



**FY 2016**

# **Annual Progress Report**

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



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



**FY 2016**

# **Annual Progress Report**

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



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



# FY 2016 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2016 Commuter Connections Work Program. (July 1, 2015 – June 30, 2016.)

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

## TABLE OF CONTENTS

<b>Sections are listed as follows:</b>	<b><u>Page</u></b>
Commuter Operations Center.....	1
Regional Guaranteed Ride Home Program.....	13
Marketing.....	14
Monitoring and Evaluation.....	34
Employer Outreach.....	40
Guaranteed Ride Home Baltimore.....	42
Table 1 – Activity and Impact Summary.....	45
Regional Ridematching Application Data.....	46
Table 2 – Application Activity Summary.....	47
Network Ridematching Application Data.....	58
Table 5 – TERM/Commute Information.....	59
Table 6A – Calls/How Heard.....	60
Table 6B – Application/How Heard.....	61
GRH Usage Data.....	62
Employer Outreach Annual Verification Statement.....	66
Commuter Connections Web Site Usage Data.....	67



## PROGRAM HIGHLIGHTS

### I. COMMUTER OPERATIONS CENTER

#### A. Ridematching Coordination and Technical Assistance

##### ***Work Accomplished on all Products and Services:***

##### ***The following work was accomplished during the first quarter:***

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

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

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in July 2015, August 2015 and September 2015) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

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

COG/TPB staff responded to technical support requests from Frederick, MD; Tri-County Council for Southern Maryland; US Food and Drug Administration and PRTC in VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware.

State TDM Work Group meetings were coordinated and held on July 14 and September 8th.

COG/TPB staff presented information on Commuter Connections program services at the DDOE employer roundtable on July 14.

COG/TPB staff spoke with Michael Baker International staff on the Northern Virginia TDM study on July 15th.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on July 21st. Highlights from the meeting include:

- The appointment of a Subcommittee Vice Chair Nomination Committee
- A briefing on Clean Air Partners
- A briefing on the upcoming Employer Recognition Awards event
- A briefing on the Transportation Sector Group of the COG MSWG
- A briefing on the 2015 Annual Transit Forum
- A Briefing on Real Time Transit Information in the Washington Region
- A Briefing on the 2015 Car Free Day Event
- A presentation of the 4th Quarter FY 2015 CCWP budget report

COG/TPB staff participated in an I-66 Transit/TDM meeting conference call hosted by VDOT on July 22nd.

COG/TPB staff attended and participated on the Association for Commuter Transportation's (ACT's) annual conference in Baltimore, MD on July 26th and 27th.

COG/TPB staff coordinated and held four TDM Professional Development sessions on behalf of the Transportation Demand Management Institute (TDMI) during the ACT conference on July 26th.

COG/TPB staff coordinated and participated in a TDMI Board meeting during the ACT conference in Baltimore, MD on July 26th.

COG/TPB staff held a Commuter Connections Vice Chair Nominating Committee conference call meeting on August 19th.

COG/TPB staff coordinated and participated in an MPO TDM Peer Exchange conference call meeting on August 26th.

COG/TPB staff worked on securing a new Vice Chair for the Ridematching Committee.

A Ridematching Committee meeting was coordinated and held by COG/TPB on September 15th. Highlights from the meeting included:

- Announcement and approval of a new Committee Vice Chair, Holly Morello with PRTC
- Recognition of current chair, Karen Taylor with Northern Shenandoah Valley Regional Commission and change of chairs to Nancy Huggins, BWI Partnership
- Upcoming Fairs and Promotions
- TransIT Services & Social Media
- TDM System/SchoolPool/Special Events Update
- Client Site Status/Roundtable
- July 2015 TDM Resources Directory

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on September 15th. Highlights from the meeting included the following:

- Announcement and approval of a new Subcommittee Vice Chair, Fatemeh Allahdoust, VDOT
- Recognition of current chair, Jim Sebastian, DDOT and change of chairs to Adrienne Moretz, Frederick County TransIT
- A briefing on the 2014 Regional HOV Report
- A briefing on the Transportation Sector Group of the COG MSWG
- A Briefing on the 2015 Car Free Day Event
- A review of the FY2016 Regional TDM Evaluation Project
- A briefing on the development of the FY2017 Commuter Connections Work Program & Strategic Plan
- A review of the 2015 ACT International Conference held in Baltimore, MD
- Presentations of the FY 2015 4th Quarter CCWP budget, 4th Quarter Progress and FY 2015 CCWP Annual Reports

COG/TPB staff developed a timeline and outline for the FY 2017 Commuter Connections Work program. Work also began on drafting the FY 2017 Work Program.

**The following was accomplished during the second quarter:**

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

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

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2015, November 2015 and December 2015) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

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

COG/TPB staff responded to technical support requests from Frederick County, MD; NBTMD, Loudoun County, PRTC, and GW RideConnect in VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware.

COG/TPB staff provided TDM system training to MTA and Delaware staff on October 8th and October 27th respectively.

An I-66 HOV 2 to HOV 3 meeting was held with VDOT and VDRPT on October 13th.

COG/TPB staff participated in ACT! training and refresher courses for using the ACT! database for tracking technical support requests from TDM system administrators on October 29, 2015.

State TDM Work Group meetings were coordinated and held on October 13th, November 10th and December 8th.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on November 17th. Highlights from the meeting include:

A presentation of the draft FY2015 Bike to Work Day event report and establishment of a comment period, a presentation of the results from the 2015 Car Free Day regional event, a summary on the recommended changes to the Guaranteed Ride Home participation guidelines and the establishment of a comment period, an update on the Regional TDM Evaluation project and status on recent data collection efforts, a presentation of highlights from the draft FY 2016 Commuter Connections Work Program and request for review of the current Commuter Connections Strategic Plan by Subcommittee members, the presentation of the 1st quarter budget report and Quarterly Progress Report.

A Ridematching Committee meeting was coordinated and held by COG/TPB on December 15th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- GIS Mapping Update
- Client Site Status/Roundtable
- January 2016 TDM Resources Directory
- Quarterly Progress Report



During the December Ridematching Committee meeting, a “TDM 4.0” working group was formed to discuss and address the new look and feel being proposed for the regional TDM software system.

COG/TPB staff attended the COG Annual Meeting on December 9th.

COG/TPB staff met with VDOT representatives to discuss Transit Screens on December 11th.

COG/TPB staff met with University of Maryland representatives to discuss iPretti, an Integrated, Personalized, Real-time Traveler Information and Incentive Technology project on December 18th.

**The following was accomplished during the third quarter:**

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

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

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in January 2016, February 2016 and March 2016) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

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

COG/TPB staff responded to technical support requests from Frederick County, MD; NBTMD, PRTC, and GW RideConnect in VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware.

COG/TPB staff completed the updates to the TDM Resources Directory which was distributed in a PDF format and printed copy. Updates were also made to TDM Resources on the Commuter Connections website.

COG/TPB staff briefed the Commuter Connections Subcommittee on the substantive updates to the FY2017 Commuter Connections Work Program and the 2015-2016 Commuter Connection Strategic Plan on January 19th. The draft document was presented to the TPB Technical Committee on February 5th, was released for public comment at the TPB Citizen’s Advisory Committee on February 11th, and presented to the TPB on February 17th. The FY 2017 CCWP was finalized and presented to the TPB Technical Committee and TPB Steering Committee on March 4th and to the TPB for final review and approval on March 16th.

COG/TPB staff updated the Commuter Connections Strategic Plan for the 2015-2016 time period and presented it to the STDM Work Group on March 8th.

COG/TPB staff coordinated and participated in the TDM 4.0 Working Group conference calls on January 4th and 19th, February 2nd and 16th, and on March 8th.

COG/TPB staff attended training for managers and supervisors on March 1, 2016.

COG/TPB staff hosted a workshop focused on customer service excellence for all ridematching coordinators and Commuter Operations Center staff on March 3, 2016.

COG/TPB staff hosted TDM System training on March 22, 2016 for City of Baltimore staff and on March 24, 2015 for NIH staff.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on January 19th. Highlights from the meeting include: An endorsement for release of the 2015 Bike to Work Day Event Report, the FY 2017 Commuter Connections Work Program , and the 2015-2016 Strategic Plan, a presentation of the draft FY 2015 GRH Customer Satisfaction Survey reports for both the Baltimore and Washington DC metropolitan regions, a briefing on the recommended changes to the Guaranteed Ride Home participation guidelines, a briefing on the FY 2015 – FY 2017 Draft Transportation Emission Reduction Measures (TERMs) Evaluation Framework, an update on TDM software system updates for FY 2016 , and a presentation of the second quarter CCWP budget report.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on March 15th. Highlights from the meeting include: an endorsement for release of both the Baltimore and Washington DC 2015 GRH Customer Satisfaction survey reports, an endorsement for release of the FY 2015 – FY 2017 Draft Transportation Emission Reduction Measures (TERMs) Evaluation Framework, a briefing on the current regional travel trends, a briefing on the 2016 Congestion Management Process (CMP) Technical Report, an update on TDM software system updates for FY 2016 including a first look at a new dynamic ridesharing mobile application and a presentation of the 2nd Quarter CCWP progress report.

A Ridematching Committee meeting was coordinated and held by COG/TPB on March 15th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- TDM System Reports Module Presentation
- Client Site Status/Roundtable
- Quarterly Progress Report

STDM Work Group meetings were coordinated and held on January 12th, and March 8th.

COG/TPB staff coordinated and participated in a TDMI Board meeting on January 12<sup>th</sup>.

COG/TPB staff met with University of Maryland staff on February 12th to discuss possible coordination of UMD's Real Time Traveler Information and Incentive Technology Project and the Commuter Connections dynamic ridematching app.

COG/TPB staff coordinated and participated in the MPO TDM Peer Exchange Group conference call on February 24th.

COG/TPB staff attended the TPB's State Technical Working Group meeting on March 1, 2016 to discuss the FY 2017 CCWP.

COG/TPB staff met with Metropia representatives on March 2nd to discuss mobile apps.

**The following was completed during the fourth quarter:**

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

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

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2016, May 2016 and June 2016) on the first business day of the preceding month

and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

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

COG/TPB staff responded to technical support requests from Frederick County, MD; US Food & Drug Administration; NBTMD; PRTC; and Rideshare Delaware.

COG/TPB staff participated in discussion with a delegation from the Netherlands on transportation planning and operations on April 4th.

STDM Work Group meetings was coordinated and held on April 12<sup>th</sup>, May 10<sup>th</sup>, and June 14<sup>th</sup>.

COG/TPB staff met with VDOT Research staff on April 26th from the Systems Operations and Traffic Engineering (SOTE) team on conducting a survey on roadway signage through the Commuter Connections database.

COG/TPB staff hosted a TDM 4.0 Working Group meeting on May 3, 2016.

COG/TPB staff participated in a conference call with NTD staff on May 11, 2016 related to FY 2016 Vanpool “Contractual Relationship” reporting data adjustments.

COG/TPB staff participated in a USDOT sponsored workshop with various stakeholders on Integrating TDM and Transportation Planning Workshop on May 12th.

COG/TPB staff coordinated and held a Commuter Connections Subcommittee meeting on May 17th. Highlights from the meeting included: A TDM software system update, a briefing on the March 16th Metrorail shutdown, a briefing on the 2016 Car Free Day event, an update on Clean Air Partners upcoming events, a briefing of the upcoming 2016 Car Free Day event, a briefing on the status of the FY 2016 data collection activities for the regional TDM Evaluation project and a presentation of the 3rd quarter CCWP Progress and budget reports.

COG/TPB staff formed a regional working group to address TDM initiatives during WMATA’s yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during May:

- Briefed the MOITS Technical Subcommittee on May13th on SafeTrack activities;
- Participated and presented information to the Greater Washington Board of Trade SafeTrack working group on May 16th and 26th;
- Coordinated and held a SafeTrack Work Group meeting on May 24th;
- Participated in a regional COG Public Information Officer’s SafeTrack conference call on May 26th;
- Created a SafeTrack web hub on the Commuter Connections web site.
- Developed and Sent geo-targeted messages for Surge #1 to impacted commuters and employers.
- Developed regional marketing, advertising and earned media campaign;
- Notified the General Services Administration and sent SafeTrack information to the Federal Employee Transportation Coordinators and posted information from OPM on the federaletc.org web site.

COG/TPB staff attended and presented on a panel on May 18th at the International Parking Institute's annual conference held in Nashville, TN from May 17 – 20.

COG/TPB staff coordinated and participated in an MPO TDM Peer Exchange Group meeting on May 25th.

COG/TPB staff hosted TDM System training on May 25, 2016 for Rideshare Delaware and on May 31, 2016 for Arlington County Commuter Services.

COG/TPB staff attended the World Bank's demo of their new Ridematching mobile application on June 10th.

COG/TPB staff's regional working group continued to address TDM initiatives during WMATA's yearlong Metrorail SafeTrack rehabilitation project. As part of this effort the following activities were conducted by COG/TPB Commuter Connections staff during June:

- Participated in a SafeTrack meeting at DDOT on June 1st
- Participated in a GWBOT SafeTrack meeting on June 1st.
- COG/TPB staff coordinated and presented with WMATA, and goDCgo for SafeTrack presentations at the World Bank and the Inter-American Development Bank on June 2nd.
- Participated and presented information at a WMATA SafeTrack Ambassadors meeting on June 2nd
- Briefed the TPB Technical Committee on regional SafeTrack activities on June 3rd.
- Conducted a SafeTrack interview with Prince George's County Cable Television on June 6th.
- Participated and presented information at a GWBOT SafeTrack press conference on June 6th.
- Coordinated and held a Commuter Connections SafeTrack Work Group meeting on June 7th.
- Gave a SafeTrack briefing to the TPB's Citizen's Advisory Committee on June 9th.
- Participated in a regional COG Public Information Officer's SafeTrack conference call on June 13th.
- Participated in the SafeTrack Pop-up Event on the 15th at Metro Center and on the 29th at Pentagon City.
- Participated and presented information on teleworking during a Montgomery County SafeTrack webinar for employers on June 23rd and June 28th.
- Coordinated and held a SafeTrack Work Group meeting on June 30th.
- Maintained the SafeTrack web hub on the Commuter Connections web site.
- Developed and sent geo-targeted messages for Surge #2 and #3 to impacted commuters and employers.
- Continued regional SafeTrack marketing, advertising and earned media campaign.

Work began and continued on a more modern way to produce hard copy communications for our customers. The IBM InfoPrint impact printer will be retired early in FY2017. Although this is a sturdy, trustworthy, and highly reliable machine, the green bar paper output and the peel apart purge cards being distributed are dated. Reports that have been distributed on green bar paper will be replaced by PDF files. For

producing purge cards, COG/TPB staff chose a new Print to Mail system and designed stationery to use with it. Print to Mail documents can be printed on a laser printer front and back and then automatically folded and sealed.

COG/TPB staff began updating the July 2016 edition of Commuter Connections Resource Directory during the month of May and completed the update in June.

A Ridematching Committee meeting was coordinated and held by COG/TPB on June 21st. Highlights from the meeting include:

- Upcoming Fairs and Promotions
- SafeTrack Briefing
- TDM System Update
- TDM Mobile Application Update
- Client Site Status/Roundtable
- Quarterly Progress Report

#### B. Transportation Information Services

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff provided commuter travel information on alternatives to the general public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address (ridematching@mwcog.org) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

#### C. Transportation Information Software, Hardware, and Database Maintenance

##### ***Work Accomplished on all Services Provided:***

COG/TPB staff performed daily maintenance processes for the Commuter Connections TDM Software System. This included monitoring the web and database servers, making backups, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports, preventing duplicate data entry (especially in the employers table) and correcting errors in data. This was ongoing throughout the year.

COG/TPB staff continued running, auditing, printing, and distributing reports for the monthly purge process, the biweekly end user reports, and the vanpool incentives programs reports. Staff generates and distributes ten biweekly reports. These include the end user report, vanpool drivers and vanpool employers for three different jurisdictions, a listing of new applicants for each jurisdiction to use for following up, and another list of older accounts that should be followed up. Staff produced customized reports on commuter participation for DDOT, MITRE Corp., and North Bethesda. Staff produced mailing lists and labels for TRANSIT. Staff assisted RideShare Delaware by purging 1,822 old accounts as part of their annual database cleanup.

At the end of the fiscal year, COG and its members were serving 18,090 commuters registered in all programs. This is an increase of 1,098 from 16,992 at the beginning of the year. Commuter Connections membership increased in three of the four quarters.

In order to maintain contact with ride matching coordinators and our other stakeholders, COG/TPB staff maintains an RSS feed using Microsoft's SharePoint technology. This feed comes from the TDM Software System User Group site. COG/TPB

furnished technical support on how to subscribe to the feed, which is used to publish technical service bulletins and system status announcements. COG/TPB staff wrote and published announcements about system status, workarounds, and tech tips via the feed throughout the year.

COG/TPB staff met with Media Beef representatives forty-four times during the fiscal year. In the first quarter, staff met with the software development contractor nine times. The first quarter meeting dates were July 13th and 27th, August 3rd, 17th, and 31st, and September 8th, 14th, 21st, and 28th. Staff met with Media Beef eleven times in the second quarter, on October 5th, 19th, and the 26th, November 2nd, 9th, 16th, 23rd, and the 30th, and December 7th, 14th, and the 21st. During the third quarter, COG/TPB staff met with Media Beef representatives a total of twelve times. Staff met with the software development contractor on January 4th, 11th, 20th and 27th, February 1st, 8th, 22nd and 29th, and March 7th, 14th, 21st and the 28th. Finally, during the fourth quarter, COG/TPB staff met with Media Beef representatives twelve times. Staff held meetings with the software development contractor on April 4th, 11th, 18th and 27th, May 2nd, 9th, 16th and 23rd, and June 6th, 13th, 20th and the 29th.

Meeting participants discussed the status of the upgrades of the regional TDM Software system and SchoolPool. Some of the products under development required a long term effort, so discussion continued throughout the year on matters such as logging commutes using mobile devices, a smartphone app for dynamic ride matching, and improving ridematching algorithms. The highest priority topics in the first quarter were the move to Oracle 12c and upgrading the SchoolPool application to work with Wildfly, the latest version of the web server software. Discussion were also held on creating a better user experience when searching for employers and improving the accuracy of the search results, enhancements and fixes related to customizing the application's web pages for employers, providing the number of possible pool matches by zip code to other web applications, and the Quick Match web service. In the second quarter, the focus was on a new suite of software for TDM users to log commutes using mobile devices as well as desktop computers. During the third quarter the conversation centered on the GRH Applicant survey and a review of best practices. During the fourth quarter, important topics included the schedule for wrapping up development items scheduled for completion in FY2016, especially developing functionality to enable customers to log in to Commuter Connections using their Facebook accounts.

Over the last three years, the underpinnings of the TDM System have changed significantly. The operating system and web server software in particular are much better than the versions used just three years ago. Computer engineers have also made rapid and dramatic advances in hardware performance. Red Hat released Wildfly, its newest web application server software. In order to keep the regional TDM software products current and secure, COG/TPB staff worked with Media Beef to build and deploy a new foundation for the TDM system. Both the hardware and software were upgraded to current standards. COG/TPB staff and Media Beef put the latest version of the web server software, Wildfly 8, into operation. The new TDM system was made available for public use on September 4, 2016. Media Beef supplied documentation on how the new Wildfly web server was set up.

Oracle Corp. released Oracle Database 12c in the second half of 2013. In order to keep the regional TDM software up to date, COG/TPB staff acquired, installed, and configured a new Oracle 12c database on new hardware. Staff created user accounts and performed extensive testing of the new installation and observed a substantial speed and security improvement. Staff designed and developed a backup strategy and implemented procedures to monitor the new database. The new database has successfully handled production work for about a year to date.

After the new server, database, and web app were deployed and running, there was some debugging to do. The server's logging rules needed reconfiguring and doing this resulted in some speed improvements. COG/TPB staff continued to work on a problem that affected administrators. If an administrator user let his session time out, the next time (s)he tried to put a new commuter record into the database, the code would not execute quite as expected. Instead, it generated an incorrect commuter ID. Media Beef implemented a fix to the way the program handles a session that has timed out and things ran smoothly in short order.

During the second quarter, COG/TPB staff built two Wildfly 8 server installations to assist Media Beef in the TDM development effort. One server is for development and the other is for testing. COG/TPB staff also set up a complete software development environment for writing, editing, testing, and debugging code. Staff used this hardware and software to fix the problems with recovering passwords and showing the "Join Programs" web page during registration that were discussed above.

MWCOG changed the process for sending and receiving email this year. In the past, Commuter Connections used a Microsoft Exchange Server for email. MWCOG changed email handling to Microsoft Office 365. This new cloud solution greatly speeds up sending email from the TDM system. Certain automated functions the system performs overnight, such as sending email to commuters in vanpools who are behind in logging their trips, also take advantage of this improvement. The move to Office 365 required some modifications to the TDM software code, especially for Delaware and Charlottesville. COG/TPB staff handled coding, testing and debugging the new process. COG/TPB staff also worked with Rideshare Delaware and Thomas Jefferson Planning District Commission staff to confirm the TDM System was sending email correspondence on behalf of their jurisdictions.

COG/TPB staff completed the overhaul of the reports that are part of the TDM system. During the fourth quarter, one of our local ridematching coordinators discovered an incompatibility between the web app and the database in the way dates are handled. This required reviewing, updating, and testing the code for all 47 reports in the system. COG/TPB staff also fixed some bugs in the VMT/VMR reports.

COG/TPB staff worked to fix bugs throughout the year. Two significant fixes were in the areas of registration and recovering forgotten passwords. When the software creates a new account, the system is supposed to present a web page showing the programs the user can join. These programs include ridematching and Guaranteed Ride Home. The program shows buttons and controls to join those programs. In certain cases, however, this web page did not appear. Staff made changes to fix this problem and the program now shows the correct version of the web page.

Staff addressed a problem in the TDM system that prevented a user from recovering a forgotten password. If a user forgets his password, (s)he is supposed to be able to reset it by answering a security question. Although the software presented a dialog asking for the answer to the security question, it would refuse to accept and process the answer. This issue was corrected.

Making substantial sweeping changes often leads to finding old bugs, and the changes to the reports (discussed above) were no exception. A problem with the VMT reports surfaced after implementing the commute logging subsystem. COG/TPB staff implemented a solution for the VMT reports and updated the emission factors used for computing cost savings and pollution reduction measures from using alternative commute modes.

COG/TPB staff continued work on optimizing the list of the region's employers that is used by the software when a commuter account is created. Part of the commuter

registration process asks commuters to enter data about their employers. To prevent accumulating duplicate employer records in the database, the software presents the commuter with a list of choices based on his input. If the commuter's employer is not on this dynamically computed list, (s)he can enter data for a new employer record. It is important to compute a meaningful and helpful list for the commuter because reducing duplicate employer records makes reporting less difficult.

Media Beef finished the new versions of the SchoolPool software for both COG and Charlottesville. The contractor deployed the programs to production for use by the public during the third quarter. The software was reengineered to be compatible with Wildfly and Oracle 12c. COG/TPB staff continued testing the software and reported any problems encountered to Media Beef. Minor edits were needed to static text on web pages and to some of the graphics. COG/TPB staff continue to work with Media Beef to correct all these issues for both COG and Charlottesville. COG/TPB staff worked with Media Beef to fix some bugs that surfaced in the email functionality and then assisted Media Beef with the task of moving the data from the old Postgres database into Oracle. Staff dumped the latest database for Media Beef to prepare for Oracle and deployed new versions of the software to the test and production servers.

Working together with Media Beef, COG/TPB staff undertook an extensive TDM system best practices review. We analyzed user interface and workflows of other TDM rideshare software systems to identify enhancements that will benefit commuters in the region. Media Beef submitted a TDM Best Practices review document to COG/TPB staff in November 2015. The document included a feature matrix and screen shots showing the kinds of things other TDM program providers are doing with their web sites and mobile applications. COG/TPB staff reviewed the design comps Media Beef submitted and provided comments. In the third quarter, COG/TPB staff and a working group comprised of volunteers from the Ridematching Committee reviewed the proposed changes to the Commuter Connections TDM software System. Comments and ideas were provided for new features for the TDM System. Once the review was finished, Media Beef started work on overhauling the look and feel in accordance with recommendations from the working group. Media Beef submitted several design themes for the working group to evaluate and then created mock pages for review. COG/TPB staff provided updated language to describe the Commuter Connections programs and services in operation.

Following the best practices review, Media Beef overhauled the TDM System's look and feel in accordance with the recommendations from the working group of Ridematching Committee volunteers. The contractor produced design concepts and offered them as choices to the working group. Some of the notable improvements include new, appealing graphics, a more streamlined layout, and intuitive placement of user controls on the pages. The new software would become available to the public early in July 2016.

During the second quarter, COG/TPB staff and Media Beef began work on designing a new app for real-time ridesharing. This app is to run on today's popular smartphones and tablets. This new software product will make it possible for a commuter to look for a ride right now (in real-time). People using the system are either commuters looking for rides (Riders) or travelers offering rides (Drivers). Participant's mobile devices send their location to the server and update it at regular intervals. The software logic then looks for Drivers on the Rider's route. Media Beef prepared preliminary screenshots to show the proposed interface and workflow of the app, which were reviewed by COG/TPB staff. Media Beef then produced an interactive demo of the app.

Review of Media Beef's design and interactive demo continued in the third quarter. COG/TPB staff and Media Beef produced screen shots for use in PowerPoint slides that



were presented to the Commuter Connections Subcommittee and the Ridematching Committee. Media Beef worked to purchase domain names that made it to the top of the list of candidates for the final URL. They secured carpoolnow.org, carpoolnow.net, carpoolnow.com, ridesharenow.net, and ridesharenow.org.

Work on the dynamic (aka real time) ridesharing mobile app proceeded apace during the fourth quarter. Media Beef assisted COG with securing the www.carpoolnow.com domain for the site. At the end of the fiscal year, the app was about halfway through design and coding. Media Beef produced a developer (pre-alpha) version that runs on the iPhone. It is anticipated that the carpoolnow.com live and available to the public during the 1<sup>st</sup> quarter of FY2017.

The TDM System has enabled commuters to track their trips from its earliest days. Incentive trips were tracked beginning late in 2009 and allowed along with other types of trips for computing vehicle miles and emissions reduced in 2011. Storing data and working with tracking different types of trips became complicated and difficult to manage. Near the end of last fiscal year COG/TPB staff began discussing an overhaul of the logging with Media Beef. The goals of this revamp were to simplify storage and handling of data on the backend while clarifying and increasing the reliability of the user interface on the frontend. The new logging system will affect all commuters who log trips for any reason. This turned out to be a considerable undertaking, as we not only had to handle new input from commuters but also migrate the existing data already in storage. Media Beef finished their first cut at implementing the new trip logging subsystem during the third quarter. COG/TPB staff began testing and documenting problems they encountered. Media Beef fixed problems and deployed new test versions. In the fourth quarter, Media Beef completed the project and COG/TPB staff assisted with debugging the code and transforming old trip records in the database. Changing the way trips are stored in the database also required rewriting the reports that deal with logs and computing pollution reduction measures. This enhancement went into production late in May 2016.

Media Beef designed and implemented a new feature to enable administrators to create customized pages for employers. These customizations are called "employer microsites." Media Beef created and supplied new graphics for logos for the employer microsites. These new graphics were resized and scaled to fit the TDM System's new look and feel. When a commuter who works for one of these employer's logs in to the system, (s)he will see customized content for his employer, such as page colors and these graphics. COG/TPB staff can use the TDM system's interface to change graphics and colors on demand. The first users to take advantage of this new feature were Arlington Public Schools and University of Maryland.

COG/TPB staff updated the transit information used by the TDM System. Staff received regional transit information from WMATA. The data can be worked on in the GTFS format. Once automated procedures are developed that can handle GTFS, updates will be able to be made more frequently. After processing, the new transit data was loaded into the Oracle database. The TDM system accesses it and shows it as alternate commuting options on matchletters.

COG/TPB staff worked with Media Beef and the Dulles Area Transportation Association to design, code, test, deploy and operate software for the 2015 Live More Commuter Challenge. The goal of the challenge is to encourage people to "live more by commuting less." Commuters sign up for the Live More Challenge using the TDM web site and then log their commuting trips in the system using customized web pages. The Challenge functions much like the Alexandria Commuter Challenge produced last winter. The software was deployed in late September. Commuters began using it immediately to

set up their accounts and take a short survey regarding their commuting habits. COG/TPB staff produced reports for DATA to show participation.

D. Commuter Information System

***Work Accomplished on all Services Provided:***

Throughout the year, COG/TPB staff continued to maintain and monitor the ArcGIS server that provides data for the park and ride lot map to the public. This server provides map layers to the ArcGIS Online server to make the Park & Ride interactive map.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map throughout the fiscal year. Staff revamped the map and gave it a new interface with a much more sophisticated search functionality than in the previous version. Users can search by city, county, or zip code. Users can apply a spatial filter, meaning the results can be filtered by location on the Earth. A user can even draw a search area on the map and restrict selected records to that area. COG/TPB staff updated the map especially for park and ride lots in Virginia and the counties of Charles, St. Mary's, and Calvert in southern Maryland. Staff removed two lots in Maryland that closed during the fiscal year: Rosedale (Baltimore) and Jessup (Howard). The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. To view the latest version, visit <http://maps.mwcog.org>.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

***Work Accomplished on all Products and Services:***

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

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

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

COG/TPB staff installed updated PC equipment at Diamond Transportation on October 15, 2015.

COG/TPB staff made minor changes to the GRH Participation Guidelines during the third quarter of FY2016. The Commuter Connections Subcommittee endorsed the changes.

COG/TPB staff provided coupons to commuters who renewed their GRH membership.

B. Process Trip Requests and Provide Trips

***Work Accomplished on all Services Provided:***

Between the months of July 2015 and June 2016, there were 3,295 GRH applications received. 5,851 commuters were re-registered and 3,255 commuters were newly registered in the regional GRH program. These new registrants included 677 previous "one-time exceptions." A total of 8,991 registrants were registered for GRH at the end of FY 2016. The GRH program provided 2,242 GRH trips in FY 2016. One Hundred Two (5%) of these trips were "one-time" exceptions. Personal illness accounted for the largest portion of the GRH trip reasons (41%) followed by child care trip reasons (22%)

and family emergency trip reasons (20%) as the top three reasons cited for GRH trips during FY 2016. Missed “pool” accounted for 3% and unscheduled overtime accounted for 13% of the trips taken during the fiscal year 1% of the GRH trips taken during FY 2016 were categorized as “Other.” The average cost of a GRH trip in FY 2016 was \$71.38. This was slightly more than last fiscal year’s average cost of a trip.

The majority of registered commuters live in Virginia (56%), with 39% residing in Maryland and 3% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 59% of the GRH registrants work in the District of Columbia, with 25% working in Virginia and 16% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2016, Fifty percent (58%) of all GRH registrants use transit to travel to work, Twenty-five (25%) carpool or vanpool, and two percent (2%) either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (8%) as their commute mode. Seven percent (7%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY 2016, 51.72% use transit to commute to work, 33.24% carpool or vanpool, and 8.73% combine transit and pooling. 5.72% indicated “Other” was their primary commute mode and .59% indicated their commute mode of preference was “Bike/Walk Only w/transit.”

Meetings were held three times during the course of the fiscal year with the daily operations contractor, Diamond Transportation Services, to discuss trip coordination and service provider issues. The meetings were held on September 30, 2015, January 27, 2016, and May 25, 2016.

COG/TPB staff prepared and issued a Request for Proposals for the GRH Daily Operations contract and held a pre-bid conference for the GRH Operations project on May 10<sup>th</sup>. Proposals were reviewed and scored during the month of June.

### III. MARKETING

#### A. TDM Marketing and Advertising

##### ***Work Accomplished on all Products and Services:***

The FY 2016 Marketing Communications Brief and Schedule was posted to SharePoint for committee feedback. The Marketing Brief outlined a proposed strategy for Commuter Connections for the fiscal year, based on review of regional data and market research, as well as previous campaign experience. The document outlined proposed marketing plans and communication programs which targeted specific audience groups likely to adopt alternative transportation practices in order to reduce traffic congestion and auto emissions. The brief and schedule also outlined proposed tactics and media allocations for Ridesharing, GRH, ‘Pool Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards) and Employer Outreach. Committee feedback was incorporated into the Marketing Brief and Schedule and was finalized.

Volunteers were solicited from each state to serve on the FY 2016 Commuter Connections Marketing Workgroup. Members of the workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2016 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY16 workgroup members included Antoinette Rucker, Washington

Metropolitan Area Transit Authority; Mark Sofman, Montgomery County Commuter Services; and Gabriel D. Ortiz, City of Alexandria, VA.

Bi-weekly conference calls were held between the marketing contractor and its sub-contractors throughout the fiscal year to discuss the planning and status of FY16 regional TDM marketing project activities. The marketing and communications contractors were managed throughout the year to implement the various marketing campaigns. Earned media conference calls were also held on a quarterly basis.

Commuter Connections and Clean Air Partners collaborated on the "Clean Air Deeds" promotion. TV spots of :15 and :30 seconds in length appeared on News Channel 8 programming and ABC 7's Good Morning Washington and Good Morning America. Viewers were asked to share their clean air deeds for a chance to win a pair of tickets to see Chicago and Earth, Wind & Fire in concert. As part of the promotion, Commuter Connections and Clean Air Partners staff were featured in Good Morning Washington's on-air "Shout Out" announcement to kick off the campaign. Other advertising and outreach included transit signage, online banner ads, social media, and earned media. In addition, Clean Air Partners produced a video for Car Free Day for use on social media and the Car Free Day event web site.

The Commuter Connections newsletter and a Federal ETC insert were issued on a quarterly basis. The newsletters were drafted, revised and mailed to the regional ACT! employer database, Committee members and other stakeholders; a PDF version was also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA. The inaugural e-newsletter in HTML format was created, starting with the fall 2015 publication and sent to employers. The e-newsletter contained photos and a few preview sentences for each article; recipients who clicked 'read more' were presented with the full pdf version.

The fall media buy and earned media plan were executed beginning October 2015 and ran through the end of the quarter, using ads developed in the previous fiscal year. The Rideshare campaign included a mix of news, music, and Hispanic radio stations; television (NBC4 and DCW50); and social media, including a first ever entry into Instagram. GRH included news and music radio stations.

A value-add promotion took place on September 2nd in collaboration with Comcast Sports Net, where Washington Capitals player, Karl Alzner participated in carpool. The winner and her carpool members commuted with the pro-hockey defenseman in a limousine. A cameraman followed along for the ride and the segment was aired on Sports Talk Live. Commuter Connections received several mentions during the broadcast.

The FY16 Regional TDM Strategic Marketing Plan and Resource Guide was approved at the December 2015 Regional TDM Marketing Group meeting. The final report was printed in a spiral bound publication, and also made available online. This regional annual guide serves as a resource for current TDM products & services, and provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections and its various network members. It also contains summaries of TDM research from the last five years.

Direct mail campaigns were sent out twice during FY2016, in December and in June, to 500,000 residents per mailing. Mailers were sent to targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on an analysis of the applicants already in the regional TDM software system. The list of zip codes by jurisdiction that received the mailers was posted to SharePoint. For each mailing, two unique brochures were created with images that provided emphasis on ridesharing or GRH. Each of the mailer versions cross promoted both services and also the 'Pool

Rewards program. A tear off application was included, allowing recipients to apply for programs offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online.

Radio scripts were written and finalized for the FY16 spring marketing campaign, and voice talent was selected. The new ad themes were "For life's little emergencies" for Guaranteed Ride Home, and "It's never too early to form good habits" for Rideshare. The Rideshare radio ads were also translated into Spanish. The spring FY16 regional marketing campaign media buy for GRH and Rideshare were launched in February with radio and paid social media for each. The GRH portion of the media buy also included online banner ads on WTOP.com, while the Rideshare portion of the buy also included television. Prior to production, the workgroup reviewed TV storyboard concepts and provided feedback.

Discount coupons for area attractions were provided to commuters who renewed their GRH membership as part of the GRH Corporate Rewards program.

COG/TPB staff met with DDOT representatives on March 8th to discuss the new Transit Benefit ordinance and placement of information on the Commuter Connections web site. COG/TPB staff met with Clean Air Partners' advertising agency on March 9th to discuss the Commuter Connections sponsorship on March 9th. COG/TPB staff participated in a DDOT/Department of Environmental Services Benefits information session to promote the District of Columbia's new Transit Benefit Ordinance.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared. Highlights from those meetings were as follows:

September 15, 2015 – presentations on Commuter Connections regional TDM marketing activities, and Fairfax County's SmartBenefits Plus50 program. Other agenda items included a change of Chairpersons and announcement of a new Vice Chair, the FY 2016 marketing workgroup, and the FY16 Draft Resource Guide and Strategic Marketing Plan. Final documents were issued for both the 2nd Half FY15 Regional TDM Marketing Campaign summary and the FY16 Marketing Communications Plan and Schedule.

December 15, 2015 – Commuter Connections FY 2016 regional TDM Marketing activities; Express Lanes; and Montgomery County's Walk & Ride Challenge. The 1st Half FY16 Regional TDM Marketing Campaign summary draft report was issued; and the Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan (SMP) FY 2016 final draft report was presented and endorsed for release.

March 15, 2016 – Final FY16 First Half Regional TDM Marketing Campaign Summary report was distributed. The first draft of the FY16 Second Half Campaign Summary report was also distributed. Guest presentations included goDCgo who presented on the DC Circulator's 10th anniversary marketing campaign; the Street Smart marketing campaign; and Commuter Connections FY16 spring marketing activity.

June 21, 2016 – Presentation on FY 2016 regional TDM Marketing activities; call for volunteers for the FY 2017 Marketing Workgroup; presentation by Frederick County Commuter Services; and an updated draft document of the Second Half FY16 Regional TDM Marketing Campaign summary.

Listings were placed in both print and electronic versions of Hibu directories throughout the Washington region under the carpool and vanpool services category. Directory listings were also placed into military base guides. Commuter Connections brochures were revised and replenished as needed.

The following employer transportation fairs were attended during FY 2016:

- 8/28/15 – Golden Triangle BID – Washington, DC
- 9/22/15 – County Government Center – Fairfax, VA
- 9/22/15 – University of Maryland – College Park, MD
- 9/22/15 – Live More Block Party - Reston, VA
- 12/1/15 – Army National Guard - Arlington, VA
- 12/9/15 – Mark Center - Alexandria, VA
- 03/7/16 – Health and Human Services - Rockville, MD
- 4/21/16 – US Dept. of Commerce - Washington, DC
- 4/21/16 – US Patent and Trademark Office - Alexandria, VA
- 4/21/16 – US Geological Survey – Reston, VA
- 4/22/16 – US Dept. HHS Herbert Humphrey - Washington, DC
- 4/22/16 – 17th St Concierge @ PNC Bank - Washington, DC
- 4/25/16 – US Dept. HHS - Rockville, MD
- 4/27/16 – Department of Defense - Pentagon
- 4/28/16 – US Dept. HHS /FDA White Oak – Silver Spring, MD
- 5/20/16 – NoMa - Washington, DC
- 6/01/16 – Aerospace Corporation - Chantilly, VA
- 6/01/16 – American Public Transportation Assoc. - Washington, DC
- 6/15/16 – Defense Health Headquarters - Falls Church, VA

COG/TPB staff continued to update the Commuter Connections website with news articles, publications, construction projects, press releases, and upcoming events on an on-going basis. COG/TPB staff changed the Featured Member of the Month on the Commuter Connections website. The HTML flash file on the Commuter Connections home page was updated to reflect the new visuals of the spring marketing campaign. The online Bulletin Board was administered, and customer support was provided. Marketing related materials were posted onto SharePoint for review by Committee members.

To promote Bike to Work Day, COG/TPB staff placed the Bike to Work Day banner on the Commuter Connections homepage that was linked to the Bike to Work Day website. To promote Car Free Day, COG/TPB staff replaced the Ridematching application portal on the Commuter Connections homepage with the Car Free Day banner and link to the Car Free Day website.

COG/TPB staff created a landing page for the SafeTrack construction plan that includes relevant regional resource information and links to individual work project pages. COG/TPB staff created information pages for each affected SafeTrack construction area with corresponding maps and impact information. COG/TPB staff added SafeTrack videos to the Commuter Connections homepage for each corresponding surge. COG/TPB staff updated the SafeTrack landing page with additional regional resources and added impact data tables for each affected SafeTrack construction area.

COG/TPB staff uploaded a video of the Karl Alzner contest winner to the Commuter Connections YouTube channel and shared the video on the Commuter Connections social media outlets. COG/TPB staff uploaded the Employer Awards video to the YouTube channel and added strategic keywords to metadata to improve search engine optimization results.

COG/TPB staff monitored and recorded analytics data from the paid social media campaigns.

COG/TPB staff updated the Commuter Connections Facebook page with new content and updates with associated hashtags. COG/TPB staff deployed paid advertising

campaigns on Twitter, Facebook, and Instagram to promote the Commuter Connections and 'Pool Rewards programs.

COG/TPB staff monitored Google Analytics website traffic reports and compiled reports for review by senior staff. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality.

## B. Bike to Work Day

### ***Work Accomplished on all Products and Services:***

George Phillips, Prince William County was secured to serve as the FY 2016 Chair of the Bike to Work Day Steering Committee.

The Bike to Work Day sponsor declaration form was updated for 2016 and solicitation letters were prepared and sent out to perspective Bike to Work Day 2016 sponsors. Invoices were prepared and mailed to Bike to Work Day sponsors. The Bike to Work Day sponsor drive continued through January and discussions were held with potential companies and organizations regarding sponsorship opportunities for 2016. The drive was completed by early February, netting a total of \$43,100 in cash donations. Invoices were generated for signed sponsor declaration forms and payments were processed.

Organizations interested in becoming a new pit stop for the 2016 event were corresponded with in order to qualify them as potential locations.

Updates were made to the Bike to Work Day web site, including the setup of pages for new pit stops, and new ArcGIS mapping for all pit stops. The site was also populated with 2016 pit stop and regional sponsor logos. The web site, Twitter, and Facebook pages were refreshed with this year's yellow and gray color theme and graphics. The 2016 Bike to Work Day event web site launched in March for early registration.

Event flyers, large posters, and rack cards were developed for the 2016 event, based on Committee feedback. A quantity of flyers was also printed in Spanish. The materials were distributed to pit stops managers and other bicycling community stakeholders. Posters were also distributed to the Commuter Connections Employer Outreach database to employers throughout the region, along with a letter asking them to display the poster and encourage employee participation.

The radio buy was finalized and a 60-second spot was recorded and aired on Hot 99.5, WPGC, 97.1 WASH and DC101. For the first time ever, a female announcer provided the voice for the radio ad. A Bike to Work Day presentation was given by staff at the Transportation Planning Board Technical Committee meeting on April 8th. A presentation was also made at the Transportation Planning Board's April 20th meeting, where the regional Bike to Work Day Proclamation was adopted. The proclamation was enlarged and signed by Timothy Lovain, TPB Chair and Alexandria City Councilmember. Photos were taken and posted onto the Bike to Work Day web site.

The 2016 event T-shirts were finalized, printed, and distributed. A group of volunteers were formed to sort the T-shirts for pick up by the pit stop managers. T-Shirts were offered to gold and silver sponsors as a thank you for supporting the event. Sponsors with outstanding invoices were contacted as a reminder to make overdue payments.

Vinyl banners were created and delivered to pit stop managers for use as promotional tools leading up to Bike to Work Day 2016, and to use as a backdrop at the events. The eight-foot-wide banners were bright yellow in color and included 2016 event graphics. Each banner was customized with specific pit stop locations and times.

The earned media strategy was developed for Bike to Work Day and media interviews were coordinated. Part of the strategy was to entice a larger number of females and minorities to register and participate in the event. COG staff produced three video podcasts with TPB members including DC Councilmember Elisa Silverman, Frederick County Alderman Kelly Russell, and Fairfax County Supervisor Cathy Hudgins focused on Bike to Work Day outreach to minorities and women.

A pre-event press release and calendar posting were sent in April, and a two other pre-event press releases were sent in early May, and a final press release on the day of the event. A total of 126 media placements were generated across print, internet, radio, and television for BTWD in 2016.

Throughout the planning and implementation process leading up to the event, questions were answered and provided general support and guidance to the pit stop managers and Committee members.

The Bike to Work Day event was held on May 20th at 83 locations throughout the Washington metropolitan region. The number of Bike to Work Day registrants reached more than 17,500. Elected officials and dignitaries either bicycled to and/or spoke at many of the local pit stop events.

An analysis was conducted of final registration data to determine the number of bicyclists by pit stop and by employer. The U.S. Navy was chosen as the winner of the Employer Challenge luncheon which took place on June 30th at Navy Support Activity Bethesda. A plaque was presented by COG and WABA staff to the installation's Commanding Officer.

COG/TPB staff posted status updates as need and responded to social media user inquiries. COG/TPB staff posted photos of the bike giveaway contest on the BTWD website and social media accounts.

COG/TPB staff updated the BTWD website with new sponsor logos and corresponding website links. COG/TPB staff modified pit stop information to include new committee members. COG/TPB updated the Proclamation page with a link to the new BTWD proclamation. COG/TPB uploaded applicable news articles and press releases to the BTWD website. COG/TPB staff updated contact information for Bike to Work Day pit stop organizers to ensure accurate contact information was present on the website. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality.

COG/TPB worked closely with COG staff to trouble GIS map errors to ensure pit stop location were accurately displayed on the website.

Bike to Work Day 2016 media placements:

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
2/3/2016	Print/ Online	Washingtonian	<a href="#">DC Will Close the Roads in May so 8,000 Cyclists Can Ride</a>
3/14/2016	Print/ Online	Bike Arlington	<a href="#">Bike to Work Day 2-16 event details</a>
3/15/2016	Print/ Online	DCist	<a href="#">Gear Up For Spring: Bike To Work Day Registration Is Open</a>



<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
3/16/2016	Print/ Online	Greater Greater Washington	<a href="#">Breakfast links: The day the Metro stood still</a>
3/17/2016	Print/ Online	Washington City Paper	<a href="#">DDOT: Metropolitan Branch Trail Extremely Popular During Metro Shutdown</a>
3/18/2016	Print/ Online	Washington Post	<a href="#">Without Metrorail, Wednesday's commute was merely bad. Why wasn't it worse?</a>
3/22/2016	Print/ Online	New Columbia Heights	<a href="#">Registration now open for Bike to Work Day 2016, which is May 20</a>
3/22/2016	Print/ Online	Prince William Living	<a href="#">Bike To Work Day 2016</a>
3/22/2016	Print/ Online	Technal.ly DC	<a href="#">These data visualizations show how DC gets around when there's no Metro</a>
3/22/2016	Print/ Online	The Bay Net	<a href="#">Register for D.C. region's 16th Annual Bike to Work Day</a>
3/23/2016	Print/ Online	Ashburn Patch	<a href="#">Bike to Work Day Set for May 20</a>
4/6/2016	Print/ Online	Mclean Patch	<a href="#">Registration Open for Bike to Work Day on May 20</a>
4/15/2016	Print/ Online	Alexandria News	<a href="#">16th Annual Bike To Work Day</a>
4/26/2016	Print/ Online	goDCgo	<a href="#">Pedaling Forward! Bike to Work Day is Friday, May 20</a>
4/27/2016	Print/ Online	WABA	<a href="#">Can you help me out in May?</a>
4/28/2016	Print/ Online	The Connection	<a href="#">Bike to Work Day is Friday, May 20</a>
4/30/2016	Print/ Online	On Tap	<a href="#">Biking in the City</a>
5/2/2016	Print/ Online	Frederick News-Post	<a href="#">Frederick, Rockville video competition highlights bike month</a>
5/2/2016	Print/ Online	Prince William County	<a href="#">Residents Encouraged to Participate in Bike to Work Day on May 20</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
5/3/2016	Print/ Online	Capital Bikeshare	<a href="#">Bike to Work Day is Back</a>
5/4/2016	Print/ Online	Falls Church News-Press	<a href="#">New Location Planned for Bike to Work Day Pit Stop</a>
5/4/2016	Print/ Online	News-Gazette	<a href="#">Come along for the ride</a>
5/4/2016	Print/ Online	WABA	<a href="#">Ready for something really big?</a>
5/5/2016	Print/ Online	Bicycle Space DC	<a href="#">May is Bike Month</a>
5/9/2016	Print/ Online	Washington Post	<a href="#">Loudoun County news briefs</a>
5/10/2016	Print/ Online	Downtown DC BID	<a href="#">Join the DowntownDC BID on Bike to Work Day May 20 at Freedom Plaza</a>
5/10/2016	Print/ Online	Washington Area Bicyclist Association	<a href="#">How to Prepare for Bike to Work Day 2016</a>
5/11/2016	Print/ Online	Red Brick Town	<a href="#">Bike to Work Day 2016 in Alexandria and the DMV #BTWD2016</a>
5/11/2016	Print/ Online	Falls Church News-Press	<a href="#">F.C. to Host Bike to Work Day Pit Stop on May 20</a>
5/11/2016	Print/ Online	Greater Washington Women's Network	GWWN Community Resources Information Newscast No. 6
5/11/2016	Print/ Online	Mass Transit	<a href="#">Frederick Organizations to Partner for 2016 Bike to Work Day Events</a>
5/11/2016	Print/ Online	Washingtonian	<a href="#">See How Four Washingtonians Bike to Work</a>
5/12/2016	Print/ Online	Frederick News-Post	<a href="#">Leafy Greens: All about that bike</a>
5/12/2016	Print/ Online	Takoma Voice	<a href="#">Bike Month</a>
5/12/2016	Print/ Online	The Journal	<a href="#">NSAB Set to Join in Bike to Work Day</a>
5/12/2016	Print/ Online	Washington Area Bicyclist Association	<a href="#">Bike to Work Day 2016: What You Should Expect</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
5/13/2016	Print/ Online	Arlington Transportation Partners Blog	<a href="#">Bike to Work Day is in One Week</a>
5/13/2016	Print/ Online	Defense Video & Imagery Distribution System	<a href="#">NSAB Set to Join in Bike to Work Day</a>
5/13/2016	Print/ Online	National Capital Region Transportation Board	<a href="#">Check out some cool BTWD videos</a>
5/16/2016	Print/ Online	Active Life	<a href="#">Visit KIND Snacks during Bike to Work Day DC!</a>
5/16/2016	Print/ Online	Bike and Roll DC	<a href="#">3 Can't-Miss Events for the Really Big Bike Weekend</a>
5/16/2016	Print/ Online	Frederick News-Post	<a href="#">6 things to know for the week of May 16</a>
5/16/2016	Print/ Online	Hill Now	<a href="#">'Bike to Work Day' Pit Stops to Give Away Shirts, Refreshment to Bikers on Friday</a>
5/16/2016	Print/ Online	U.S. PRIG	<a href="#">GOOD THINGS COME TO THOSE ON BIKES</a>
5/16/2016	Print/ Online	Washington DC Patch	<a href="#">Wacky 'Tour de Fat' Party Coming to Yards Park This Weekend</a>
5/16/2016	Print/ Online	Washington Post	<a href="#">Bike to Work Day may have special value this year</a>
5/16/2016	Print/ Online	White Plains Daily Voice	<a href="#">Leave The Car At Home For National Bike To Work Week, White Plains</a>
5/17/2016	Print/ Online	Bowie Patch	<a href="#">Bike to Work Day 2016: Bowie, PG County Pit Stops</a>
5/17/2016	Print/ Online	DC Sun Times	<a href="#">Get in Gear: Bike to Work Week Has Arrived (repost from DC Curbed)</a>
5/17/2016	Print/ Online	DC Curbed	<a href="#">Get in Gear: Bike to Work Week Has Arrived</a>
5/17/2016	Print/ Online	Frederick News-Post	<a href="#">Health &amp; Fitness Calendar — May 17</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
5/17/2016	Print/ Online	National Capital Region Transportation Board	<a href="#">How I decided to ride on Bike to Work Day</a>
5/17/2016	Print/ Online	The Connection	<a href="#">Arlington: Gearing Up for Bike to Work Day</a>
5/18/2016	Print/ Online	Architect of the Capitol	<a href="#">A Passion for Pedaling</a>
5/18/2016	Print/ Online	DCist	<a href="#">Bike To Work Day Returns On Friday</a>
5/18/2016	Print/ Online	Fairfax City Patch	<a href="#">Bike to Work Day 2016: Fairfax City Pit Stops</a>
5/18/2016	Print/ Online	Greater Greater Washington	<a href="#">Friday is Bike to Work Day. Here's where to find a pit stop.</a>
5/18/2016	Print/ Online	Old Town Alexandria Patch	<a href="#">Bike to Work Day 2016: Alexandria Pit Stops</a>
5/18/2016	Print/ Online	Old Town Alexandria Patch	<a href="#">Gear Up for Bike to Work Day</a>
5/18/2016	Print/ Online	PlanItMetro	<a href="#">Bike to Work (or Metro) Day 2016</a>
5/18/2016	Print/ Online	Reston Now	<a href="#">Friday: Take a Ride on Bike to Work Day 2016</a>
5/18/2016	Print/ Online	Southern Maryland News	<a href="#">Commissioners Recognize May 20 as Bike to Work Day</a>
5/18/2016	Print/ Online	Washington Post	<a href="#">Alexandria-Arlington community calendar, May 19-26, 2016</a>
5/19/2016	Print/ Online	Bowie Patch	<a href="#">Bowie Bike to Work Day 2016: When and Where</a>
5/19/2016	Print/ Online	Downtown DC BID	<a href="#">Bike to Work Day is TOMORROW</a>
5/19/2016	Print/ Online	Popville DC Neighborhood Blog	<a href="#">It's Bike to Work Day Friday – Get Free Coffee and Lots More at 83 Pit Stops</a>
5/19/2016	Print/ Online	Takoma Voice	<a href="#">Bike to Work Day, 2016</a>
5/19/2016	Print/ Online	The Connection	<a href="#">Alexandria: Gearing Up for Bike to Work Day</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
5/19/2016	Print/ Online	Washingtonian	<a href="#">Be Careful at These Intersections on Bike to Work Day</a>
5/20/2016	Print/ Online	Alexandria News	<a href="#">AAA Mid-Atlantic's First Anniversary Of Bicycle Roadside Assistance At Bike To Work Day In Washington Metro</a>
5/20/2016	Print/ Online	ARL now	<a href="#">Photos: Bike to Work Day in Arlington</a>
5/20/2016	Print/ Online	Ballston BID	<a href="#">Bike to Work Day</a>
5/20/2016	Print/ Online	Bethesda Magazine	<a href="#">Bike to Work Day; Airbnb Comes to Tax Agreement With County; Scholarship Winners</a>
5/20/2016	Print/ Online	Capital Gazette	<a href="#">Schuh, advocates highlight need for improvements on Bike to Work Day</a>
5/20/2016	Print/ Online	Center for Total Health	<a href="#">Bike to Work (or Lunch) Day 2016</a>
5/20/2016	Print/ Online	DC Bike Blogger	<a href="#">National Bike to Work Day 2016</a>
5/20/2016	Print/ Online	New Columbia Heights	<a href="#">Bike to Work Day is today: there's an afternoon pit stop at the Civic Plaza</a>
5/20/2016	Print/ Online	Root Chopper blog	<a href="#">Bike to Work Day 2016</a>
5/20/2016	Print/ Online	Takoma Voice	<a href="#">Photos: Bike to Work Day</a>
5/20/2016	Print/ Online	VOA News	<a href="#">US Cities Celebrate #BiketoWorkDay</a>
5/20/2016	Print/ Online	Washington City Paper	<a href="#">D.C. Councilmember Proposes Bill to Increase Bike Safety...Using Cars?</a>
5/20/2016	Print/ Online	Washington Post	<a href="#">Traffic, transit tips for the weekend</a>
5/21/2016	Print/ Online	Red Brick Town	<a href="#">Bike to Work Day 2016 (Photos)</a>
5/21/2016	Print/ Online	Red Brick Town	<a href="#">Bike to Work Day 2016 (Photos)</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
5/23/2016	Print/ Online	Washington City Paper	<a href="#">Met Branch Trail Sees Record Use on Bike to Work Day</a>
5/24/2016	Print/ Online	DataLensDC	<a href="#">Bike to Work Day: By the Numbers</a>
5/24/2016	Print/ Online	Washingtonian	<a href="#">Bike to Work Day 2016, By the Numbers</a>
5/25/2016	Print/ Online	goDCgo	<a href="#">7 Ways to Make Your Business Bike Friendly All Year Long</a>
5/26/2016	Print/ Online	goDCgo	<a href="#">Bike to Work Day 2016</a>
5/27/2016	Print/ Online	Technal.ly DC	<a href="#">DataLensDC declares Bike to Work Day 'a success across the region'</a>
5/27/2016	Print/ Online	WABA	<a href="#">Newsletter</a>
5/31/2016	Print/ Online	Greater Greater Washington	<a href="#">Breakfast links: Going anywhere?</a>
6/1/2016	Print/ Online	Washington Area Bicyclist Association	<a href="#">Thank You for Riding on Bike to Work Day</a>
6/2/2016	Print/ Online	Washington Post	<a href="#">D.C.'s plan for SafeTrack: cheaper Bikeshare, shared rides and extended rush-hour parking restrictions</a>
6/2/2016	Print/ Online	Washington Area Bicyclist Association	<a href="#">Celebrate Biking to Work (Again!) With Us On June 9th</a>
6/19/2016	Print/ Online	Rockville Patch	<a href="#">Rockville Bike to Work Day 2016: Where to Find Pit Stops</a>
May, 2016	Print/ Online	Red Brick Town	<a href="#">Bike to Work day 2016 (event posting)</a>
May, 2016	Print/ Online	American Planning Association	<a href="#">APA Staff Takes Part in National Bike to Work Day</a>
May, 2016	Print/ Online	Arlington Transportation Partners Blog	<a href="#">Bike to Work Day</a>
May, 2016	Print/ Online	Arlington's Car- Free Diet	<a href="#">Bike to Work Day 2016 event details</a>

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
May, 2016	Print/ Online	Capital Riverfront	<a href="#">Calendar Event</a>
May, 2016	Print/ Online	Capitol Hill BID	<a href="#">Bike to Work Day May 20th – Register for Our Pit Stop at Eastern Market Metro Plaza!</a>
May, 2016	Print/ Online	Falls Church VA	<a href="#">Bike to Work Day</a>
May, 2016	Print/ Online	Georgetown BID	<a href="#">Celebrate Bike to Work Day in Georgetown May 20, 2016</a>
May, 2016	Print/ Online	Golden Triangle DC	<a href="#">Start your morning with a leisurely bike ride to Farragut Park.</a>
May, 2016	Print/ Online	Greenbelt News Review	<a href="#">Greenbelt Pit Stop Serves May 20 Bike to Work Day</a>
May, 2016	Print/ Online	Greenbelt News Review	<a href="#">Newsletter Vol. 79, No. 25 (Bike to Work Day calendar posting)</a>
May, 2016	Print/ Online	Kabir Cares	<a href="#">Bike to Work - May 20, 2016</a>
May, 2016	Print/ Online	Main Street Takoma	<a href="#">Bike to Work Day</a>
May, 2016	Print/ Online	NoMa BID	<a href="#">Bike to Work Day 2016</a>
May, 2016	Print/ Online	Potomac Pedalers	<a href="#">Bike to Work Day May 20, 2016</a>
May, 2016	Print/ Online	REI	<a href="#">Bike to Work Day 2016 DC Metro</a>
May, 2016	Print/ Online	Sustainable NoVa	<a href="#">Bike To Work Day 2016</a>
5/20/2016	Print/ Online	The Wash Cycle	<a href="#">It's Bike to Work Day!</a>
5/16/2016	TV	NBC 4 Washington	<a href="#">Freebies and Safety Tips for Bike to Work Day Friday</a>
5/20/2016	TV	WUSA 9	<a href="#">Hundreds take part in 'Bike to Work Day'</a>
5/20/2016	TV	WJLA	<a href="#">DMV residents celebrate Bike to Work Day</a>
5/20/2016	TV	WJLA	<a href="#">Finally (sunny) Friday before weekend brings the rain</a>

Date	Medium	Outlet	Article
5/20/2016	TV	FOX 5 DC	<a href="#">Ditch the Car on National Bike to Work Day</a>
5/20/2016	TV	WJLA	<a href="#">Weekend forecast looking like a mixed bag</a>
4/22/2016	Radio	WTOP	<a href="#">Bike to Work day organizers aim for more diversity</a>
5/17/2016	Radio	WTOP	<a href="#">Will commuters choose to pedal for Friday's Bike to Work Day?</a>
5/19/2016	Radio	WTOP	<a href="#">Local planners aim to prioritize unfinished and unfunded bike projects</a>
5/20/2016	Radio	WMAL	<a href="#">Mornings on the Mall</a>
6/3/2016	Radio	WTOP	<a href="#">DC mayor warns Metro work will slow all commuters</a>

C. Employer Recognition Awards

***Work Accomplished on all Products and Services:***

The Employer Recognition Awards task schedule was updated for 2016 and distributed. A nomination brochure for the 2016 annual Employer Recognition Awards was developed with feedback from the Employer Recognition Awards workgroup. The brochure was distributed in early December to Level 3 & 4 Employee Transportation Coordinators. The nomination brochure and application form were also made available online. Employer Outreach Sales Representatives were sent multiple copies of the awards nomination brochures and contacted via conference call about potential award nominees within their jurisdictions. The Employer Outreach Committee was also briefed at their January 19th meeting. An email blast was sent to Level 3 & 4 employers throughout the region,

The Marriott Washington Metro Center was selected through a competitive bidding process as the venue to host the 2016 Commuter Connections Employer Recognition Awards event. A deposit was processed and sent to the awards venue. Estimates from video production companies and photographer were obtained.

Employer nominations were reviewed and qualified. Employer nominees were interviewed to clarify any ambiguous or missing information on the nomination submissions. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the meeting was held on March 22nd. The Committee was made up of various TDM professionals and stakeholders from throughout the region. TPB Second Vice Chair and District Councilmember Charles Allen served as Chair for the Selection Committee. Confirmation and thank-you letters were sent to the Awards Selection Committee members. The contractor compiled the Selection Committee's completed silent ballots, and issued back the official results in memo form. A separate meeting was held



internally among staff to discuss the Organization and Sales Achievement award winners.

The 2016 Employer Recognition Award winners were contacted by phone and sent letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status.

Questions were developed for the awards video, filming took place and the video went through an editing phase. The final produced video encompassed two minute segments of each award winning program. Hard cover writing journals were ordered as giveaway items (per workgroup feedback) and given out at the ceremony. Glass trophies were ordered for award recipients. Signage was created for the podium and a program booklet was created with write-ups and photos about each winner, and included letters from both the TPB and Commuter Connections Chairs. The ceremony agenda was created, and remarks were written for the presenters and emcee. Confirmation letters were sent to speakers along with instructions. An invitation and matching theme envelope were created and mailed, and attendees responded via an online form. Name tags for guests were made. An internal logistics meeting was held, catering arrangements were made with the venue, and a press release was sent out.

The Nineteenth Annual Commuter Connections Employer Recognition Awards event was held at the Marriott Washington Metro Center, on June 27, 2016. The event's emcee was District of Columbia Councilmember, Charles Allen. The Incentives award was presented by Gwen Wright, Maryland-National Capital Park and Planning Commission, and given to Jennifer Toole, Toole Design Group. The Marketing award was presented by Courtney Menjivar, Wells + Associates and awarded to Nick Amatuzzi, MITRE. The Telework award was presented by Nina Madoo, Nina Madoo Consulting and awarded to June Stacey, United Educators.

The Employer Services Sales Team and Organization Achievement Awards were presented by Alexandria City Councilmember and Transportation Planning Board Chair, Timothy Lovain, and went to Arlington Transportation Partners, and to the District Department of Transportation, respectively.

Thankyou letters were sent to the speakers after the event. A display ad was placed in the Wall Street Journal to recognize employer award recipients. Winner seals and customized press releases were developed and shared with the winning employers for promotional use. Awards photos, winner seals, the program booklet and video were placed onto the Commuter Connections web site, and social media sites.

COG/TPB staff redesigned the Employer Awards webpage on the Commuter Connections website to improve the look and feel of the page. COG/TPB staff uploaded a downloadable/printable copy of the Employer Awards Nomination form to the Commuter Connections website.

#### D. 'Pool Rewards

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff deployed paid advertising campaigns on Twitter, Facebook, and Instagram to promote the 'Pool Rewards program. The paid social media campaign for 'Pool Rewards began in the fall and ran from October 19th through the end of December 2015 to promote the Ridesharing incentives program. Ads alternated on Rideshare weeks on both Facebook and Twitter encouraging commuters to find a partner to start a new carpool/vanpool with and save. The target market matched that of Rideshare.

COG/TPB staff met with representatives from Metropia on November 20th to discuss the flex-route and flex-hours incentive application.

The marketing and advertising contractor created insertion orders for the spring 'Pool Rewards social media and TV ads for review and approval by COG/TPB staff. The 'Pool Rewards television ad was modified for the spring campaign to run February through March. The ad encouraged commuters to start a new carpool or vanpool in order to receive the available incentive, and encouraged them to contact Commuter Connections. Paid social media ads were purchased for Facebook and Instagram.

COG/TPB staff held a meeting with Enterprise and vRide on February 11th in order to refine the invoicing process and discuss new strategies for attracting new vanpools.

COG/TPB staff developed a new process and spreadsheet for tracking and monitoring the active 'Pool Rewards recipients.

COG/TPB staff reviewed and processed 'Pool Rewards media invoices.

COG/TPB staff reviewed and processed vanpool provider invoices.

'Pool Rewards applicants for both carpools and vanpools were reviewed for eligibility and if qualified were processed, and registered.

COG/TPB staff reviewed and processed vanpool invoices. Vanpool driver/coordinators were contacted regarding missing reporting data or low average vehicle occupancy.

COG/TPB staff completed its National Transit Database submission of data to the Federal Transit Administration.

#### E. Car-Free Day

##### ***Work Accomplished on all Products and Services:***

Jonathan Bollhoefer from Arlington Transportation Partners was installed as the FY16 Committee Chair. A promotional video was filmed with the Steering Committee Chair for use on social media.

An all new Car Free Day poster was created, printed and delivered to network members. The poster took a team approach with the message "Join a team that fits your mobility best." The call to action directed people to [carfreemetrodc.org](http://carfreemetrodc.org) to take the team pledge.

The TPB Technical Committee and TPB Steering Committee were briefed on Car Free Day activities at their July meetings, and a Car Free Day proclamation signing took place at the board meeting where Phil Mendelson, TPB Chair, and District of Columbia Councilmember signed an enlarged proclamation. A photo of the signing was placed onto the Car Free Day web site and social media. Several jurisdictions adopted Car Free Day proclamations of their own.

An all new responsive website was created for Car Free Day 2015 and launched in mid-August. The WordPress website contained enhanced functionality including a real time leaderboard displaying pledges by team. Email blasts were sent out to employers and past Car Free Day participants. Text messages were sent to those who opted in, prompting them to encourage friends to pledge. In addition, paid advertising was placed on social media sites.

A conference call was held with the marketing contractors on July 17th to discuss earned media opportunities for Car Free Day. Media releases built momentum, beginning with a calendar listing one month prior to the event, and continuing with two

press releases, each focused on a different benefit of participation. COG's Office of Communications and contracted staff coordinated media pitching following the distribution of each release. The publicity team secured interviews and encouraged media outlets to place Car Free Day news stories. A total of 41 known placements appeared in newspapers, radio, television, newsletters and blogs, including the Washington Post, WTOP, WMAL and WUSA9.

Draft radio scripts were developed and presented to the Steering Committee and revised, based on feedback. Voiceover talent was selected for the radio ad and a 30 second commercial was produced. The spot aired several weeks leading up to the event on WASH, WBIG, WTOP and WIHT.

Bus signage was secured for Car Free Day from several jurisdictions; artwork was created reflecting the poster graphics and then printed, shipped, and installed at the various transit properties. Signage appeared on Montgomery County Ride On, Metrobus, Arlington Transit, and on Prince George's bus shelters. A complimentary internet banner ad was also created for placement onto the Metro website.

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses in the region. Eight universities encouraged their students, faculty and administration to take the Car Free pledge. They included Georgetown University, George Washington University, University of Maryland, George Mason University, American University, Northern Virginia Community College, Howard University, and University of the District of Columbia. With 86 percent of the pledges, Georgetown won by a landslide.

Donated prizes were offered as incentives to those who took the pledge to go car free or car-lite. Businesses and organizations who donated goods or services gained exposure and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. Sponsors included BicycleSPACE, Bike and Roll DC, goDCgo (Capital Bikeshare), KIND Healthy Snacks, Mellow Mushroom, Six Flags, Tri-County Council for Southern Maryland, VRE, and WMATA.

Commuter Connections network members hosted numerous events and promotions to celebrate the trial of car-free alternatives. Jurisdictions that participated with an event or promotion were Arlington, Fairfax, Frederick, Loudoun, Montgomery, Prince George's, and Calvert Counties, and the City of Alexandria. Stickers were made, each of six reflected a different team transportation mode, and given to the jurisdictions for distribution to Car Free Day participants.

A total of 3,442 people took the pledge to go Car Free or Car-Lite on September 22, 2015. The breakdown by mode is as follows: Team Bike 35%, Team Rail 22%, Team Bus 17%, Team Walk 13%, Team Telework 8%, and Team Pool 5%. The SOV group represented 25% of those who pledged, and reduced 17,596 vehicle miles. Pledges were made by residents of Virginia 36%, Maryland 31%, District 32%, and Other 1%.

Social media accounts were updated to reflect graphics from the 2015 poster. Facebook postings and tweets were placed on a regular basis to keep the Car Free Day event relevant and to garner more friends and followers. Likes on the Car Free Day Facebook page increased from 3,872 to 4,008, up 3.5 percent since last year's event; and the number of followers on the Car Free Day Twitter page increased from 449 to 543, up 21 percent. The following hashtags were used for the various teams: #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK.

Raffle prizes were awarded and sent to the winners, and prize recipients were recognized through social media. A summary of Car Free Day 2015 pledge data was prepared as well as an analysis of emissions impacts. A debrief report of earned media

was created to summarize press coverage of the Car Free Day event. Sponsors were sent thank you letters, and a recap about the event along with an impact analysis was given at the November 17th Commuter Connections Subcommittee meeting. COG/TPB installed a premium theme to enhance website functionality and improve the look of the website.

COG/TPB staff arranged website content and color scheme to match overall branding guidelines. COG/TPB staff added new sponsors to the sponsor page. COG/TPB staff added new events, promotions, and prizes to the website as needed. COG/TPB staff installed a sliding bar scale to track the percentages of participants who chose one of the six options for going car free/car lite. COG/TPB staff uploaded the Clean Air Partner’s car free video to the CFD website and social media outlets.

COG/TPB staff established the live version of the Car Free Day website at carfreemetrodc.org that was changed to WordPress format. COG/TPB made adjustments to the layout of the CFD homepage and CFD pledge form to improve sign up rates. COG/TPB staff added new sponsors to the sponsor page.

COG/TPB staff added new events, promotions, and prizes to the website as needed. COG/TPB staff posted status updates as needed and responded to social media user inquiries. COG/TPB staff installed Twitter and Facebook logos to the CFD website homepage. COG/TPB staff added new Car Free Day promotional video to the Commuter Connections YouTube channel. COG/TPB staff created and implemented Twitter/Facebook promotional advertisement to drive more traffic to the website sign up page. COG/TPB staff monitored and modified Twitter promotional advertisement.

COG/TPB staff collaborated with O’Donnell Company on alterations and implementations of creative elements. COG/TPB staff collaborated with American Eagle to ensure technical integrity of the new Car Free Day website.

Car Free Day 2015 media placements:

Date	Medium	Outlet	Article
7/26/2015	Print/Online	WTOP	<a href="#">Car-free day coming Sept. 22</a>
8/17/2015	Print/Online	Frederick News Post	<a href="#">On the Move: Car Maintenance 101</a>
8/19/2015	Newsletters & Calendars	Capitol Hill BID Notes	<a href="#">Call for Businesses to Support Car Free Day on September 22, 2015</a>
8/20/2015	Newsletters & Calendars	Adams Morgan BID Partnership	Car Free Day - September 22
8/25/2015	Print/Online	The Hill is Home	<a href="#">PARK(ING) DAY PERMIT APPLICATIONS NOW BEING ACCEPTED</a>
8/25/2015	Print/Online	The Wash Cycle	<a href="#">Going car free: it isn't just for New Yorkers</a>
8/25/2015	Newsletters & Calendars	goDCgo Employer News	Ditch the Keys and Go Car-Free Next Month

<b>Date</b>	<b>Medium</b>	<b>Outlet</b>	<b>Article</b>
9/1/2015	Print/Online	Capital Bikeshare	<a href="#">Go #teambike for Car Free Day</a>
9/1/2015	Print/Online	VRE Ride Magazine	<a href="#">PARTICIPATE IN TRY TRANSIT WEEK AND CAR FREE DAY</a>
9/1/2015	Print/Online	The Washington Post - Dr. Gridlock	<a href="#">Live Chat</a>
9/8/2015	Print/Online	Downtown DC BID	<a href="#">Go Car Free This September in DowntownDC</a>
9/8/2015	Print/Online	Montgomery County Maryland	<a href="#">Join MCDOT and participate in Car Free Day on September 22</a>
9/10/2015	Newsletters & Calendars	Downtown DC Update	Go Car Free This September in DowntownDC
9/11/2015	Print/Online	Prince William Chamber of Commerce	<a href="#">Try Transit Week and Car Free Day Encourage Driving Alternatives</a>
9/11/2015	Newsletters & Calendars	Adams Morgan BID Partnership	Car Free Day - September 23
9/13/2015	Print/Online	Groundswell	<a href="#">HOW CAN WE MAKE THE CAR-FREE MOVEMENT MORE INCLUSIVE?</a>
9/13/2015	Print/Online	Rebuilding Place in the Urban Space	<a href="#">Metro DC Car Free Day, September 22nd</a>
9/13/2015	Print/Online	The Washington Post - Local	<a href="#">Prince William County news in brief</a>
9/15/2015	Print/Online	ATP Blog	<a href="#">Car Free Day is in One Week</a>
9/16/2015	Print/Online	Tri-County Council of Southern Maryland	<a href="#">Pledge for Car Free Day and Choose Your Team!</a>
9/17/2015	Print/Online	Maid to Clean	<a href="#">Car Free Day! September 22, 2016</a>
9/17/2015	Print/Online	Market Watch	<a href="#">Walker &amp; Dunlop Recognized as the 5th Healthiest Employer in DC Region</a>
9/17/2015	Radio	WMAL	Car Free Day Interview with Nick Ramfos
9/17/2015	Television	WUSA 9	Car Free Day Interview with Nick Ramfos

Date	Medium	Outlet	Article
9/18/2015	Print/Online	AAA Mid-Atlantic	<a href="#">There is No Battle of the Sexes on Car Free Day, Yet With the Papal Visit it is Wise to Take the Pledge</a>
9/18/2015	Print/Online	Alexandria News	<a href="#">Take Car Free Day Pledge On September 22</a>
9/21/2015	Print/Online	Frederick News Post	<a href="#">On the Move: Car-free day urges drivers to take a hike</a>
9/21/2015	Print/Online	Greater Greater Washington	<a href="#">Events roundup: Go car free</a>
9/21/2015	Print/Online	Just DC News	<a href="#">EVENTS ROUNDUP: GO CAR FREE</a>
9/21/2015	Print/Online	PlanIt Metro	<a href="#">REMINDER: Go Car-Free Tomorrow! (and maybe the rest of the week, for that matter)</a>
9/21/2015	Print/Online	Red Brick Town	<a href="#">Go Car Free in Alexandria, Virginia on World Car Free Day!</a>
9/21/2015	Newsletters & Calendars	The Magnet - Ballston BID	<a href="#">Where Minds Meet</a>
9/21/2015	Radio	WPFW	Car Free Day Interview with Nick Ramfos
9/22/2015	Print/Online	ATP Blog	<a href="#">Today is Car Free Day</a>
9/22/2015	Print/Online	The Tysons Corner	<a href="#">Car Free Day in Tysons</a>
9/26/2015	Print/Online	The Washington Post - Transportation	<a href="#">Repeat the easy travel seen during the pope's visit? It would take a miracle.</a>
10/6/2015	Print/Online	The Hoya	<a href="#">GU Wins Car Free Challenge</a>
September	Newsletters & Calendars	Bethesda Magazine	Car Free Day 2015
September	Newsletters & Calendars	InsideNOVA	Car Free Day 2015
September	Newsletters & Calendars	Bike Arlington	<a href="#">World Car Free Day</a>
September	Newsletters & Calendars	Washingtonian	<a href="#">Car Free Day 2015</a>

#### IV. MONITORING AND EVALUATION

##### TERM Data Collection and Analysis

###### ***Work Accomplished on all Products and Services:***

In July, COG/TPB staff worked on executing a contract with LDA Consulting, the selected vendor from the Request for Proposals released on the regional TDM Evaluation project.

A kick-off meeting with the TDM Evaluation project contractors was held on August 28th.

In September, COG/TPB staff met with the consultants on September 2nd to discuss the updates to the TERM Analysis Framework Methodology document for the FY 2015 – 2017 data collection period. COG/TPB staff also held a meeting with the consultants on September 3rd to discuss the survey methodology for the 2016 State of the Commute and Guaranteed Ride Home Applicant survey as well as the Retention Rate survey.

COG/TPB staff met with the consultants on September 23rd to discuss the 2016 Retention Rate survey respondent sampling plan. Staff produced documentation of the Commuter Connections ridematching database structure and provided that documentation to LDA Consulting and CIC Research.

In the first quarter, monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports are expected from Montgomery, Prince William, Prince George's, Frederick, Loudoun, and Fairfax Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council. In August, monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports were expected from Montgomery, Prince William, Frederick, Fairfax, Prince Georges and Loudoun Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council. In September, monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports were expected from Montgomery, Prince William, Frederick, Fairfax, Prince Georges and Loudoun Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council.

A TDM Evaluation Group meeting was coordinated and held by COG/TPB on October 20th. Highlights from the meeting included:

A discussion of the FY 2016 regional TDM Evaluation project timelines for data collection activities, A presentation of the updates to the TERM Evaluation Framework methodology and establishment of a comment period, a presentation of the draft 2016 State of the Commute questionnaire and establishment of a comment period, a presentation of the 2016 GRH survey questionnaire and overall survey methodology and establishment of a comment period, and a discussion of the preliminary methodology for the FY 2016 Retention Rate Survey.

COG/TPB staff held a meeting with the consultants on October 23rd to discuss the Commuter Connections ridematching database structure and which data sets may be used for the Retention Rate survey.

COG/TPB staff held a meeting with the consultants on October 29th to further discuss the survey methodology for the 2016 State of the Commute.

COG/TPB staff prepared a summary of Car Free Day 2015 pledge data, including transportation and emissions impacts.

A TDM Evaluation Group meeting was coordinated and held by COG/TPB on November 17th. Highlights from the meeting included:

A review of updates to the TERM Evaluation Framework methodology, a review of updates to the draft 2016 State of the Commute questionnaire and overall survey methodology, a review of updates to the 2016 GRH survey questionnaire and overall survey methodology, and a review of the overall methodology of the Retention Rate survey.

COG/TPB staff held coordinated with the consultants to further discuss and identify the Commuter Connections ridematching database structure and data sets that may be used for the Retention Rate survey. COG/TPB staff worked with LDA Consulting and CIC Research on the GRH Retention Rate Survey. After LDA and CIC determined which commuters would be the best candidates for the survey, staff extracted those commuter records from the Oracle database.

A TDM Evaluation Group meeting was coordinated and held by COG/TPB on December 15th. Highlights from the meeting included:

A review of updates to the TERM Evaluation Framework methodology, a review of updates to the draft 2016 State of the Commute questionnaire and overall survey methodology, a review of updates to the 2016 GRH survey questionnaire and overall survey methodology, and a review of updates to the FY 2016 Retention Rate survey methodology.

In the second quarter, monthly Employer Outreach sales activity reports were received from Montgomery, Arlington, and the District of Columbia as well as Tri-County Council. Outstanding reports were expected from Prince George's, Prince William, Loudoun, Frederick, and Fairfax Counties as well as the City of Alexandria.

COG/TPB staff, LDA Consulting, and Media Beef finished developing the GRH Applicant Survey that takes place every three years. Staff performed testing and Media Beef fixed bugs and made text corrections to the survey questions. The survey was made available to the public the first week in April. COG/TPB staff supplied data for GRH Applicant Survey candidates to CIC Research. Staff then prepared the Oracle Database to store commuter responses to the survey. The survey was scheduled to start in April. COG/TPB staff and the survey consultant team continued testing the 2016 GRH Applicant Survey questionnaire. Needed revisions were coordinated and implemented by Media Beef.

COG/TPB staff briefed the Commuter Connections Subcommittee on the updates to the draft TERM Evaluation Framework Methodology document on January 19th. COG/TPB staff continued to review the draft FY 2015 – 2017 TERM Analysis Framework Methodology Report during the quarter in order to produce a final draft. The final report was presented and endorsed at the March 15th Commuter Connections Subcommittee meeting.

The consultant began data collection activities for the 2016 State of the Commute survey. COG/TPB staff and contractor worked to develop a postcard to inviting residents in the region to take the State of the Commute Survey online. Data collection activities for the 2016 State of the Commute survey continued through the quarter. The consultant continued data collection activities for the 2016 State of the Commute survey. COG/TPB staff obtained estimates for the State of the Commute survey report post card mailing. A postcard inviting residents in the region to take the State of the Commute Survey online was sent to 18,000 households in the region in February. A second wave of postcards inviting residents in the region to take the State of the Commute Survey online was sent to 18,000 households in the region in March.

COG/TPB staff and the consultant developed a draft survey questionnaire for review and continued to review the 2016 Retention Rate survey methodology. The FY 2016 Retention Rate Survey was programmed and the respondent survey sample was



finalized and alert letters were prepared. In March, COG/TPB staff prepared and sent emails to approximately 21,000 commuters in the region for the Retention Rate Survey, two reminders were subsequently sent.

COG/TPB staff and the consultant continued reviewing the 2016 GRH survey questionnaire and overall survey methodology. COG/TPB staff and the consultant finalized the 2016 GRH survey questionnaire and overall survey methodology.

In January, monthly Employer Outreach sales activity reports were received from Arlington County. Outstanding reports were expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council. In February, monthly Employer Outreach sales activity reports were received from Arlington County. Monthly totals from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council have not been fulfilled at the time of the third quarter report. In March, monthly Employer Outreach sales activity reports were received from Arlington and Prince William Counties. Monthly totals from Montgomery, Prince George's, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council had not been submitted at the time of the third quarter report.

During April, records were loaded for commuters who were invited to take the GRH Applicant Survey. Staff sent initial email messages to GRH customers asking them to log in and take the survey. Several additional email reminders were sent to commuters. A postal letter was also sent to those registrants that did not have email addresses.

Data collection activities for the 2016 State of the Commute and the 2016 Retention Rate surveys were completed and analyzed.

The FY2015 – 2017 TERM Evaluation Framework Methodology document was published and distributed.

In April, monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. Outstanding monthly totals were expected from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, and Tri-County Council. In May, monthly Employer Outreach sales activity reports were received from Arlington County. Monthly employer outreach contact reports from Montgomery, Prince George's, Prince William, Frederick, Fairfax and Loudoun Counties as well as City of Alexandria, the District of Columbia, and Tri-County Council had not been fulfilled at the time of the fourth quarter report. In June, monthly Employer Outreach sales activity reports were received from Arlington, Fairfax, Loudoun, Frederick, and Prince William Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council. Monthly totals from Montgomery, and Prince George's counties were not submitted at the time of the fourth quarter report.

During May, on-line data collection activities for the 2016 GRH survey for the Washington DC region was completed and analyzed.

Analysis began on the data collected for the 2016 State of the Commute survey.

During June, preparations for the draft reports for the 2016 State of the Commute survey and the GRH survey for Washington began.

A draft report of the 2016 Retention Rate survey was completed.

A. Program Monitoring and Tracking Activities

***Work Accomplished on all Products and Services:***

Advertising campaign effectiveness was tracked on a monthly basis during the fiscal year through call volumes, internet visits, and by measuring the volume of GRH and Rideshare applications. This information was reported as part of bi-annual Regional TDM Marketing Campaign summary reports for the first and second halves of the fiscal year, issued at the Regional TDM Marketing Group meetings.

Daily customer satisfaction surveys were sent via email to commuters who used the GRH service, and physical survey cards were sent for those without emails. The FY15 Guaranteed Ride Home Customer Satisfaction Survey findings for the Washington region were presented at the March Commuter Connections Subcommittee meeting, endorsed for release and posted onto the Commuter Connections web site's publications page.

COG/TPB staff met with VHB representatives on September 10th to discuss the Employer Survey archives database and survey processing project.

COG/TPB staff worked closely with VHB to manage the conversion of the survey database to SQL format in order to reduce load times, eliminate errors associated with the older format, and maintain data integrity. COG/TPB staff worked with VHB to manage the addition of new survey data to the survey database and to make security enhancements to the converted SQL database. COG/TPB staff worked with VHB to prioritize the data structure of the database to streamline the query process and improve the user interface.

COG/TPB staff distributed Employer Outreach surveys via Informz and reported analytics data to senior staff.

COG/TPB staff prepared and completed the June 2015 CCWP Monthly Executive Summary Report as well as the July and August 2015 reports. COG/TPB staff began work and produced and distributed the FY 2015 CCWP Annual Progress Report. The FY 2015 4th Quarter CCWP Progress report was also prepared and distributed.

COG/TPB staff began working on the 2015 Bike to Work Day event report and the first draft of the report was issued in September during the Bike to Work Day Steering Committee meeting on September 9<sup>th</sup>.

The effectiveness of advertising campaigns was tracked through call volumes and internet visits. This information was made available as part of the FY15 Second Half Marketing Campaign Summary final report issued at the September 15th Regional TDM Marketing Group meeting. Based on Committee feedback, modifications were made thereafter to include advertising impressions. The report was completed later that month.

The GRH Customer Satisfaction Survey was sent via email link to Washington commuters who used GRH from July through September 2015. Commuters without an email address were sent a hard copy version of the survey. COG/TPB staff also began reviewing the FY 2015 GRH Customer Satisfaction data received in order to prepare the GRH Customer Satisfaction survey report.

In July, Final data was collected for the 4th quarter Employer Outreach conformity verification statement and preliminary Employer Outreach data was collected for the first quarter of FY2016 and the final employer conformity verification report for the third quarter of FY2015 and the draft FY2016 fourth quarter employer conformity verification report were distributed during the July 21<sup>st</sup> Employer Outreach Committee meeting.

In August and September, preliminary data was collected for the first quarter of FY2016 for the Employer Outreach conformity verification statement and work continued on finalizing the FY2016 4<sup>th</sup> Quarter data.

In September, Employer Outreach data continued to be collected and reviewed for the first quarter of FY2016 for the conformity verification statement.

Advertising campaign effectiveness was tracked through call volumes and internet visits. This information was made available as part of the FY16 First Half Marketing Campaign Summary draft report issued at the December 15th Regional TDM Marketing Group meeting.

A Customer Satisfaction survey was sent via email to Washington region commuters who used the Guaranteed Ride Home service between October - December 2015, and physical survey cards were sent for September - November trips. Preliminary findings of the FY15 Guaranteed Ride Home Customer Satisfaction Survey for the Washington region was presented at the December 15th Regional TDM Marketing Group meeting.

COG/TPB staff completed the FY 2015 4th quarter Employer Outreach conformity statement and presented it to the Employer Outreach Committee on October 20th along with the draft Employer Outreach conformity verification statement report for the 1st quarter of FY 2016. Between October and December, Employer Outreach data was collected and reviewed for the first and second quarter of FY2016 for the conformity verification statement.

COG/TPB staff continued making edits to the draft FY 2015 Bike to Work event report. The final draft report was presented to the Bike to Work Day Steering Committee on November 10th and the same draft was presented to the Commuter Connections Subcommittee on November 17th. A comment period was established. The final draft of the report was completed in December.

The FY 2016 1st Quarter CCWP Progress report was prepared. COG/TPB staff prepared and completed and issued the September, October and November 2015 CCWP Monthly Executive Summary Reports.

COG/TPB staff coordinated with the Dulles Area Transportation Association for an employer survey at Reston Hospital. The survey was completed on November 30th.

COG/TPB staff met with VHB to discuss upgrades to the Employer Commute Survey archived database on January 14th. COG/TPB staff coordinated with VHB for updates to the commuter survey archive database application and resolved the contract status for continued work on the project and provided access to COG's servers for continued work on the project. COG/TPB staff held a conference call with VHB to discuss upgrades to the Employer Commute Survey archived database on February 8th. COG/TPB staff worked closely with VHB to manage the conversion of the survey database from to SQL format in order to reduce load times, eliminate errors associated with the older format, and maintain data integrity.

COG/TPB staff presented the final Employer Outreach conformity verification statement for the first quarter of FY2016 at the January 19th Employer Outreach Committee meeting. The draft Employer Outreach conformity verification statement for the second quarter of FY2016 was also presented.

The GRH Customer Satisfaction survey was emailed to commuters who used the service between January and March and mailed to those who used the service between December and February. Collected data was analyzed. The FY15 GRH Customer Satisfaction Survey report for the Washington region was presented at the Commuter Connections Subcommittee meeting on January 19th. After an open comment period,

the final version was adopted for release at the March 15th meeting. Of the 2,280 surveys distributed in fiscal year 2015, 384 or 17 percent of surveys were completed. The vast majority, 94% of the survey respondents were pleased with the overall GRH service. Written responses were entered on more than two-thirds (70%) of the returned surveys, the overwhelming majority of which (74%) contained compliments. Compliments outweighed criticism more than 4 to 1. For every category, good or above ratings were given by 91% or more of the respondents. The greatest improvement area in FY15 was that of response time rating, from 87 to 91 percent. Average response wait was 15.5 minutes and 91% waited 30 minutes or less.

The final FY16 First Half Regional Marketing Campaign Summary report, and the first draft of the FY16 Second Half Regional Marketing Campaign Summary reports were distributed at the March 15th Regional TDM Marketing Group meeting. Each contained data showing the degree of effectiveness of the marketing campaigns through call volumes, internet visits and GRH and Rideshare applications.

From January to March 2016, Employer Outreach data was finalized for the second quarter of FY2016 for the conformity verification statement and work began and continued on collecting data for the third quarter.

COG/TPB staff presented the final draft of the Bike to Work Day 2015 report to the Commuter Connections Subcommittee on January 19th. The report was endorsed for release. The final report was published and distributed in February.

The FY 2016 2nd Quarter CCWP Progress report was prepared. COG/TPB staff prepared, completed and issued the December 2015, January 2016 and February 2016 CCWP Monthly Executive Summary Reports.

The Customer Satisfaction Survey was sent to Washington region commuters who used the Guaranteed Ride Home service for trips occurring during the 4th quarter. The data was collected and analyzed. Advertising campaign effectiveness was tracked through call volumes, internet visits and by measuring the volume of GRH and Rideshare applications.

During April, Employer Outreach data was finalized for the second quarter of FY2016 and preliminary data was collected for the third quarter for the conformity verification statement. Both statements were presented to the Employer Outreach Committee on April 19<sup>th</sup>.

COG/TPB staff published and distributed the FY 2015 GRH Washington Region Customer Satisfaction survey on the Commuter Connections web site's publications page.

During May and June staff continued work on finalizing documentation for the Employer Outreach third quarter conformity verification statement and data continued to be collected for the 4<sup>th</sup> quarter. The Employer Outreach snapshot analysis for FY2016 was also completed and distributed in June.

COG/TPB staff prepared and completed the 2016 CCWP monthly Executive Summary Reports for March, April, and May. COG/TPB staff prepared and distributed the 3rd Quarter CCWP Progress Report.

COG/TPB staff prepared and distributed the FY2016 2nd Half Draft Regional TDM Marketing Campaign Summary report.

## V. EMPLOYER OUTREACH

### **Regional Component Project Tasks**

#### A. Regional Employer Database Management and Training

##### ***Work Accomplished on all Products and Services:***

In the first quarter, COG/TPB staff coordinated with the COG/ITS staff on ACT! server issues and updated the field names to reflect the current TERM analysis period. A data sweep was conducted during the weeks of July 13, August 11, and September 14.

In the second quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software and conducted and completed a data sweep of the ACT! database the weeks of October 19th, November 16th, and December 14th. On October 6th COG/TPB staff updated the field names to reflect the current TERM analysis period and to reflect conformity tracking for car charging stations. COG/TPB staff conducted an ACT! database training session for Montgomery County on December 17th.

In the third quarter, COG/TPB staff coordinated with the COG/ITS staff on ACT! server issues and updated the field names to reflect current TERM analysis period. A data sweep was conducted during the weeks of January 11, February 22, and March 14. COG/TPB staff conducted an ACT! database training session for representatives from the City of Alexandria and Arlington County on February 11.

In the fourth quarter, COG/TPB staff coordinated with the COG/ITS staff on ACT! server issues and updated the field names to reflect the current TERM analysis period. A data sweep was conducted during the weeks of April 11, May 9, and June 13. COG/TPB staff conducted an ACT! database training session for representatives from the District of Columbia on June 21.

#### B. Employer Outreach for Bicycling

##### ***Work Accomplished on all Products and Services:***

Feedback for the regional 'Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees' was received from the COG Bicycle and Pedestrian Subcommittee. Text and photo updates were made to both the interior and covers of the guides. The online version was revised to reflect changes. During the fiscal year the guides were distributed at various events.

In the first quarter, COG/TPB staff distributed bicycle guides at various events throughout the quarter. In August, COG/TPB staff continued work on the Walkwise presentation materials. In September, COG/TPB staff participated in a conference call with the NBTMD staff as well as the Montgomery County bicycle pedestrian coordinator for the Walkwise presentation.

In the second quarter, COG/TPB staff continued work on the WALKWISE presentation materials. COG/TPB staff completed the first draft of the WALKWISE presentation materials in October. Additional components to be added for the second draft involved bicycle safety.

The WALKWISE presentation was completed and distributed in April.

## Jurisdictional Component Project Tasks

### A. MD Local Agency Funding and Support

#### ***Work Accomplished on all Services:***

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions. COG/TPB staff coordinated with the jurisdictions on the submittal of their Scopes of Work and budgets as well as contract amendments for FY 2016.

### B. DC, MD, and VA Program Administration

#### ***Work Accomplished on all Products and Services:***

In the first quarter, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff facilitated the July 21st Employer Outreach Committee meeting. Topics covered were: 1. Conformity Verification statements for 3rd and 4th Quarter FY2015; 2. Employer case studies; 3. Training update; 4. Worksite Electric Car Charging Stations and TERM Evaluation; 5. Telework! VA Program Update; 6. Walkwise update.

Also in July, COG/TPB staff presented information on the Commuter Connections program to the DDOE employer roundtable on July 14th. On July 21st COG/TPB staff met with Cornell University's TDM coordinator to discuss program background. COG/TPB staff worked with vendors to update and print the LEED, and Carbon Footprint brochures.

In August, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions, four requests were sent to VDOT. COG/TPB staff attended the Golden Triangle BID's Farragut Fridays event on August 28th. The updated LEED and Carbon Footprint brochures were made available for distribution. COG/TPB staff began working on formulating the TDM sales training session which would be held in September.

In September, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions, one request was referred to VDOT. COG/TPB staff helped coordinate the September 29 training session on surveys. The session was well attended and well received.

During the second quarter, COG/TPB staff collected lists of employers for case studies. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff referred 2 Virginia based employers to Virginia DOT for employer telework services. COG/TPB staff attended and coordinated the October 20 Employer Outreach Committee meeting. Topics covered in the meeting were: 1. Conformity Verification statements final for 4th quarter FY 2105 and draft 1st quarter FY2016; 2. Employer Case Studies; 3. Training update and review; 4. Worksite electric car charging stations and TERM evaluation; 4. Transit Scree update; 5. WALKWISE presentation information update; 6. Employer Outreach roundtable. COG/TPB staff conducted the fall sales support teleconference calls the week of November 16. On December 10th, a training session was held for the Employer Outreach sales representatives on Persuasive Presentations. The course was received well and preliminary research began for the March training session on Bicycle/Pedestrian training.

Throughout the third quarter COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff coordinated and presented at the Employer Outreach Committee meeting on January 19. Topics covered

were: 1. First and second quarter conformity verification statements; 2. Employer case studies 3. Training review and update; 4. EBikes for urban commuters; 5. Employer recognition awards; 6. Employer Outreach roundtable.

COG/TPB staff began coordinating for the March training session for Bicycle/Pedestrian programs. On March 22nd the Bicycle/Pedestrian Programs training session was held with good attendance. Attendees were presented with information on the Ride Ebikes program and the updated Walkwise presentation as well as the Street Smart effort. The Washington Area Bicyclist Association (WABA) also presented.

COG/TPB staff continued to work on finalizing documentation for the fall sales support conference calls. COG/TPB staff finalized documentation for the fall sales support conference calls and began working on the sales support questionnaire for the spring conference calls which was finalized in March.

Throughout the fourth quarter COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff coordinated and presented at the Employer Outreach Committee meeting on April 19. Topics covered were: 1. Second and third quarter conformity verification statements; 2. Employer case studies; 3. Training review and update; 4. Survey application update; 5. Employer recognition awards; 6. Employer Outreach roundtable. COG/TPB staff coordinated with the trainer for the June 6th Employer Outreach training seminar on meeting management. The session was well received.

COG/TPB staff coordinated and presented with WMATA, goDCgo and other COG/TPB staff for SafeTrack presentations at the World Bank and the Inter-American Development Bank on June 2nd. COG/TPB staff presented at the Golden Triangle Metro emergency preparedness seminar on June 14th.

## VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

### A. General Operations and Maintenance

#### ***Work Accomplished on all Products and Services:***

The GRH Baltimore program continued to enroll new applicants during FY 2016. The program has now been operational for five years and nine months.

COG/TPB staff continued collecting information from all of the GRH ride providers for FY 2016 contract amendments.

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

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

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

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

COG/TPB staff visited Diamond Transportation on October 15<sup>th</sup> to ensure the technology hardware was performing well. Three updated PC's and monitors were installed.

COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service each month for the previous month. Commuters without an email address were sent a hard copy version of the survey. COG/TPB staff began reviewing the FY 2015 GRH

Customer Satisfaction data received in order to prepare the GRH Customer Satisfaction survey report.

COG/TPB staff reviewed and identified needed changes for the GRH Participation Guidelines. COG/TPB staff made minor changes to the GRH Participation Guidelines during the 3rd quarter. The Commuter Connections Subcommittee endorsed the changes. COG/TPB staff revised GRH Baltimore registration letters with newly approved FY16 guidelines.

COG/TPB staff and the consultant reviewed the 2016 GRH survey questionnaire and overall survey methodology which was presented during the TDM Evaluation Group meetings on October 20<sup>th</sup>, November 17<sup>th</sup>, and December 15<sup>th</sup>.

COG/TPB staff presented the FY15 GRH Customer Satisfaction Survey draft report for the Baltimore metropolitan region at the January 19<sup>th</sup> Commuter Connections Subcommittee meeting. COG/TPB continued reviewing the FY15 GRH Customer Satisfaction Survey draft report for the Baltimore metropolitan region. The final draft of the FY 2015 GRH Baltimore Region Customer Satisfaction Survey was presented to the Commuter Connections Subcommittee on March 15<sup>th</sup> for endorsement.

In January, COG/TPB staff and the consultant finalized the 2016 GRH Baltimore survey questionnaire and overall survey methodology.

COG/TPB staff and the survey consultant team continued testing the 2016 GRH Baltimore survey questionnaire. Revisions were coordinated and implemented by Media Beef.

COG/TPB staff published and distributed the FY 2015 GRH Baltimore Region Customer Satisfaction survey on the Commuter Connections web site's publications page.

On-line data collection activities for the 2016 GRH survey for the Baltimore region was completed. Additional telephone calls to non-respondents were made throughout the month of May. A draft report was prepared in June.

***Work Accomplished on all Services Provided:***

COG/TPB staff reports between the months of July 2015 and June 2016, there were 166 GRH applications received. 158 commuters were newly registered in the Baltimore GRH program. There were no new registrants due to a previous "one-time exceptions" during FY 2016. A total of 367 commuters had a GRH status of "re-registrant." A total of 521 registrants were registered for the Baltimore GRH program at the end of FY 2016. The Baltimore GRH program provided 118 GRH trips in FY 2016. Overtime accounted for the largest portion of the GRH trip reasons (38%) followed by Personal Illness (36%). Family Emergency (13%), Child Care (11%) and Missed "Pool" (1%) accounted for the remainder of specific reasons. One percent (1%) of trips taken during FY 2015 were classified as "Other." The average cost of a GRH trip in FY 2016 was \$91.91. The cost per ride was higher in FY2016 over FY2015.

COG/TPB staff identified SMARTRIDE as the Ride provider in Southern Maryland, subcontracted through Diamond Transportation.

Meetings were held three times during the course of the fiscal year with the daily operations contractor Diamond Transportation Services to discuss trip coordination and service provider issues. The meetings were held on September 30, 2015, January 27, 2016, and May 25, 2016.



COG/TPB staff prepared and issued a Request for Proposals for the GRH Daily Operations contract and held a pre-bid conference for the GRH Operations project on May 10<sup>th</sup>. Proposals were reviewed and scored during the month of June.

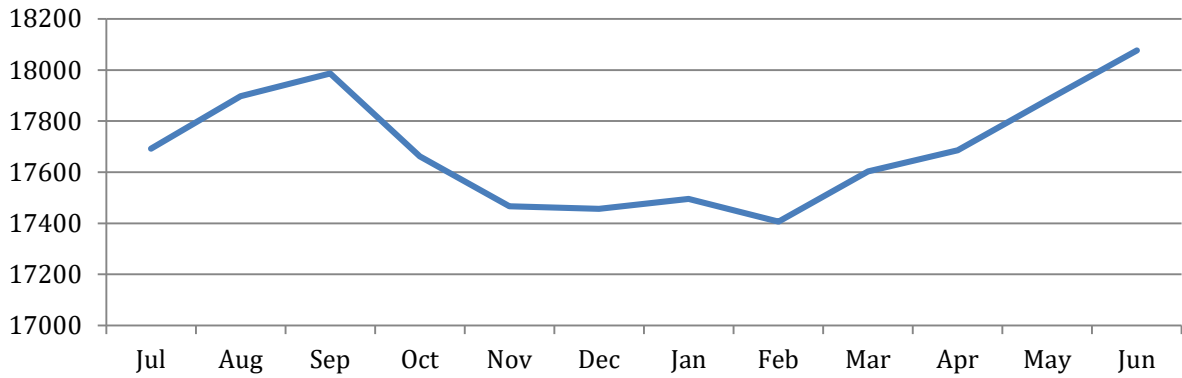
<b>Table 1</b>
<b>Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary</b>
FY 2016 Totals

Commuter Connections Activity	July 1, 2015 - June 30, 2016
<b>Total applicants/info provided:</b>	25,869
Rideshare applicants	11,084
Matchlists sent	13,746
Transit applicants/info sent	595
GRH applicants	9,195
Bike to work info requests	61
Telework info requests	54
<b>Internet users</b>	225,091
Internet applicants	19,566
<b>New employer clients</b>	1,495
Employee applicants	0

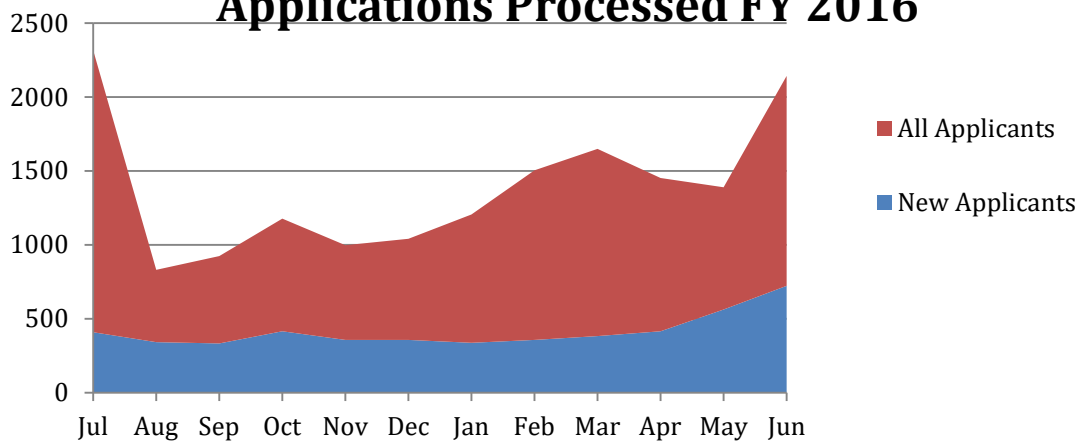
Program Impact Performance Measure	July 1, 2015 - June 30, 2016
<b>Continued placements</b>	3,918
<b>Temporary/one-time placements</b>	568
<b>Daily vehicle trips reduced</b>	2,171
<b>Daily VMT reduced</b>	59,494
<b>Daily tons NOx reduced</b>	0.0227
<b>Daily tons VOC reduced</b>	0.0120
<b>Daily tons PM2.5 reduced</b>	0.0007
<b>Daily tons PM2.5 NOx reduced</b>	0.0248
<b>Daily tons GHG reduced</b>	29.4885
<b>Daily gallons of gas saved</b>	2,990
<b>Daily commuter costs saved</b>	\$10,114

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

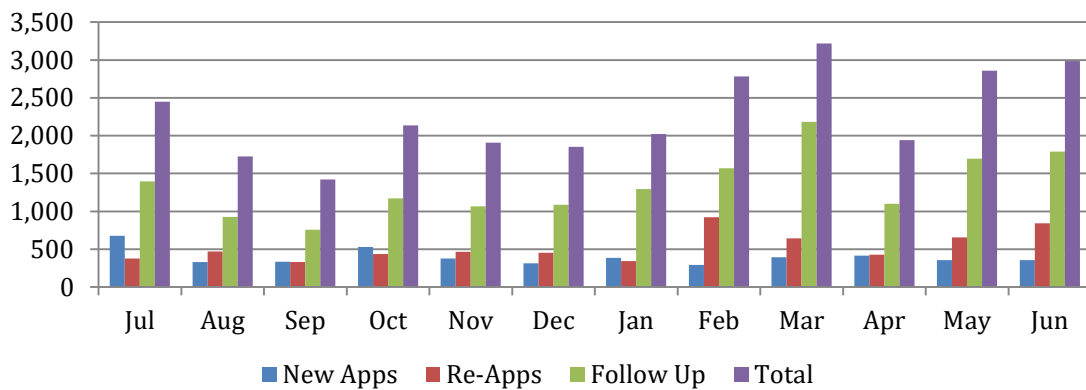
## Commuter Connections Ridematching Database FY 2016



## Commuter Connections Applications Processed FY 2016



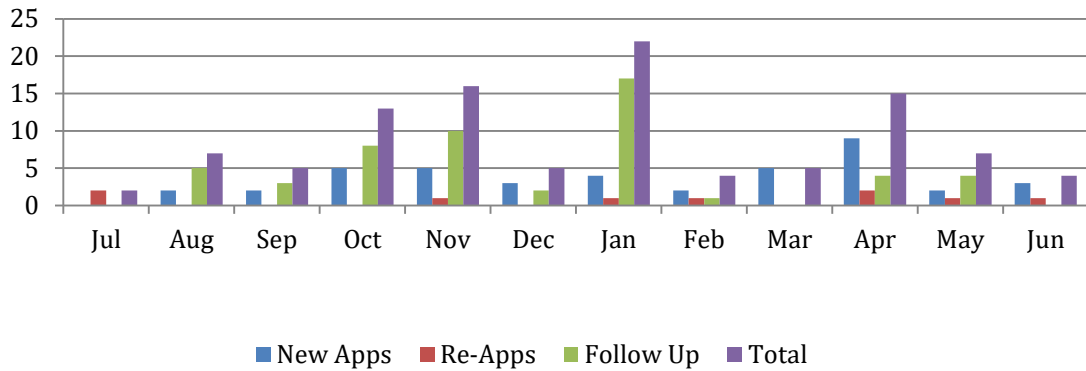
## Commuter Connections Total Activity FY 2016



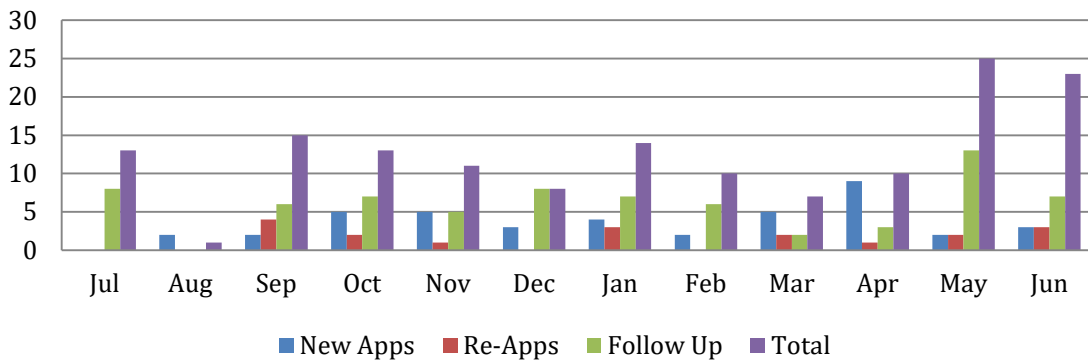
**TABLE 2  
 COMMUTER CONNECTIONS  
 APPLICATION ACTIVITY SUMMARY  
 FY2016**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	42	9	54	105
ARLINGTON (COG)	60	18	72	150
ARTMA	51	29	18	98
BALTIMORE CITY	17	2	37	56
BMC	58	11	7	76
BWI BUSINESS PARTNERSHIP	28	9	37	74
COG	479	57	214	750
DATA	32	0	2	34
DISTRICT OF COLUMBIA	87	22	165	274
FDA	232	143	34	409
FAIRFAX COUNTY	409	127	670	1,206
FREDERICK	129	258	724	1,111
GW RIDE CONNECT	1,029	2,417	5,640	9,086
HARFORD	13	8	6	27
HOWARD	65	18	52	135
LINK	1	0	4	5
LOUDOUN	243	56	306	605
MTA	27	10	17	54
<b>MONTGOMERY COUNTY</b>				
Bethesda Transportation Solutions	103	78	308	489
Countywide	140	72	1,102	1,314
Friendship Heights/Rockville	6	1	89	96
North Bethesda TMD	560	456	1,872	2,888
Shady Grove	10	9	55	74
Silver Spring	49	57	404	510
NIH	8	7	14	29
NATIONAL GUARD REDINESS CENTER	4	4	6	14
NORTHERN NECK	2	0	3	5
NORTHERN SHENANDOAH	64	24	14	102
PRINCE GEORGE'S	314	2,192	28	2,534
PRTC	519	197	765	1,481
RAPPAHANNOCK-RAPIDAN	59	29	13	101
TRI - COUNTY	147	339	619	1,105
<b>TDM NETWORK MEMBERS</b>				
CHARLOTTESVILLE	162	0	78	240
RIDESHARE DELAWARE	3,384	0	19	3,403
<b>TOTAL INPUT COMMUTER CONNECTIONS</b>	<b>4,987</b>	<b>6,659</b>	<b>13,351</b>	<b>24,997</b>
<b>TOTAL INPUT TDM NETWORK MEMBERS</b>	<b>3,546</b>	<b>0</b>	<b>97</b>	<b>3,643</b>
<b>TOTAL INPUT (CC + NETWORK)</b>	<b>8,533</b>	<b>6,659</b>	<b>13,448</b>	<b>28,640</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>11,646</b>		

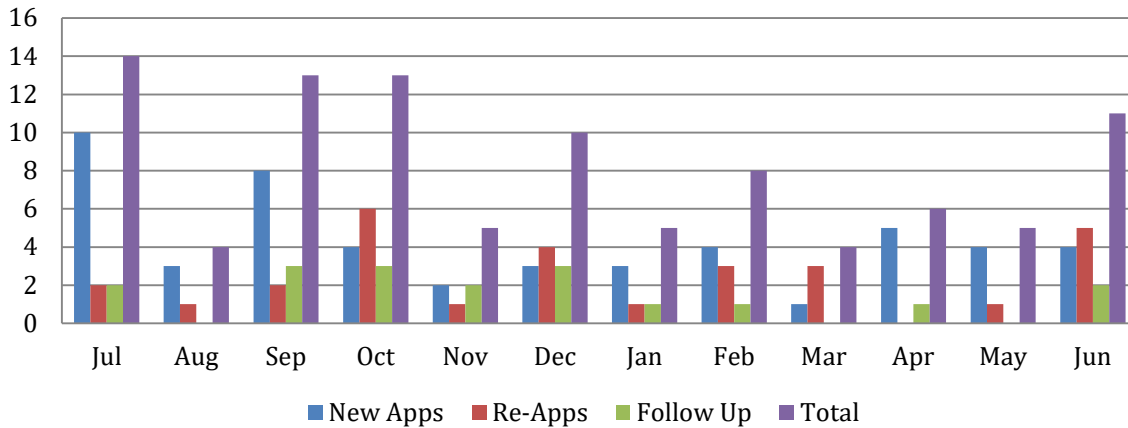
### Applications Processed FY 2016 Alexandria



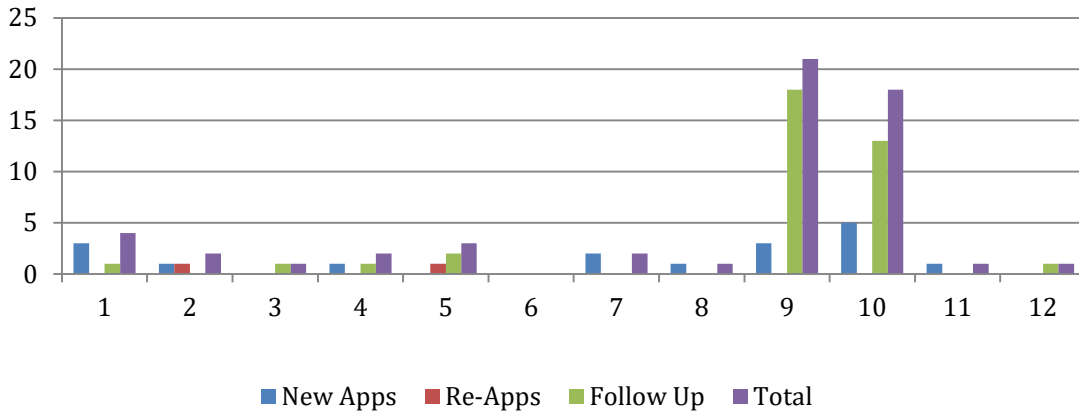
### Applications Processed FY 2016 COG for Arlington



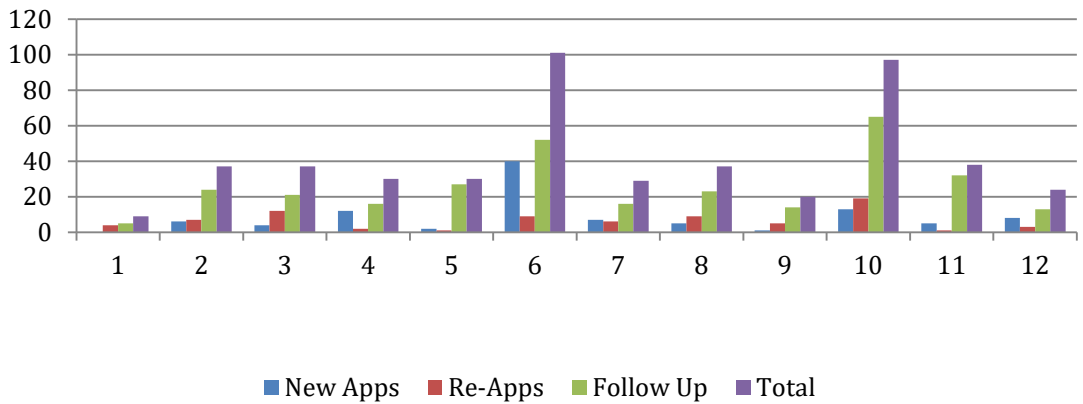
### Applications Processed FY 2016 ARTMA



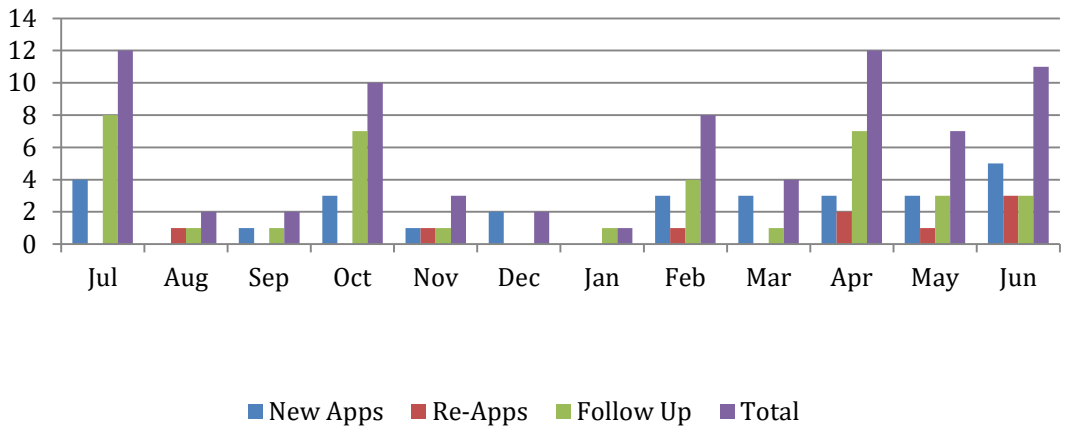
### Applications Processed FY 2016 Baltimore City

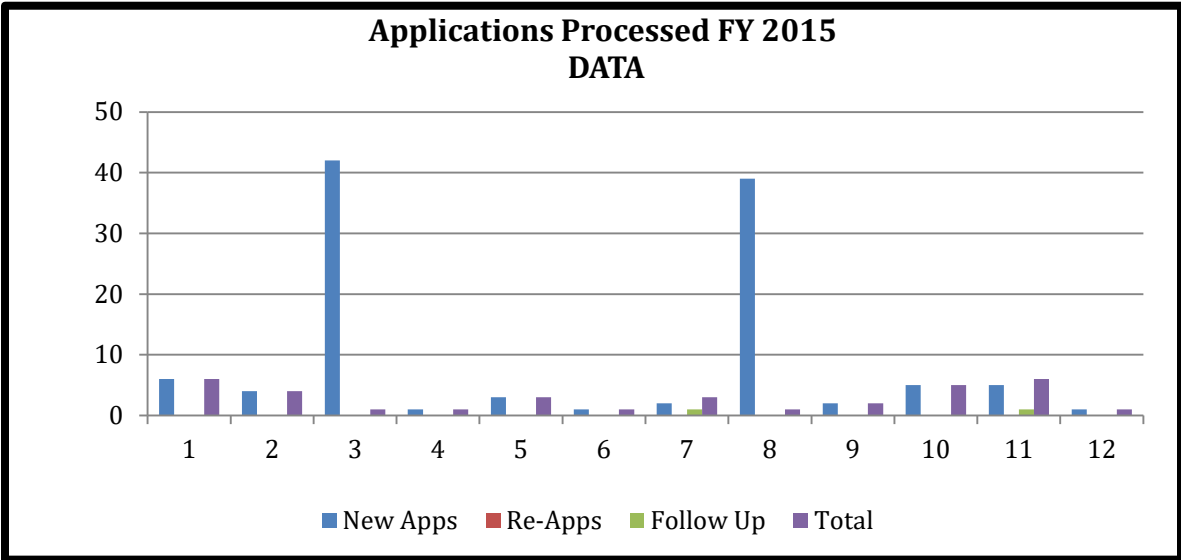
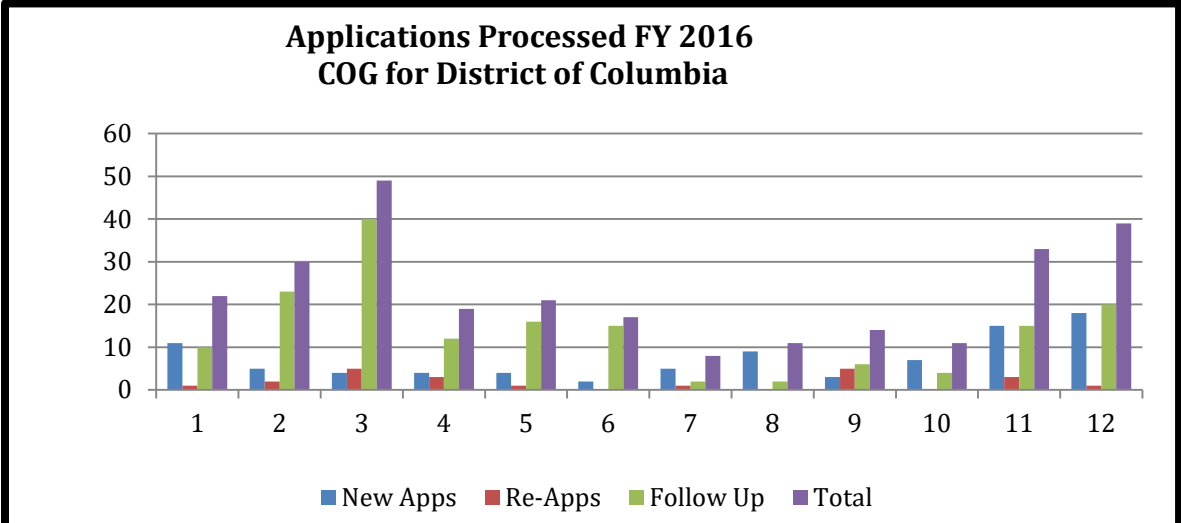
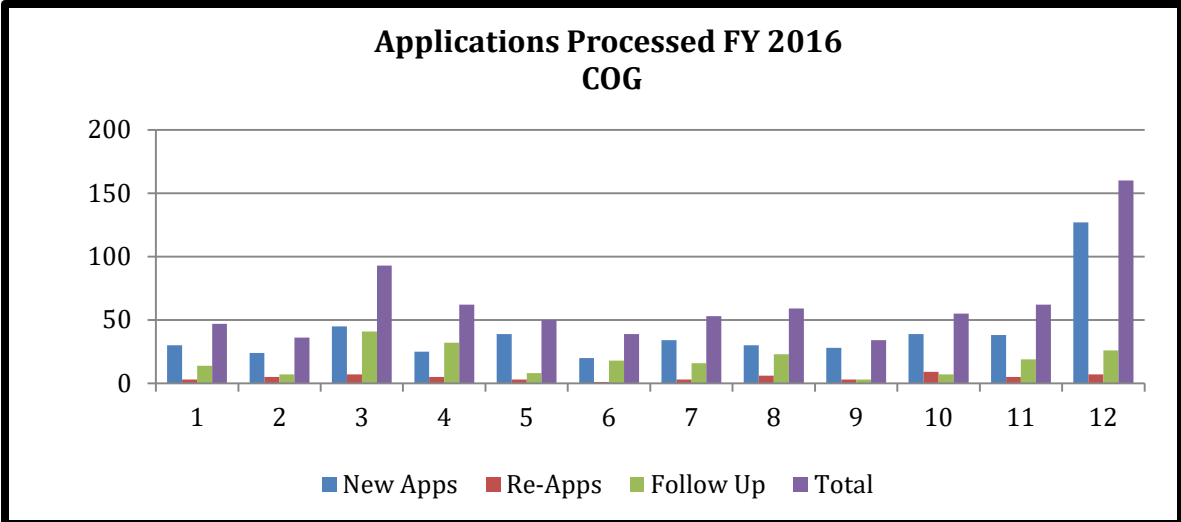


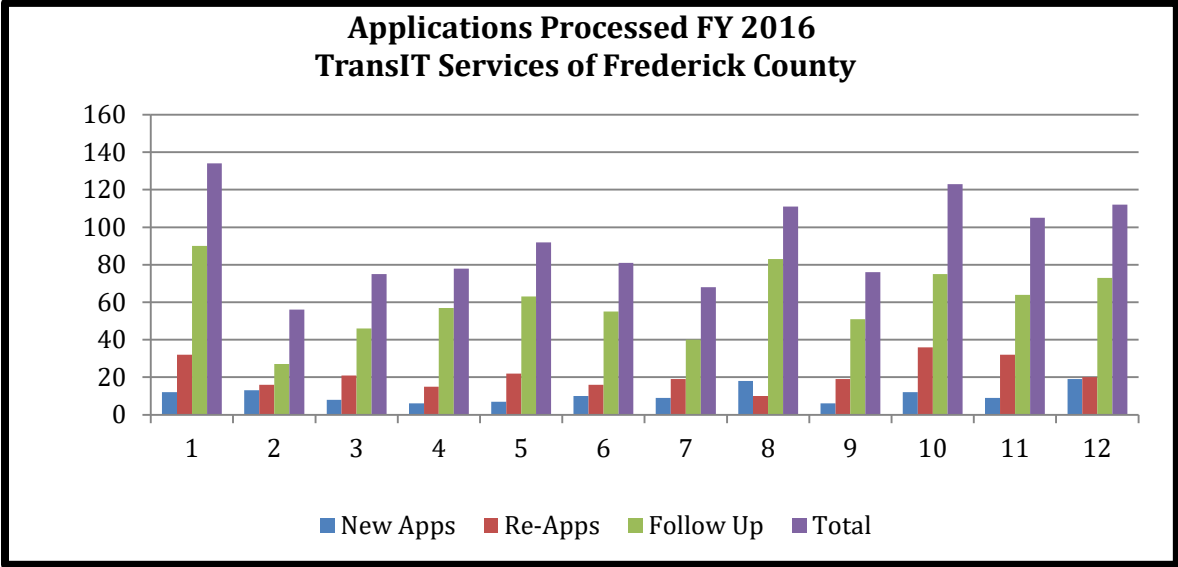
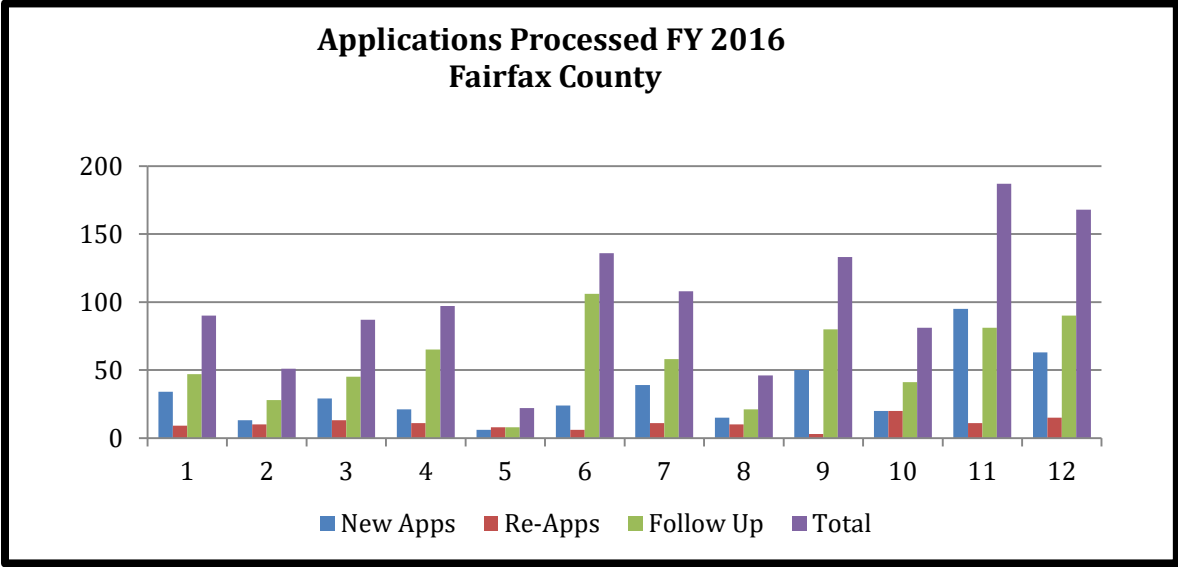
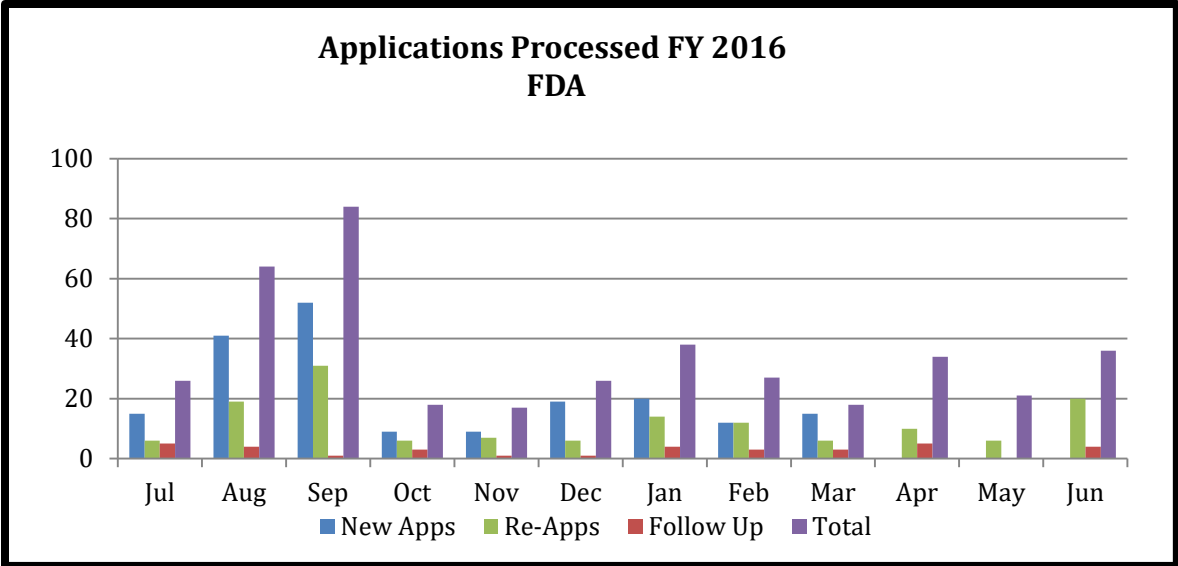
### Applications Processed FY 2016 Bethesda Transportation Solutions



### Applications Processed FY 2016 BWI Business Partnership

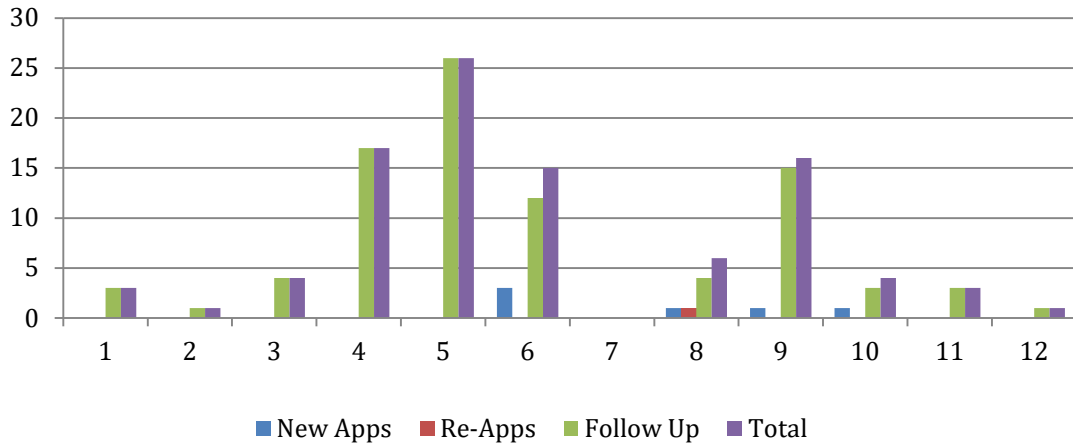




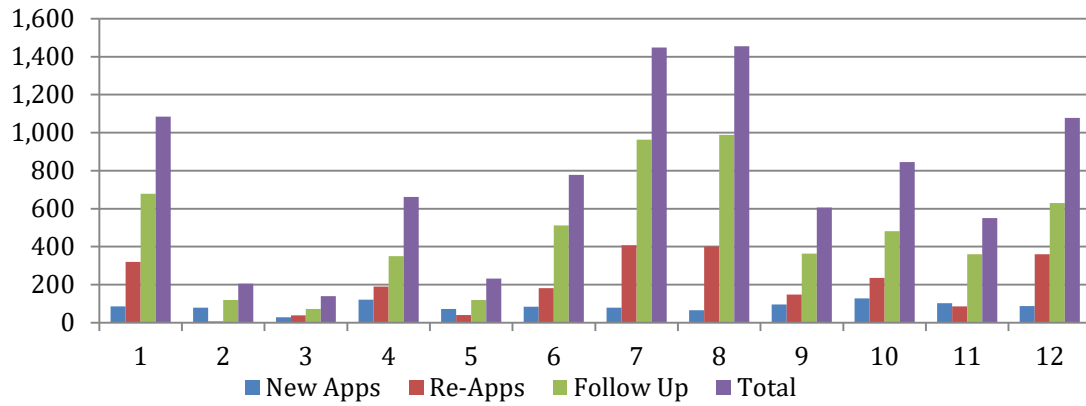




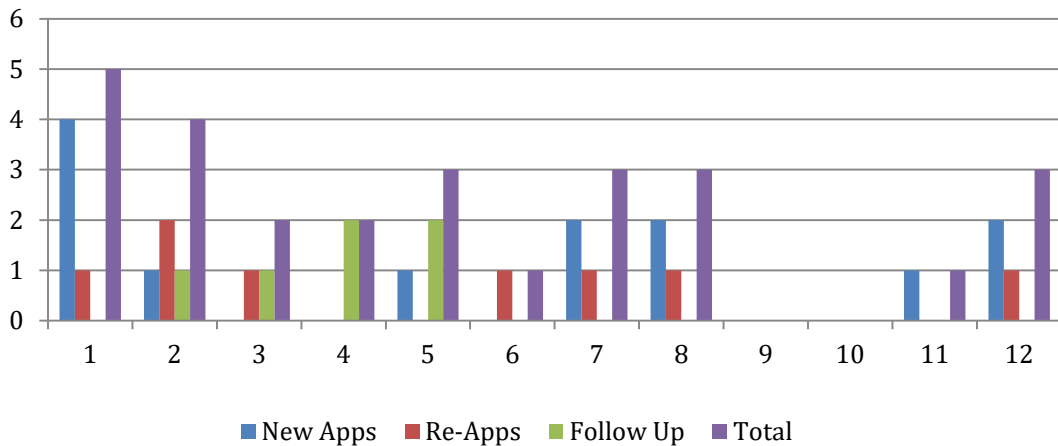
### Applications Processed FY 2016 Friendship Heights/Rockville



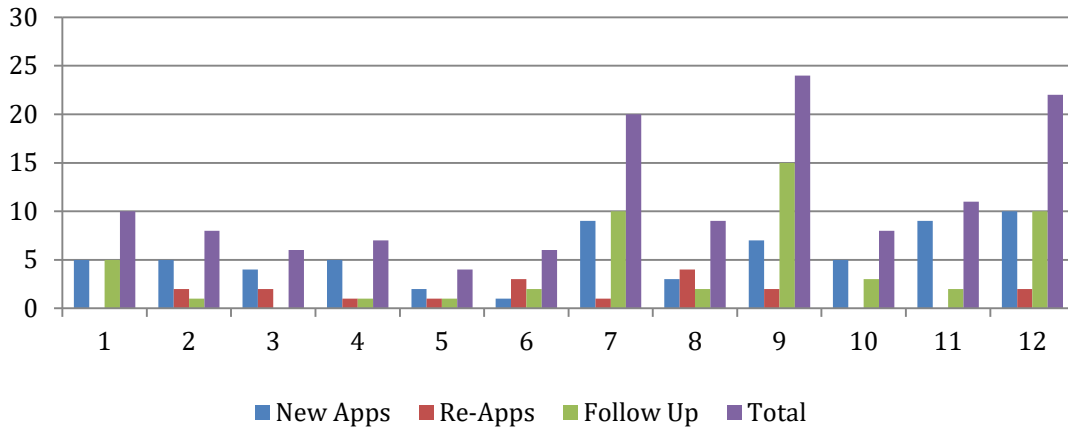
### Applications Processed FY 2016 GW RIDE CONNECT



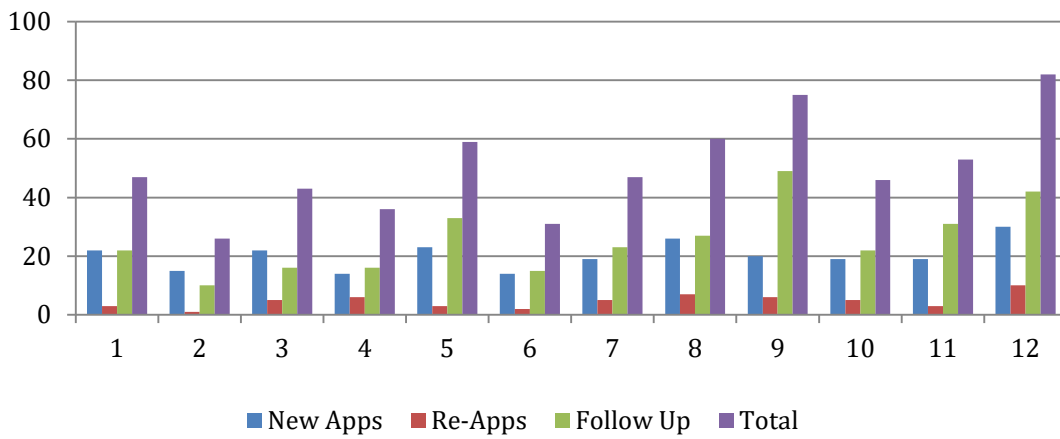
### Applications Processed FY 2016 Harford County



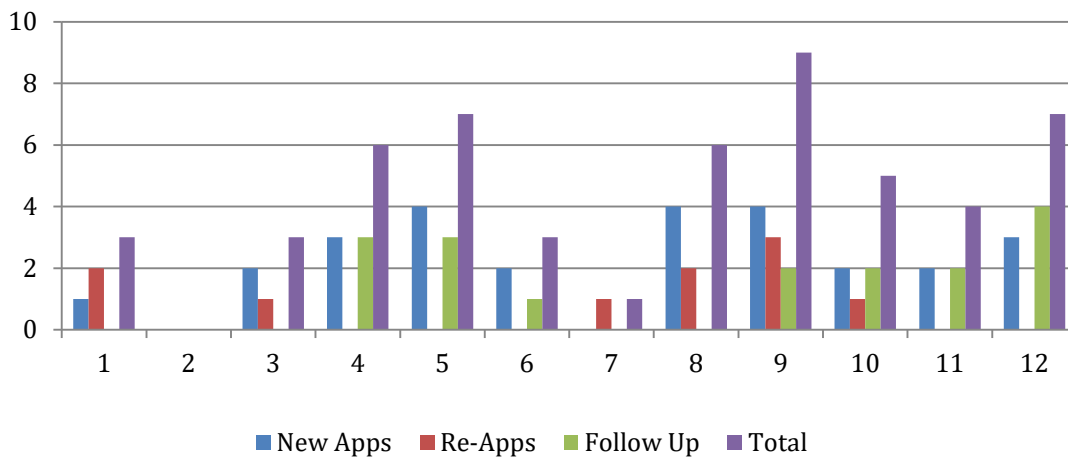
### Applications Processed FY 2016 Howard County

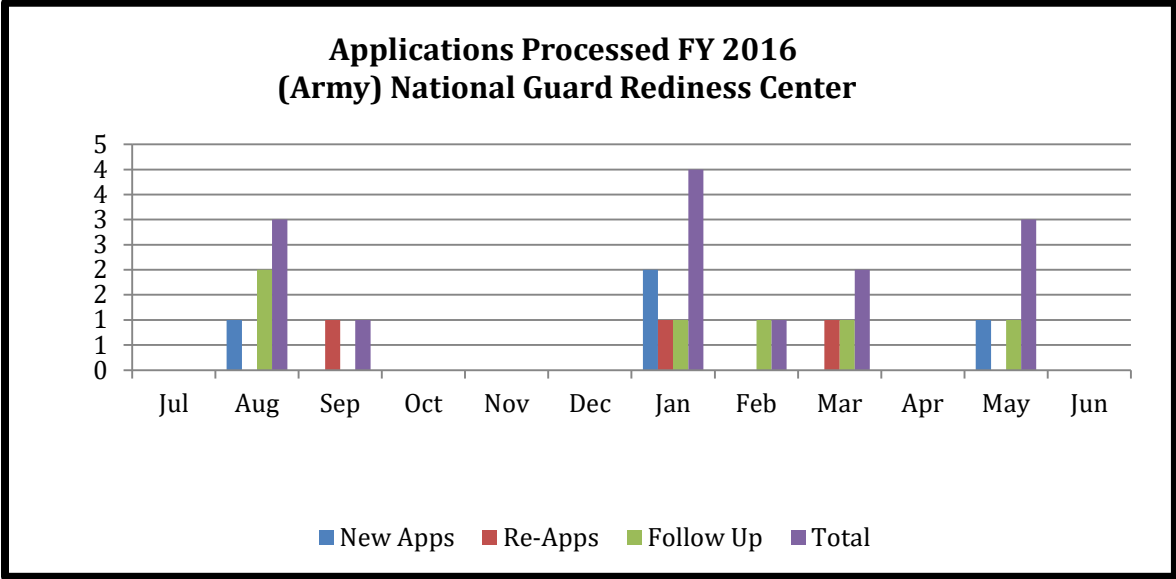
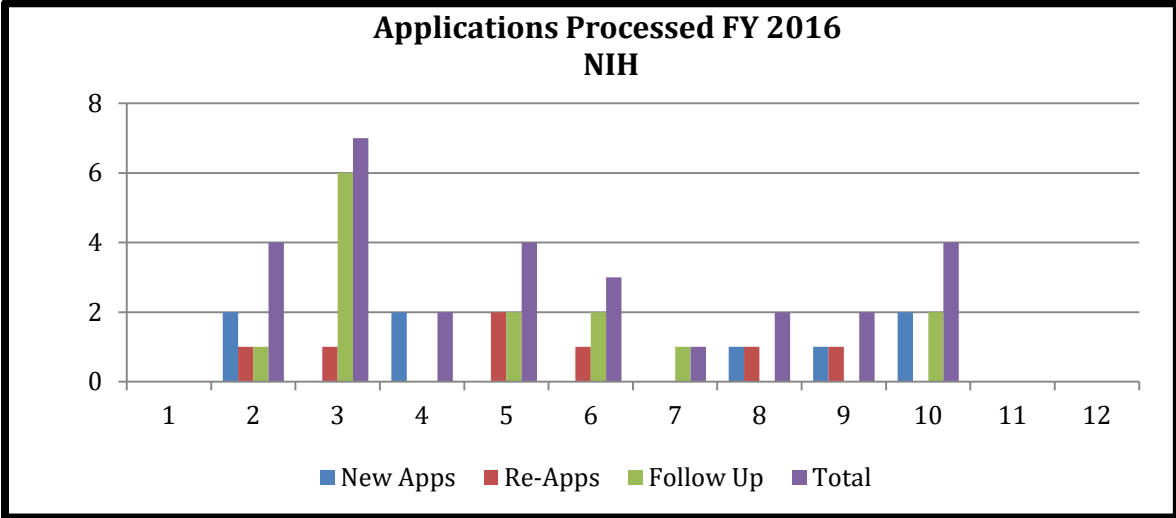
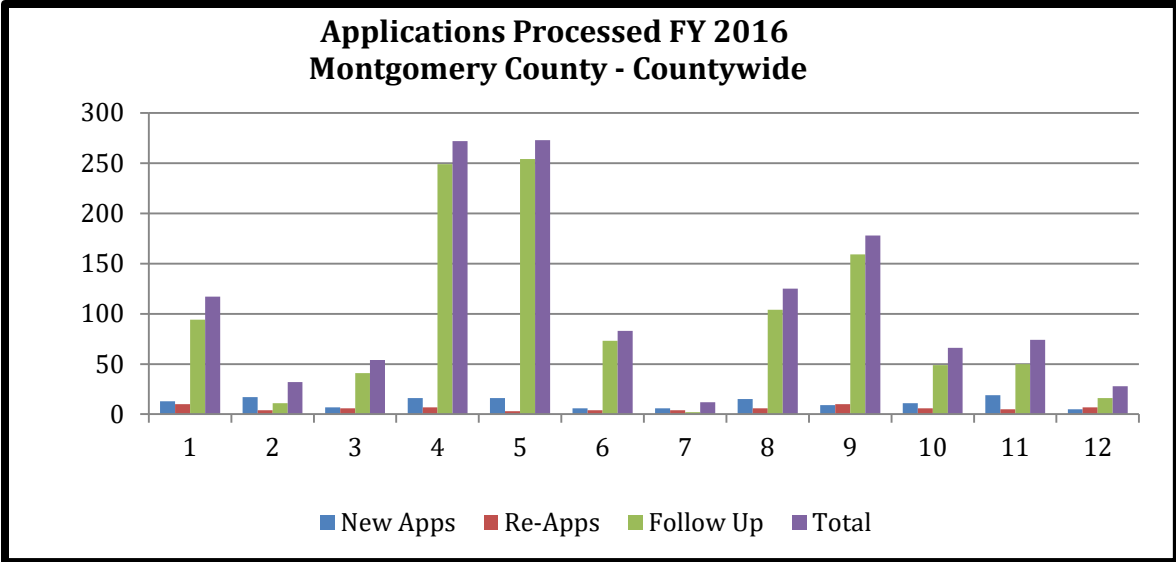


### Applications Processed FY 2016 Loudoun County

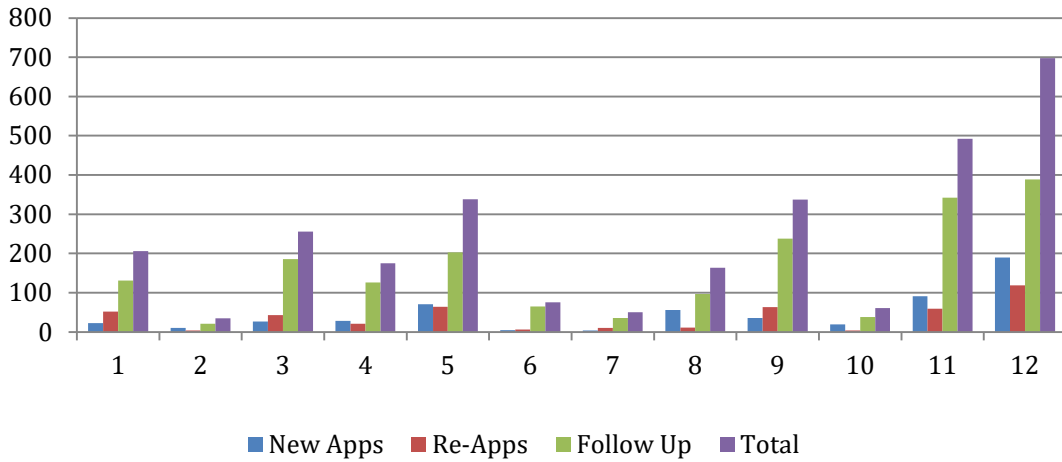


### Applications Processed FY 2016 COG for MTA

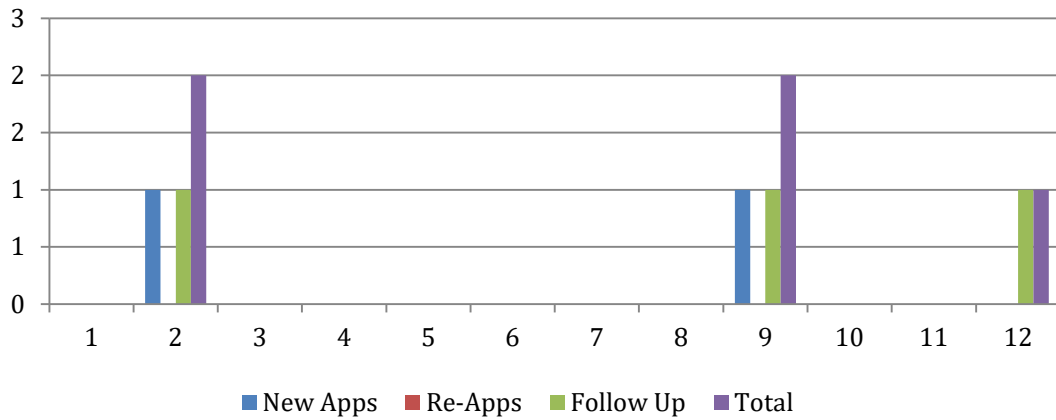




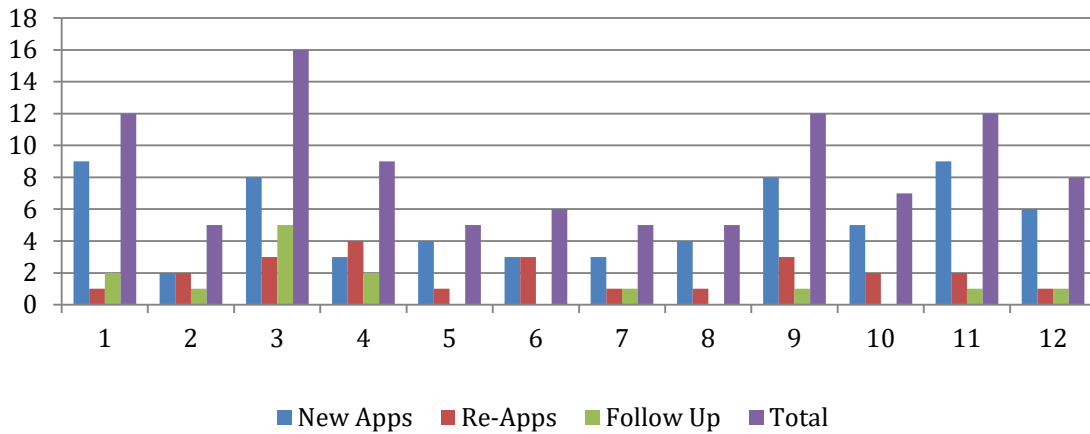
**Applications Processed FY 2016  
North Bethesda Transportation Center**

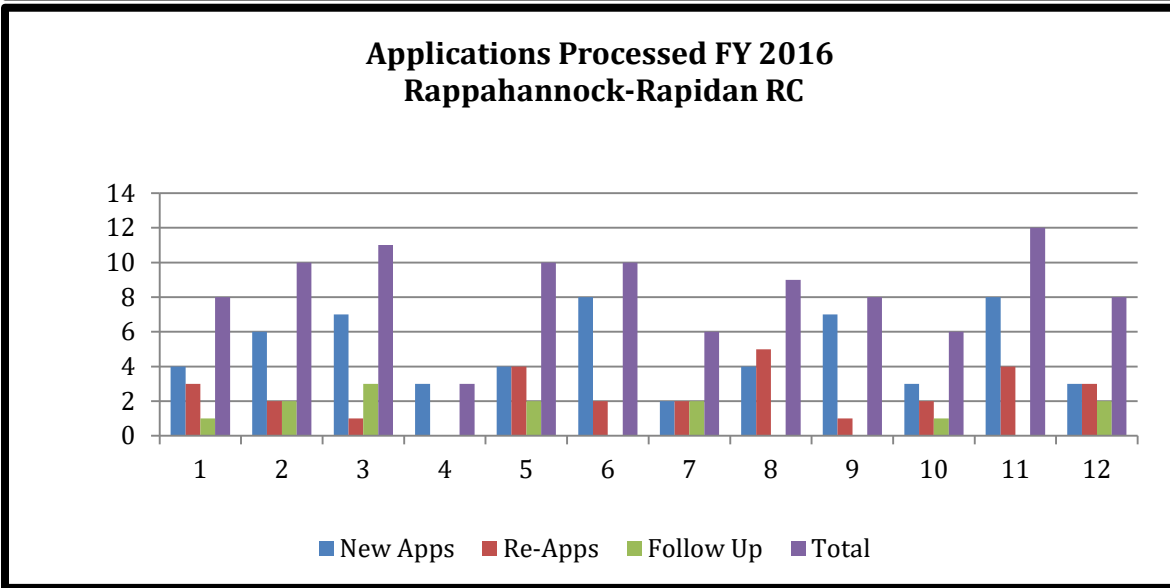
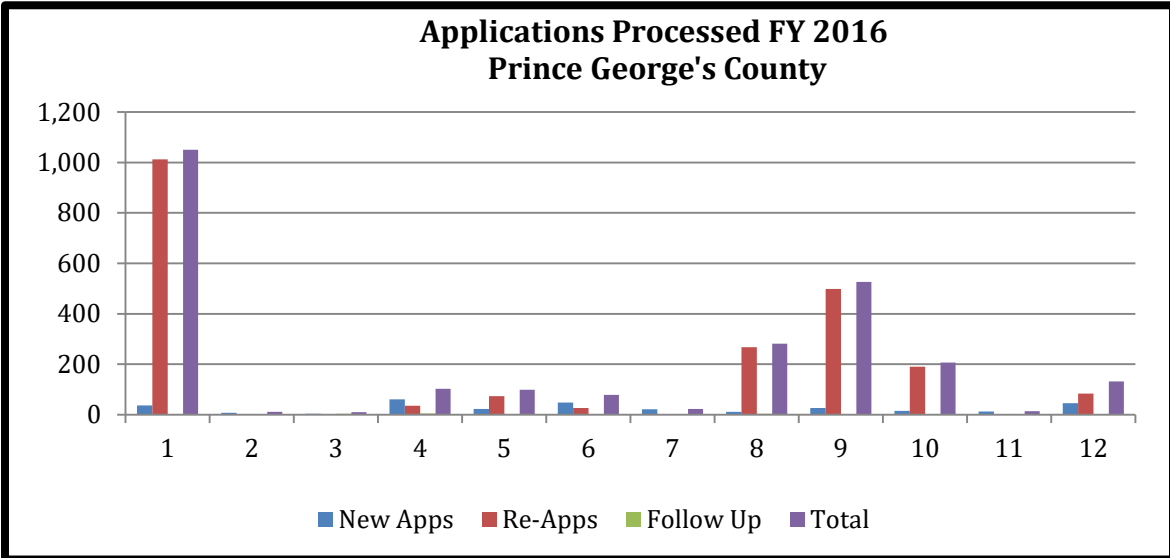
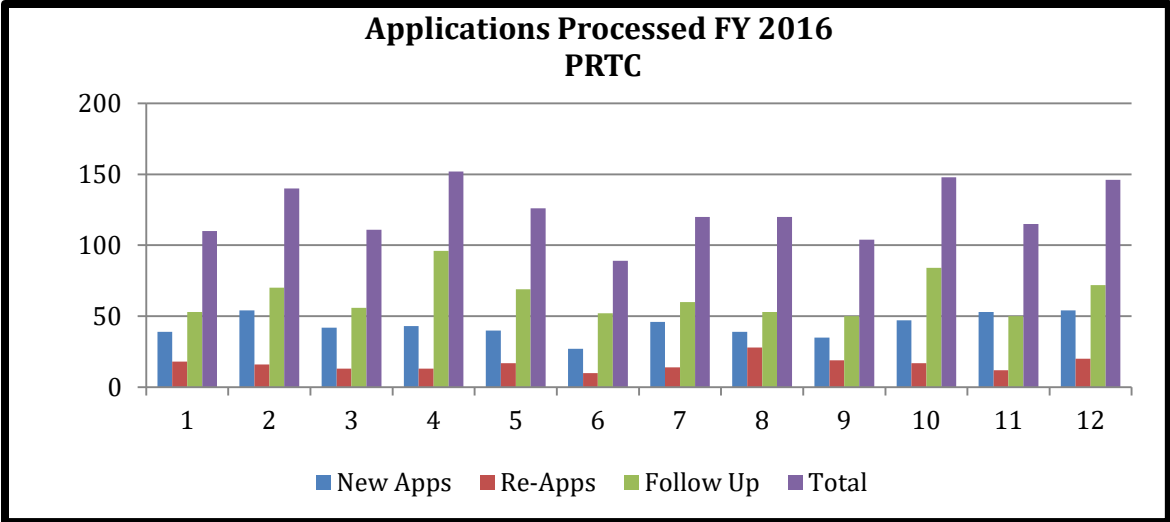


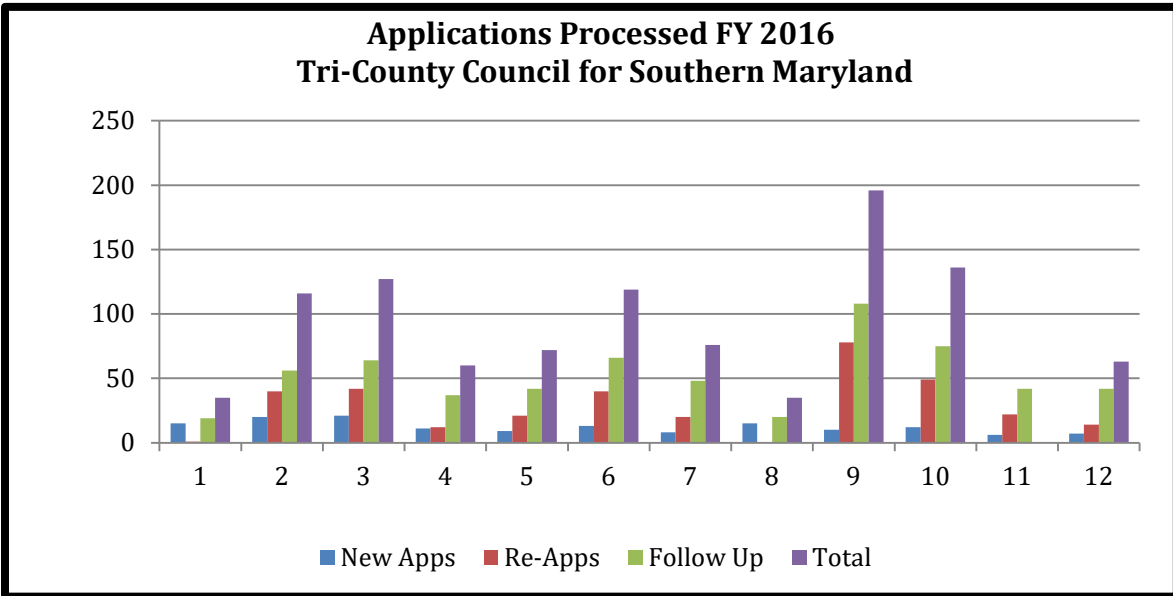
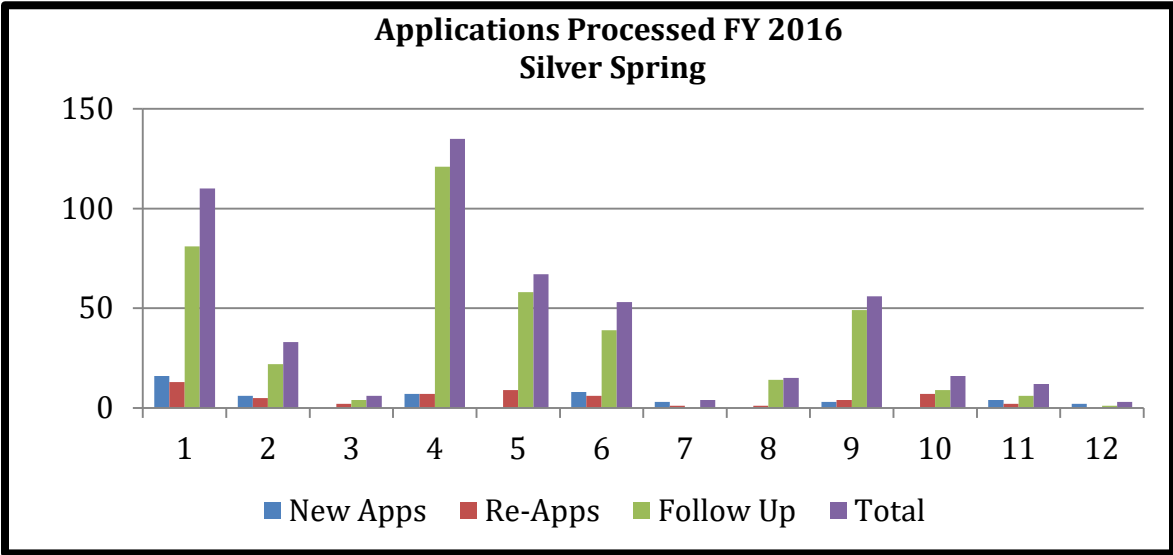
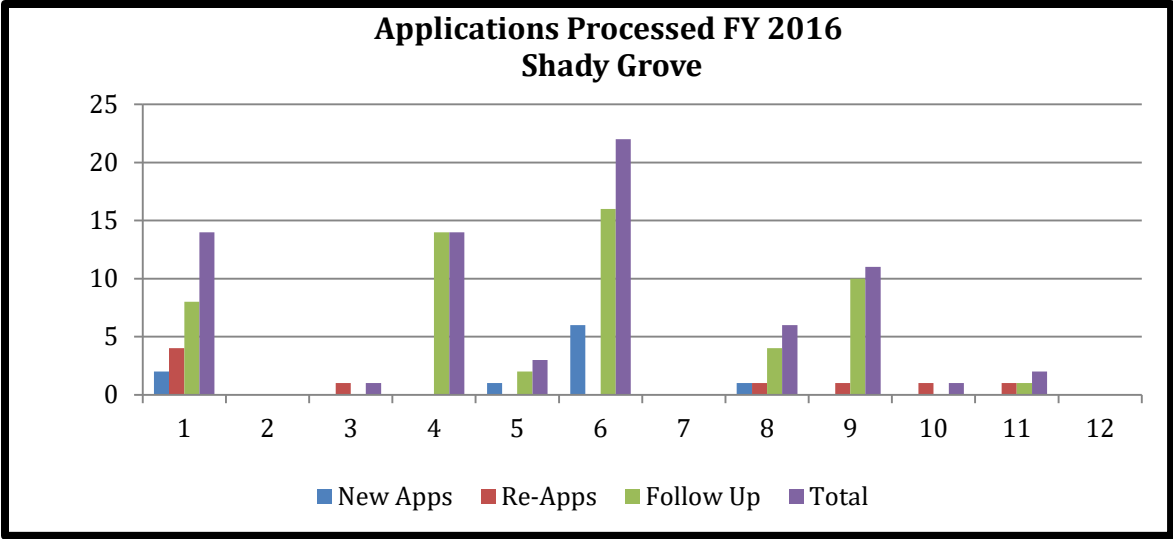
**Applications Processed FY 2016  
Northern Neck PDC**



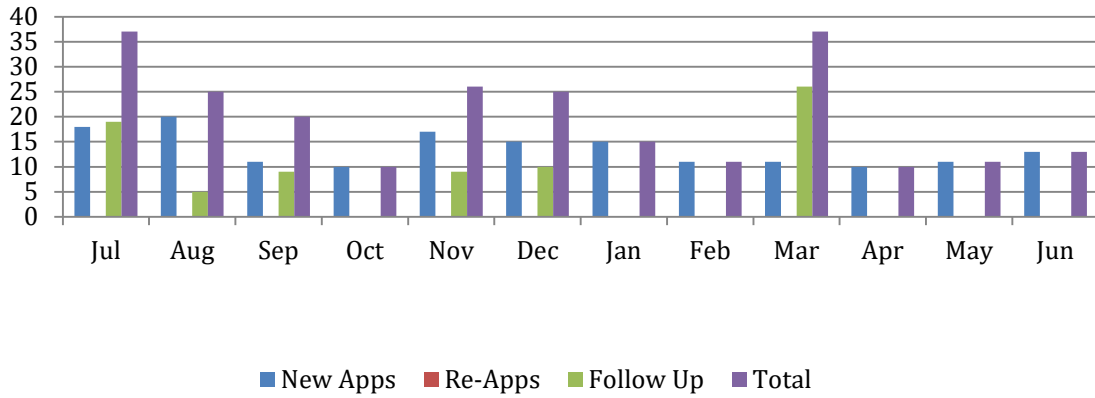
**Applications Processed FY 2016  
Northern Shenandoah Valley**



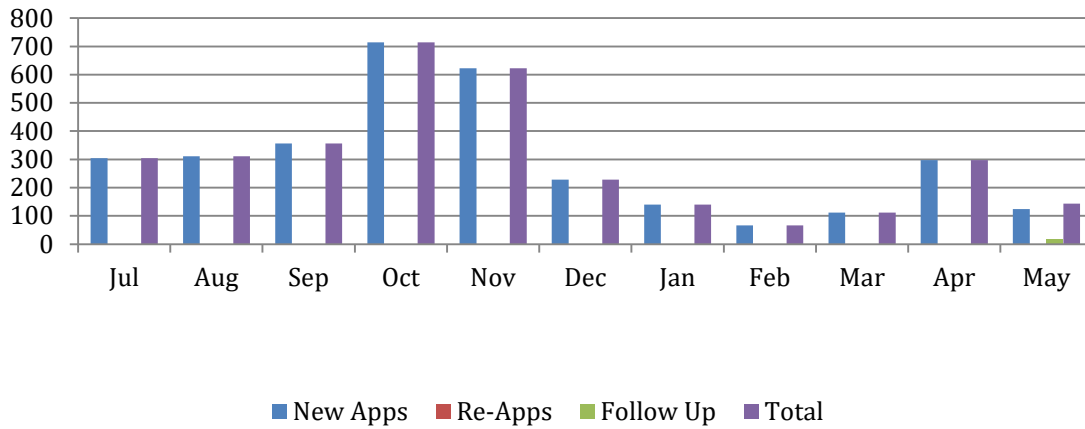




### Applications Processed FY 2016 Charlottesville - Rideshare



### Applications Processed FY 2016 Rideshare Delaware



**TABLE 5  
TERM/COMMUTE INFORMATION  
FY 2016**

APPLICATIONS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	269	0	N/A	N/A	N/A	37	N/A
Internet	N/A	8385	361	N/A	N/A	N/A	11181	N/A
Kiosks	N/A	111	0	N/A	N/A	N/A	0	N/A
Purge Letters	N/A	71	0	N/A	N/A	N/A	312	N/A
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A
From Client	N/A	0	0	N/A	N/A	N/A	1	N/A
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A
Direct Mail	N/A	359	0	N/A	N/A	N/A	115	N/A
<b>TOTAL</b>	<b>N/A</b>	<b>9195</b>	<b>361</b>	<b>N/A</b>	<b>N/A</b>	<b>58</b>	<b>11646</b>	<b>N/A</b>
<b>PHONE CALLS</b>								<b>TOTAL</b>
Brochure/Promo Materials	0	6	0	0	0	0	3	12
Bus/Train Schedule	0	9	0	0	19	0	1	2
Bus/Train Sign	0	8	0	0	62	0	3	10
Direct Mail	0	9	0	0	0	0	6	9
Employer	0	9	0	2	0	0	7	17
Employer Survey	0	0	0	0	0	0	0	0
Fair/On Site Event	0	1	0	0	0	0	1	0
Government Office	0	2	0	0	0	0	2	0
Highway Sign	0	4	0	0	8	0	7	81
Information (411)	0	1	0	0	0	0	1	1
Internet	0	24	0	0	44	0	42	87
Library	0	0	0	0	3	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	1
Newspaper	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	1	0	0	0	0	2	5
Park-and-Ride Lot Sign	0	3	0	0	2	0	0	5
Post Card (COG)	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0
Radio	0	5	0	0	3	0	9	17
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	0	0	2	1
Theatre Slide	0	0	0	0	0	0	0	0
TV	0	1	0	0	0	0	2	3
Van Sign	0	2	0	0	0	0	0	0
Was/Is Applicant	0	2731	3	0	12	0	511	85
White Pages	0	5	0	0	0	0	1	0
Word of Mouth	0	84	0	0	44	0	82	74
Yellow Pages - Verizon	0	0	0	0	1	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	6	0	2	1
Voice Mail Messages	0	48	0	0	19	0	47	64
Other/Unknown	0	12	0	0	22	0	17	45
<b>TOTAL CALLS</b>	<b>0</b>	<b>2965</b>	<b>3</b>	<b>2</b>	<b>245</b>	<b>0</b>	<b>748</b>	<b>491</b>
								<b>4454</b>





**TABLE 6B  
APPLICATIONS RECEIVED TDM SYSTEM  
FY 2016**

	C O G	D C L	A R L	A L X	A A	A T M	A T H	B E T	B M C	B W I	F D A	F F X	F R E D	G W R D	H A R	H O W	L I N K	L D N	M C A	M T A	N E C K	N S H	N S A	P G C	P T C	R A P S	S S P	T A R I	T R A N G	T O T A L			
How they heard...																																	
Brochure/Promo Matrix	19	31	25	15	6	12	2	13	4	7	75	19	26	10	11	0	33	38	1	4	0	5	0	38	61	6	5	8	29	1	2	506	
Bus/Train Schedule	9	8	7	8	18	11	0	9	1	4	25	8	14	5	20	0	48	12	5	2	0	1	0	20	25	1	0	1	40	0	0	302	
Bus/Train Sign	8	2	5	2	9	11	0	21	3	0	13	0	6	1	16	0	10	23	4	4	0	1	0	11	15	1	2	1	46	0	0	215	
Direct Mail	1	13	6	7	1	0	2	0	0	3	32	7	2	1	1	0	27	35	0	3	0	0	0	14	46	0	2	0	12	0	0	215	
Employer	33	55	28	24	15	44	4	22	19	167	157	37	75	7	27	0	54	82	11	12	0	17	0	62	107	9	14	7	42	4	5	1140	
Employer Survey	2	0	0	1	6	0	26	0	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	32	0	0	0	78	
Fair/On Site Event	0	3	1	5	1	1	82	0	1	1	12	2	2	0	0	0	3	8	0	0	0	0	0	3	2	0	1	485	1	0	32	646	
Government Office	12	12	4	12	4	12	2	0	9	10	39	76	5	36	4	13	0	24	19	2	3	0	8	0	27	44	4	4	14	1	0	400	
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Highway Sign	3	0	1	0	1	0	0	1	0	1	0	5	1	5	1	3	0	3	2	1	0	0	7	0	4	10	3	0	5	0	0	56	
Information (411)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Internet	59	41	25	24	30	17	48	34	10	7	237	30	501	10	22	0	117	70	13	5	1	42	0	93	182	20	17	12	50	0	0	1717	
Library	2	1	1	1	0	1	0	1	0	0	3	0	0	0	0	0	1	1	0	0	0	0	0	1	0	0	0	0	1	0	0	14	
Mobile Billboard	3	2	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	2	0	0	0	0	0	1	4	2	0	1	3	0	0	20	
Newsletter	0	1	1	0	1	0	1	0	1	0	4	2	1	0	1	0	2	1	0	0	0	0	0	2	3	0	0	1	1	0	0	22	
Newspaper	1	2	2	0	0	0	0	1	1	0	12	1	1	0	0	0	0	1	0	1	0	0	1	0	1	2	1	0	0	2	0	0	30
Newspaper (Local)	1	1	2	0	0	0	0	0	0	0	4	1	0	0	2	0	1	1	0	0	0	0	0	2	5	1	0	0	2	0	0	23	
Other Ridesharing Org	5	3	0	1	1	1	0	2	1	3	15	2	25	0	0	0	6	0	3	1	0	2	0	4	81	2	0	2	7	0	0	167	
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Post Card (COG)	0	1	1	0	0	1	0	0	0	0	4	2	0	0	0	0	4	5	0	1	0	0	0	2	2	0	0	0	3	0	0	26	
Presentation	0	1	3	0	1	1	0	0	0	3	2	0	0	0	0	0	0	39	0	1	0	0	0	2	0	0	0	16	0	0	0	69	
Radio	13	10	8	5	16	2	1	6	6	4	95	24	79	1	13	0	36	33	6	1	0	4	0	27	84	14	3	0	14	2	0	507	
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Referral from Transit.Org	1	0	0	0	1	0	0	1	1	0	9	3	4	0	2	0	6	1	1	0	0	1	0	2	9	0	0	1	2	0	0	45	
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	
TV	2	2	2	2	0	0	1	4	0	1	12	6	11	0	1	0	8	9	1	0	1	0	0	23	13	3	0	0	7	0	0	109	
Van Sign	2	0	0	0	1	0	0	0	0	0	1	4	6	0	1	0	0	1	0	2	0	1	0	2	4	2	0	0	1	0	0	28	
Was/Is Applicant	0	1	0	0	1	0	0	0	1	2	6	1	5	0	0	0	2	3	0	0	0	0	0	3	2	1	0	1	5	0	0	34	
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	
Word of Mouth	23	14	13	11	20	11	1	9	5	16	93	28	180	9	21	0	42	29	12	3	0	9	0	23	138	7	27	2	40	1	1	788	
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pgs-Yellow Bk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Voice Mail Messages	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other	33	21	18	9	24	18	2	19	5	12	133	23	111	8	22	3	67	41	7	2	2	0	10	0	41	188	16	3	35	0	1	875	
<b>Total</b>	<b>233</b>	<b>225</b>	<b>161</b>	<b>119</b>	<b>165</b>	<b>134</b>	<b>171</b>	<b>152</b>	<b>69</b>	<b>270</b>	<b>1028</b>	<b>207</b>	<b>1090</b>	<b>58</b>	<b>175</b>	<b>3</b>	<b>496</b>	<b>462</b>	<b>68</b>	<b>44</b>	<b>2</b>	<b>109</b>	<b>0</b>	<b>409</b>	<b>1029</b>	<b>94</b>	<b>94</b>	<b>561</b>	<b>362</b>	<b>9</b>	<b>41</b>	<b>8040</b>	

FIGURE 1

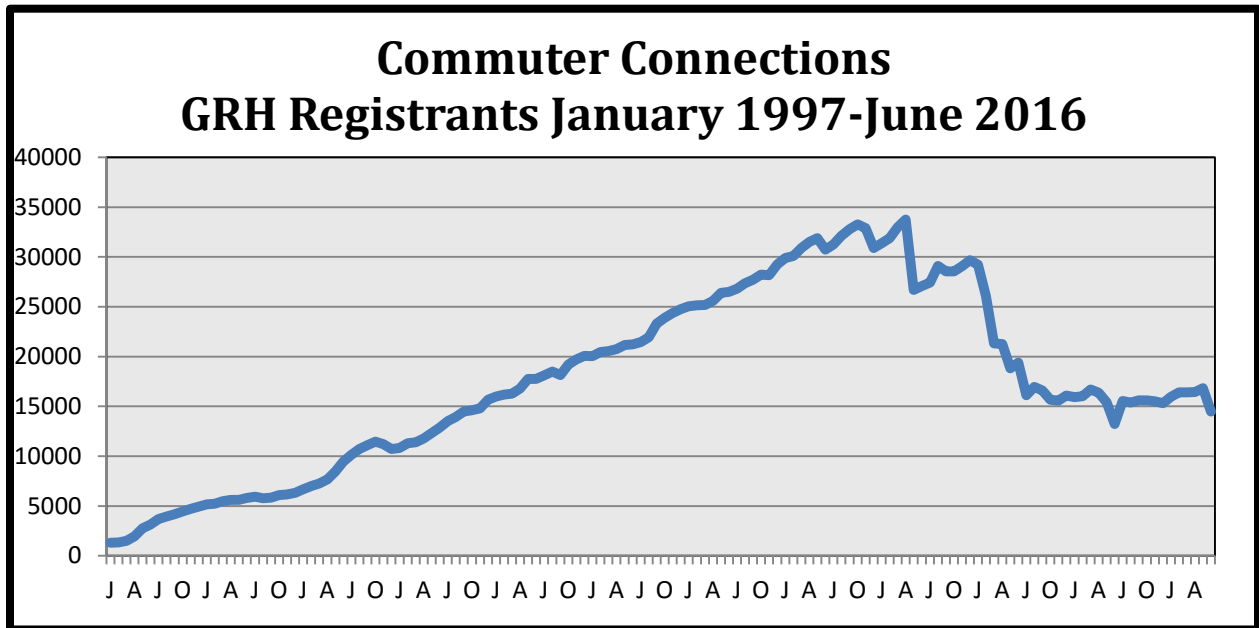


FIGURE 2

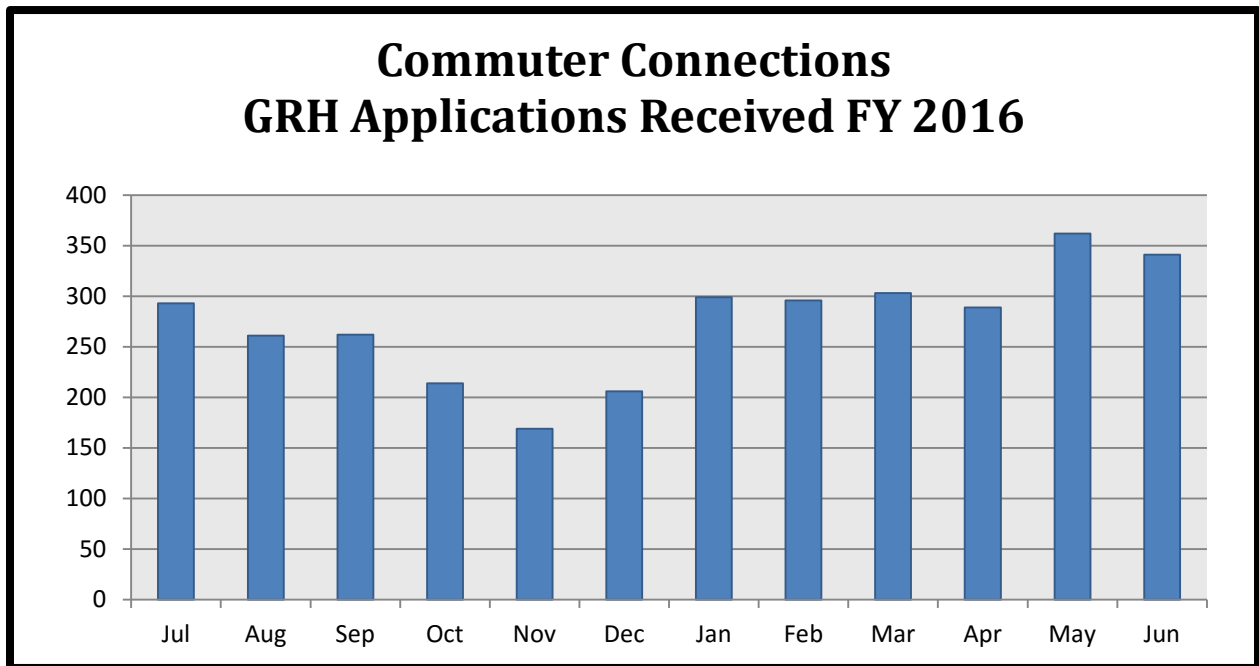


FIGURE 3

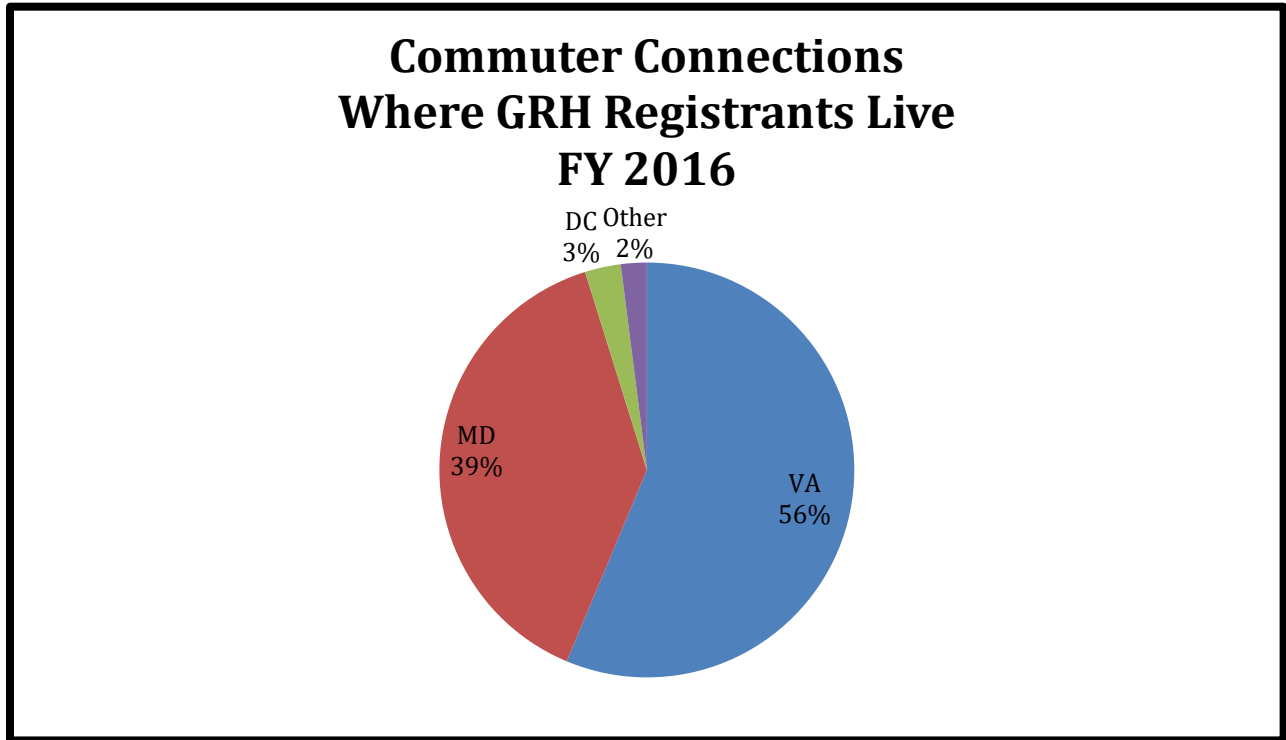


FIGURE 4

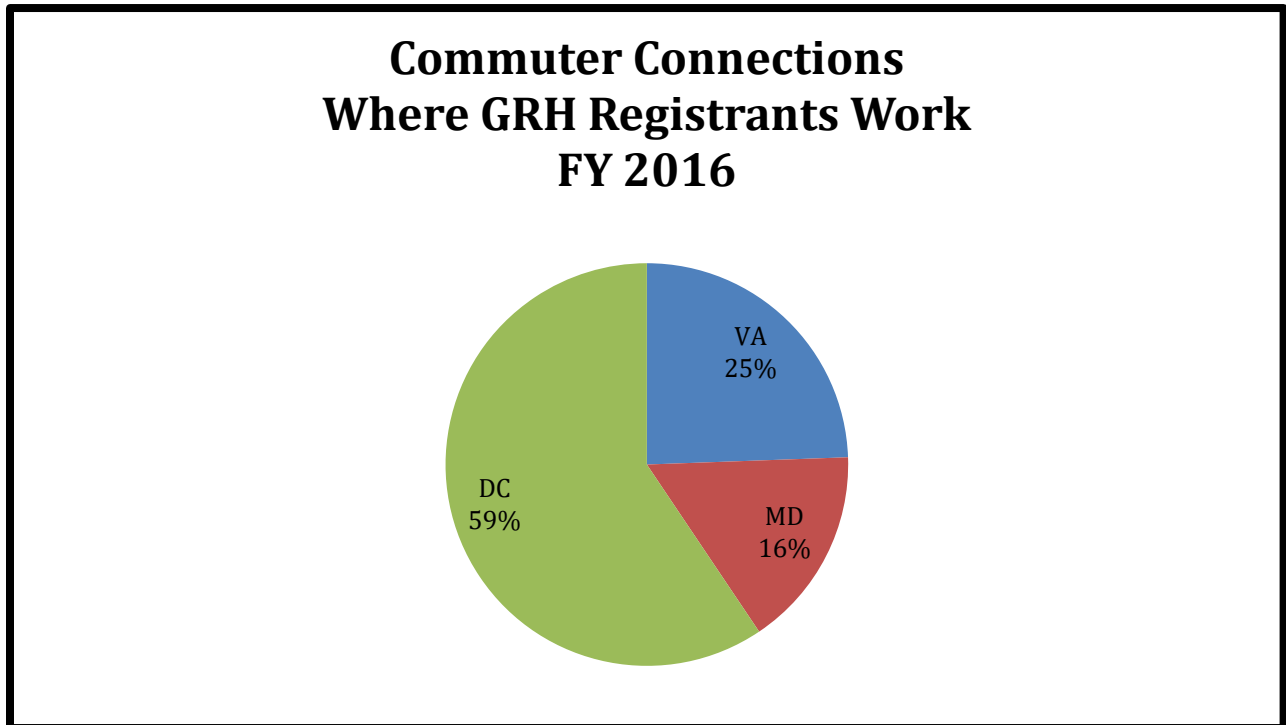


FIGURE 5

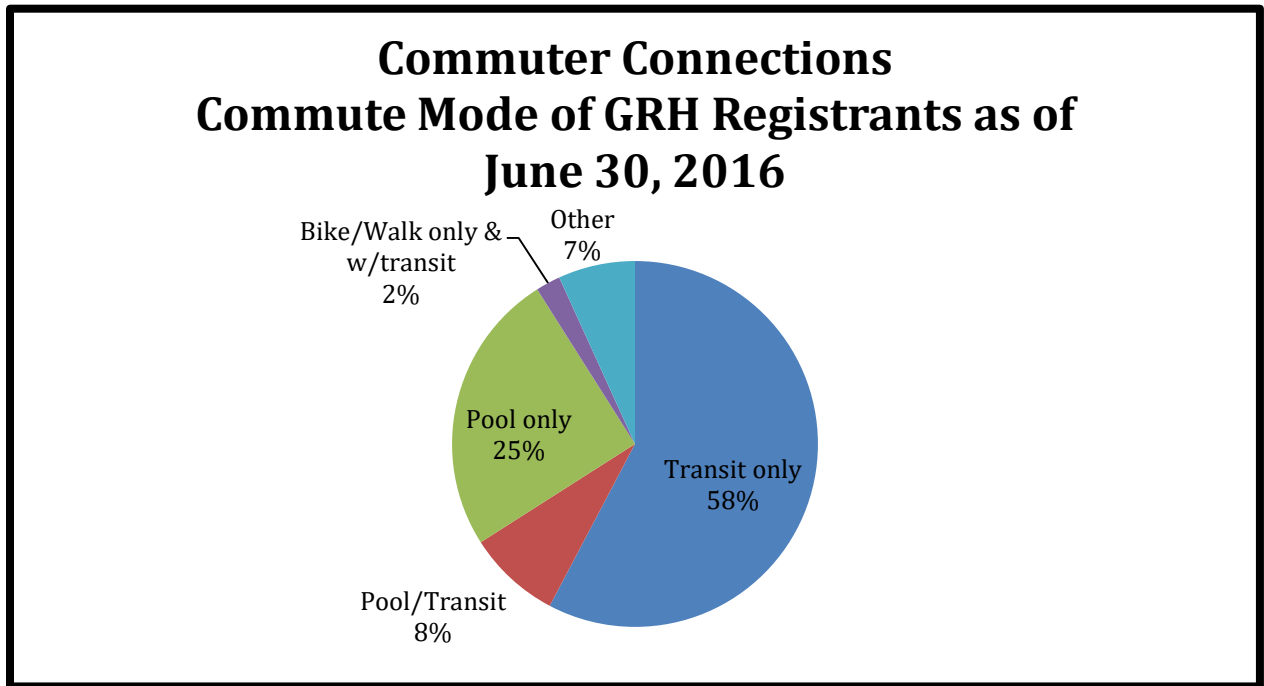


FIGURE 6

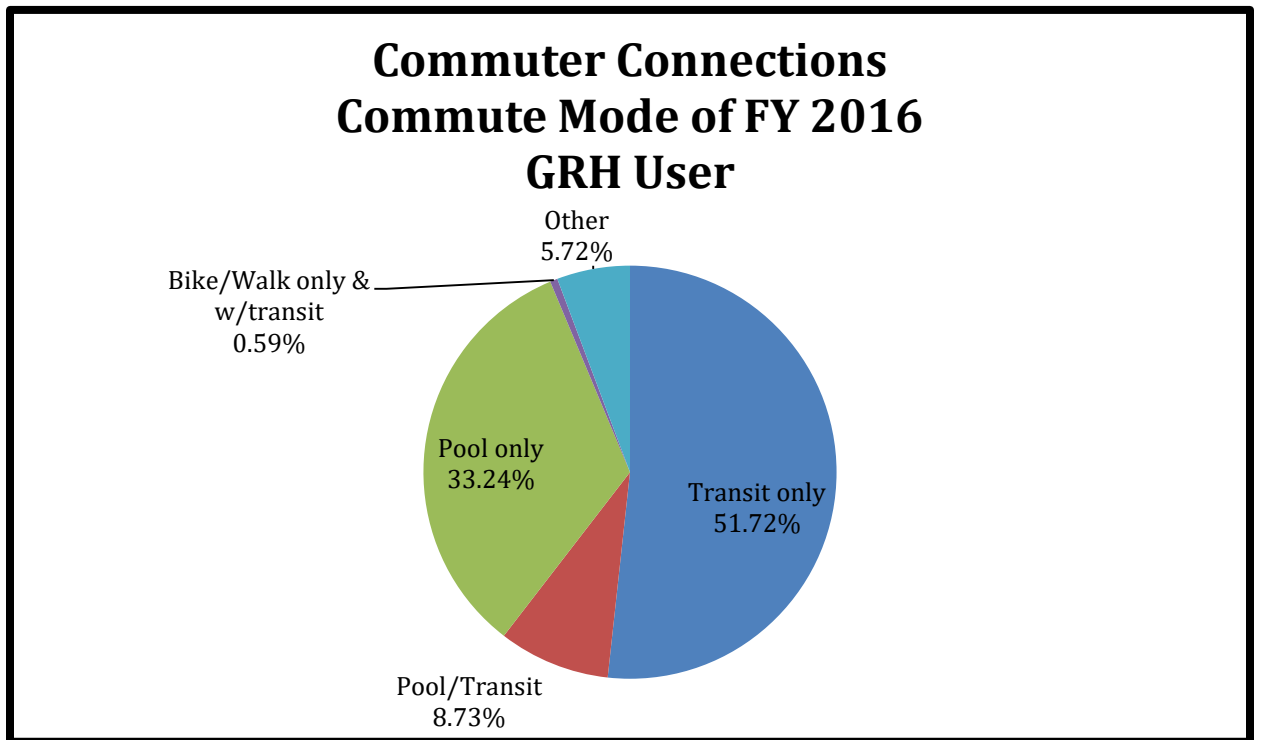


FIGURE 7

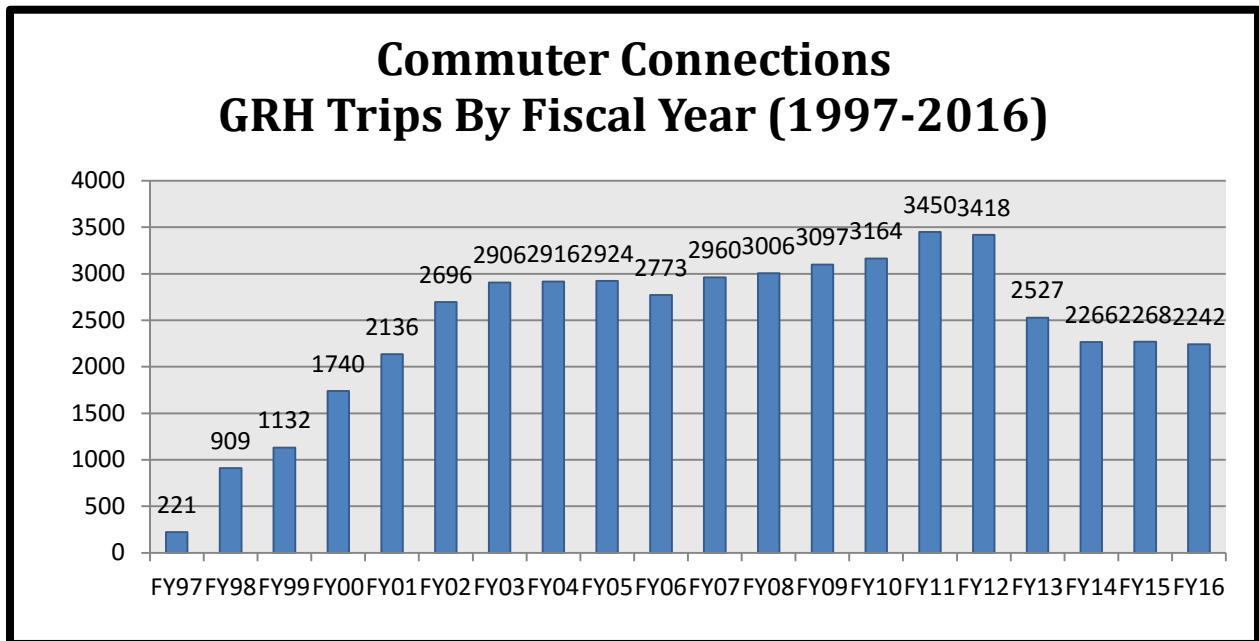
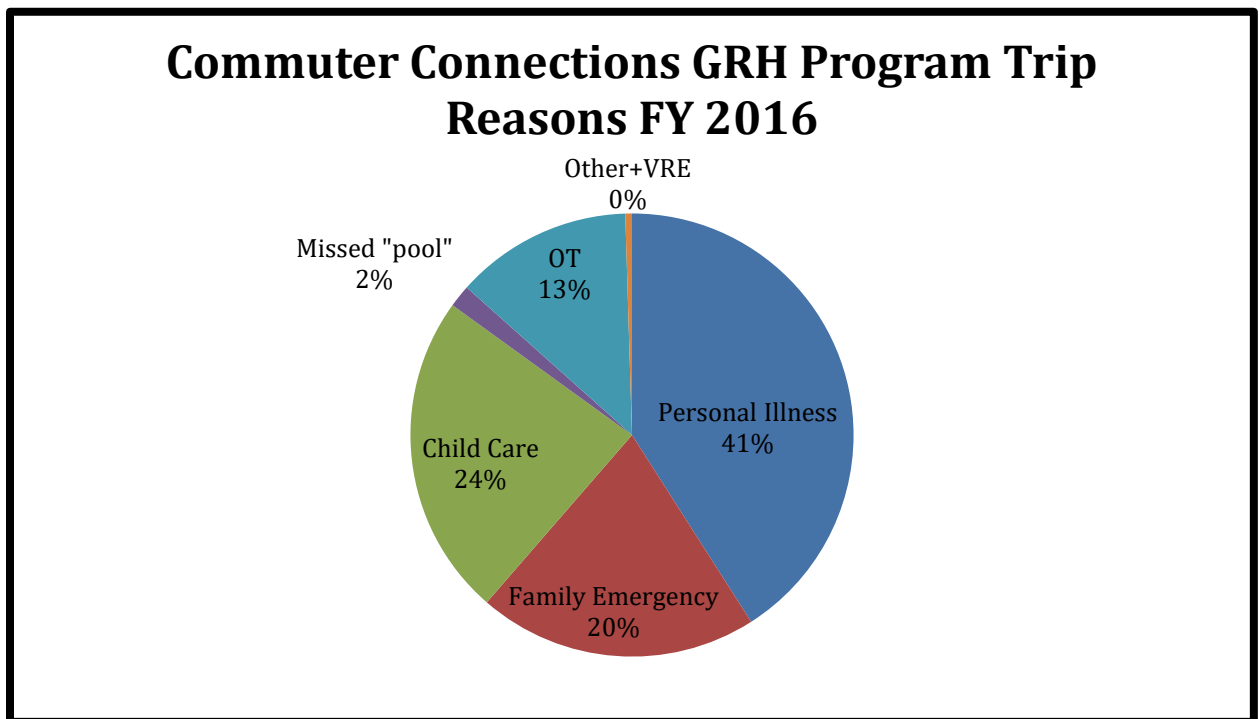


FIGURE 8



**FY 2016**

<b>Annual</b>	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles
Employers Contacted (new) Site Visits (prospects)	6	100	1126	135	61	6	114	269	8	40
Telework Contacted (new)	0	0	0	0	0	0	5	0	0	19
Employers Contacted (follow-up)	401	6873	2845	2432	224	480	5049	364	103	39
Telework Contacted (follow-up)	0	0	0	0	0	0	3	0	0	13
Total Broadcast Contacts Letters, Flyers, Newsletter	2946	37772	12425	65014	5	746	86484	3540	0	700
Total Sales Meetings	24	405	82	100	20	44	437	135	5	19
Total Employers Contacted	3377	45150	16478	67681	310	1276	92092	4308	116	830
New Level 1 TDM Programs	1	43	153	3	7	4	132	2	0	16
New Level 2 TDM Programs	0	12	15	1	6	1	27	1	0	3
New Level 3 TDM Programs	1	36	88	22	0	0	4	2	2	1
New Level 4 TDM Programs	0	9	3	7	3	0	6	0	1	0
New Telework Programs	0	0	0	0	0	0	0	0	0	2
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	1



### FY 2016 WEB SITE VISITS

