

COMMUTER CONNECTIONS CCRS

Applications Processed



**TABLE 3
 COMMUTER OPERATIONS CENTER
 APPLICANT DATABASE SORTED BY
 RESPONSIBLE AGENCY
 JUNE 2003**

ALEXANDRIA	220
ARLINGTON	181
ARTMA	262
BALTIMORE CITY	28
BETHESDA	1,704
BMC	70
COG	630
DISTRICT OF COLUMBIA	266
DOD	0
DOE	2
FAIRFAX	1,723
FREDERICK	430
HARFORD	187
HOWARD	430
LINK/RESTON	55
LORD FAIRFAX PDC	174
LOUDOUN	572
MONTGOMERY	1,228
MTA	64
NIH	76
NORTH BETHESDA TRANS. CTR	2,761
NORTHERN NECK	35
PRINCE GEORGE'S	719
PRTC	1,691
RADCO	1,908
RAPPAHANNOCK-RAPIDAN	308
SILVER SPRING	990
TRI - COUNTY	553
OTHER	
TOTAL	17,267

COMMUTER CONNECTIONS CCERS DATABASE FY1994 - FY2003

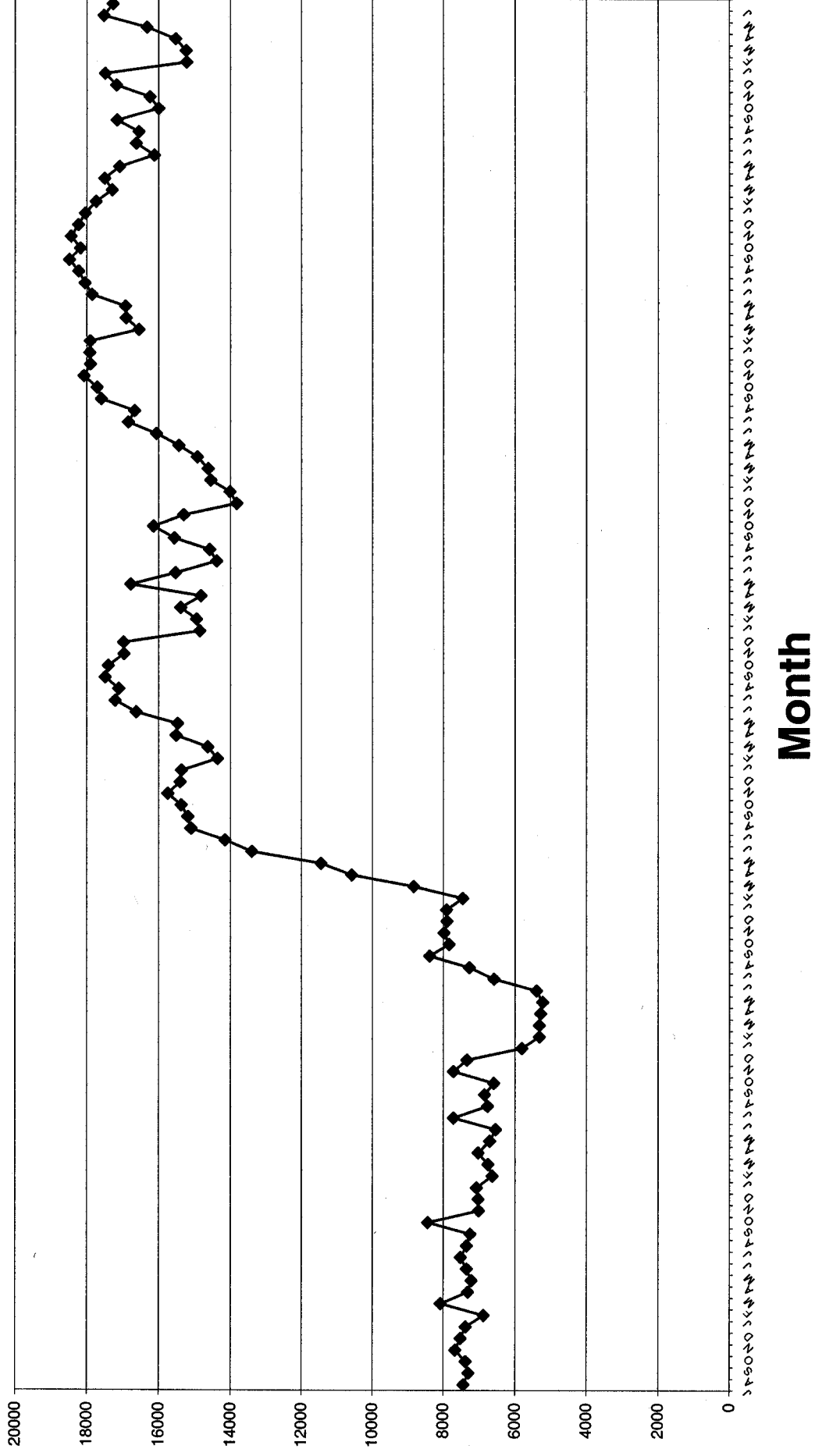


TABLE 4

**Commuter Connections Applicant Database
Sorted By Origin and Destination as of June, 2003**

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
DISTRICT OF COLUMBIA	19	326	1,275
DELAWARE	0	0	0
MARYLAND			
Anne Arundel	0	163	10
Allegany	0	0	0
Baltimore City	2	37	22
Baltimore County	4	89	18
Calvert	0	31	0
Caroline	0	1	0
Carroll	0	41	0
Cecil	0	0	0
Charles	0	57	3
Dorchester	0	3	0
Frederick	0	309	4
Harford	5	24	3
Howard	1	238	5
Kent	0	0	0
Montgomery	2,369	255	2,131
Prince George's	9	748	49
Queen Anne	0	5	1
St. Mary's	0	10	2
Talbot	0	1	0
Washington	0	37	0
Wicomico	0	0	0
Maryland Total	2,390	2,049	2,248
PENNSYLVANIA	0	13	0
VIRGINIA			
Albemarle	0	0	0
Alexandria	1	74	69
Arlington	3	76	367
Caroline	0	7	0
Chesterfield	0	1	0
Clarke	0	1	0

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
Culpeper	0	4	0
Dinwiddle	0	0	0
Essex	0	0	0
Fauquier	0	32	0
Fairfax City	0	3	0
Fairfax County	21	436	178
Falls Church	0	13	6
Fluvanna	0	1	0
Fredericksburg	0	21	0
Frederick	0	0	0
Greene	0	0	0
Hanover	0	0	0
Henrico	0	0	0
King George	0	3	3
King and Queen	0	0	0
Lancaster	0	0	0
Loudoun	0	113	19
Louisa	0	3	0
Madison	0	0	0
Manassas	0	1	0
Manassas Park	0	4	0
Northumberland	0	3	0
Orange	0	10	0
Page	0	2	0
Prince William	4	457	4
Rappahannock	0	2	0
Richmond City	0	1	5
Richmond County	0	2	0
Shenandoah	0	2	0
Spotsylvania	1	186	1
Stafford	0	254	0
Warren	0	8	0
Westmoreland	0	2	0
Williamsburg	0	0	1
Winchester	0	8	0
Virginia Total	30	1,730	653
WEST VIRGINIA	0	58	1
TOTAL (all jurisdictions)	2,439	4,176	4,177

**TABLE 5
TERM/COMMUTE INFORMATION
JUNE 2003**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	67	N/A	N/A	N/A			
Internet	N/A	408	N/A	N/A	N/A	39	N/A	
Kiosks	N/A	2	N/A	N/A	N/A	1	N/A	
Purge Letters	N/A		N/A	N/A	N/A	2	N/A	
Fax/Phone	N/A		N/A	N/A	N/A	5	N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	475	N/A	N/A	N/A	417	N/A	
PHONE CALLS								
Brochure/Promo Materials		4		8		16		TOTAL 28
Bus/Train Schedule		2		3		1		6
Bus/Train Sign		1		1		2	1	5
Direct Mail		2				1		3
Employer				1		1		2
Employer Survey								0
Fair/On Site Event								0
Government Office		1						0
Highway Sign								1
Information (411)				6		11	3	20
Internet		18		8	1	31	2	60
Library				1				0
Mobile Billboard								1
Newsletter							1	1
Newspaper								1
Newspaper (Local)						1		1
Other Ridesharing Org		2						0
Park-and-Ride Lot Sign								2
Post Card (COG)				2		1		3
Presentation						1		1
Radio		5		3		20	3	31
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		2		3		6
Theatre Slide								0
TV		2				4		6
Van Sign								0
Was/Is Applicant		114		3		34		151
White Pages								0
Word of Mouth		15		14		42	2	73
Yellow Pages - Verizon				5		9		14
Yellow Pages - Yellow Book								0
Yellow Pages - Local				2		4		6
Voice Mail Messages		11				5	1	17
Other/Unknown		1		1		4		6
TOTAL CALLS	0	179	0	60	1	191	13	444

**TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
JUNE 2003**

	T O C T O R Y	A L L X A R M A	A R T H M A	B E T H A	B M C	D O D	D O E	F F X	F R E D	H A R O	H O W	L I N K	L F F X	L D N	M T A	N I H	N E C K	P G C	P R T C	R A D C O	R A P S	T A P	T R I	T R A N S	T O T A L		
Calls Transf'd by COG	N/A	0	3	**	3	0	0	24	2	0	5	0	2	2	4	1	0	1	13	21	18	3	**	**	4	22	128
How they heard...																											
Brochure/Promo Matris	28	20	6		7		2			4			1	2													
Bus/Train Schedule	6	4	1										59	16													84
Bus/Train Sign	5	2																	108								1432
Direct Mail	3	2			3																						2
Employer	2	2			6														1								7
Employer Survey	0	0	1																								9
Fair/On Site Event	0	0			3								6														7
Government Office	1	1	3						10		1			6													3
GRH Program	0	0																									21
Highway Sign	20	9					2			10			2	16													61
Information (411)	0	0			93																						2
Internet	60	43	1		42					12			6														60
Library	0	0							6		2		24	17													114
Mobile Billboard	1	0																									0
Newsletter	1	1																									1
Newspaper	1	1																									10
Newspaper (Local)	0	0												3													4
Other Ridesharing Org	2	2											3	2													5
Park-and-Ride Sign	3	1			3				3		7		59														77
Post Card (COG)	1	0																									2
Presentation	0	0	1																								2
Radio	31	16							1																		4
Real Estate/WelcomW	0	0																									22
Referral from Transit Org	6	5											1														1
Theatre Slide	0	0			33																						47
TV	6	2																									33
Van Sign	0	0											2														5
Was/Is Applicant	151	132			3																						1
White Pages	0	0							42	2	4		6	23													1312
Word of Mouth	73	48			19																						8
Yellow Pgs-Verizon	14	4																									5
Yellow Pgs-Yellow Book	0	0																									2
Yellow Pages-Local	6	1	3																								4
Voice Mail Messages	17	17																									7
Other	6	3	1		10																						135
Total	444	316	17	0	0	222	0	147	11	0	61	0	0	317	152	0	0	1216	2097	0	65	159	89	0	22	4891	

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.
** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6122
Month: June 2003 FY03
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: July 22, 2003

Background Activities

Major activities in June included:

- ▶ Arranging and participating in MATAC Board meeting conference call
 - ▶ Attending Regional TDM Marketing Group meeting
 - ▶ Participating in ACT Conference Call
 - ▶ Attending Department of Environmental Programs meeting
 - ▶ Finalizing materials for TWVA participant training
 - ▶ Finalizing Employer Awards logistics
 - ▶ Training for TWVA Participants at the Dulles Hilton
 - ▶ Presenting telework information to Montgomery County Interagency Training Team to promote Telework Resource Center and TPE
 - ▶ Monitoring and discussing contractor's performance on 2003 Employer Telework Seminars and strategizing for 2004 Seminars
 - ▶ Employer Awards Ceremony on June 25 at the National Press Club
 - ▶ Coordinating all logistics for June 27 MATAC meeting at COG
 - ▶ Prepared FY 03 Employer Telework Seminar Draft Report
 - ▶ Preparing Telecommuting Ad-Hoc Meeting Notes and Agenda for mailing to Ad-Hoc Group members
-
- ▶ June 2: MATAC Board meeting
 - ▶ June 6: Department of Environmental Programs quarterly meeting
 - ▶ June 11: Employer Awards logistics meeting
 - ▶ June 17: HOC /Staffing and Organizational Development Services Team meeting in Montgomery County
 - ▶ June 23: Pre-bid meeting for Expanded Telework TERM
 - ▶ June 24: Meeting with WorkLife Performance Incorporated
 - ▶ June 25: Employer Awards at National Press Club
 - ▶ June 27: MATAC Symposium, "Management Challenges: Developing a Telework Policy and Implementation Plan"

Products

- ▶ Telework Centers are currently operating at 62% utilization

- ▶ Responded to or placed 114 calls regarding the Telework Resource Center, Telework Virginia, and/or the Telework Partnership with Employers Program.
- ▶ Mailed 13 Telework Resource Center kits
- ▶ Telework Virginia Training at Washington Dulles Hilton
- ▶ 2003 Employer Seminar Draft Report
- ▶ 2003 Performance Appraisal
- ▶ Telecommuting Ad-Hoc meeting notes and agenda for July meeting

Problems Encountered

- ▶ None at this time

Future Activities

- ▶ Telework Virginia Status Meeting at COG
- ▶ MATAC Board meeting
- ▶ Telecommuting Ad-Hoc Meeting at COG
- ▶ Meeting with Fairfax County Employer Services Sales Team to discuss expanding the Telework initiative for Fairfax County employers
- ▶ Meeting with WorkLife Performance Incorporated to strategize about FY04 Telework Seminars
- ▶ ACT Conference Call
- ▶ Employer Outreach Meeting at COG
- ▶ TPE Meeting with the Baltimore Metropolitan Council
- ▶ TWVA Meeting with Arlington Transportation Partners
- ▶ TWVA Meeting with Cornerstone Industries (formerly OC Incorporated)
- ▶ TWVA Meeting with Alexandria Employer Outreach Staff
- ▶ TWVA Meeting with Loudoun County
- ▶ Telework Virginia Focus Groups in Fairfax County
- ▶ TPE Meetings with North Bethesda and Prince George's County
- ▶ FY03 End of Year Progress Report

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6123**
Month: **June 2003** **FY03**
Staff Contact: Owais Rafique
Edited By: Nicholas Ramfos
Today's Date: July 24, 2003

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Staff unveiled the new kiosk software engine at the Reeves Center on June 11th . Currently software is being deployed to all other kiosk sites located in the District and Northern Virginia.

The Express kiosk located at Tysons Corner Center was moved within the mall, routers were reconfigured and communication problems were resolved. Kiosk systems were replaced at Ballston Common Mall and Tysons Corner.

Staff developed a new Park & Ride mapping functionality and integrated it with Commuter Connections web site. Staff worked with the local jurisdictions and updated the Park & Ride Lots layer on the CCRS server and on the web.

Staff launched the updated Commuter Connections web site, the new web site includes new design and better navigation tools.

The Commuter Connections Ridesharing software system was updated. Updates included server side programming. Data updates were deployed onto the server for better matching and transit information.

InfoExpress kiosk ambassador promotions were held at Ballston Common Mall on June 10, 2003, at La Promenade @ L Enfant plaza on June 11, 2003, at Union Station on June 12, 2003, at Tysons Corner Center on June 13, 2003, at Reston Town Center and Fair Oaks Mall on June 14, 2003, at Springfield Mall, and Wal-Mart in Woodbridge on June 20, 2003.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Staff is currently finalizing the new designs and developing software modules for these specific locations.

Staff continued to make updates to the CCRS server side application. The updates will improve the processing of Match Letters.

Staff deployed the E-Communicator software system after extensive testing. Staff continues to work on streamlining the update process. Updated web application forms were deployed onto the

Commuter Connections web site. Staff continues to work on E-Communicator for better application processing and resolving some software errors.

Products

June monthly usage statistics for InfoExpress kiosks.
E-Communicator.
Commuter Connections web site.
Park & Ride Lot mapping functionality.
New InfoExpress kiosk software system.

Problems Encountered

InInfoExpressInfoExpress kiosk system was replaced at Ballston Common Mall and TysoInfoExpress Center
Communication problems were resolved at Fair Oaks mall and Tysons Corner Center..

Future Activities

Deploy the integrated CCRS & GRH web-based system.
DevelopDevelop and implement a new permanent InfoExpress kiosk at United StatDevelop and implement of State.
Evaluate effectiveness of Integrated Rideshare measure.
FY03 Annual Report
ContinuContinueContinue negotiations with potential Commuter Connections InfoExpress mobile kiosites by sending a direct mail piece to employsites by sending a direct mail piece to employers District of Columbia.

INFOEXPRESS KIOSK USAGE RATES

Month: June 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall#2	321	3235	Tysons Mall	238
			Weather	192
			Maps & Guides	163
			Commuter Connections	101
			Metro	93
La Promenade	293	6024	LaPromenade	1023
			Weather	312
			Transit	293
			Commuter Connections	168
			Maps & Guides	153
Tysons Mall#1	215	2906	Weather	273
			Tysons Mall	220
			Commuter Connections	183
			Maps & Guides	141
			Traffic	65
Springfield Mall # 2	209	4126	Springfield Mall	253
			Weather	201
			Commuter Connections	193
			Maps & Guides	182
			Metro	97
Springfield Mall # 1	193	3627	Springfield Mall	241
			Weather	198
			Metro	168
			Commuter Connections	123
			Maps & Guides	89
Fair Oaks Mall	186	2784	Weather	187
			Fair Oaks Mall	135
			Commuter Connections	91
			Maps & Guides	83
			Metro	67

Wal - Mart	137	2894	Weather Commuter Connections VRE MARC Maps & Guides	218 167 94 77 49	
	Reston Town Center	118	2189	Weather	178
				Reston Town Center	125
				Commuter Connections	81
				Transit	63
CRiS				39	
Ballston Common Mall	79	1489	Weather	109	
			Transit	83	
			Commuter Connections	52	
			Maps & Guides	41	
			Metro	37	
Reeves Center	52	1258	Weather	129	
			Commuter Connections	81	
			Maps & Guides	41	
			Transit	23	
			Metro	21	
Union Station	41	1145	Weather	89	
			Transit	67	
			Commuter Connections	62	
			Metro	32	
			Maps & Guides	29	
USDA	17	924	Weather	67	
			Metro	43	
			VRE	28	
			Maps & Guides	19	
			Commuter Connections	11	
Pentagon	8	439	Weather	41	
			Metro	38	
			Transit	21	
			Commuter Connections	11	
			Omni Ride	8	

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	11	58
George Mason Library	1	4
Chantilly	2	8
Kings Town	4	27
Mason Govt Center	1	4
Kings Park	0	0
Reston Library	5	19
Tysons Transit	1	5
Centreville	3	18
DolleyMadison	2	8
Inova	3	19
Pohick	1	5
John Marshall	0	0
Tysons Pimmit	4	21
Pennino	2	11
Govt. Center	1	4
Fairfax Library	2	17
Warranton	1	4

June 2003

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	1
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
American Red Cross	2
USDA	0
Total	3

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6124
Month: June 2003 FY03
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: July 16, 2003

Background Activities

Monthly synchronizations from the employer outreach jurisdictions were received from all of the jurisdictions without any problems

Staff attended and assisted in the Employer Recognition Awards Ceremony held at the National Press Club.

Created and distributed the FY03 Employer Services Satisfaction Survey to over 3100 employers listed in the Employer Outreach regional database.

Staff assisted the Telework Virginia project by processing survey request forms and supporting the Virginia-based outreach representatives. Staff also processed employer commuter surveys.

Products

June monthly sales activities
FY03 Satisfaction Survey for Employer Services

Problems Encountered

None.

Future Activities

- Continue maintenance of regional employer database.
- Tabulate the FY03 Employer Satisfaction Survey.
- Update ACT! Database templates for reporting and data input to capture new evaluation data.
- Follow up on commuter surveys that have not been completed through BMI
- The next Employer Outreach Ad-Hoc meeting will be held on September 23rd, 2003.
- Finalize the FY03 Employer Outreach conformity verification.
- FY03 Year-End Report
- Renew local jurisdiction contracts for FY04.

Month: June 2003

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	1	1	0	0	0	2	4	9	0	29	0	5
Employers Contacted (Follow-up)	11	257	2	0	0	12	279	260	0	1	0	13
Total Broadcast Contacts	0	636	0	0	0	0	2008	170	0	0	0	115
Total Sales Meetings	1	8	2	0	0	2	29	5	0	0	0	5
Total Employers Contacted	13	902	4	0	0	16	2320	444	0	30	0	138
New Level 1 TDM Programs	0	1	0	0	0	2	4	3	0	30	0	0
New Level 2 TDM Programs	0	2	0	0	0	0	4	1	0	0	0	0
New Level 3 TDM Programs	0	17	0	0	0	0	3	0	0	0	60	0
New Level 4 TDM Programs	0	13	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.
 * Did not submit monthly report.

Year to Date FY03

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	109	34	57	17	102	4	765	78	5	76	0	62
Employers Contacted (Follow-up)	37	1284	176	493	120	188	3283	2376	21	28	0	398
Total Broadcast Contacts	309	10303	0	0	0	0	30906	3409	0	200350	0	962
Total Sales Meetings	23	44	28	40	4	17	203	136	3	67	0	46
Total Employers Contacted	478	11665	261	550	226	209	35157	5999	29	200493	0	1798
New Level 1 TDM Programs	10	20	30	12	11	8	121	34	5	93	0	0
New Level 2 TDM Programs	0	3	0	24	0	2	53	27	0	0	0	0
New Level 3 TDM Programs	8	33	0	12	0	4	28	6	0	1	286	0
New Level 4 TDM Programs	0	13	1	2	0	0	3	6	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

Did not supply monthly report. **New Metrochek for 100+ employers may include accounts sold by regional employer outreach sales force. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

- A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
- B. Employers Contacted (follow-up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)**NEW
- D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
- E. Total Employers Contacted: A + B + C + D
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in Previous month; more detailed information on these Programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

- ▶ Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy, no program implemented
- ▶ Conducts Commuter Survey
- ▶ Distributes alternative commute info. To employees, including Ozone Action Days info.
- ▶ Posts alternative commute info. including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

LEVEL 2 (SILVER)

- ▶ Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
- ▶ Provides preferential parking for carpools and vanpools
- ▶ Implements an informal telework program
- ▶ Facilitates car/vanpool formation meetings
- ▶ Hosts/sponsors an alternative commute day or transportation fair
- ▶ Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
- ▶ Installs bicycle racks or lockers
- ▶ Establishes an ETC who regularly provides alternative commute information to employees

LEVEL 3 (GOLD)

- ▶ Implements a formal telework program
- ▶ Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
- ▶ Implements a carpool/bicycle/walk benefit
- ▶ Provides free or significantly reduced fee parking for carpools and vanpools (valid only for where employees pay for parking)
- ▶ Implements a parking fee (valid only for companies that previously did not charge employees for parking)
- ▶ Becomes a Commuter Connections member and provides on-site ridematching
- ▶ Provides employee shuttle service to transit stations
- ▶ Provides company vanpools for employees' commute to work
- ▶ Installs shower facilities for bicyclists and walkers
- ▶ Implements a comprehensive Ozone Action Days program
- ▶ Supplements GRH program with payment for additional trips or own program

LEVEL 4 (PLATINUM)

- ▶ Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6125	
Month:	June 2003	FY03
Staff Contact:	C. Arabia	
Edited By:	N. Ramfos	
Today's Date:	July 24, 2003	

Background Activities

During June, COG staff received 475 applications and 236 GRH trips were provided. Seventeen (17) of the June GRH trips were "One-Time-Exceptions." One-Time-Exceptions accounted for seven percent (7%) of the total number of GRH trips provided. Since the GRH program began in January 1997, 11,740 GRH trips have been provided and a total of 26,499 commuters are currently registered for GRH.

The Spring Marketing Campaign continued with radio and television advertisements that promoted GRH and bus, rail, carpool and vanpool commute modes.

The final FY02 GRH Customer Satisfaction Survey Report was release on June 27th.

GRH applications receive through the Commuter Connections Web site are now processed through COG's e-Communicator software system, which was implemented on June 26. Applications received through the mail and by fax will continue to be processed manually.

Products

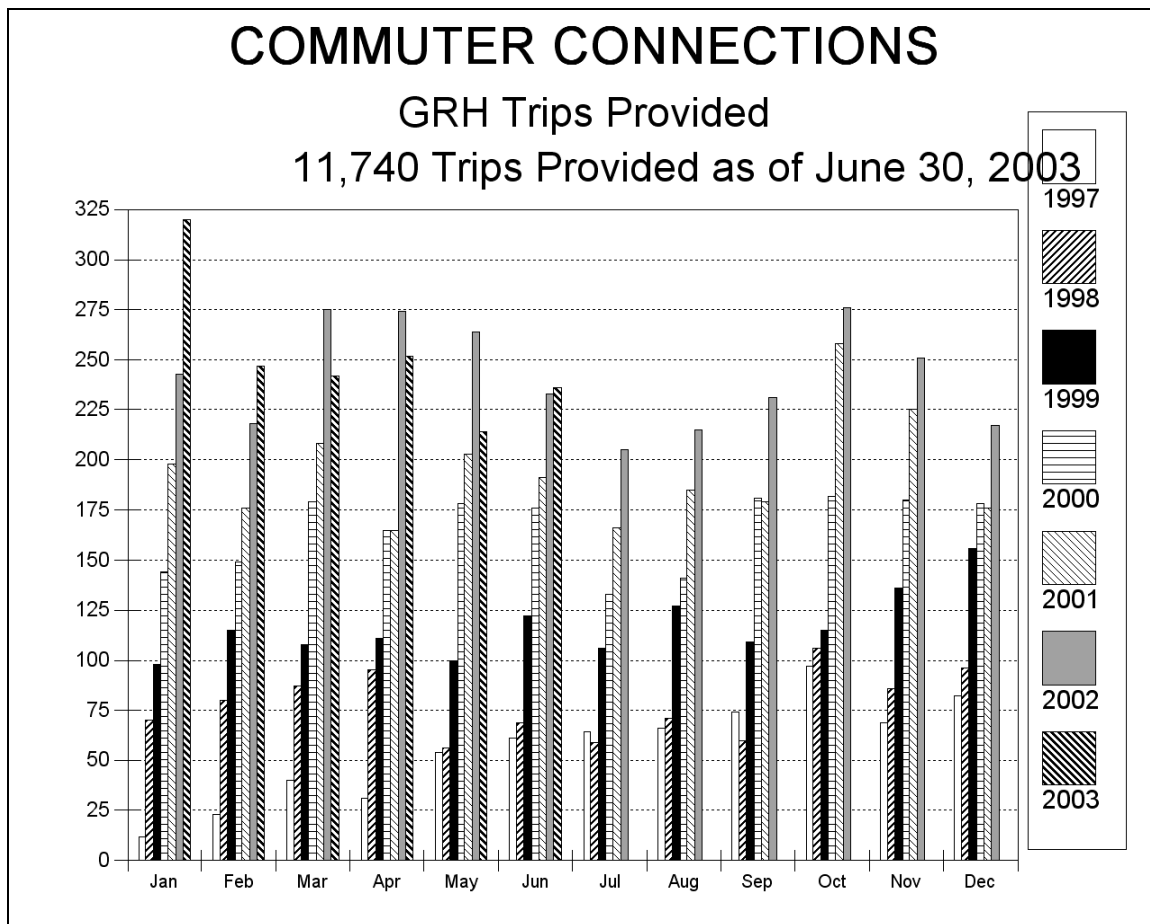
- Provided 236 GRH trips.
- Received 475 applications.
- Registered 384 new applicants, including 6 "one-time exceptions."
- Re-registered 361 commuters.
- Received 179 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management.
- June monthly performance report.
- Spring marketing campaign.
- Customer satisfaction surveys were mailed to April and May users.
- FY02 Customer Satisfaction Survey Report

Problems Encountered

None.

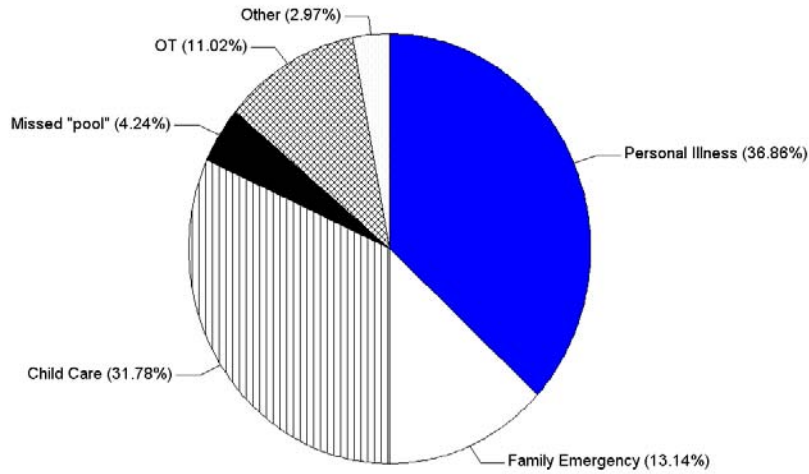
Future Activities

- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate Spring Regional TDM Marketing Campaign to promote GRH.



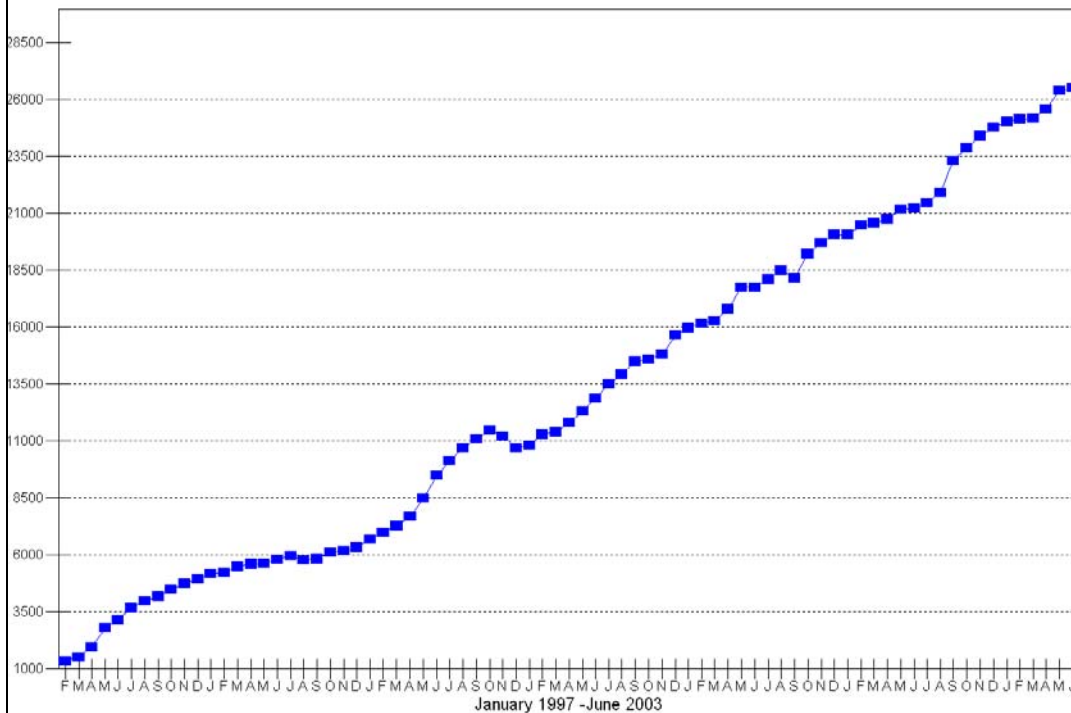
COMMUTER CONNECTIONS

GRH Trip Reasons for June 2003



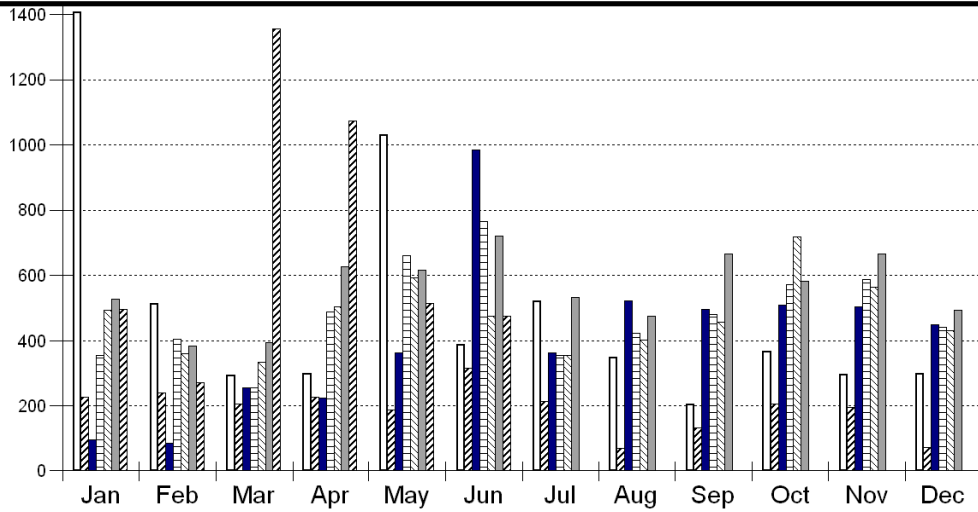
COMMUTER CONNECTIONS

GRH Registrants



COMMUTER CONNECTIONS

GRH Applications Processed



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6126
Month: June 2003 FY03
Staff Contact: Michael J. Farrell
Edited By: N. Ramfos
Today's Date: July 23, 2003

Background Activities

Staff reviewed the on-line version of the Bike to Work Guide in order to correct and update information.

Staff met with a working group, gathered data and comments for the sixth edition of the ADC regional bike map, transcribed changes to the inside the beltway side onto Mylar.

The Employer Appreciation lunch was held at AOL Headquarters on June 27th to recognize the efforts of AOL in having the most employees in the region participate in the 2003 Bike Te Work Day Event. Over 100 employees attended the event. Loudoun County Commuter Services and WABA representatives were at the event.

Products

Mylar with changes to the inside the beltway ADC Bike Map.
Employer appreciation Bike To Work luncheon

Problems Encountered

None.

Future Activities

Update the current Guide by Fall 2003.
Review possibility and options of providing the Guide in Spanish.
Hold employer-based outreach seminars with WABA.
Update ADC map for publication by December.
Prepare and distribute 2003 Bike TO Work Day Final Report.
Begin planning for 2004 Bike To Work Day event.