

Commuter Connections Work Program Progress Report

October 2005

PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Local Agency Technical Assistance

Client member assistance included the following:

Bethesda Transportation Solutions – Retrieved 1 commuter from the CCRS. .

Howard County – Sent new WASHCOG.APR file with instructions to replace corrupted file.

TAP – Ran set of labels for TAP’s newsletter. Discontinued follow-up printout report at TAP’s request.

Rappahannock-Rapidan - Sent new WASHCOG.APR file with instructions to replace corrupted file.

The monthly purge process was also completed. Staff continued working on updating the Regional TDM Resource Directory.

B. Transportation Information Services

Staff provided commuter traveler information on alternatives to the general public by telephone, Web site, electronically, and through printed information. Statistics on this project are available by viewing the October Commuter Operations Performance Report at the end of this document.

C. Transportation Information Software, Hardware, and Database Maintenance

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

D. Commuter Information System

No program activity to report for the month of October.

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II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

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

Staff monitored and maintained the GRH database and server.

Taxi cab and car rental contract renewals were completed and notification letters were prepared to be mailed. Staff processed cab and car rental invoices, and transit vouchers.

During the month of October, there were 644 GRH applications received. A total of 475 applicants were registered (470 new applicants and 5 previous “one-time exception” users) and 374 commuters were re-registered. The GRH program provided 224 GRH trips. Twenty-eight (28) of these trips were “one-time” exceptions accounting for ten percent (12.5%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of the GRH trip reasons followed by child care. A total of 28,541 commuters are currently registered in the GRH database.

III. MARKETING

A. TDM Marketing and Advertising

Three 60-second radio spots were produced in October based on scripts developed by NDW Communications. Scripts were reviewed by the Commuter Connections Regional TDM Marketing Work Group for feedback prior to production. Two of the spots were also fitted for 30-second slots, to air on Clear Channel Communications stations. The FY 2006 radio campaign was launched on October 17 for a five week run on eight stations covering a wide array of formats including News, Talk, Classic Rock, Jazz, Oldies, Urban, County to reach the desired demographic. Ads included those in support of GRH, Carpooling and a general mass marketing message regarding all alternative modes.

Public Service Announcements were provided to the radio stations to coincide with paid media.

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Staff continued to post commuter news and construction updates to web site along with other routine maintenance and enhancements.

Staff attended employer transportation fairs in October including the International Finance Corporation, World Bank, Frederick County Transportation Center, Nixon Peabody, and Carr America.

Staff continued working on edits to the Commuter Connections fall 2005 newsletter. Stories included:

- Soaring Gas Prices
- DC Carsharing Spaces
- Commuter Connections Contest Winner
- ETC Coordinator Case Study - Alexandria
- Employer Transportation Fairs
- Rosslyn Commuter Store
- Metro Advisory Council
- Downloading Metro Maps on IPOD's
- New Kiosk at MITRE Corporation

A Regional TDM Marketing Group meeting was held on October 4th. Topics included:

- New Chair Announcement
- Telework Exchange
- Commuter Connections Marketing
- DC Circulator

A draft of TDM Resource Guide and Strategic Marketing Plan was released at the meeting. Staff and the contractor set final deadlines for Regional TDM marketing Group members to submit input to Regional TDM Resource Guide and Strategic Marketing Plan. The plan is scheduled to be adopted on December 6th.

Staff and the contractor developed a draft and finalized the 2006 Commuter Connections Employer Recognition Awards application and brochure. Staff corresponded with the Commuter Connections 2006 Employer Recognitions Awards Work Group regarding the brochure development.

A conference call held on October 12th with the marketing contractor. Staff and the contractor began to develop strategy for direct mail campaign.

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B. Bike to Work Day

Staff sent out a meeting announcement and agenda for November 9th 2006 Bike to Work Day Steering Committee meeting along with minutes from the September meeting.

Sponsorship letters for the 2006 event were mailed out and follow up calls began by the contractor.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Staff and the consultant continued reviewing the draft 2005 TERM Analysis report and providing updated information on Employer Outreach, GRH, and Commuter Operations Center program results..

Staff collected monthly sales data from the 10 Employer Outreach sales territories and reviewed the employer database records in the regional ACT! Database.

Staff coordinated with BMISG on the survey processing project.

The first draft of the FY 2006 1st quarter Employer Outreach report was completed. Staff also worked on general maintenance and updates for the regional Employer Outreach database.

Staff reviewed the contacts in the ACT! Database to determine appropriate Telework program sales leads in Virginia and Maryland. Staff also reviewed the ACT! Database to add/delete employer Telework contacts.

B. Program Monitoring and Tracking Activities

Monthly progress reports were produced for all of the program elements adopted in the FY 2006 CCWP.

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Staff completed the Final drafts of the FY2005 Bike to Work Day report and the FY2005 Employer Services Satisfaction Survey report.

GRH customer satisfaction survey cards were mailed to program users.

Staff presented the 2005 Expanded Telecommuting draft report and the 2005 Employer Telework Workshops draft Report to the Telecommuting Ad-Hoc Group on October 5th.

V. EMPLOYER OUTREACH

1. Regional Component Project Tasks

A. Regional Employer Database Management and Training

Monthly synchronizations from seven of the employer outreach jurisdictions were received without any problems. Prince George's County, Loudoun County, and Montgomery County have not submitted their monthly reports and synchronizations as of the deadline for this report.

Staff began preparations for the Survey Training Session to be held on November 8, 2005.

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

Staff maintained and updated the regional Employer Outreach ACT! Contact management database.

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

B. Employer Outreach for Bicycling

There were no activities to report for September.

2. Jurisdictional Component Project Tasks

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A. Local Agency Funding and Support

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

Two jurisdictions are still outstanding in submitting their monthly reports for August.

Three jurisdictions are still outstanding in submitting their monthly reports for September.

There were still nine sales territories who do not have a FY 2006 Scope of Work and budget submitted to COG for review.

Staff fulfilled customer requests for information from J. Hickman.

VI. TELEWORK

Jurisdictional Component Project Tasks

A. General Technical Assistance and Information

Staff interacted with representatives from the Georgetown Business Improvement District, Charles E. Smith, and Arlington County Department of Public Works to promote the services of the Telework Resource Center.

Staff attended the Frederick County transportation event, "Communities in Motion," to promote telework to Frederick commuters and disbursed 10 Commuter Connections Employer Telework kits.

Staff assisted Alexandria Rideshare staff with the Alexandria Telework Grant by reviewing employer telework policies, procedures, safety checklists, scopes of work, and budgets.

Staff responded to 39 calls regarding the Telework Resource Center. Staff distributed 20 Commuter Connections Employer Telework kits.

Staff utilized information from the ACT! Data base and employer outreach representatives to determine telework leads.

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Staff contacted the following employers during the month of October:

Insurance Connection Corporation
North American Driver Safety
AAMVA
Operation Lifesaver, Inc.
National Association State Aviation Officials
National Society for Professional Engineers
Street Smarts
Transportation Intermediaries
Freedom Forum
Cambridge Systematics, Inc.
Citizens National Bank
Sprint/Nextel
American Association for Motor Vehicle Administrators
DAI, Inc.
SMECO
Treev
Management Analysis, Inc.
Freddie Mac
Craver, Matthews, Smith and Company
Junior Engineering Technical Society
ASCD
ADC, the Map People
Advanced Technology Systems
American Trucking Association
Bearing Point
National Court Reporters Association
Fairfax County Credit Union
QED
Equant
EM Business Holdings
Burgess and Niple
Aset International

B. Program Coordination

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Staff prepared the agenda and meeting materials for the October 5, 2005 Telecommuting Ad-Hoc Group Meeting. At this meeting, Linda Stewart Byrd, the 2004-2005 chairperson, received a plaque from Commuter Connections, acknowledging her leadership with the Telecommuting Ad-Hoc Group during the past year. The new chairperson is Jim Larsen from Dulles Area Transit Association.

The Telework Center utilization rate is currently at 56%. There are currently 427 federal workers using the centers (87%) and 65 non federal workers using the centers (13%) (*See graph in Charts section of this report*).

C. Telework Outreach and Follow-Up to Local Employers

Staff presented telework information to SMECO and prepared a telework resource handbook for meeting participants and disbursed 10 Commuter Connections Employer Telework kits at this presentation. Staff will make a follow-up presentation to SMECO's President and Senior Staff in November, 2005.

Staff continued to work with Alexandria Employer Outreach to secure companies for participation in Alexandria telework initiative and review grant applicant telework policies, procedures, safety checklists, scopes of work, and budgets.

Staff followed up with Marstel Day as a result of the September on-site meeting held with the Alexandria Employer Outreach staff.

Staff continued to work with Arlington Employer Outreach, Fairfax County Employer Outreach, and Dulles Area Transportation Association to secure employer telework leads. Examples of these leads are: DAI, Marstel Day, Junior Engineering Technical Society, QED, American Trucking Association, Burgess and Niple, Fairfax County Federal Credit Union.

- October 19: Presentation to SMECO Call Center Director
- October 26: Follow-up call with Marstel Day
- October 26: Conference call with DAI to review telework policy/procedures

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VII. INFOEXPRESS KIOSKS

Jurisdictional Project Component Tasks

A. Maintenance and Operation of Regional InfoExpress Kiosks

The InfoExpress kiosks located in the District of Columbia and Northern Virginia were maintained and updated as needed by COG's contractor.

There were 657 kiosk users during the month of October.



PERFORMANCE STATISTICS

October 2005

**Commuter Operations Center
Guaranteed Ride Home
Telecenter Use Data
Employer Outreach
InfoExpress Kiosks**

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

OCTOBER 2005



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

TABLE 2A

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
OCTOBER 2005**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	13	2	67	82
ARLINGTON (COG)	0	0	3	3
ARTMA	15	1	214	230
BALTIMORE CITY	6	0	19	25
BMC	2	0	38	40
COG - MD	228	2	364	594
COG - VA	192	1	372	565
COG - Other	13	0	21	34
DISTRICT OF COLUMBIA	18	0	37	55
FAIRFAX COUNTY	83	87	510	680
FREDERICK	18	0	54	72
HARFORD	8	0	9	17
HOWARD	41	1	48	90
LINK	4	0	18	22
LOUDOUN	52	0	243	295
MTA	0	0	0	0
MONTGOMERY COUNTY	224	39	1,286	1,549
Bethesda Transportation Solutions	81	3	151	235
Countywide	101	12	484	597
Friendship Heights/Rockville	0	1	17	18
North Bethesda TMD	36	23	322	381
Silver Spring	6	0	312	318
NIH	47	1	59	107
NORTHERN NECK	2	10	17	29
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	7	4	128	139
PRTC	144	0	379	523
RADCO	138	0	1,242	1,380
RAPPAHANNOCK-RAPIDAN	23	0	102	125
TRI - COUNTY	8	73	109	190
USDOE	0	0	0	0
TOTAL INPUT	1,286	221	5,339	6,846

TOTAL NEW & RE-APPLICANTS **1,507**

Commuter Connections Applications Processed FY2006

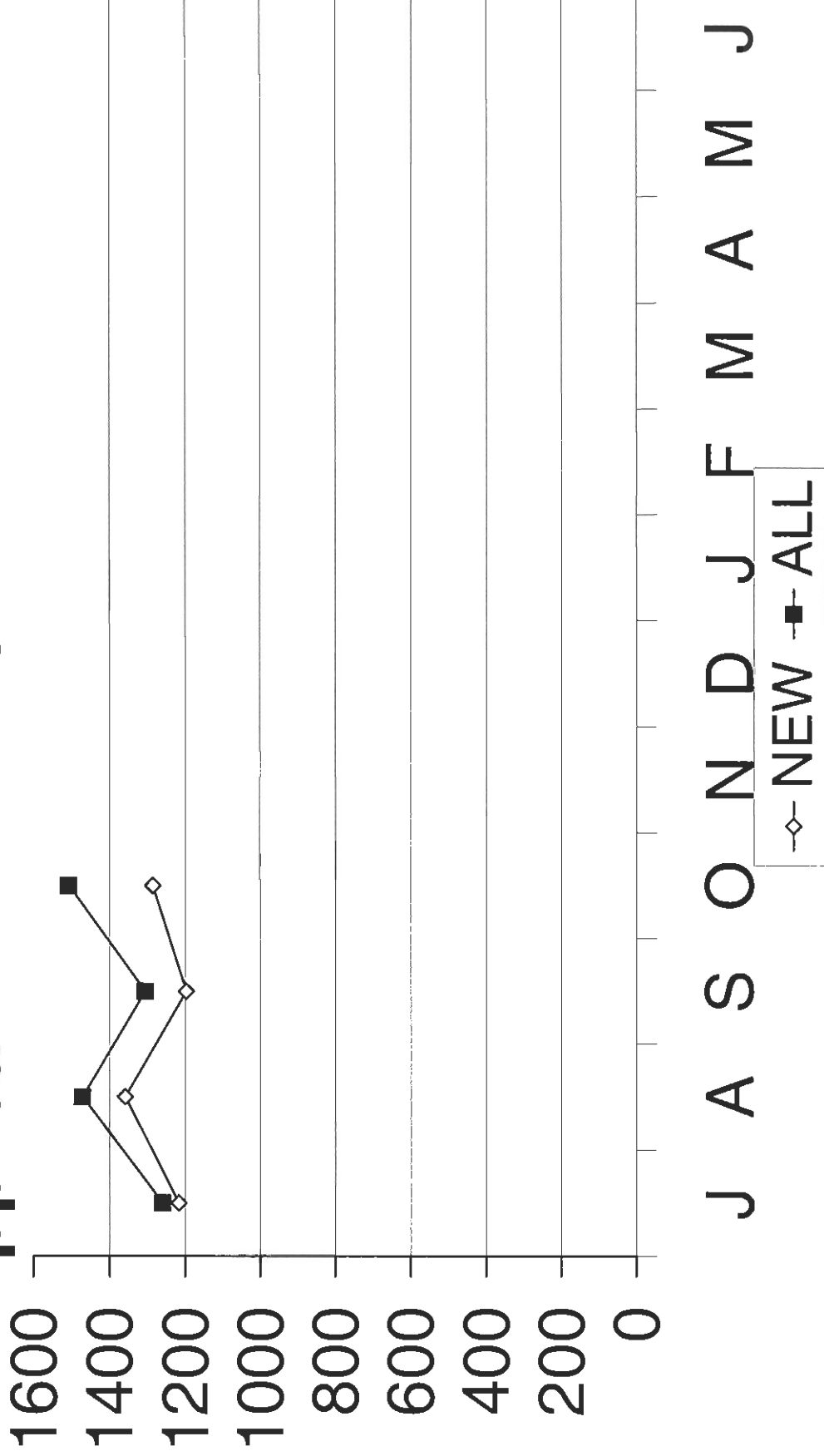


TABLE 2B

**APPLICATIONS RECEIVED THROUGH THE COMMUTER CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
OCTOBER 2005**

	HOME
ALEXANDRIA	12
ANNE ARUNDEL COUNTY	36
ARLINGTON COUNTY	10
BALTIMORE CITY	6
BALTIMORE COUNTY	10
CALVERT COUNTY	6
CARROLL COUNTY	7
CECIL COUNTY	1
CHARLES COUNTY	30
CLARKE COUNTY	0
CULPEPER COUNTY	8
DISTRICT OF COLUMBIA	12
FAIRFAX COUNTY *	89
FAUQUIER COUNTY	19
FREDERICK COUNTY, MD	32
FREDERICK COUNTY, VA	0
FREDERICKSBURG	9
HARFORD COUNTY	3
HOWARD COUNTY	20
KING GEORGE COUNTY	2
LANCASTER COUNTY	0
LOUDOUN COUNTY	37
MADISON COUNTY	0
MONTGOMERY COUNTY	40
ORANGE COUNTY	6
PAGE COUNTY	1
PRINCE GEORGE'S COUNTY	38
PRINCE WILLIAM COUNTY **	91
RAPPAHANNOCK COUNTY	1
RICHMOND COUNTY	3
SHENANDOAH COUNTY	4
SPOTSYLVANIA COUNTY	33
STAFFORD COUNTY	81
ST. MARY'S COUNTY	8
WARREN COUNTY	6
WESTMORELAND COUNTY	2
WINCHESTER	3
OTHERS	33
TOTAL	699

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 3

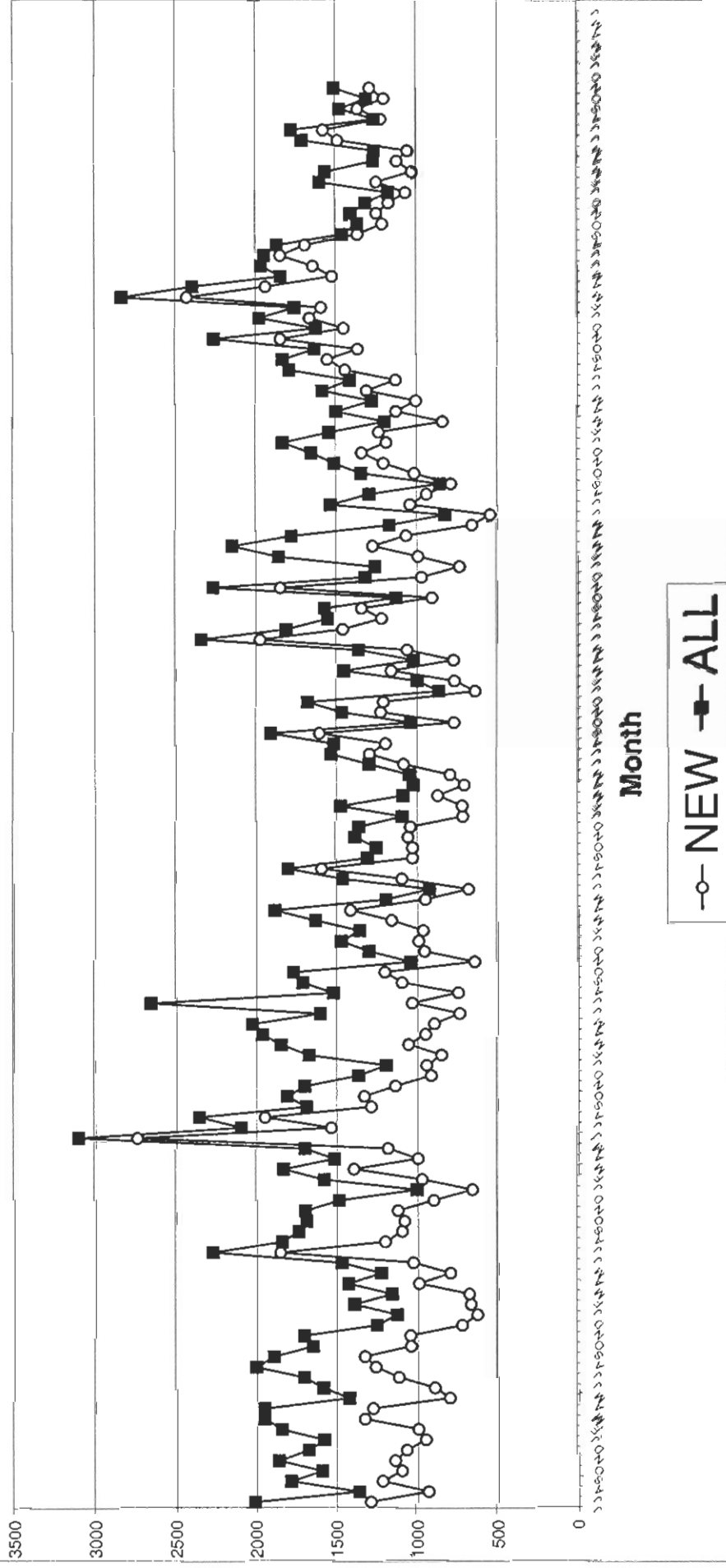
COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 OCTOBER 2005

ALEXANDRIA	231
ARLINGTON (COG)	3
ARTMA	878
BALTIMORE CITY	32
BMC	181
COG	6,222
DISTRICT OF COLUMBIA	12
DOE	1
FAIRFAX COUNTY	2,327
FREDERICK	259
HARFORD COUNTY	153
HOWARD COUNTY	194
LINK/RESTON	64
LOUDOUN COUNTY	916
MONTGOMERY COUNTY	6,488
Bethesda Transportation Solutions	771
Countywide	1,316
Friendship Heights/Rockville	1,019
North Bethesda Transportation Ctr	2,640
Silver Spring	742
MTA	8
NIH	410
NORTHERN NECK	60
NORTHERN SHENANDOAH VALLEY	5
PRINCE GEORGE'S COUNTY	646
PRTC	2,040
RADCO	3,806
RAPPAHANNOCK-RAPIDAN	249
TRI - COUNTY	766
OTHER	
TOTAL	25,951

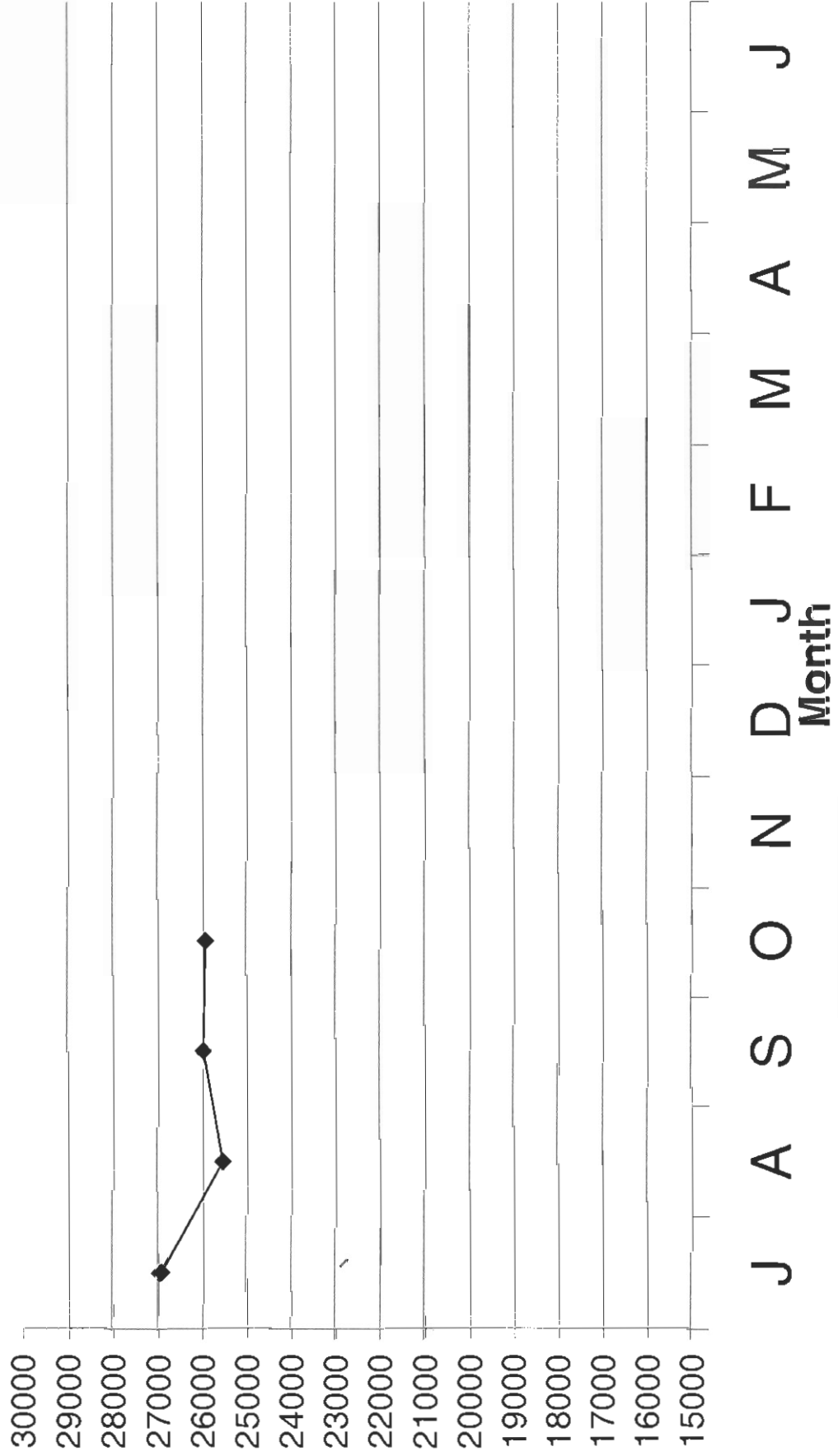
COMMUTER CONNECTIONS CCRS

Applications Processed

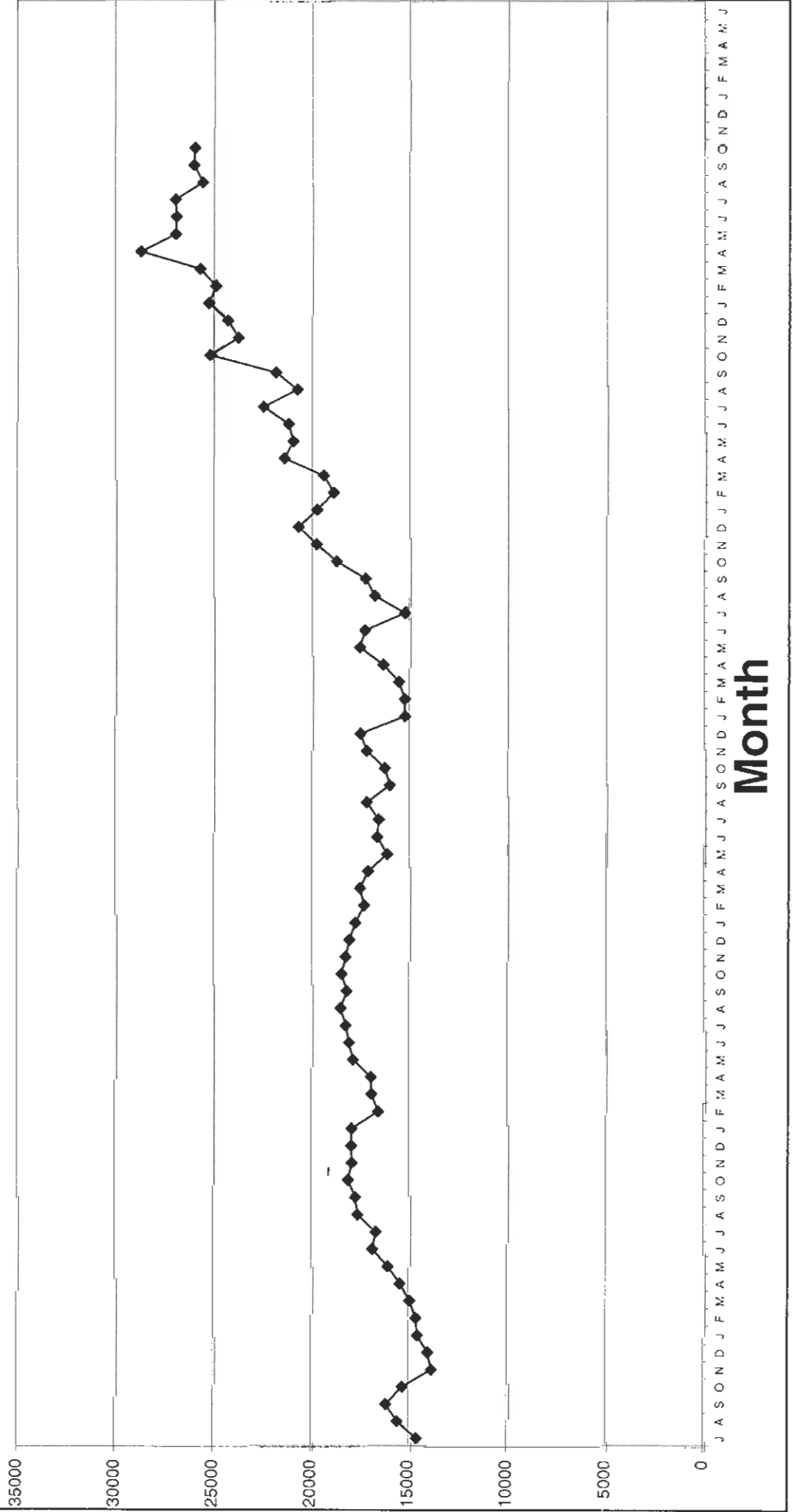
FY1998 - FY2006



Commuter Connections CCRS Database FY 2006



COMMUTER CONNECTIONS CCRS DATABASE FY2000 - FY2006



**TABLE 5
ERM/COMMUTE INFORMATION
OCTOBER 2005**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	18	N/A	N/A	N/A	7	N/A	
Internet	N/A	597	N/A	N/A	N/A	686	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	20	N/A	
Fax/Phone	N/A	25	N/A	N/A	N/A	2	N/A	
From Client	N/A	2	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	2	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	644	N/A	N/A	22*	715	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		6						6
Bus/Train Schedule		10		5		1		16
Bus/Train Sign		4		3		2	1	10
Direct Mail						1		1
Employer		1						1
Employer Survey		1						1
Fair/On Site Event								0
Government Office						2		2
Highway Sign				9		14	7	30
Information (411)							1	1
Internet		8	1	10		24	2	45
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper				1		1		2
Newspaper (Local)								0
Other Ridesharing Org		1				3		4
Park-and-Ride Lot Sign								0
Post Card (COG)								0
Presentation								0
Radio		4		1		8		13
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		1				2
Theatre Slide								0
TV						2		2
Van Sign		4				1		5
Was/Is Applicant		276		4		62	2	344
White Pages			1					1
Word of Mouth		27		6		27	4	64
Yellow Pages - Verizon		3		1		6		10
Yellow Pages - Yellow Book						3		3
Yellow Pages - Local						2		2
Voice Mail Messages		11	1	7		17	5	41
Other		3		7		5	6	21
TOTAL CALLS	0	360	3	55	0	181	28	627

*Requests for Bicycling information from applications received from all sources

**TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
OCTOBER 2005**

	COG	ALX	ARTMA	ABLT	BEETH	BMC	DOE	FFX	FRED	HARR	HOW	LINK	LDN	MCM	MTA	NH	NECK	NSHEN	PGC	PTC	RADO	RAP	SS	TAP	TRI	TOTAL
How they heard...																										
Brochure/Promo Matris	37	1										2	2								1					43
Bus/Train Schedule	28																									28
Bus/Train Sign	18																									18
Direct Mail	3																									3
Employer	51										1										1					53
Employer Survey	1																									1
Fair/On Site Event	4	1							1	28		2														36
Government Office	23							8			1															32
GRH Program	0	2	33					30		16	38	35									95	14	2			265
Highway Sign	10									9											5	2				26
Information (411)	0																				25					25
Internet	77	16							10	1	15	53										19				191
Library	1																									1
Mobile Billboard	3	1																								4
Newsletter	2	1																								3
Newspaper	2											1														3
Newspaper (Local)	3									1											3					7
Other Ridesharing Org	11		14						4	23																52
Park-and-Ride Sign	0																									0
Post Card (COG)	1																									1
Presentation	0											6														6
Radio	93								1																	94
Real Estate/Welcomew	0																									0
Referral from Transit Org	0																									0
Theatre Slide	0																									0
TV	11																									11
Van Sign	1																									1
Was/Is Applicant	23									3		3											3	2		34
White Pages	3																									3
Word of Mouth	92	1										1											54	4		152
Yellow Pgs-Verizon	1																									1
Yellow Pgs-Yellow Bk	0																									0
Yellow Pages-Local	0																									0
Voice Mail Messages	0																									0
Other	39							3		5	9	9									4			59		128
Total	538	23	47	0	0	0	0	0	46	11	87	0	67	110	0	0	0	0	0	0	188	38	8	59	0	1222

Table 1
National Capital Region Transportation Planning Board
Commuter Connections Program
Monthly Activity and Impact Summary
Month of OCTOBER 2005

Commuter Connections Activity	This Month	Last Month	Since July 2005
Total applicants/info provided:	1,593	1,433	5,854
Rideshare applicants	1,507	1,306	5,544
Matchlists sent	1,832	1,062	6,144
Transit applicants/info sent	55	94	278
GRH applicants	644	769	2,581
Bike to work info requests	22	21	98
Telework info requests	0	2	3
Kiosk users	657	434	5,166
Kiosk applicants	0	0	0
Internet users	9,252	8,820	33,132
Internet applicants	1,359	1,630	5,329
New employer clients	101	39	156
Employee applicants	2	0	90

Program Impact Performance Measure	This Month	Last Month	Since July 2005
Continued placements	413	358	1,519
Temporary/one-time placements	199	172	731
Daily vehicle trips reduced	155	134	570
Daily VMT reduced	5,595	4849	20,584
Daily tons NOx reduced	0.0039	0.0034	0.0143
Daily tons VOC reduced	0.0016	0.0014	0.0204
Daily gallons of gas saved	235	204	865
Daily commuter costs saved	\$1,035	897	3,807

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.

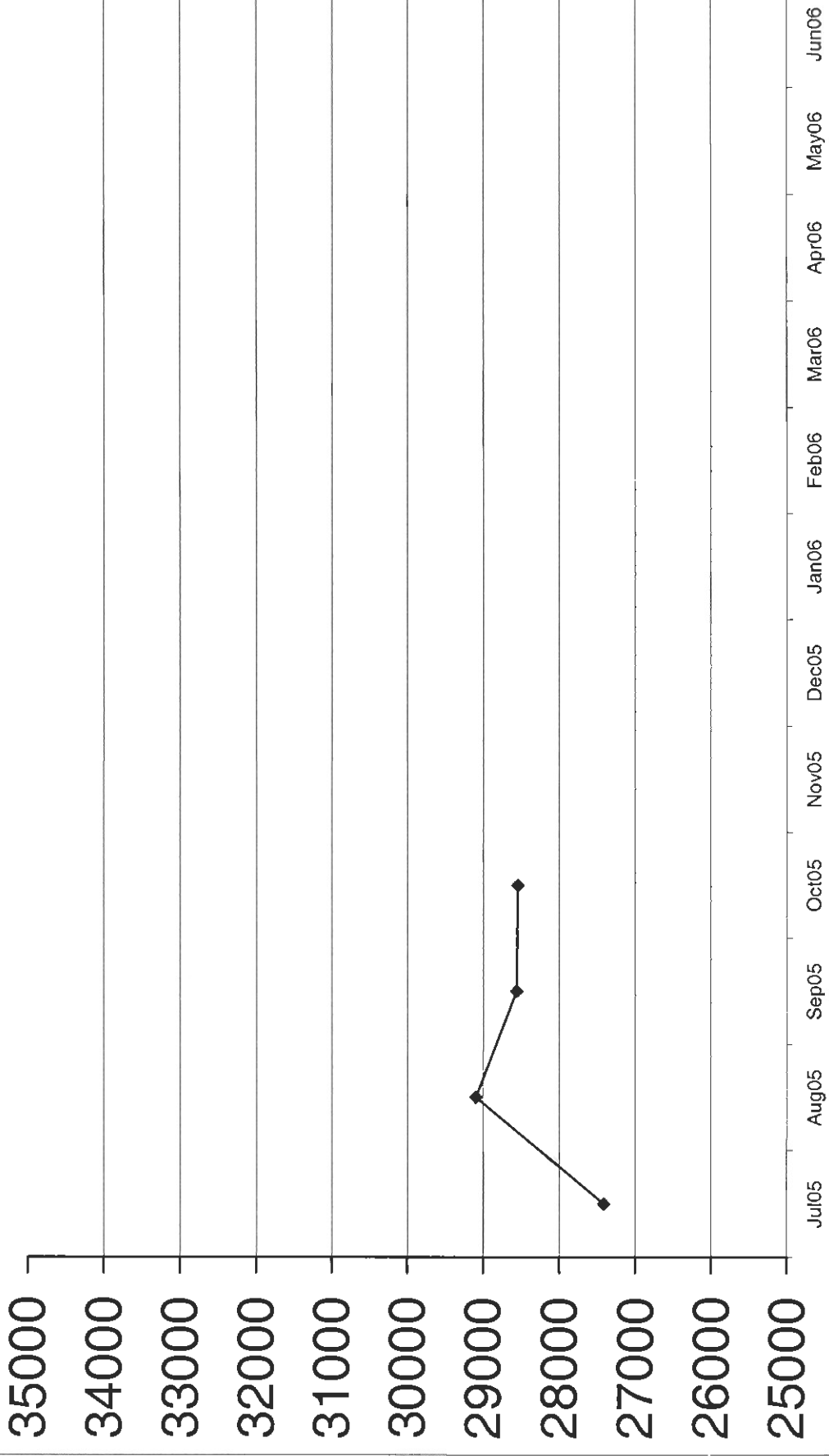
Commuter Connections Website Activity -- October 2005

<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	9,252
Total Accesses of Commuter Connections Home Page	7,966
<i>Breakdown of BDY Sub-page accesses</i>	
Guaranteed Ride Home Page	1,830
TDM Resources	1,165
Carpooling Page	1,139
Calculate Your Commuting Cost	1,138
Public Transit Page	979
Vanpooling Page	865
Telework Page	735
About Page	717
Bicycling Page	573
Transit Virginia	544
Participation Guidelines	530
GRH Area	530
GRH - What Does It Cost?	486
Transit Maryland	456
News	380
GRH Eligibility	379
Ozone Action Days Page	345
SmartTrip and Metrochek	304
TDM Telework Centers	278
GRH Customer Testimonials	270
Carpooling - HOV	246
Special Events	244
Calculate Your Cost of Commuting	239
Walking	229
Telework Centers	219
Employer Services	213
Vanpool Advantages	204
Vanpool Incentive Programs	202
Concerns about Vanpooling	199
Bicycling Guide - Resources	198
Transit D.C.	190

Commuter Connections W site Activity -- October 2005

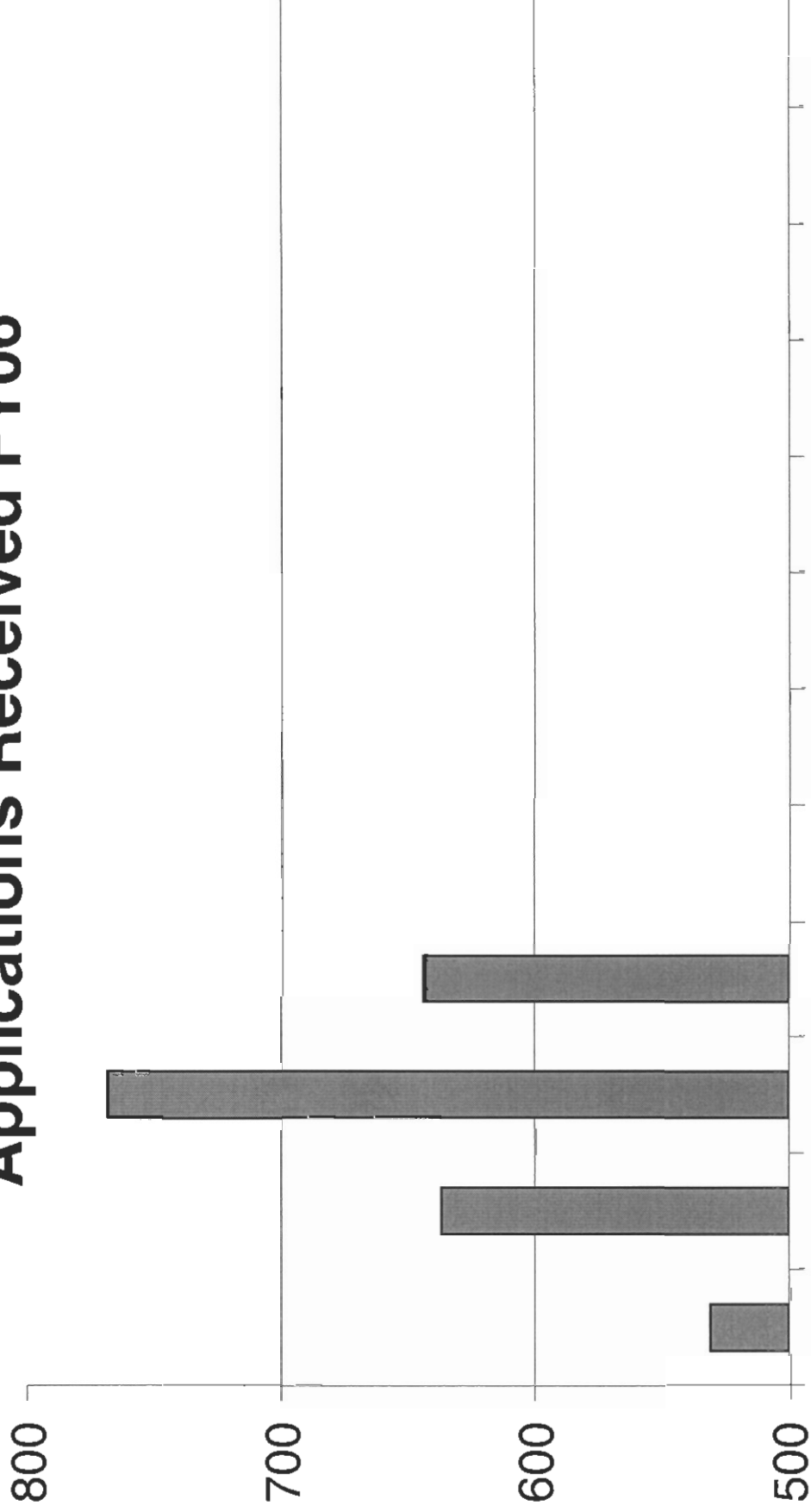
Carpool Advantages	185	1.07%
Teleworking - Keep the job, Lose the Commute	170	0.98%
Concerns about Carpooling	170	0.98%
Vanpool Services	167	0.96%
Tips to Successful Carpooling	164	0.94%
Why Should Your Employees Bike to Work	163	0.94%
Work Schedule Alternatives	163	0.94%
Telework Benefits	158	0.91%
Total	17,366	100.00%

COMMUTER CONNECTIONS GRH Registrants FY06



COMMUTER CONNECTIONS GRH GRH

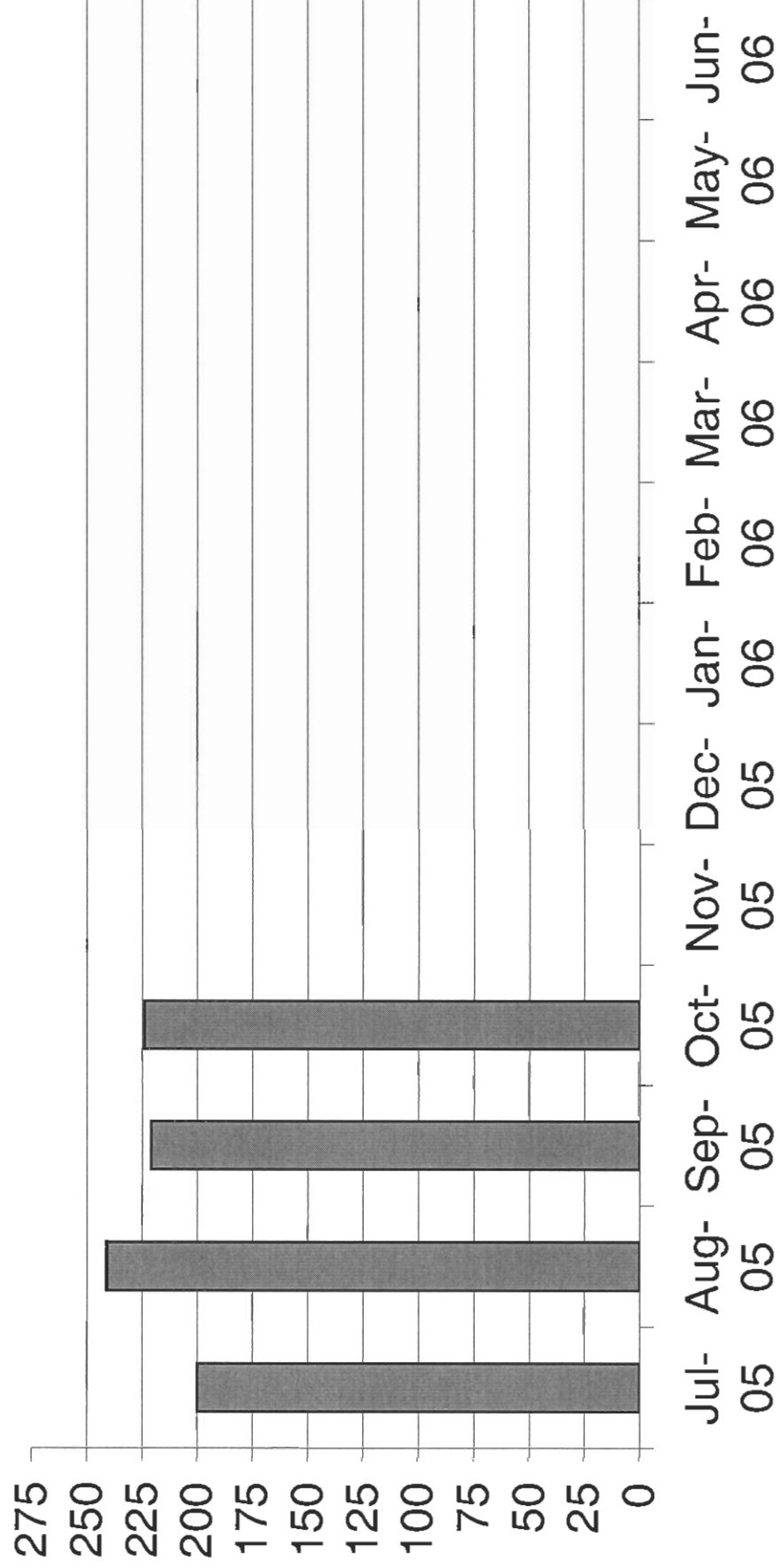
Applications Received FY06



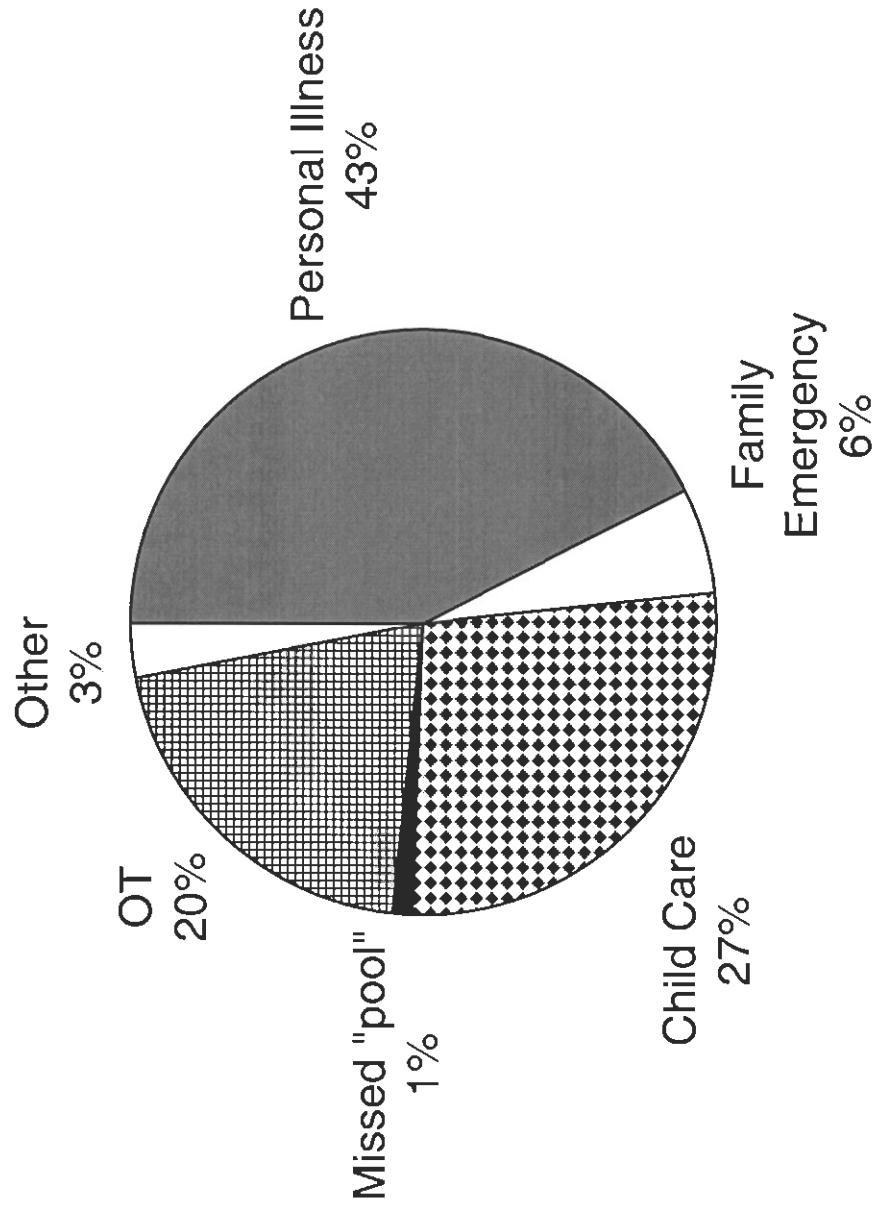
Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

COMMUTER CONNECTIONS

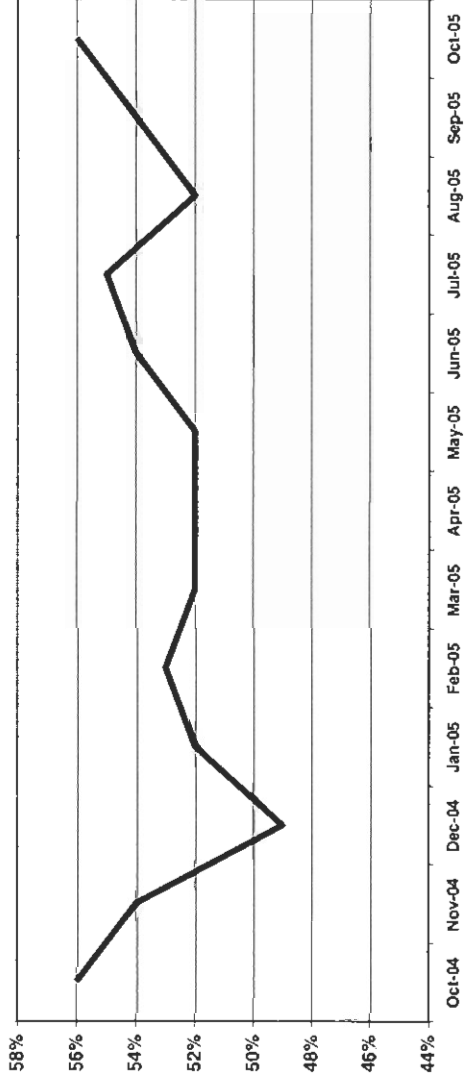
GRH Trips Provided FY06



COMMUTER CONNECTIONS GRH Trip Reasons for October 2005



October 2005 Telework Center Utilization Percentage



Emp. Outreach
October 20

	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)	1	13	0	2	0	0	0	0	0	1	0	4
Employers Contacted (follow-up)	12	110	0	14	0	0	0	0	0	0	0	39
Total Broadcast Contacts	13	701	0	66	0	0	0	0	0	0	0	20
Total Sales Meetings	4	2	0	3	0	0	0	0	0	1	0	1
Total Employers Contacted	30	826	0	85	0	0	0	0	0	2	0	64
New Level 1 TDM Programs	6	9	0	1	0	0	0	0	0	1	0	0
New Level 2 TDM Programs	2	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	2	2	0	2	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	3	1	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.

mp. Outr
ear to Date r'Y06

	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)	14	53	0	3	0	0	0	2	0	1	0	28
Employers Contacted (follow-up)	47	363	0	22	0	0	0	384	0	5	0	100
Total Broadcast Contacts	30	9693	0	130	0	0	0	675	0	100	0	72
Total Sales Meetings	11	7	0	3	0	0	0	7	0	3	0	8
Total Employers Contacted	102	10116	0	158	0	0	0	1068	0	109	0	208
New Level 1 TDM Programs	17	12	0	2	0	0	0	1	0	1	0	0
New Level 2 TDM Programs	2	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	6	37	0	2	0	0	0	1	0	0	7	0
New Level 4 TDM Programs	3	2	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.

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 at 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, 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

INFOEXPRESS KIOSK USAGE RATES

Month: October 2005

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall # 1	22	599	Traffic Streets Transit CRiS Tysons	15 12 9 7 6
Tysons Mall # 2	245	9214	Maps Tysons Traffic Weather CRiS	229 140 88 78 52
Manassas Mall	99	2173	Maps MARC Manassas Weather News	100 86 54 48 47
Mitre	New Kiosk, Open Late October			
Union Station	Kiosk Down			
Springfield Mall # 1	9	524	Streets Weather Traffic News Transit	43 15 9 5 3
Reston TownCenter	1	12	Insufficient Data	
	Kiosk Re-Established at End of Month			

Springfield Mall # 2	11	1785	Streets Springfield MARC Metro Traffic	41 40 37 27 24
Dulles Town Center	85	1557	Maps Dulles Weather Traffic News	76 47 45 32 28

Fair Oaks Mall Kiosk Down

Ballston Common Mall	91	1471	Maps Ballston Traffic Metro Transit	85 40 20 20 16
USDA - DC	30	512	Rideguide Streets Traffic Transit Metro	20 13 12 7 5

Hoffman	64	1358	Traffic Maps Weather MARC Transit	31 20 15 13 10
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Fairfax County Kiosks

<u>Location</u>	<u>Users</u>	<u>Hits</u>
Sherwood Library	1	18
George Mason Library	2	38
Chantilly	1	18
Kings Town	2	32
Mason Govt Center	2	32

Kings Park	2	62
Reston Library	2	58
Tysons Transit	2	32
Centreville	1	66
DolleyMadison	1	8
inova	1	36
Pohick	1	66
John Marshall	2	44
Tysons Pimmit	2	26
Penninc	3	50
Govt. Center	No Data	
Fairfax Library	2	36
Warranton	1	96

Oct-05
NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
MITRE	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Ballston	0
USDA - DC	0
Total	0