## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT**    **Regional Mass Marketing Campaign**    **6147**
**Month:**    July 2004    FY05
**Staff Contact:**    D. Franklin
**Edited By:**    N. Ramfos
**Today's Date:**    August 31, 2004

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## Background Activities

➢ Prepare agenda, documents and logistics for August 3rd Regional TDM Marketing meeting.

➢ Access For All meeting on July 22nd. Presented WMATA / Commuter Connections Hispanic Postcard mailer to 78,700 Hispanic Households within Metrobus and rail footprint. The purpose was to drive awareness of the Spanish speaking capabilities of both WMATA and Commuter Connections to communicate and provide transit, ridesharing and GRH information.

➢ Distribution of Park & Ride Map. The bi-lingual (English / Spanish) Park & Ride map was created to prompt and assist commuters with planning ridesharing activity and taking transit to work. The helpful commuter tool provides a visual of the nearest park & ride locations and corresponding bus service. Also included are Metrorail, light rail and commuter train locations with parking facilities. For bicyclist, the map indicates the presence of bike racks/lockers. It was designed with an easy to read color-coded icon legend, which may be particularly beneficial to any non-English speaking commuters. These symbols indicate the type of transit service available at each location. For the convenience of commuters, a list of phone numbers of widely used Transit Services was also provided.

➢ Minor league baseball promotion with the Potomac Cannons Potomac, July 31st. Commuter Connections threw out the first pitch, set up a marketing booth to promote ridesharing and GRH, provided stadium seat cushions as giveaways, received public address announcements and sponsored fireworks after the game.

## Products

➢ Various meetings, presentations, promotions and conference calls.

➢ Direct mailers and public relations activities.

## Problems Encountered

None

## Future Activities

> ➢ Monthly conference call with advertising agency and marketing vendors August 11<sup>th</sup> to discuss media plan for FY05.  New editions to the marketing program will be sponsorships of radio traffic reports and possibly exterior signage on commuter buses.

> ➢ Distribute final  FY04 2<sup>nd</sup> half marketing campaign summary.  This document highlights marketing and advertising which occurred between January – June 2004 for the Guaranteed Ride Home, Mass Marketing and Telework programs.   It encompasses radio, television, direct mail and internet advertising campaigns, as well as promotional and public relations activities conducted by Commuter Connections within the Washington metropolitan area.

> ➢ August 3<sup>rd</sup> Regional TDM Marketing Group Meeting, topics include:

> > ► FY04 Media Impact analysis of Commuter Connections Marketing Programs.
> > ► Recent Commuter Connections marketing activities and reports.
> > ► Virginia Department of Transportation Public Affairs Office HOV enforcement campaign.
> > ► Potomac and Rappahannock Transportation Commission Children's Educational Bus Outreach.

> ► Draft of Regional TDM Resource Guide and Strategic Marketing Plan.  This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region.  It outlines the strategies used to develop and implement ongoing campaigns in order to increase overall awareness of TDM products and services and their effectiveness toward the adoption and continued use of alternative transportation modes. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.

> ➢ Distribute Park & Ride map to list provided by the Access for All Committee.

**PROJECT ELEMENT**      **Commuter Operations Center 6141**
**Month:**      July 2004    **FY05**
**Staff Contact:**      C. Arabia
**Edited By:**      N. Ramfos
**Today's Date:**      August 31, 2004

## 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 performed routine server and 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:

ARTMA – COG staff provided instructions on what CCRS files are necessary to copy after ARTMA's computer staff formats the hard drive on the computer used for CCRS. There were problems with the hard drive unrelated to CCRS that had to be fixed. COG send the ArcView installation CD and talked with rideshare staff via telephone on how to load the software. Everything was installed and copied and the system was OK.

Rappahanock-Rapidan Regional Commission – RRRC experienced problems with the hard drive of the rideshare computer. The hard drive was ultimately replaced. COG staff had several telephone conversations with RRRC staff to discuss copying the CCRS files on to the new hard drive and install ArcView.

TransIT Services of Frederick County – COG provided mailing labels for TransIT newsletter.

COG staff participated in an employee transportation fair at the DC Courts offices in Washington, DC on July 28. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at this event.

The Commuter Connections Subcommittee met on July 20th. The agenda included an update on the recent TDM evaluation activities and review of the draft 2004 State of the Commute Technical Report, 2004 GRH Applicant Survey report, and the 2004 Telecenter Utilization and Teleworker Travel Behavior Surveys report; and update on TERMs for the 2004 CLRP and FY2005-2010 TIP; an update on the 2004 Employer Recognition Awards; an update on the FY2004 Employer Telework Workshop evaluation; and a TMA Advisory Group update.

Work continued on the web-based ridematching project. The Requirements Specification document has been reviewed by the COG team and edits are being made. Work continued on the Fall issue of the Commuter Connections newsletter. Staff worked with the Verizon yellow pages directories to place ads in books being published December 2004 thru March 2005 within the Washington and Baltimore areas.

Staff met with MDOT on July 1st to discuss the overall Commuter Connections program. Staff met with Department of Environment staff at COG on July 12th to exchange information on Commuter Connections and Clean Air Partners. Staff coordinated the Commuter Connections Vice Chair Nominating Committee conference call on July 26th. Staff met with Fairfax County Executive staff and Fairfax County Economic Development Authority staff on July 28th to discuss Commuter Connections program services.

**Products**

- June monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of July 12th and 26th.
- Commuter Connections Subcommittee meeting on July 20.
- Client invoices for the 4th quarter were mailed.
- Follow up to 2004 Employer Recognition Awards including thank you letters to speakers and copies of videos to winners.

**Problems Encountered**

On Sunday, July 25, COG's building experienced a power outage. Power was restored by Monday morning; however, the CCRS server was down as a result of the power outage. Clients that use dialup uploads and downloads could not access the CCRS server while it was down. The CCRS server was up and running and all modems connected to the server were reinitialized by late morning on Monday, July 26.

Funding commitments for the FY05 CCWP have not been received from the District of Columbia or Virginia.

**Future Activities**
- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail annual and first quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for September 14, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for September 14, 2004.

- Finalize and distribute the 2004 State of the Commute Survey Technical report.
- Prepare and distribute FY04 Annual Progress Report.
- Finalize yellow pages placement in Verizon yellow page directories.
- Printing and distribution of Commuter Connections summer newsletter and online posting.

| Table 1 | | | |
|---|---|---|---|
| **Metropolitan Washington Council of Governments** **Commuter Connections Program** **Monthly Activity and Impact Summary** | | | |
| Month of JULY 2004 | | | |

| Commuter Connections Activity | This Month | Last Month | Since July 2004 |
|---|---|---|---|
| **Total applicants/info provided:** | 1,944 | 2,013 | 1,944 |
| Rideshare applicants | 1,862 | 1,942 | 1,862 |
| Matchlists sent | 1,797 | 1,885 | 1,797 |
| Transit applicants/info sent | 55 | 60 | 55 |
| GRH applicants | 1,316 | 742 | 1,316 |
| Bike to work info requests | 33 | N/A | 33 |
| Telework info requests | 1 | 0 | 1 |
| **Kiosk users** | 4,145 | 2,684 | 4,145 |
| Kiosk applicants | 3 | 19 | 3 |
| **Internet users** | 6,330 | 7,972 | 6,330 |
| Internet applicants | 1,620 | 1,635 | 1,620 |
| **New employer clients** | 28 | 12 | 28 |
| Employee applicants | 71 | 165 | 71 |

| Program Impact Performance Measure | This Month | Last Month | Since July 2004 |
|---|---|---|---|
| **Continued placements** | 544 | 564 | 6,960 |
| **Temporary/one-time placements** | 344 | 356 | 4,400 |
| **Daily vehicle trips reduced** | 324 | 336 | 4,143 |
| **Daily VMT reduced** | 11,073 | 11,466 | 141,577 |
| **Daily tons NOx reduced** | 0.0157 | 0.0162 | 0.2006 |
| **Daily tons VOC reduced** | 0.0074 | 0.0076 | 0.0943 |
| **Daily gallons of gas saved** | 513 | 531 | 6,554 |
| **Daily commuter costs saved** | $2,132 | $2,207 | $27,254 |

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 commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips from work to home.

# Commuter Connections Website Activity -- July 2004

| | Accesses |
|---|---|
| Total Accesses of MWCOG Web Site Pages | 2,377,037 |
| Total Accesses of Commuter Connections Home Page | 6,330 |

| Breakdown of BDY Sub-page accesses | Accesses | % of Total |
|---|---|---|
| Guaranteed Ride Home Page | 1,702 | 9.79% |
| TDM Resources | 1,157 | 6.66% |
| Public Transit Page | 1,141 | 6.57% |
| Carpooling Page | 1,043 | 6.00% |
| Calculate Your Commuting Cost | 839 | 4.83% |
| Vanpooling Page | 831 | 4.78% |
| TDM Park & Ride Lots | 793 | 4.56% |
| GRH - What Does It Cost? | 713 | 4.10% |
| Bicycling Page | 663 | 3.81% |
| About Page | 628 | 3.61% |
| Transit Virginia | 600 | 3.45% |
| Telework Page | 551 | 3.17% |
| Transit Maryland | 508 | 2.92% |
| TDM Telework Centers | 432 | 2.49% |
| GRH Area | 404 | 2.32% |
| GRH Eligibility | 381 | 2.19% |
| Ozone Action Days Page | 292 | 1.68% |
| Participation Guidelines | 254 | 1.46% |
| Calculate Your Cost of Commuting | 227 | 1.31% |
| Carpooling - HOV | 219 | 1.26% |
| Parking Management | 217 | 1.25% |
| Transit D.C. | 209 | 1.20% |
| Special Events | 199 | 1.15% |
| Bicycling Guide - Resources | 197 | 1.13% |
| Vanpooling Advantages | 189 | 1.09% |
| News | 188 | 1.08% |
| Bicycling Guide - Employees | 183 | 1.05% |
| Walking | 172 | 0.99% |
| Telework Centers | 170 | 0.98% |
| Employer Services | 167 | 0.96% |

# Commuter Connections Website Activity -- July 2004

| | | |
|---|---:|---:|
| Transit Metrochek | 166 | 0.96% |
| Teleworking - Keep the job, Lose the Commute | 159 | 0.91% |
| Vanpooling Concerns | 159 | 0.91% |
| Vanpooling Incentives | 152 | 0.87% |
| TDM Vanpool Services | 149 | 0.86% |
| Telework Assistance Request Form | 140 | 0.81% |
| Work Schedule Alternatives | 140 | 0.81% |
| Commuter and Employer Links | 137 | 0.79% |
| Carpooling Resources | 134 | 0.77% |
| Employer Bike Guide | 133 | 0.77% |
| Teleworking - Employer and Employee Benefits | 132 | 0.76% |
| Transit Pass Sales Outlets | 130 | 0.75% |
| Carpooling Tips | 130 | 0.75% |
| Carpooling Advantages | 125 | 0.72% |
| Telework Resources | 124 | 0.71% |
| Total | 17,379 | 100.00% |

# Commuter Connections Website Activity -- July 2004

Telework Resources
Carpooling Advantages
Carpooling Tips
Transit Pass Sales Outlets
Teleworking - Employer and Employee
Employer Bike Guide
Carpooling Resources
Commuter and Employer Links
Work Schedule Alternatives
Telework Assistance Request Form
TDM Vanpool Services
Vanpooling Incentives
Vanpooling Concerns
Teleworking - Keep the job, Lose the
Transit Metrochek
Employer Services
Telework Centers
Walking
Bicycling Guide - Employees
News
Vanpooling Advantages
Bicycling Guide - Resources
Special Events
Transit D.C.
Parking Management
Carpooling - HOV
Calculate Your Cost of Commuting
Participation Guidelines
Ozone Action Days Page
GRH Eligibility
GRH Area
TDM Telework Centers
Transit Maryland
Telework Page
Transit Virginia
About Page
Bicycling Page
GRH - What Does It Cost?
TDM Park & Ride Lots
Vanpooling Page
Calculate Your Commuting Cost
Carpooling Page
Public Transit Page
TDM Resources
Guaranteed Ride Home Page

1,800  1,600  1,400  1,200  1,000  800  600  400  200  0

# COMMUTER OPERATIONS CENTER

# PERFORMANCE DATA

# JULY 2004

**COMMUTER CONNECTIONS**
A SMARTER WAY TO WORK

TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

**TABLE 2A**

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY**
**JULY 2004**

| | New Apps | Re-Apps | Follow Up | Total |
|---|---|---|---|---|
| ALEXANDRIA | 7 | 0 | 31 | 38 |
| ARLINGTON (COG) | 0 | 0 | 1 | 1 |
| ARTMA | 30 | 1 | 47 | 78 |
| BALTIMORE CITY | 4 | 0 | 1 | 5 |
| BMC | 19 | 0 | 50 | 69 |
| COG - MD | 185 | 1 | 237 | 423 |
| COG - VA | 327 | 4 | 239 | 570 |
| COG - Other | 12 | 0 | 9 | 21 |
| DISTRICT OF COLUMBIA | 9 | 0 | 13 | 22 |
| DOD | 0 | 0 | 0 | 0 |
| FAIRFAX COUNTY | 190 | 3 | 340 | 533 |
| FREDERICK | 1 | 0 | 7 | 8 |
| HARFORD | 1 | 0 | 0 | 1 |
| HOWARD | 78 | 0 | 37 | 115 |
| LINK | 0 | 0 | 9 | 9 |
| LOUDOUN | 82 | 3 | 108 | 193 |
| MTA | 0 | 0 | 2 | 2 |
| MONTGOMERY COUNTY | 165 | 23 | 647 | 779 |
|    Bethesda Transportation Solutions | 53 | 5 | 255 | 313 |
|    Countywide | 1 | 2 | 221 | 224 |
|    Friendship Heights/Rockville | 56 | 0 | 0 | 0 |
|    North Bethesda TMD | 15 | 13 | 122 | 150 |
|    Silver Spring | 40 | 3 | 49 | 92 |
| NIH | 19 | 1 | 17 | 37 |
| NORTHERN NECK | 1 | 0 | 0 | 1 |
| NORTHERN SHENANDOAH | 0 | 0 | 0 | 0 |
| PRINCE GEORGE'S | 74 | 2 | 67 | 143 |
| PRTC | 100 | 1 | 323 | 424 |
| RADCO | 187 | 1 | 724 | 912 |
| RAPPAHANNOCK-RAPIDAN | 27 | 3 | 28 | 58 |
| TRI - COUNTY | 6 | 107 | 78 | 191 |
| USDOE | 0 | 0 | 0 | 0 |
| **TOTAL INPUT** | **1,689** | **173** | **3,662** | **5,412** |

**TOTAL NEW & RE-APPLICANTS**             **1,862**

COMMUTER CONNECTIONS CCRS
Applications Processed
FY1996 - FY2004
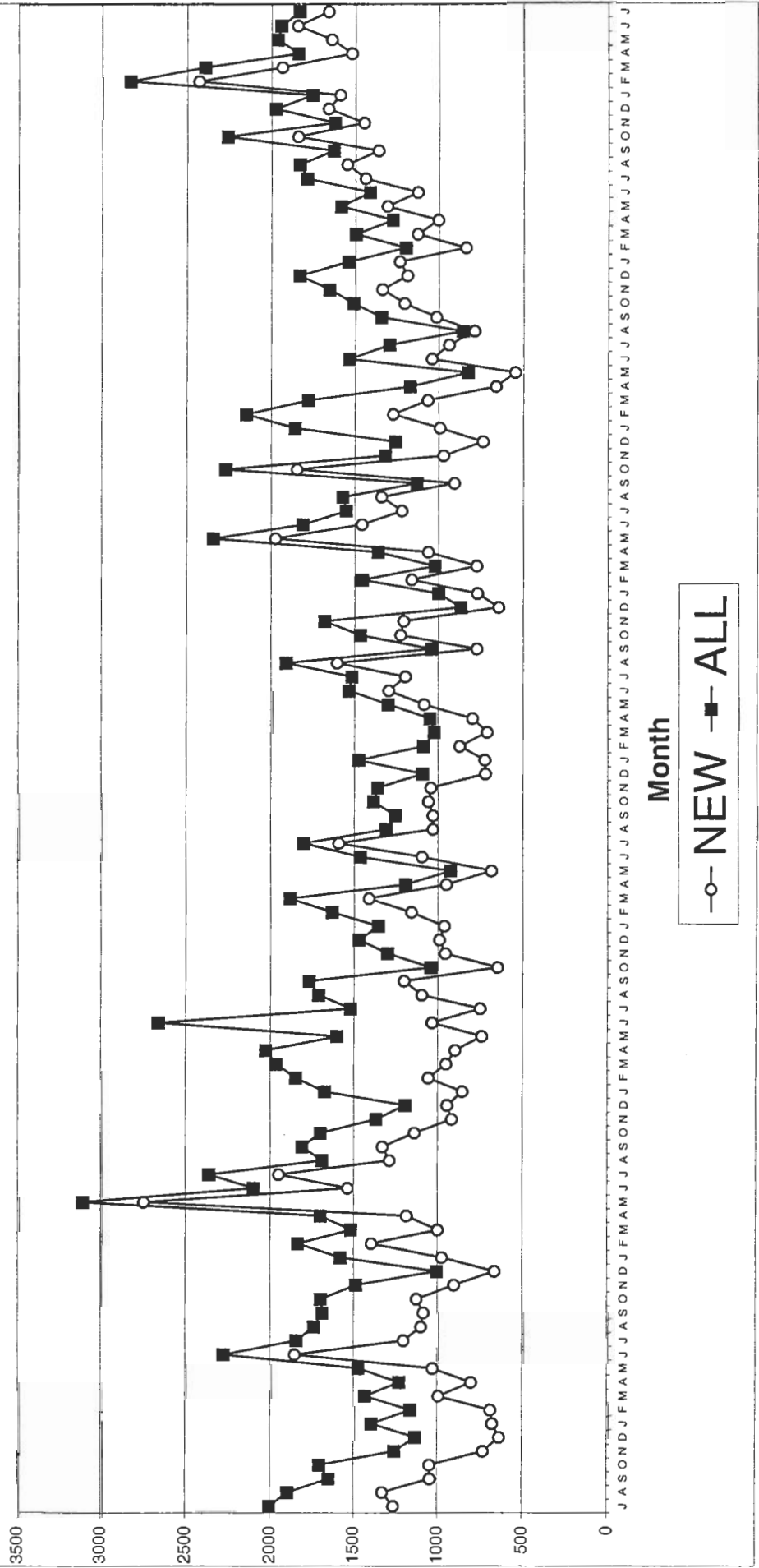
**TABLE 2B**

**APPLICATIONS RECEIVED THROUGH THE COMMUTER CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION JULY 2004**

| | HOME |
|---|---|
| ALEXANDRIA | 7 |
| ANNE ARUNDEL COUNTY | 35 |
| ARLINGTON COUNTY | 14 |
| BALTIMORE CITY | 5 |
| BALTIMORE COUNTY | 12 |
| CALVERT COUNTY | 16 |
| CARROLL COUNTY | 3 |
| CECIL COUNTY | 3 |
| CHARLES COUNTY | 48 |
| CLARKE COUNTY | 0 |
| CULPEPER COUNTY | 1 |
| DISTRICT OF COLUMBIA | 5 |
| FAIRFAX COUNTY * | 153 |
| FAUQUIER COUNTY | 7 |
| FREDERICK COUNTY, MD | 45 |
| FREDERICK COUNTY, VA | 1 |
| FREDERICKSBURG | 8 |
| HARFORD COUNTY | 1 |
| HOWARD COUNTY | 9 |
| KING GEORGE COUNTY | 4 |
| LANCASTER COUNTY | 0 |
| LOUDOUN COUNTY | 60 |
| MADISON COUNTY | 1 |
| MONTGOMERY COUNTY | 60 |
| ORANGE COUNTY | 5 |
| PAGE COUNTY | 0 |
| PRINCE GEORGE'S COUNTY | 53 |
| PRINCE WILLIAM COUNTY ** | 169 |
| RAPPAHANNOCK COUNTY | 0 |
| RICHMOND COUNTY | 0 |
| SHENANDOAH COUNTY | 0 |
| SPOTSYLVANIA COUNTY | 49 |
| STAFFORD COUNTY | 104 |
| ST. MARY'S COUNTY | 5 |
| WARREN COUNTY | 9 |
| WESTMORELAND COUNTY | 1 |
| WINCHESTER | 4 |
| OTHERS | 16 |

| TOTAL | 913 |
|---|---|

* Fairfax County includes City of Fairfax and Falls Church.
** Prince William County includes Manasas and Manasas Park.

**TABLE 3**

COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
JULY 2004

| | |
|---|---|
| ALEXANDRIA | 171 |
| ARLINGTON (COG) | 39 |
| ARTMA | 439 |
| BALTIMORE CITY | 26 |
| BMC | 187 |
| COG | 5,547 |
| DISTRICT OF COLUMBIA | 56 |
| DOD | 0 |
| DOE | 1 |
| FAIRFAX COUNTY | 1,584 |
| FREDERICK | 253 |
| HARFORD COUNTY | 80 |
| HOWARD COUNTY | 256 |
| LINK/RESTON | 28 |
| LOUDOUN COUNTY | 683 |
| MONTGOMERY COUNTY | 7,787 |
|   Bethesda Transportation Solutions | 1,911 |
|   Countywide | 1,322 |
|   Friendship Heights/Rockville | 742 |
|   North Bethesda Transportation Ctr | 2,485 |
|   Silver Spring | 1,327 |
| MTA | 14 |
| NIH | 127 |
| NORTHERN NECK | 49 |
| NORTHERN SHENANDOAH VALLEY | 20 |
| PRINCE GEORGE'S COUNTY | 615 |
| PRTC | 1,179 |
| RADCO | 2,512 |
| RAPPAHANNOCK-RAPIDAN | 161 |
| TRI - COUNTY | 653 |
| OTHER | |
| **TOTAL** | **22,467** |

# COMMUTER CONNECTIONS CCRS
# DATABASE FY1996 - FY2004

Month
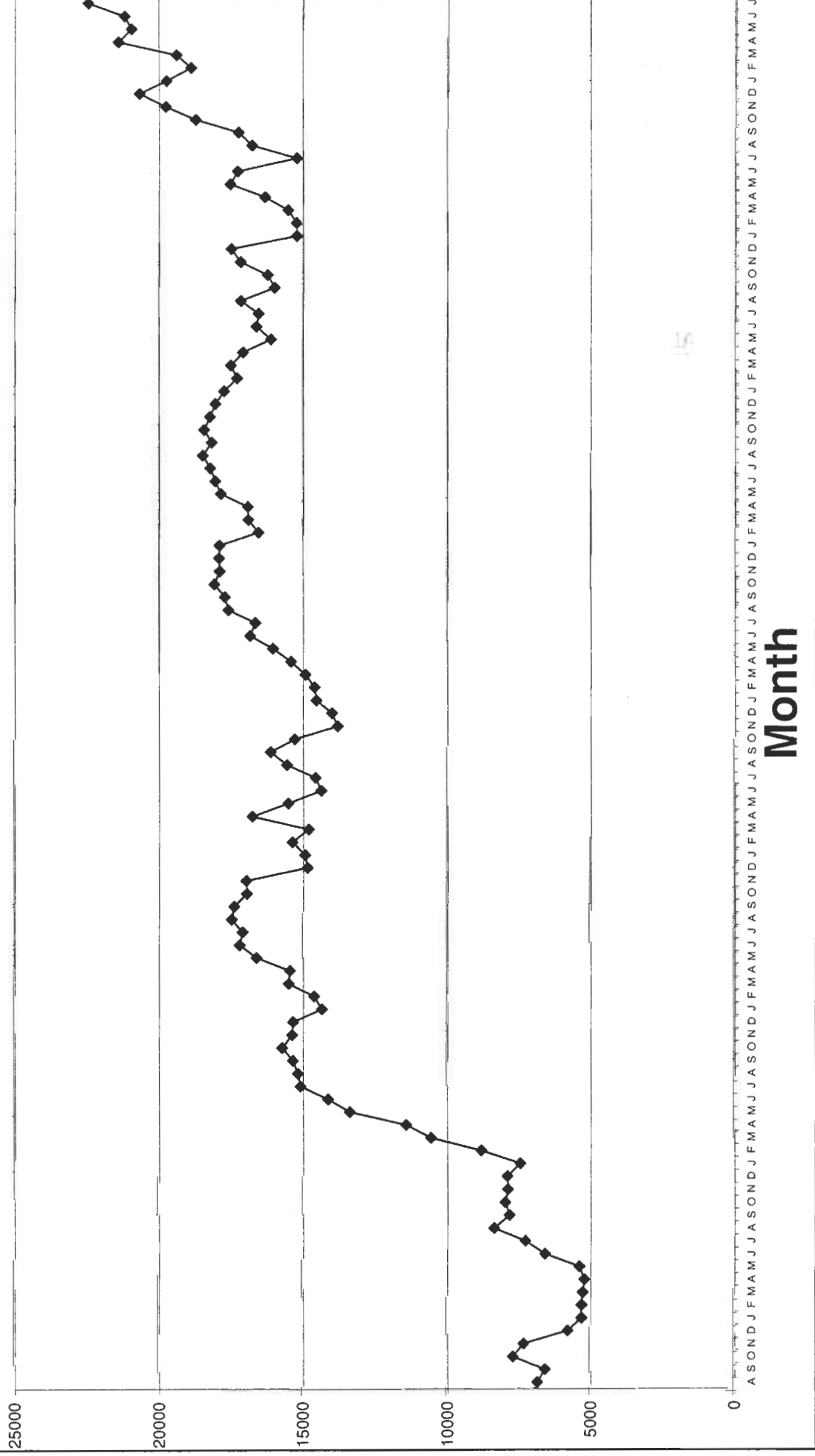
**TABLE 4A**

**COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
JULY 2004**

| | HOME | WORK |
|---|---|---|
| ALEXANDRIA | 292 | 550 |
| ANNE ARUNDEL COUNTY | 778 | 100 |
| ARLINGTON COUNTY | 289 | 2,796 |
| BALTIMORE CITY | 185 | 136 |
| BALTIMORE COUNTY | 335 | 96 |
| CALVERT COUNTY | 65 | 2 |
| CARROLL COUNTY | 65 | 5 |
| CECIL COUNTY | 23 | 3 |
| CHARLES COUNTY | 612 | 54 |
| CLARKE COUNTY | 11 | 1 |
| CULPEPER COUNTY | 69 | 0 |
| DISTRICT OF COLUMBIA | 820 | 7,791 |
| FAIRFAX COUNTY * | 2,324 | 1,795 |
| FAUQUIER COUNTY | 199 | 4 |
| FREDERICK COUNTY, MD | 934 | 62 |
| FREDERICK COUNTY, VA | 0 | 0 |
| FREDERICKSBURG | 207 | 11 |
| HARFORD COUNTY | 114 | 61 |
| HOWARD COUNTY | 781 | 75 |
| KING GEORGE COUNTY | 63 | 18 |
| LANCASTER COUNTY | 0 | 0 |
| LOUDOUN COUNTY | 810 | 190 |
| MADISON COUNTY | 7 | 0 |
| MONTGOMERY COUNTY | 4,746 | 8,084 |
| ORANGE COUNTY | 73 | 0 |
| PAGE COUNTY | 8 | 1 |
| PRINCE GEORGE'S COUNTY | 2,278 | 432 |
| PRINCE WILLIAM COUNTY ** | 2,400 | 105 |
| RAPPAHANNOCK COUNTY | 9 | 0 |
| RICHMOND COUNTY | 14 | 27 |
| SHENANDOAH COUNTY | 22 | 0 |
| SPOTSYLVANIA COUNTY | 1,122 | 5 |
| STAFFORD COUNTY | 1,597 | 22 |
| ST. MARY'S COUNTY | 107 | 33 |
| WARREN COUNTY | 72 | 0 |
| WESTMORELAND COUNTY | 32 | 1 |
| WINCHESTER | 41 | 0 |
| OTHERS | 963 | 7 |
| **TOTAL** | **22,467** | **22,467** |

* Fairfax County includes City of Fairfax and Falls Church.
** Prince William County includes Manasas and Manasas Park.

# TABLE 5
## TERM/COMMUTE INFORMATION
## JULY 2004

| | TELEWORK | GRH | EMPLOYER OUTREACH | TRANSIT | BIKE | CARPOOL VANPOOL | OTHER | TOTAL |
|---|---|---|---|---|---|---|---|---|
| **APPLICATIONS** | | | | | | | | |
| Mail | N/A | 573 | N/A | N/A | N/A | 227 | N/A | |
| Internet | N/A | 742 | N/A | N/A | N/A | 878 | N/A | |
| Kiosks | N/A | 1 | N/A | N/A | N/A | 2 | N/A | |
| Purge Letters | N/A | N/A | N/A | N/A | N/A | | N/A | |
| Fax/Phone | N/A | | N/A | N/A | N/A | | 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 | 1316 | N/A | N/A | 33* | 1107 | N/A | |
| **PHONE CALLS** | | | | | | | | TOTAL |
| Brochure/Promo Materials | | 7 | | 4 | | 11 | | 22 |
| Bus/Train Schedule | | 3 | | 5 | | 1 | | 9 |
| Bus/Train Sign | | | | 2 | | 1 | | 3 |
| Direct Mail | | | | | | 1 | | 1 |
| Employer | | | | | | 2 | | 2 |
| Employer Survey | | | | | | | | 0 |
| Fair/On Site Event | | | | | | | | 0 |
| Government Office | | | | | | 1 | | 1 |
| Highway Sign | | | | 10 | | 13 | 11 | 34 |
| Information (411) | | | | | | 1 | | 1 |
| Internet | | 9 | | 5 | | 22 | 1 | 37 |
| Library | | | | | | | | 0 |
| Mobile Billboard | | | | | | | | 0 |
| Newsletter | | | | | | | | 0 |
| Newspaper | | | | 1 | | | | 1 |
| Newspaper (Local) | | | | | | | | 0 |
| Other Ridesharing Org | | | | | | | | 0 |
| Park-and-Ride Lot Sign | | | | | | 1 | | 1 |
| Post Card (COG) | | 15 | | 2 | | 17 | 1 | 35 |
| Presentation | | | | | | | | 0 |
| Radio | | 1 | | 1 | | 13 | | 15 |
| Real Estate/WelcomeWagon | | | | | | 1 | | 1 |
| Referral from Transit Org | | 1 | | 1 | | 2 | | 4 |
| Theatre Slide | | | | | | | | 0 |
| TV | | | | | | 1 | | 1 |
| Van Sign | | | | | | | | 0 |
| Was/Is Applicant | | 254 | | | | 38 | 1 | 293 |
| White Pages | | 1 | | | | | | 1 |
| Word of Mouth | | 10 | | 13 | | 38 | 1 | 62 |
| Yellow Pages - Verizon | | | | 1 | | 4 | | 5 |
| Yellow Pages - Yellow Book | | | | | | | | 0 |
| Yellow Pages - Local | | | | 2 | | | | 2 |
| Voice Mail Messages | | 54 | | 5 | | 28 | 9 | 96 |
| Other | 1 | 2 | | 3 | | 6 | 2 | 14 |
| **TOTAL CALLS** | 1 | 357 | 0 | 55 | 0 | 202 | 26 | 641 |

*Requests for Bicycling information from applications received from all sources

# TABLE 6
## CALLS RECEIVED AT CLIENT PROGRAMS
### JULY 2004

| How they heard... | TOT COG CALLG | CAL | CALX | CRL | ARTMA | BALT | BETH | BMC | DOD | DOE | FFX | FRED | HAR | HOW | LINK | LFX | LDN | MC | MTA | NIH | NNECK | PGCC | PRTCC | RADCO | RAP | SS | TAP | TRI | TRANS | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Calls Transfrd by COG | N/A | N/A | | | 3 | | ** | | | | 9 | 3 | | 1 | | 1 | 6 | 8 | | 1 | 1 | 11 | 12 | 15 | | ** | ** | 7 | 18 | 96 |
| Brochure/Promo Matris | 22 | | | | 2 | | | | | | | | | 6 | | | 3 | 26 | | | | | 1 | | | | | | | 38 |
| Bus/Train Schedule | 9 | | | | 5 | | | | | | | | | | | | 123 | 7 | | | | | 150 | | | 25 | | | | 310 |
| Bus/Train Sign | 3 | | | | | | | | | | | | | | | | 13 | | | | | | | | | | | | | 13 |
| Direct Mail | 1 | | | | | | | | | | | | | | | | | | | | | | | | | 19 | | | | 19 |
| Employer | 2 | | | | | | | | | | | | | | | | 3 | | | | | | | | | | | | | 3 |
| Employer Survey | 0 | | | | 2 | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| Fair/On Site Event | 0 | | | | | | | | | | | | | | | | 7 | | | | | | | | | | | | | 7 |
| Government Office | 1 | | | | | | | | | | 4 | | | 1 | | | | | | | | | | | | | | | | 5 |
| GRH Program | 0 | | | | | | | | | | | | | | | | | 3 | | | | | | | 4 | 2 | | | | 9 |
| Highway Sign | 34 | | | | 14 | | | | | | | | | 8 | | | | | | | | | | | 4 | | | | | 26 |
| Information (411) | 1 | | 1 | | | | | | | | | | | 2 | | | 71 | | | | | | | | | | | | | 74 |
| Internet | 37 | | | | 6 | | | | | | 1 | 1 | | 2 | | | 42 | | | | | | | | 12 | 3 | | | | 67 |
| Library | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Mobile Billboard | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Newsletter | 0 | | | | 4 | | | | | | | | | | | | | | | | | | | | | | | | | 4 |
| Newspaper | 1 | | | | | | | | | | | | | | | | 3 | | | | | | | | | | | | | 3 |
| Newspaper (Local) | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Other Ridesharing Org | 0 | | | | | | | | | | | | | 2 | | | 96 | | | | | | 2 | | 1 | | | | | 101 |
| Park-and-Ride Sign | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Post Card (COG) | 35 | | | | | | | | | | | | | | | | | | | | | | 2 | | | | | | | 2 |
| Presentation | 0 | | | | 3 | | | | | | | | | | | | | | | | | | | | | | | | | 3 |
| Radio | 15 | | | | 2 | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| Real Estate/WelcomeW | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Refferal from Transit Org | 4 | | | | | | | | | | | | | | | | 16 | | | | | | | | | | | | | 16 |
| Theatre Slide | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| TV | 1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Van Sign | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Was/Is Applicant | 293 | | 2 | | | | | | | | 27 | | | 3 | | | | 3 | | | | | 231 | | 14 | 5 | | | | 285 |
| White Pages | 1 | | | | | | | | | | | | | | | | | 3 | | | | | | | | | | | | 3 |
| Word of Mouth | 62 | | | | 2 | | | | | | 4 | | | 8 | | | 56 | 12 | | | | | | | 2 | 21 | | | | 105 |
| Yellow Pgs-Verizon | 5 | | | | 9 | | | | | | | | | | | | | | | | | | | | | | | | | 9 |
| Yellow Pgs-Yellow Book | 0 | | | | | | | | | | | | | | | | 3 | | | | | | | | | | | | | 3 |
| Yellow Pages-Local | 2 | | | | | | | | | | | | | | | | 2 | 1 | | | | | | | | | | | | 3 |
| Voice Mail Messages | 96 | | | | | | | | | | 48 | | | | | | 8 | | | | | | 1 | | 1 | 38 | | | | 102 |
| Other | 14 | | | | | | | | | | 40 | 7 | | 3 | | | 16 | 18 | | | | | 640 | 476 | 1 | | | | | 1193 |
| Total | 641 | 0 | 3 | 0 | 49 | | | | | | 125 | 8 | | 36 | | | 465 | 69 | | | | | 1025 | 476 | 38 | 113 | | | | 2407 |

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

# TABLE 6B
## APPLICATIONS RECEIVED AT CLIENT PROGRAMS
## JULY 2004

| How they heard... | COG | ALX | ARTMA | BALT | BETH | BMC | DOD | DOE | FFX | FRED | HAAR | HOW | LINK | LDN | MC | MTA | NIH | NECK | NSHEN | CHPG | PRTC | RADCO | CAPS | TAP | TRI | TOTAL |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Brochure/Promo Matris | 116 | | | | | | | | | | | 2 | | | | | | | | | | | | | | 118 |
| Bus/Train Schedule | 24 | | | | | | | | | | | | | | | | | | | | 6 | | | | | 30 |
| Bus/Train Sign | 14 | | | | | | | | | | | | | | | | | | | | | | | | | 14 |
| Direct Mail | 59 | | | | | | | | | | | | | | | | | | | | | | | | | 59 |
| Employer | 61 | | | | | | | | | | | | | 2 | | | | | | | | | | | | 63 |
| Employer Survey | 2 | | | | | | | | | | | | | | 34 | | | | | | | | | | | 36 |
| Fair/On Site Event | 2 | | | | | | | | | | | | | | 22 | | | | | | | | | | | 24 |
| Government Office | 18 | | | | | | | | 3 | 17 | | | | | | | | | | | | | | | | 38 |
| GRH Program | 0 | | 30 | | | | | | 67 | 33 | | 3 | | 36 | | | | | | | 16 | 60 | | | | 245 |
| Highway Sign | 10 | | | | | | | | | | | 1 | | | | | | | | | 2 | 4 | | | | 17 |
| Information (411) | 2 | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| Internet | 71 | 7 | | | | | | | 2 | 1 | | | | 31 | | | | | | | 31 | 97 | 2 | | | 242 |
| Library | 1 | | | | | | | | | | | | | | | | | | | | | | | | | 1 |
| Mobile Billboard | 2 | | | | | | | | | | | | | | | | | | | | | | | | | 2 |
| Newsletter | 5 | | | | | | | | | | | | | | | | | | | | | | | | | 5 |
| Newspaper | 4 | | | | | | | | | | | | | | | | | | | | | 2 | | | | 6 |
| Newspaper (Local) | 3 | | | | | | | | | | | | | | | | | | | | | 1 | | | | 4 |
| Other Ridesharing Org | 10 | | | | | | | | 2 | | | 2 | | | | | | | | | 8 | | | | | 22 |
| Park-and-Ride Sign | 0 | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Post Card (COG) | 22 | | | | | | | | | | | | | | | | | | | | | | | | | 22 |
| Presentation | 3 | | | | | | | | | | | | | | | | | | | | | | | | | 3 |
| Radio | 88 | | | | | | | | | | | | | | | | | | | | | | | | | 88 |
| Real Estate/WelcomeW | 1 | | | | | | | | | | | | | | | | | | | | | | | | | 1 |
| Refferal from Transit Org | 0 | | | | | | | | 111 | | | | | | | | | | | | | | | | | 111 |
| Theatre Slide | 0 | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| TV | 14 | | | | | | | | | | | | | | | | | | | | | | | | | 14 |
| Van Sign | 3 | | | | | | | | | | | | | | | | | | | | | | | | | 3 |
| Was/Is Applicant | 21 | | | | | | | | 1 | | | 8 | | | | | | | | | 175 | | 3 | | | 208 |
| White Pages | 0 | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Word of Mouth | 104 | | | | | | | | 4 | | | | | 2 | | | | | | | 13 | 23 | 2 | | | 148 |
| Yellow Pgs-Verizon | 3 | | | | | | | | | | | | | | | | | | | | | | | | | 3 |
| Yellow Pgs-Yellow Bk | 0 | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Yellow Pages-Local | 0 | | | | | | | | | | | | | | | | | | | | | 1 | | | | 1 |
| Voice Mail Messages | 0 | | | | | | | | | | | | | | | | | | | | | | | | | 0 |
| Other | 46 | | | | | | | | | | | 7 | | 15 | | | | | | | | 5 | 33 | | | 106 |
| Total | 709 | 7 | 30 | 0 | 0 | 0 | 0 | 0 | 190 | 51 | 0 | 23 | 0 | 86 | 56 | 0 | 0 | 0 | 0 | 0 | 251 | 193 | 40 | 0 | 0 | 1636 |

<p style="text-align:center">**MONTHLY PROGRESS REPORT**</p>

**PROJECT ELEMENT:**    **Metropolitan Washington Telework Resource Center 6142**
**Month:**                **July 2004**                **FY05**
**Staff Contact:**        Danette Campbell
**Edited By:**            Nicholas Ramfos
**Today's Date:**         August 31, 2004

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**Background Activities**

Major activities in July included:

- ➢ Participating in MATAC conference call
- ➢ Meeting with WorkLife Performance Inc. to discuss logistics and curriculum for Telework Virginia training
- ➢ Telecommuting Ad-Hoc Group meeting at COG
- ➢ Attending Telework hearing at the Rayburn Building
- ➢ Coordinating and attending the WACOT planning meeting at the Fairfax County Government Center
- ➢ Clean Air Partners meeting via conference call
- ➢ Participating in ACT Telework Council conference call
- ➢ Meeting with PatriotNet and PhoenixTx to discuss WACOT website and mailing list for October event
- ➢ Meeting with TAG to determine the most effective means of securing employers for WACOT event
- ➢ Attending Commuter Connections Subcommittee meeting
- ➢ Arranging and attending MATAC meeting at COG
- ➢ Coordinating and attending WACOT planning meeting at COG
- ➢ Preparing for and presenting at Telework Virginia training session at COG

- ➢ **Telework Resource Center**:

- ➢ July 1         Conference call with MATAC Board of Directors
- ➢ July 7         Telecommuting Ad-Hoc Group Meeting
- ➢ July 8         Telework Hearing at Rayburn Office Building
- ➢ July 9         WACOT Planning Meeting at Fairfax Government Centter
- ➢ July 12       Clean Air Partners Meeting
- ➢ July 13       Meeting at NewTech
- ➢ July 14       ACT Telework Council Conference Call
- ➢ July 15       WACOT Website Meeting with PatriotNet and PhoenixTx
- ➢ July 16       Conference Call with TAG
- ➢ July 20       Commuter Connections Subcommittee Meeting

- ➢ July 22   MATAC Meeting at COG
- ➢ July 23   WACOT Meeting at COG
- ➢ July 29   Telework Virginia Training at COG

**Products**
- ➢ Placed or responded to 65 calls regarding the Telework Resource Center
- ➢ Mailed three Telework Resource Center Kits
- ➢ Telework Center utilization at 57%

**Problems Encountered**
None at this time.

**Future Activities**
- Conducting August 2 Conference Call with TAG and Nicholas Ramfos
- Securing Speakers for WACOT Event in October
- Preparing *Save the Date* Postcard Mailer for WACOT Event.  The next WACOT Steering Committee conference call will be held on August 23$^{rd}$ to discuss October Telework event at Tower Club in Tysons Corner.
- Incorporating Telecommuting Ad Hoc and Commuter Connections Subcommittee edits into 2004 Employer Workshops Final Report
- ITAC Conference in Silver Spring, Maryland
- Finalize and distribute 2004 Telecenter Utilization and Teleworker Travel Behavior Survey Report

**Expanded Telework TERM activities**:

**Background Activities**

Follow-up calls for the promotional CD-Rom began in July.  Approximately 290, or about 50% of the recipients received phone calls by the end of the month.

 A sub-list from the Expanded-TERM database was generated, with all contact information, for the October WACOT event.  TAG will follow-up with these organizations in order tp secure attendance from c-level executives.

The next Foundation II workshops will be held on August 23$^{rd}$ and 24th.  Organizations participating include HUD, National Labor Relations, MITRE, KPMG, Booze-Allen, Verizon Wireless, Marriott, and DOJ.

**Employers Contacted**

Ongoing discussions with Logistics Management, Sanitors Services, Gannett Broadcasting Co., Digital Net Holdings, Luis Salgado Associates, the National Labor Relations, the Department of Energy, MITRE, HUD, the DOJ, the City of Alexandria, Arlington County, Dimensions Health,

the DEA, the Department of Transportation, Exxon/Mobil, INOVA hospitals, the USDA, the EEOC, Washington Gas, Arnold Porter, the Department of Labor, KPMG, MITRE, Verizon Wireless, Booze-Allen, and Marriott International.

TAG is re-visiting many of the federal agencies that had been contacted in May and June. Any agencies that had indicated a minimum level of interest, (Bronze Level), are being reconsidered due to the high level of visibility around telework in the federal government.

Of the 290 employers contacted from the CD-Rom list, 180 at the message stage, 38 are not interested, 44 asked for additional information and/or set up another conversation, 16 are interested and researching the appropriate person within the organization and 12 have set up in-person meetings or conference calls with the people that they have identified as necessary to move the effort forward.

**On Site Meetings**

On-site meetings were held at Arnold & Porter, Logistics Management, Luis Salgado Associates, HUD, KPMG and Marriott International.

**Products**

TAG will be moving the promotional CD on-line to increase it's visibility and allow interested people who did not receive the CD to view it.

**Future Activities**

Continued focus on the existing Expanded-TERM program and the Foundation II workshops, getting attendance at the October WACOT event, and following up the CD-Rom promotion contact list.

<p style="text-align:center">MONTHLY PROGRESS REPORT</p>

**PROJECT ELEMENT**    **Integrated Ridesharing 6143**
**Month:**    **July** 2004    **FY05**
**Staff Contact:**    Owais Rafique
**Edited By:**    Nicholas Ramfos
**Today's Date:**    August 31, 2004

## Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at La Promenade and Tysons Corner Center. InfoExpress kiosk hardware systems were replaced at La Promenade and Pentagon City Mall.

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff continued to work with the host site facility to identify a back up location while renovations are completed.

Staff worked on the InfoExpress kiosk remote management system. Additional configuration modules were deployed through out the InfoExpress kiosk network. Staff designed and tested a new logging system to report problems at various kiosks. Various automated tasks were also designed to recover the kiosk in case of system failure and/or service problems. Staff is currently testing some of the features apart of this update.

InfoExpress kiosk prize winners randomly drawn from users who filled out GRH or rideshare applications through the kiosk. Letters and gift certificates were sent to Pentagon City and Tysons Corner prize winners.

Staff continued to work on the Commuter Connections Application Migration Project. Systems requirements document was completed for the Commuter Connections Guaranteed Ride Home program application. Staff is currently working with a consultant to identify further system and user requirements as part of an effort to integrate multiple services provided by Commuter Connections onto one internet and intranet based software system. Staff is currently working on the Commuter Connections Ridesharing Software System requirements.

Modifications were made to the web map to make it look like the printed paper map. Regional Bicycle Path data was refined and enhancements were made to the browsing functionality.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator Software system updates were tested for functionality and quality assurance. Staff is currently working on final debugging of the system prior to implementation of the updates.

**Products**

&lt;       June monthly usage statistics for InfoExpress kiosks.

**Problems Encountered**

&lt;       InfoExpress kiosk system was replaced at La Promenade.
&lt;       Communication problems were reported at Pentagon City Mall and Dulles Town Center.

**Future Activities**

&lt;       Update the integrated CCRS & GRH web-based system.
&lt;       Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
&lt;       Evaluate effectiveness of Integrated Rideshare measure.
&lt;       Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

**INFOEXPRESS KIOSK USAGE RATES**
**Month: July 2004**

| Kiosk Location | Number of Users | Number of Total Hits | Top Five Buttons |
|---|---|---|---|
| Union Station | 832 | 10726 | Commuter News<br>Maps & Guides<br>Weather<br>Commuter Connec<br>Transit |
| Reston Town Center | 730 | 9560 | Weather<br>Maps & Guides<br>Reston Town Cent<br>Commuter Connec<br>Commuter News |
| Springfield Mall #1 | 540 | 10548 | Maps & Guides<br>Springfield Mall<br>Commuter Connec<br>Traffic<br>Weather |
| Manassas Mall | 375 | 4601 | Manassas Mall<br>Weather<br>Maps & Guides<br>Commuter Connec<br>Transit |
| Pentagon City Mall | 345 | 8288 | Maps & Guides<br>Commuter Connec<br>Weather<br>Traffic<br>Transit |
| La Promenade | 283 | 6345 | Maps & Guides<br>La Promenade<br>Commuter Connec<br>Metro<br>Transit |

|  |  |  |  |
|---|---|---|---|
|  |  |  | Tysons Mall<br>Weather<br>Commuter Connec<br>Traffic |
| Tysons Mall #1 | 246 | 2514 | Maps & Guides<br>Tysons Mall<br>Traffic<br>Weather<br>Commuter Connec |
| Springfield Mall #2 | 157 | 3107 | Springfield Mall<br>Maps & Guides<br>Weather<br>Commuter Connec<br>Metro |
| Dulles Town Center | 137 | 1942 | Dulles Town Cente<br>Maps & Guides<br>Commuter Connec<br>Loudoun Transit<br>Weather |
| Ballston Common Mall | 130 | 1748 | Maps & Guides<br>Ballston Common<br>Commuter Connec<br>Metro<br>Transit |
| Fair Oaks Mall | 57 | 1781 | Maps & Guides<br>Traffic<br>Fair Oaks Mall<br>Commuter Connec<br>Weather |
| USDA | 19 | 241 | Metro<br>Commuter Connec<br>Maps & Guides<br>Transit<br>Traffic |
| Pentagon | 5 | 79 | Metro<br>Traffic<br>Transit<br>Maps & Guides |

Reeves Center                        N/A                    N/A            N/A

**Fairfax County Kiosks**

| Location | Users | Hits |
|---|---|---|
| Sherwood Library | 1 | 3 |
| George Mason Library | 2 | 8 |
| Chantilly | 0 | 0 |
| Kings Town | 0 | 0 |
| Mason Govt Center | 7 | 19 |
| Kings Park | 2 | 8 |
| Reston Library | 3 | 18 |
| Tysons Transit | 5 | 17 |
| Centreville | 4 | 27 |
| DolleyMadison | 1 | 3 |
| Inova | 2 | 17 |
| Pohick | 3 | 19 |
| John Marshall | 4 | 17 |
| Tysons Pimmit | 2 | 11 |
| Pennino | 0 | 0 |
| Govt. Center | 2 | 17 |
| Fairfax Library | 1 | 3 |
| Warranton | 0 | 0 |

**July 2004**

**NUMBER OF APPLICATIONS RECIEVED
FROM KIOSKS**

| Site | Total |
|------|------:|
| Tysons Corner Center | 0 |
| Fair Oaks Mall | 0 |
| Springfield Mall | 0 |
| Pentagon City Mall | 0 |
| Union Station | 2 |
| L'Enfant Plaza | 0 |
| Pentagon | 0 |
| Reston Town Center | 1 |
| Reeves Center | 0 |
| Ballston | 0 |
| USDA | 0 |
| Manassas Mall | 0 |
| Dulles Town Center | 0 |
| Total | 3 |

## MONTHLY REPORT

**PROJECT ELEMENT:**     **Employer Outreach 6144**
**Month:**     July 2004     **FY05**
**Staff Contact:**     M. Hersey
**Edited By:**     N. Ramfos
**Today's Date:**     August 31, 2004

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### Background Activities

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

Staff liased for the Frederick County Rideshare coordinator with the Employer Outreach Representative for yearly database update.

Staff attended the Commuter Connections Subcommittee on July 20th and presented information on recent Employer Outreach activities and a draft Conformity statement for FY04.

Staff coordinated, presented, and moderated the July 20th Employer Outreach Ad-Hoc Group meeting. Items discussed were Conformity for FY04, ACT! 6.0 software upgrade, final invoices for FY04, Scopes of work and contracts for FY05, an update on the Wilson Bridge Project, and a presentation from NuRide.

Staff began the ACT! 6.0 software upgrade installations for the Employer Outreach Program.

Staff completed the final draft quarterly conformity report for 4th Quarter FY04.

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

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

### Products

July monthly sales activities
Final Conformity Statement 4th Quarter FY2004

### Problems Encountered

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

**Future Activities**

- Customer Satisfaction Survey FY04 tabulation
- Continue maintenance of regional employer database.
- ACT! 6.0 deployment
- Distribution of the FY04 Conformity verification statement.

**Month:**

**July 2004**

| | City of Alexandria | Arlington County | District of Columbia | Fairfax County | Frederick County | Loudoun County | Montgomery County | Prince George's * | Prince William | Tri – County Council | Metro | Telework |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Employers Contacted (new) | 4 | 11 | 0 | 2 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 |
| Employers Contacted (follow-up) | 12 | 119 | 1 | 23 | 0 | 7 | 314 | 0 | 0 | 0 | 0 | 0 |
| Total Broadcast Contacts | 20 | 531 | 0 | 0 | 0 | 0 | 2467 | 0 | 0 | 0 | 0 | 0 |
| Total Sales Meetings | 2 | 0 | 1 | 1 | 0 | 7 | 26 | 0 | 0 | 0 | 0 | 0 |
| Total Employers Contacted | 38 | 661 | 2 | 26 | 0 | 14 | 2818 | 0 | 0 | 0 | 0 | 0 |
| New Level 1 TDM Programs | 0 | 2 | 0 | 1 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| New Level 2 TDM Programs | 0 | 3 | 0 | 0 | 0 | 0 | 19 | 0 | 0 | 0 | 0 | 0 |
| New Level 3 TDM Programs | 0 | 3 | 0 | 2 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 |
| New Level 4 TDM Programs | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

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

**Year to Date FY05**

| | City of Alexandria | Arlington County | District of Columbia | Fairfax County | Frederick County | Loudoun County | Montgomery County | Prince George's * | Prince William | Tri – County Council | Metro | Telework |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Employers Contacted (new) | 4 | 11 | 0 | 2 | 0 | 0 | 11 | 0 | 0 | 0 | 0 | 0 |
| Employers Contacted (follow-up) | 12 | 119 | 1 | 23 | 0 | 7 | 314 | 0 | 0 | 0 | 0 | 0 |
| Total Broadcast Contacts | 20 | 531 | 0 | 0 | 0 | 0 | 2467 | 0 | 0 | 0 | 0 | 0 |
| Total Sales Meetings | 2 | 0 | 1 | 1 | 0 | 7 | 26 | 0 | 0 | 0 | 0 | 0 |
| Total Employers Contacted | 38 | 661 | 2 | 26 | 0 | 14 | 2818 | 0 | 0 | 0 | 0 | 0 |
| New Level 1 TDM Programs | 0 | 2 | 0 | 1 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 |
| New Level 2 TDM Programs | 0 | 3 | 0 | 0 | 0 | 0 | 19 | 0 | 0 | 0 | 0 | 0 |
| New Level 3 TDM Programs | 0 | 3 | 0 | 2 | 0 | 1 | 4 | 0 | 0 | 0 | 0 | 0 |
| New Level 4 TDM Programs | 0 | 3 | 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 by deadline**

**EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA**

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

A.  Employers Contacted (new): Number of contacts with new 100+ employers.  This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)

B.  Employers Contacted (follow- up): Number of contacts with existing 100+ companies.  These are contacts with employers after the first attempt (includes forms of contact listed above).

C.  Total Broadcast Contacts:  Mass outreach (includes direct mail, faxes, emails)[**NEW]

D.  Total Sales Meetings:  Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)

E.  Total Employers Contacted: A + B + C+ D

F.  New Level 1 TDM Programs:  Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
G.  New Level 2 TDM Programs:  same as above
H.  New Level 3 TDM Programs:  same as above
I.  New Level 4 TDM Programs:  same as above

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**EMPLOYER SERVICES PARTICIPATION LEVELS**
LEVEL 1 (BRONZE)
< Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy,
< Conducts Commuter Survey
< Distributes alternative commute info. to employees, including Ozone Action Days info.
< Posts alternative commute info., including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

LEVEL 2 (SILVER)
< Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
< Provides preferential parking for carpools and vanpools
< Implements an informal telework program
< Facilitates car/vanpool formation meetings
< Hosts/sponsors an alternative commute day or transportation fair
< Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
< Installs bicycle racks or lockers
< Establishes an ETC who regularly provides alternative commute information to employees

LEVEL 3 (GOLD)
< Implements a formal telework program
< Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
< Implements a carpool/bicycle/walk benefit
< Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
< Implements a parking fee (valid only for companies that previously did not charge employees for parking)
< Becomes a Commuter Connections member and provides on-site ridematching
< Provides employee shuttle service to transit stations
< Provides company vanpools for employees' commute to work
< Installs shower facilities for bicyclists and walkers
< Implements a comprehensive Ozone Action Days program
< Supplements GRH program with payment for additional trips or own program

LEVEL 4 (PLATINUM)
< Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting

<div align="center">

**MONTHLY PROGRESS REPORT**

</div>

**PROJECT ELEMENT**    **Guaranteed Ride Home  6145**
**Month:**    **July 2004**        **FY05**
**Staff Contact:**    C. Arabia
**Edited By:**    N. Ramfos
**Today's Date:**    August 31, 2004

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**Background Activities**

During July, COG received 1,316 applications for the GRH program. A total of 711 new applicants were registered (700 new applicants and 11 previous "one-time exception" users) and 710 commuters were re-registered. The GRH program provided 187 GRH trips. Nineteen (19) of these trips were "One-Time Exceptions" accounting for ten percent (10%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 31,268 commuters are currently registered for GRH.

COG staff reviewed the draft report of the results from the 1,000 surveys completed for the GRH participant survey. The evaluation contractor is now making edits to the report based on staff's review.

The mailing of the GRH direct mailers, postcards and postcard with application, continued through the first week of July to approximately 228,000 households in the region based on PRIZM list. Three separate creative messages targeted specific demographic and geographic criteria such as commuters residing within close proximity to HOV corridors, and commuters with children. Staff began to collect response data from GRH postcard and self-mailer tracking, and to provide tally's and analysis of test urls, phone calls and returned applications.

COG staff tested the latest version of the GRH software that includes the ability to export e-mail addresses, expanded "Special Instructions" field, enhanced printer controls and a duplicate records checking feature. There were some problems with the software and COG's software vendor is working to fix them.

**Products**

Provided 187 GRH trips.
Received 1,316 applications.
Registered 711 new applicants, including 11 "one-time exceptions."
Re-registered 710 commuters.
Received 357 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management and maintenance.
GRH server maintenance.
Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.

June monthly performance report.
GRH direct mail promotional postcards and postcard/application.


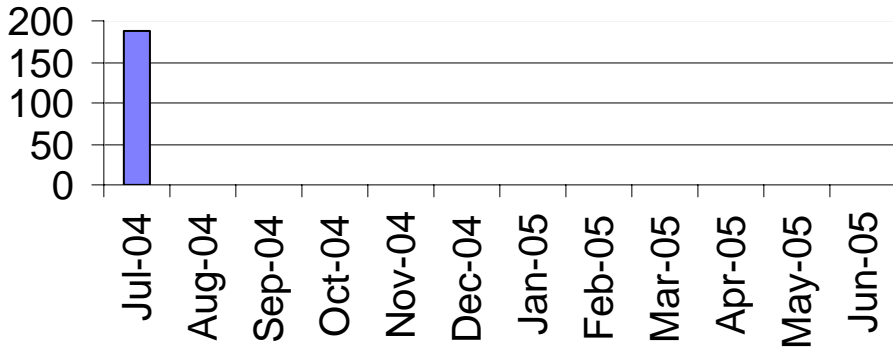**Problems Encountered**

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.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Finalize and distribute GRH participant survey report.
- Evaluate GRH regional marketing campaign.  Continue response data collection and final numbers reporting from GRH mailout of postcard and self-mailers.  This includes tracking of test urls, phone calls and returned applications.
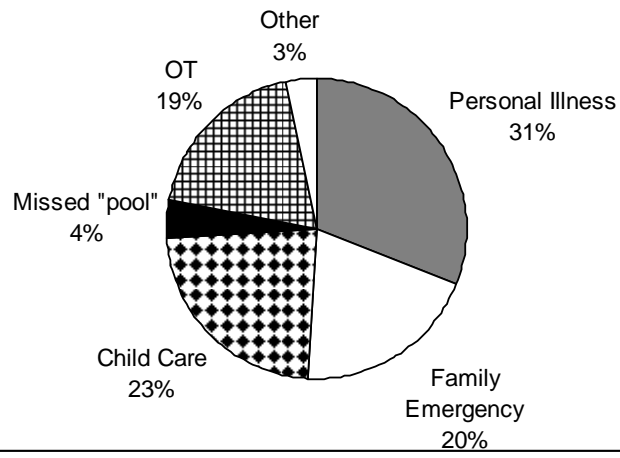


**COMMUTER CONNECTIONS**
**GRH Registrants FY04**
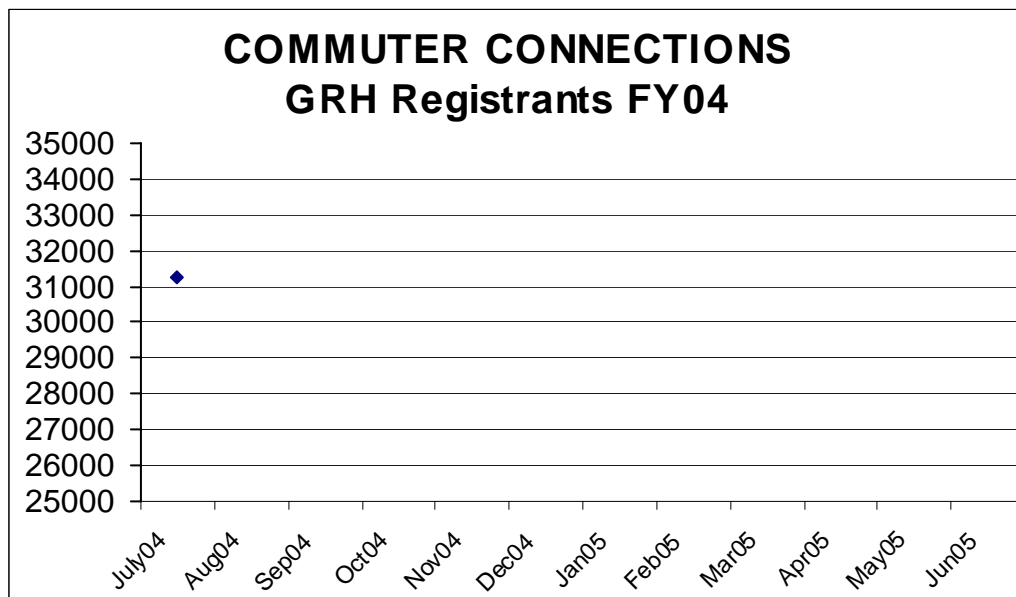
**COMMUTER CONNECTIONS GRH**
**Applications Received FY04**
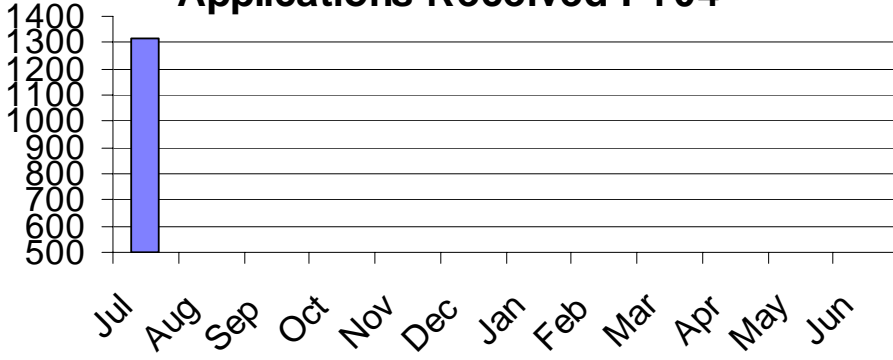


**COMMUTER CONNECTIONS**
**Trips Provided FY04**

# COMMUTER CONNECTIONS GRH Trip
# Reasons for July 2004

Other
3%

OT
19%

Personal Illness
31%

Missed "pool"
4%

Child Care
23%

Family
Emergency
20%

# MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:**    **Employer Outreach for Bicycling    6146**
**Month:**              July 2004                **FY05**
**Staff Contacts:**     Michael J. Farrell/Mark Hersey
**Edited By:**          N. Ramfos
**Today's Date:**       August 31, 2004

## Background Activities

Distributed two boxes of Bike to Work Guides to WABA and the Downtown DC BID, which in turn distributed them to their members.

Distributed Bike to Work Day framed C*ertificates of Recognition* and letters to various employers with outstanding participation in the following categories:

> 500 to 1,000 employees - Orbital Sciences
> 100 to 499 employees - Charles E. Smith
> 50 to 99 employees - Vanderweil Engineers

## Products

No new products.

## Problems Encountered

Low level of interest in the employer-based bicycle commuter seminars.

## Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (Early October)