

**FY 2011**

**ANNUAL PROGRESS REPORT**



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

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

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# FY 2011 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOG) fiscal year 2011 Commuter Connections Work Program. (July 1, 2010 – June 30, 2011.)

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

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# PROGRAM HIGHLIGHTS

## I. COMMUTER OPERATIONS CENTER

### A. Ridematching Coordination and Technical Assistance

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

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

The Commuter Connections Ridematching Committee met on September 21, 2010. COG/TPB staff prepared the agenda, meeting notes, and meeting handouts. Highlights from the meeting included: discussion of upcoming fairs and promotions, Employer Record Interface Changes, School Pool Application Demonstration, an update on the reported errors using the TDM System and a GIS information update.

COG/TPB staff also gave a brief demonstration of the online Park N' Ride map.

COG/TPB staff prepared the agenda, meeting notes, and meeting handouts and participated in STDM Work Group meetings that were held on July 13th and on September 8th.

COG/TPB staff participated in a Federal ETC Advisory Group meeting that was held at COG on July 14th.

COG/TPB staff prepared the agenda, meeting notes, and meeting handouts and participated in Commuter Connections Subcommittee meetings that were held on July 20th and on September 15th. Highlights from the meeting held on July 20th included: the establishment and approval of a Vice Chair Nominating Committee, a briefing on the preliminary results and highlights from both the 2010 State of the Commute Survey and the GRH Applicant survey, an update on the regional Car Free Day event, an update on the status of the 'Pool Rewards demonstration project, and update on the results from the 2010 Employer Recognition Awards, and the distribution and briefing of the FY 2010 4th quarter CCWP budget report.

Highlights from the Commuter Connections Subcommittee held on September 21st included: the announcement and endorsement by the Subcommittee of a new Vice Chair, a briefing on the FY 2010 Bike to Work Day event report, briefings on substantive changes made to both the 2010 GRH Applicant Survey Report and the 2010 SOC draft Technical Report, an update on the regional Car Free Day event which will be held on September 22nd, a briefing on the upcoming development of the FY 2012 CCWP including a review of the timeline and program elements, a review of the Commuter Connections Strategic Plan, and the distribution and discussion of both the final 4th quarter FY 2010 CCWP budget report and the FY 2010 CCWP Annual Report.

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2010 publication which was distributed in August.

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.

COG/TPB Staff provided vacation coverage for BMC and Harford County, MD staff. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in July 2010, August 2010 and September 2010) 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. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year is will be expunged from the database.

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

COG/TPB staff also provided technical support to ARTMA, North Bethesda TMD, the Tri-County Council for Southern Maryland, and the FDA as well as the Counties of Frederick, Howard and Montgomery in Maryland. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff coordinated and participated in a Commuter Connections Committee Structure work group meeting on August 4th. COG/TPB staff coordinated the Commuter Connections Vice-Chair Nominating Committee meeting on August 6th.

COG/TPB staff met with representatives from Beijing, China on August 24th to discuss TDM program services offered in the Washington DC Metropolitan Region.

COG/TPB staff briefed participants on the TDM software system capabilities at the Northern Virginia BRAC Coordination Meeting on September 15th hosted by the Northern Virginia Regional Commission.

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

The Commuter Connections Ridematching Committee met on December 21, 2010. COG/TPB staff prepared the agenda, meeting notes, and meeting handouts. Highlights from the meeting included: discussion of upcoming fairs and promotions, Employer Record Interface Changes, School Pool Application Demonstration and an introduction to a Facebook Application for Commuter Connections.

The FY 2012 CCWP timeline was prepared for review by the State TDM Work Group and the Commuter Connections Subcommittee in October. A draft FY 2012 CCWP document was prepared for review and comment in November for both the STDM Work Group and the Commuter Connections Subcommittee. The document was updated based on comments received and presented again in December to the STDM Work Group for review and comment.

STDM Work Group meetings were held on October 12<sup>th</sup>, November 9<sup>th</sup>, and December 14<sup>th</sup>.

COG/TPB staff prepared the agenda, meeting notes, and meeting handouts and participated in the Commuter Connections Subcommittee meeting that was held on November 16<sup>th</sup>. Highlights from the meeting included: endorsing for release the FY2010 Bike to Work Day Event Report, 2010 Guaranteed Ride Home

Applicant Survey Report, and the 2010 State of the Commute Technical Report. Other highlights from the meeting included an update from WMATA on changes to the SmartBenefits and SmarTrip, a presentation and discussion on the results from the 2010 Car free Day event, a review of the draft FY 2012 CCWP along with changes to the Commuter Connections Strategic Plan, a review of the updated geographic coverage area for the Guaranteed Ride Home program which now includes the Baltimore metropolitan region and St. Mary's County, and a briefing on the 1<sup>st</sup> quarter CCWP budget report.

A conference call meeting was held with the Commuter Connections Committee Structure work group on October 1<sup>st</sup>. COG/TPB staff hosted and participated in a Federal ETC Advisory Group meeting on October 13<sup>th</sup>. COG/TPB staff participated in a meeting with WMATA staff on a TPB/UPWP Technical Assistance project for carpooling to the Metro stations on October 28<sup>th</sup>. COG/TPB staff moderated a panel entitled "Moving Forward: Workforce Transportation Policies and Programs" at the GOVGreen conference held in Washington DC on November 10<sup>th</sup>.

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the January 2011 publication that will be distributed in January.

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. COG/TPB Staff provided vacation coverage for BMC and Harford County, MD staff. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in October 2010, November 2010 and December 2010) 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. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax County and the City of Alexandria, Virginia as well as the Rideshare Program of Charlottesville, VA.

COG/TPB staff also provided technical support to the Tri-County Council for Southern Maryland, and the FDA as well as Frederick County, Maryland.

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

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2011 publication that will be prepared and distributed.

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

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. COG/TPB Staff provided vacation coverage for BMC and Harford County, MD

staff. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in January 2011, February 2011 and March 2011) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax County, Loudoun County, GW RideConnect and the Northern Neck Planning District Commission in Virginia as well as the Rideshare Program of Charlottesville, VA. COG/TPB staff also produced mailing labels for local agencies’ newsletters.

COG/TPB staff also provided technical support to the FDA, NIH, BMC as well as Frederick County, Maryland. COG/TPB provided technical support to RideShare Delaware also.

COG/TPB staff managed and updated the federal ETC web site as needed.

STDM Work Group meetings were held on January 11<sup>th</sup> and March 8<sup>th</sup>. During the January meeting, COG/TPB staff received an approval from the state funding agencies on the final draft of the FY 2010 CCWP and the final document was presented to the Commuter Connections Subcommittee on January 18<sup>th</sup> for endorsement.

A Commuter Connections Subcommittee meeting was held on January 18<sup>th</sup>, 2011. Highlights from the meeting included: a review of the substantive changes made to the draft FY 2012 CCWP and an endorsement for the document’s release, a final review of changes made to the Commuter Connections Strategic Plan and an endorsement of the document for release, a presentation of the draft FY 2010 GRH Customer Satisfaction survey report and results with a comment period being set, a presentation of the preliminary results of the FY 20102 Bike to Work Day Event Survey, an update of the Regional Priority Bus Project grant under TIGER, a :Pool Rewards project update, an update on the Capital Bikeshare project, and the 2<sup>nd</sup> quarter budget report was given.

A Commuter Connections Subcommittee meeting was also held on Mach 15<sup>th</sup>. Highlights from the meeting included: a review of substantive changes made to the FY 2010 GRH Customer Satisfaction Survey report and an endorsement for release, a presentation of the draft FY 2010 Bike to Work Day Report with a comment period being established, a demonstration of the new Commute Calculator Log that is part of the TDM software system, an update on the 2011 Bike to Work Day event, a presentation of the JARC/New Freedom regional project solicitation, a discussion regarding rising gasoline prices, an update on the status of the FY 2012 CCWP document, and the presentation of the 2<sup>nd</sup> quarter CCWP progress report.

A Commuter Connections Ridematching Committee meeting was held on March 15, 2011. Topics covered at the meeting included: introduction of the Rideshare Delaware staff and brief demonstration of their interface to the TDM System, discussion of upcoming fairs and promotions, additional discussion of the Employer Admin tool for record cleanup, additional discussion and demonstration of the School Pool ridematching software, review of the Commuter Connections Monthly Progress Reports, discussion of the new queuing procedure for employer

members and a review of the Commuter Connections Technical Support policy. During the Roundtable session, COG/TPB staff solicited suggested improvements to the commuter's application process in order to simplify the process for the commuter.

COG/TPB staff met with Foursquare representatives on January 14<sup>th</sup> to discuss the Northern Virginia Vanpool program study.

COG/TPB staff presented the draft FY 2012 CCWP to the TPB Technical Committee on February 4<sup>th</sup> and discussed the document during the TPB Steering Committee. The draft document was released for public comment at the CAC meeting on February 10<sup>th</sup> and was presented to the TPB on February 16<sup>th</sup>. The final draft of the document was presented to the TPB Technical Committee on March 4<sup>th</sup> and to the TPB for final approval on March 16<sup>th</sup>. Funding commitment request letters were prepared for the state funding agencies.

COG/TPB staff participated in the RFP selection process for WMATA's Accessibility Study on February 11<sup>th</sup>. A Federal ETC Advisory Group meeting was held at COG/TPB offices on February 2<sup>nd</sup>. COG/TPB staff participated in an AMPO TDM Peer Exchange Group conference call meeting on February 2<sup>nd</sup> and March 2<sup>nd</sup>. COG/TPB staff participated in a naval District Regional Transportation Vision meeting at the NCPC on February 9<sup>th</sup>. COG/TPB staff attended a Virginia NTD Vanpool project meeting on March 3<sup>rd</sup>.

***The following work was accomplished during the fourth quarter:***

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2011 publication that will be prepared and distributed.

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

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

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2011, May 2011 and June 2011) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

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

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

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



A Federal ETC Advisory Group meeting was held on April 26<sup>th</sup>. COG/TPB staff met with GSA representatives on April 27<sup>th</sup> to discuss Federal ETC certification training.

COG/TPB staff participated in an AMPO TDM Peer Exchange conference call meeting on April 27<sup>th</sup>.

COG/TPB staff participated in a conference call on May 2<sup>nd</sup> with representatives from the National Center for Smart Growth from the University of Maryland to provide information on Commuter Connections program services for an Energy Assurance Plan for the Maryland Energy Administration.

COG/TPB staff met with a representative from the Baltimore County Department of Environmental Protection and Sustainability office on May 4<sup>th</sup> to discuss management of their parking subsidy program and registration of carpools at their worksite.

COG/TPB staff attended the DATA Dinner and Awards program on May 5<sup>th</sup>.

COG/TPB staff attended and participated in a Washington Area Broadcasters Association Ascertainment meeting on May 10<sup>th</sup>.

COG/TPB staff attended and participated in a TDMI Board meeting in Anaheim, CA on May 13<sup>th</sup>.

A Commuter Connections Subcommittee meeting was held on May 17<sup>th</sup>. Highlights from the meeting included: endorsement for release of the 2010 Bike to Work Day event report, a Base Closure and Realignment Commission TDM initiative briefing from Maryland and Virginia, a briefing on Virginia's new Telework tax credit for employers, an update on the 2011 Bike to Work Day event, a Clean Air Partners update, a 2011 Car Free Day event update, and a presentation of the 3<sup>rd</sup> quarter budget report.

COG/TPB staff attended the Association for Commuter Transportation's Chesapeake/SEACT Symposium in Charleston, South Carolina from June 5<sup>th</sup> – June 7<sup>th</sup>.

A Ridematching Committee meeting was held on June 21<sup>st</sup>. Highlights from the meeting included an introduction of new Rideshare Coordinators, a roundtable discussion on upcoming fairs and promotion, an update on the cleanup of employer records, a briefing on the School Pool program and launch, a presentation by PRTC staff on their BRAC Resource Guide, a discussion on TDM System improvements, and a roundtable discussion on "hot topic" issues for the on-line TDM system.

COG/TPB staff held TDM System training on April 29, 2011 for the new coordinator from Harford County, MD; on May 24, 2011 for the new coordinator from the Tri-County Council for Southern MD; and on June 23, 2011 for the new coordinator from GWRideConnect in Fredericksburg, VA.

## **B. Transportation Information Services**

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

COG/TPB staff provided commuter traveler information on alternatives to the general public by telephone, web site, electronically and through printed information. Statistics on this project are available by viewing the Annual Work Program progress Report at the end of the document.

## 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. Staff monitored the web and database servers continually and made daily backups of the Oracle database. Staff updated commuter records and corrected errors in data and moved commuters between programs as needed.

COG/TPB staff continued to run the database purge process around the first workday of each month. Staff produced reports for local ridematching coordinators to use for following up with commuters, deleted expired records, and sent email and paper notices to commuters asking them whether they want to stay in the program.

COG/TPB staff held conference calls throughout the year with Base Technologies. Calls were held once each month during the first three quarters of the year and twice each month in the last quarter. The purpose was to advance the development mission by formulating approaches to handling outstanding tasks, resolving problem issues, schedules, and setting priorities. Employer-based queuing, user input validation, commute logging, and web server/database upgrades were the main topics.

COG/TPB staff worked with Base Technologies to deploy a new web application early in the year. Named "SchoolPool," this software implements functionality to restrict a commuter's match results to other commuters who travel to the same location. It is intended primarily for use by parents of school children who want to form carpools, bicycling or walking groups. The program is in use at three installations: Commuter Connections, Charlottesville RideShare, and DART RideShare Delaware.

Hardware and software platforms have undergone significant changes during the five years since development of the TDM System commenced. To ensure the system remains current, COG/TPB staff planned the migration of the TDM system from its current hardware and software platforms to virtual servers, the Oracle 11gR2 database, and the latest versions of the web and application server software programs.

COG/TPB staff worked with Base Technologies and New World Apps to install a new operating environment and move data and code to it. The database work was completed in June 2011. The remaining application code work is expected to be completed in FY 2012.

RideShare Delaware, DART First State's ridematching service, began using the new TDM software system during the month of January 2011. COG/TPB staff assisted the contracting team with customization of their TDM System look and feel and functionality, and extracting, transformation, and loading data for RideShare Delaware. Data audits on the imported data loaded by the software development team were completed and errors were corrected. COG/TPB staff helped the development contractors with testing, debugging, and software and data quality assurance.

COG/TPB staff enhanced the TDM system with some new reports for the 'Pool Rewards program. The new reports assist staff with distributing incentives to people who qualified for and completed the program.

COG/TPB staff worked throughout the year to enhance and make fixes to the reports module in the TDM System. Staff developed five new reports for member agencies to help those agencies identify commuters whose accounts should be serviced by those agencies. These are the first steps toward queuing new commuter applications based on criteria besides geography. The Oracle database server runs these reports daily. COG/TPB staff developed a new Commuter Detail List Report and a new, interactive Vanpool Drivers report. The new Vanpool Drivers report enables local ridematching coordinators to produce reports of the vanpool drivers in their jurisdictions optionally filtered by appform code. The new reports were installed into the TDM System's graphical user interface.

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

COG/TPB staff laid out development priorities for the next version of the TDM system and worked on the preparation of the FY 2012 contract with Base Technologies.

#### D. Commuter Information System

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

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

COG/TPB staff monitored and updated transit, park and ride lot and bicycle route information for the regional TDM software system and the interactive Commuter Resource Guide (park and ride) web map at [maps.mwcog.org](http://maps.mwcog.org).

Maintenance of commute options data was ongoing throughout the year for our interactive map and the TDM System. COG/TPB staff added lot features to the interactive park and ride map for the counties of Fauquier and Greene in Virginia, and the counties of Frederick and Washington in Maryland. Lots that had been closed in Nelson County, Virginia and Prince George's County, Maryland, were removed. Staff collaborated with Loudoun County and Fairfax County staff to gather data for an update to their lots in the interactive web map and the TDM database.

COG/TPB staff developed and began running a geocoding web service on the ArcGIS server. Going forward, this web service can be consumed by the TDM System to provide high quality geocodes.

## 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 GRH database and server.

COG/TPB staff reviewed GRH Program participation guidelines and updated them to include the Baltimore Metropolitan Region and St. Mary's County, Maryland.

Commuter Connections continued the “GRH Rewards Program” during FY 2011. When commuters re-registered during FY 2011, COG/TPB staff included incentive coupons with the commuter’s GRH renewal card. The incentives varied per vendor but examples included:

- Buy 1, get 1 admissions to Madame Tussauds – Washington, DC
- Everyone pays kids’ price at Six Flags America
- Free pizza from Flippin’ Pizza

Participating vendors included Madame Tussauds, Six Flags America and Flippin’ Pizza. This incentive has proven effective with GRH members and accounts for increased interest in the program during FY2011. Supplies are limited and at the discretion of the participating vendors.

## B. Process Trip Requests and Provide Trips

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

COG/TPB staff reports between the months of July 2010 and June 2011, there were 6,793 GRH applications received. 7,428 commuters were re-registered and 5,803 commuters were newly registered in the regional GRH program. These new registrants included 120 previous “one-time exceptions.” A total of 12,814 registrants were registered for GRH at the end of FY 2011. The GRH program provided 3,450 GRH trips in FY 2011. Nine percent of these trips were “one-time” exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (42%) followed by Child Care trip reasons (20%) and Family Emergency trip reasons (19%) were the top three reasons cited for GRH trips during FY 2011. Missed “pool” accounted for 2% and Unscheduled Overtime accounted for 15% of the trips taken during the fiscal year. 2% of the GRH trips taken during FY 2011 were categorized as “Other.” The average cost of a GRH trip in FY 2011 was \$70. This was \$2 more than last fiscal year’s average cost of a trip. The increase in cost may be attributed to increased fares and fuel surcharges due to higher energy prices.

The majority of registered commuters live in Virginia (65%), with 31% residing in Maryland and 2% 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 30% working in Virginia and 11% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2011, Sixty percent (60%) of all GRH registrants use transit to travel to work, Twenty-Seven (27%) carpool or vanpool, and one percent (1%) either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (8%) as their commute mode. Four percent (4%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY2011, 53% use transit to commute to work, 37% carpool or vanpool, and 5% combine transit and pooling. Five percent (5%) indicated “Other” was their primary commute mode. Figure 6 separates transit only and “pool” only users from those users that combine transit and pooling as their commute mode.

### III. MARKETING

#### A. TDM Marketing and Advertising

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

COG/TPB staff posted of the FY 2011 Marketing Communications Brief and Schedule to the Extranet for committee feedback. The Marketing Brief and Schedule outlined strategy Commuter Connections would employ for the fiscal year in order to reduce traffic congestion and emissions caused by SOV commuters. The Marketing Communications Brief and Schedule outlined the objectives, target market, proposed tactics and media allocations for Ridesharing, GRH, 'Pool Rewards and Employer Outreach. Committee feedback was incorporated to the Marketing Brief and Schedule based on comments received.

COG/TPB staff solicited volunteers from each state to serve on the FY 2011 Commuter Connections Marketing Workgroup. Members of the Workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2011 regional TDM marketing campaign. Feedback helped narrow the direction and refine the materials. Workgroup members included Rico Fleshman, VPSI; Mirza Donegan, North Bethesda Transportation Center; and Kristin Howard, goDCgo.

An online qualitative survey was conducted during the first week of November 2010 by a third party contactor with 591 respondents to rate concepts for the upcoming Rideshare and Guaranteed Ride Home Spring 2011 campaigns. Respondents were asked demographic, behavioral and attitudinal related questions. Results of the qualitative research were presented at the December 21, 2010 Regional TDM Marketing Group meeting.

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

During the fall umbrella campaign, radio was used as an anchor medium for the campaign with a broad mix of radio stations. Both the Guaranteed Ride Home and Ridematching campaigns had two radio spots each, evenly rotated, to promote the benefits of the respective Commuter Connections programs. The radio campaign alternated between Rideshare and Guaranteed Ride Home weeks from October through December.

Radio stations supported Commuter Connections' Rideshare Tuesday campaign during the weeks when Rideshare spots were running. The stations provided additional on-air mentions, sponsorships or PSAs asking listeners to consider making Tuesday, a Rideshare Tuesday. During the weeks that GRH spots ran, radio stations provided additional on-air mentions, sponsorships or PSAs to promote the GRH program. WRQX ran a Rideshare Reward contest to raise awareness of alternative commute options. On-air promotional announcements encouraged listeners to the MIX 107.3 website to tell about their rideshare stories. Winners received a dinner at Chipotle for the carpool.

The campaign also reached out to Spanish-speaking commuters with spots running on VIVA. COG/TPB staff also took part in an interview on VIVA. A print ad appeared each Friday in the weekly Hispanic newspaper, El Tiempo Latino from October through mid December.

Internet banner ads started at the beginning of October, and ran through the end of December 2010. Placement was made on wtop.com, TBD.com, and sigalert.com. TBD.com is a local news website launched in August 2010, as part of the ABC7 TV/News Channel 8 Group. Sigalert.com is a California-based traffic website that went national in October 2010. The Mid Atlantic Sports Network (MASN) provided placements of banner ads on their website, masnsports.com, with a guaranteed minimum of 450,000 impressions over three months as value add.

COG/TPB staff provided the Maryland Transit Administration with marketing collateral for use within the Baltimore version of the GRH brochure. COG/TPB staff updated both online and print GRH guidelines to represent new geographical coverage area to include the Baltimore region and St. Mary's county and the online map was updated as well. WPGC radio ran 10 second live reads to promote GRH in Baltimore.

The Regional TDM Strategic Marketing Plan and Resource Guide was finalized by COG/TPB staff and approved at the December 21, 2010 Regional TDM Marketing Group meeting. This annual guide serves as a resource for TDM products, research and planned marketing activities conducted within the Washington metropolitan region.

Direct mail campaigns developed with the marketing contractor were sent out twice during FY2011 by COG/TPB staff; 400,000 in December and 500,000 in June respectively. The mailers were sent to households with persons age 25-54 with annual incomes above \$50,000. For each mailing two unique brochures were created with images that provided emphasis on ridesharing or GRH. Key messages for FY2011 were "Save Half" for Rideshare and "Don't Flip Out". Each of the mailer versions cross promoted both services and also the 'Pool Rewards program. A tear off application was included, allowing recipients to apply for either program offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to commutercconnections.org.

The Commuter Connections quarterly newsletter was prepared with the marketing contractor and COG/TPB staff coordinated the printing and distribution to Washington region employers along with a federal ETC insert. Both were placed online as well. Lead stories for the year included 2010 Employer Recognition Awards, 2010 State of the Commute Survey, and Commuter Benefit.

COG/TPB staff worked with Commuter Connections Network members to secure donations of ad space during FY2010 on transit interiors/exterior and shelters. Contributions of network members were valued as an effective channel for communicating our message throughout the region. With signage along commuter travel routes, Commuter Connections gained frequency of message in an affordable and effective manner. The free ad space was donated by ART, PRTC/Omniride, Fairfax County Connector, Frederick TransIT, Montgomery County Ride On and MTA/MARC.

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

September 2, 2010 - Issued final FY10 Second Half Marketing Campaign Summary report and final FY11 Draft Marketing Communications Plan and Schedule. Corresponded with network members regarding the FY11 Washington

Metropolitan Resource Guide and Strategic Marketing Plan. Updated and issued draft report on September 21st.

December 21, 2010 - The draft FY 2011 1st Half Marketing Campaign Summary Report was distributed as well as a final Draft of the FY 2011 Regional TDM Resource Guide and Strategic Marketing Plan, which was approved. Presentations were made by the Commuter Connections advertising contractor to include recent FY 2011 Marketing activity and visuals of the FY 2011 spring Marketing Campaign.

March 15, 2011 – The FY11 First Half Marketing Campaign Summary final report, and the FY11 Second Half Marketing Campaign Summary draft report were distributed. Presentations were made by the Commuter Connections marketing contractor to include visuals of the FY 2011 spring marketing campaign and recently conducted qualitative research findings.

June 21, 2011 - Presentations included Eco-Driving Program, Regional Bikeshare Program Outreach, VPSI's "Read it on the Road" contest, O'Donnell Company on the Commuter Connections FY11 marketing campaign and a second draft of the FY10 2nd Half Marketing Campaign Summary Report was distributed during the meeting.

COG/TPB staff participated at the following transportation fairs and related events in FY2011: Health Wellness Fair at the Four Seasons Hotel in Washington DC on July 16th. Commuter Transportation fair at the Hilton Mark Center in Alexandria on September 28th. April dates included: HHS, USPTO, American Red Cross, USGS, and HHS-FDA. May 2011: BRAC-Arlington Career Fair at the Crystal Gateway Marriott, Arlington, VA; the DOD Pentagon Transportation Fair, Washington D.C., and the Bike to Work Day event held at the NoMA BID and Silver Spring. In June, COG/TPB staff attended a commuter transportation fair at The Aerospace Corporation and the Suitland Federal Center (Census).

The marketing contractor secured Flippin Pizza and Madam Tussauds coupons for use as Guaranteed Ride Home Rewards sponsors. COG/TPB staff sent coupons to GRH re-registrants in renewal letters. The GRH Rewards web page was updated to include the corporate sponsor logos.

A partnership with Flippin Pizza was rolled out by the marketing contractor and COG/TPB staff to coincide with the GRH "Don't Flip Out" campaign. Stickers were printed and affixed to Flippin Pizza pizza boxes to promote GRH. Flippin Pizza also provided coupons for the GRH Rewards program, good for a free pizza. The coupons were given to all GRH re-registrants in weekly mailings. A GRH/Flippin Pizza promotion called "Flips & Trips" was held at the TRiPs Commuter store in downtown Silver Spring. The Flippin Pizza mobile truck was on hand to provide free slices of pizza, COG/TPB staff was present to promote GRH, and the Mix 107 van was on site as well.

The Internet component of the campaign was placed by the marketing contractor in March and utilized a number of sites that performed well in the past. Realtor.com was added to the mix, as research has shown that people reconsider their commute when they are looking to move. Banner ads reminded potential home buyers of the benefits of ridesharing and Guaranteed Ride Home. The following other sites were used in the spring campaign: accuweather.com, WTOP.com, monster.com, NBC4, and The Washington Times. Run-of-Site/Run-of-Network pop-under ads were also served to select websites of iii-interactive's publisher list.

A new TV commercial was produced with under the direction of the marketing contractor using pre-recorded stock footage to keep costs at a minimum. The ad was based on the GRH campaign's "Don't Flip Out" concept. The commercial featured an end of the work day, mad dash for the door. A voice over reminded viewers that with GRH there's no need to flip out if you rideshare and are asked to work late. The commercial aired on MASN during Nationals baseball games. The FY 2011 Marketing Workgroup reviewed and commented on draft TV storyboards.

In anticipation of higher gas prices, gas pump toppers were planned by as an integral part of the FY2011 rideshare campaign. These ads reached our target audience precisely at the time they were prone to our message of saving on gas by ridesharing. The advertising displays were full-color, weatherproof ads in frames on top of gas pumps. The gas pump toppers were placed at 117 gas stations in D.C., Maryland, and Virginia beginning in March. As a bonus, eight additional gas pump toppers and free window clings were secured at gas stations.

COG/TPB staff placed listings in both print and electronic versions of telephone directories throughout the Washington region under the carpool and vanpool services category. Directory listings were also placed into military base guides. An ad was placed in Comprint Military Publications' special spring Relocation Guide section of their newspaper and delivered to several military bases in March.

COG/TPB staff made regular updates and preformed maintenance on Commuter Connections' web site and social networking websites. This included refreshment of the rotating flash file images on the Commuter Connections home page to reflect visuals of the spring marketing campaign. Customer support was provided for the Commuter Connections Bulletin Board and the Extranet was utilized for posting of marketing and advertising materials for review by Commuter Connections Committees.

A telework ad created in the past was reformatted by the marketing contractor to be placed into the Telework Exchange's spring Town Hall meeting program booklet in anticipation of the April 28th event at the Reagan building.

A tent with the Commuter Connections logo was ordered by COG/TPB staff for use at outdoor events; its debut was on Bike to Work Day. Staff also ordered giveaway items for FY 2011 Transportation Fairs and updated and replenished Commuter Connections brochures as needed.

Earned Media interviews and placements:

*BeyondDC*  
*Interesting things from TPB*  
7/21/10  
<http://beyonddc.com/log/?p=1995>

*NBC Washington*  
*DC Commuters Driving Farther for Work*  
7/21/10  
[http://www.nbcwashington.com/news/local-beat/DC\\_Commuters\\_Driving\\_Farther\\_For\\_Work\\_Washington\\_DC.html](http://www.nbcwashington.com/news/local-beat/DC_Commuters_Driving_Farther_For_Work_Washington_DC.html)



*Washington Examiner*  
*One-fourth of Washingtonians find commute more sluggish*  
7/22/10  
<http://www.washingtonexaminer.com/local/One-fourth-of-Washingtonians-find-commute-more-sluggish-1002403-98951764.html>

*My FOX*  
*Survey Shows Traffic Worsens, More Tele-Commute*  
7/21/10  
<http://www.myfoxdc.com/dpp/traffic/survey-shows-traffic-worsens-more-tele-commute-072110>

*WTOP*  
*Is your commute getting better or worse?*  
7/21/10  
<http://www.wtop.com/?nid=600&sid=2008187>

*WJLA*  
*Workers Share Pros and Cons of Telecommuting*  
7/21/10  
<http://www.wjla.com/news/stories/0710/757425.html>

*Loudoun Times*  
*Teleworking accelerates; number of single drivers slows*  
7/28/10  
[http://www.loudountimes.com/index.php/news/article/teleworking\\_accelerates\\_number\\_of\\_single\\_drivers\\_slow999s/](http://www.loudountimes.com/index.php/news/article/teleworking_accelerates_number_of_single_drivers_slow999s/)

*My Spirit DC*  
*So is your commute in the Washington area getting better or worse?*  
7/22/10  
<http://myspiritdc.com/breaking-news/winstonchaney/so-is-your-commute-in-the-washington-area-getting-better-or-worse/>

*Hire Strategy*  
*25 Percent of Washington-Area Workers Now Telecommute*  
8/4/10  
[http://www.hirestrategy.com/job\\_market/feature\\_content.aspx?article\\_id=891](http://www.hirestrategy.com/job_market/feature_content.aspx?article_id=891)

*Washington Post*  
*The car is still king of D.C. area commute*  
8/8/10  
<http://www.washingtonpost.com/wp-dyn/content/article/2010/08/07/AR2010080702552.html>

*The Wash Cycle*  
*2010 State of the Commute Survey*  
8/9/10  
<http://www.thewashcycle.com/2010/08/2010-state-of-the-commute-survey.html>

*TalkinStuff*  
*Teleworking up in D.C. area*

7/21/10  
<http://talkinstuff.wordpress.com/2010/07/21/teleworking-up-in-d-c-area/>

*Alexandria News*  
*Percentage Of Commuters Driving Alone Decreases, Telework Grows*  
7/22/10  
<http://www.alexandrianews.org/2010/07/percentage-of-commuters-driving-alone-decreases-telework-grows/>

*NBC Washington*  
*AAA Asks Workforce to Help Make Tuesday Traffic Less Terrible*  
9/7/10  
<http://www.nbcwashington.com/news/local-beat/AAA-Asks-Workforce-to-Help-Make-Tuesday-Traffic-Less-Terrible-102307019.html>

*MSNBC*  
*Dealing With "Terrible Traffic Tuesday"*  
9/7/10  
[http://www.msnbc.msn.com/id/39031051/ns/local\\_news-washington\\_dc/](http://www.msnbc.msn.com/id/39031051/ns/local_news-washington_dc/)

*Washington Post*  
*After Labor Day, drivers face 'Terrible Traffic Tuesday,' AAA says*  
9/7/10  
<http://www.washingtonpost.com/wp-dyn/content/article/2010/09/06/AR2010090601656.html>

*Orange Cone Project*  
*A Guaranteed Ride Home for Baltimore*  
10/19/10  
<http://www.orangeconeproject.com/a-guaranteed-ride-home-for-baltimore/>

*Rockville Central*  
*Fewer Washington Area Commuters Are Driving Alone*  
8/27/10  
<http://rockvillecentral.com/2010/08/fewer-washington-area-commuters-are-driving-alone.html/>

*WMAL 630 – Amanda Gaines*  
9/2

*WAMU – Rebecca Blatt*  
9/21

*Metro Networks – Tom Roberts*  
9/17

*Prince George's Sentinel – Katelin Wangberg*  
9/3

*Virginia MegaProjects – Mike Salmon*  
7/9

*Washington Post*  
*Robert Thomson – Dr. Gridlock*  
11/9/10  
[http://voices.washingtonpost.com/dr-gridlock/2010/11/drivers\\_offered\\_cash\\_for\\_carpo.html](http://voices.washingtonpost.com/dr-gridlock/2010/11/drivers_offered_cash_for_carpo.html)

*Gazette Newspapers*  
*C. Benjamin Ford*  
11/10/10  
[http://www.gazette.net/stories/11102010/montnew185435\\_32536.php](http://www.gazette.net/stories/11102010/montnew185435_32536.php)

*WTOP*  
*Hank Silverberg*  
11/9/10  
<http://www.wtop.com/?nid=600&sid=2111137>

*WMAL*  
*Amanda Gaines*  
11/9/10  
<http://www.wmal.com/Article.asp?id=2014723&spid=28718>

*NBC Washington*  
*Brendan Williams-Kief*  
11/15/10  
<http://www.nbcwashington.com/news/local-beat/The-Night-Note-111510-108257469.html>

*NBC Washington – Associated Press*  
11/9/10  
<http://www.nbcwashington.com/news/local-beat/Cash-for-Carpool-Program-Expanding-107003843.html>

*NBC Washington*  
*Charlie Bragale*  
11/9/10  
<http://www.nbcwashington.com/news/local-beat/Local-Leads-11910-106959488.html>

*FOX 5 – WTTG*  
11/9/10  
<http://www.myfoxdc.com/dpp/traffic/earn-cash-for-carpooling-110910>

*Washington Examiner – Associated Press*  
11/9/10  
<http://www.washingtonexaminer.com/local/dc/cash-for-carpool-program-to-expand-106958493.html>  
*Washington Hispanic*  
<http://www.washingtonhispanic.com/nota6013.html>

*Connected Communities*  
*Howard Hartman*  
11/8/10  
<http://connectedcommunities.us/showthread.php?p=40775>

*Targeted News*

*11/8/10*

*[http://targetednews.com/pr\\_disp.php?pr\\_id=3096752](http://targetednews.com/pr_disp.php?pr_id=3096752)*

*X1 News*

*[http://x1news.com/modules.php?name=feed&l\\_op=search&query=pool+rewards&n=Search](http://x1news.com/modules.php?name=feed&l_op=search&query=pool+rewards&n=Search)*

*goDCgo*

*11/12/10*

*<http://www.godcgo.com/Home/GetMeThere/ToolsToGetAround/Blog/tabid/93/EntryId/34/Heres-Your-Chance-to-Earn-Cash-for-Carpooling.aspx>*

*Interviews*

*Clyde Ford – Gazette Newspapers*

*John Matthews – WMAL*

*Local News Service – Serving NBC, FOX and WUSA*

*Japan’s Kyoto News*

## **B. Bike to Work Day**

COG/TPB staff Obtained photos from Booz Allen Hamilton of the Employer Challenge luncheon for inclusion into the Summer 2010 Commuter Connections newsletter. Coordinated manufacture and delivery of bike rack with vendor, Peak Racks and prize winner, The College Board. Provided marketing material images to COG/TPB staff for inclusion into 2010 Bike to Work Day event report. Prepared photo slide show for Steering Committee meeting.

COG/TPB staff secured Kristin Haldeman from WMATA as FY 2011 Chair of the Bike to Work Day Steering Committee and held a Steering Committee meeting September 8th. Meeting topics included a review of the 2010 event, press coverage, event recaps from pit stop managers, event slideshow, employer challenge and the 2010 Event Bike to Work Day Draft report.

The contractor and COG/TPB staff began the 2011 Bike to Work Day event sponsorship drive in October and secured and invoiced several sponsors. COG/TPB staff worked on finalizing outstanding sponsor collections from the 2010 Bike to Work Day event.

COG/TPB staff prepared for and held the November 10th Steering Committee meeting. Topics included approval of the Bike to Work Day 2010 report, sponsor update, discussion of new pit stops and selection of color theme.

COG/TPB staff completed pricing bid for 2011 event T-Shirt printing and obtained samples for January meeting. Poster concepts developed for presentation to Committee in January.

COG/TPB staff held Bike to Work Day Steering Committee meetings on January 12th and March 9th. Updates were given by the pit stop managers on event planning progress, and feedback was taken regarding the marketing materials. An unprecedented fourteen pit stops were added for 2011, much of the growth was in D.C. and Prince William County.

The sponsor drive continued through January by the marketing contractor and was completed by early February. During that time discussions took place with potential sponsors regarding Bike to Work Day opportunities for 2011. Invoices were created and checks were processed for signed sponsor declaration forms. COG/TPB staff worked with sponsors to obtain logos for the event's web site and marketing materials. As part of their sponsorship agreement, goDCgo offered free ad space on thirty Circulator buses. Signage was printed and delivered in March. In addition a supply of rack cards were made available for the buses.

Posters and rack cards were developed with the marketing contractor and COG/TPB staff coordinated printing of 25,000 and 60,000 respectively. Event posters and rack cards reflected the theme "Gear Up" and were dark purple in color. The materials were distributed to the various pit stops managers and other Bike to Work Day ambassadors. Posters were mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at your Work Site."

The 2011 Bike to Work Day event registration web site was launched by the Washington Area Bicyclist Association (WABA). During the developmental stage, frequent correspondence took place with COG/TPB staff, particularly regarding sponsor logos and new pit stop information. COG/TPB staff updated its Bike to Work Day web page as well as Twitter and Facebook with 2011 Bike to Work Day graphics.

Vinyl banner artwork was developed with the marketing contractor and COG/TPB staff coordinated the printing of banners for the vast majority of pit stops, each contained the look and feel of the poster and featured a custom area for pit stop location specifics. Banners were distributed in March and displayed in prominent areas to serve as marketing tools to promote the event.

The radio buy was finalized and a 60 second spot was recorded under the direction of the marketing contractor. Additional value-add was delivered by the radio stations selected for the Bike to Work Day radio campaign.

COG/TPB staff briefed the Transportation Planning Board Technical Committee on Bike to Work Day and then again at the TPB meeting in April where the Board adopted a regional Bike To Work Day Proclamation. The proclamation was enlarged and signed by Chairperson Muriel Bowser of the District of Columbia. Photos were taken and posted to the Commuter Connections Bike to Work Day web page.

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

COG/TPB staff along with the contractor's developed a Bike to Work Day earned media strategy and coordinated media interviews. A pre-event press release and calendar posting was sent in April and a second pre-event press release was sent in early May. The contractor and COG's OPA staff pitched media and sent a final press release the day of the event. COG/TPB staff participated in media interviews.

Print ads were created by the marketing contractor and placed in the City Paper, Washington Examiner and Express newspapers. COG/TPB staff coordinated placement of interior ad space on downtown Circulator buses through the Downtown DC BID.

COG/TPB staff wrote speaking remarks for COG's Executive Director who appeared at the NoMa pit stop and for Commuter Connections Director Nicholas Ramfos' appearance at the downtown Silver Spring pit stop.

COG/TPB staff obtained registration data from WABA and sent several registration reports to pit stop managers to provide updates during the weeks leading up to the event. An analysis was conducted of final registration data, the Employer Challenge winner was selected, a certificate and plaque was created. The Employer Challenge luncheon was held at Orbital Sciences Corporation, and COG/TPB staff wrote speaking remarks. Several other employers were recognized with a certificate of achievement for outstanding participation in Bike to Work Day based on employer size.

COG/TPB staff assisted pit stop managers and Committee members by answering questions and providing general support. Worked with various sponsors regarding declaration forms, logos for posters and worked with sponsors to coordinate in-kind donations, particularly from Honest Tea and Whole Foods in regard to the logistics of donations, allocation and pick up procedures.

COG/TPB staff held a Bike To Work Day Steering Committee meeting on May 11th. Main topics included discussion of giveaways, water bottles, T-Shirts, Honest Tea, radio, print ads and other marketing, the press release, the proclamation and progress reports from pit stop managers.

Bike to Work Day was held on May 20th at 49 simultaneous locations throughout the entire Washington metropolitan region. A record setting nearly 11,000 bicyclists registered, a 19.5 percent increase over 2010.

COG/TPB staff sent all remaining Bike to Work Day sponsor invoices, followed up on any outstanding invoices and processed payments from sponsors. In June, COG/TPB Staff coordinated the bike raffle giveaway with City Bikes and BicycleSPACE.

Print/Online Media:

*4/13/2011*

*2nd Green Revolution*

*[http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-](http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm_source=rss&utm_medium=rss&utm_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc)*

*[dc/?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc](http://2ndgreenrevolution.com/2011/05/13/got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc/?utm_source=rss&utm_medium=rss&utm_campaign=got-a-bike-on-may-20th-use-it-to-bike-to-work-in-dc)*

*Got a Bike? On May 20th Use it to*

*5/20/2011*

*Agenda on Life Newspaper*

*<http://agendaonlife.com/93805/dc-bike-to-work-day-surpasses-goal-with-11000-commuting-on-2-wheels-instead-of-4>*

*DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels instead of 4*

*5/20/2011*

*Arlington's Car-Free Diet*

*[www.carfreediet.com/news\\_events.cfm](http://www.carfreediet.com/news_events.cfm)*

*DC Bike to Work Day surpasses 10,000 rider goal*

5/19/2011  
Ashburn Patch  
<http://ashburn.patch.com/articles/national-bike-to-work-day>  
*May 20 is National Bike To Work Day*

5/19/2011  
Bicycle Retailer  
<http://www.bicycleretailer.com/news/newsDetail/5482.html>  
*National Bike to Work Day Kicks Off*

5/27/2011  
Bicycle Spokesman.com  
<http://bicyclespokesman.com/bike-to-work-day-2011-is-this-friday/>  
*Bike to Work Day 2011 is Friday*

4/29/2011  
Bike Arlington  
<http://www.bikearlington.com/>  
*Bike to Work Day 2011*

5/9/2011  
Bike Arlington Forum  
<http://bikearlingtonforum.com/showthread.php?690-Bike-to-Work-Day-The-Washington-Times&s=9c8421f1a31c8d3b467f892a0c9e1359&p=3475#post3475>  
*Bike to Work Day -- The Washington Times*

5/3/2011  
Bike World News  
<http://www.bikeworldnews.com/2011/05/03/bike-month-promotes-sport-cycling-advocacy-projects/>  
*Bike Month promotes sport and cycling advocacy projects*

5/20/2011  
CT Post - (Connecticut)  
<http://www.ctpost.com/news/article/DC-Bike-to-Work-Day-surpasses-10-000-rider-goal-1387918.php>  
*DC Bike to Work Day surpasses 10,000 rider goal*

5/20/2011  
City Biz Real Estate  
<http://dcreatestate.citybizlist.com/5/2011/5/22/11000-Participate-in-DCs-BiketoWork-Day-on-Friday-%28VIDEO%29.aspx>  
*11,000 Participate in DC's Bike-to-Work Day on Friday (VIDEO)*

5/18/2011  
Clarendon Patch  
<http://clarendon.patch.com/articles/bike-to-work-day-and-bike-dc-come-to-arlington-this-weekend>  
*Bike to Work Day and Bike D.C. Come to Arlington This Weekend*

5/4/2011  
Clarendon Patch  
<http://clarendon.patch.com/articles/may-is-bike-month-in-arlington>  
*May is Bike Month in Arlington*

5/18/2011  
Colesville Patch  
<http://colesville.patch.com/articles/morning-links-bike-to-work-pay-by-cell-parking>  
*Morning Links: Bike to Work, Pay-by-Cell Parking*

3/2/2011  
College Park Patch (includes link to Commuter Connections)  
<http://collegepark.patch.com/articles/bike-to-work-day-registration-now-open>  
*Bike to Work Day Registration Now Open*

5/20/2011  
Commuter Page.com  
<http://www.commuterpage.com/cnews/current.cfm>  
*DC Bike to Work Day surpasses 10,000 rider goal*

5/19/2011  
Connected Communities  
<http://connectedcommunities.us/showthread.php?t=44176>  
*Bike To Work Day*

5/19/2011  
Connected Communities  
<http://connectedcommunities.us/showthread.php?p=45044>  
*Bike to Work Day Set to Break Records in Annual Event on May 20*

5/9/2011  
Cycleicious  
<http://www.cyclelicio.us/2011/bike-to-work-day-effectiveness/>  
*Newbies Encouraged to BTWD*

5/16/2011  
DC Guide  
<http://dcguide.com/2011/05/safety-is-sexy-bike-to-work-day-friday-may-20/>  
*Safety is Sexy..Bike to Work Day, Friday, May 20*

5/16/2011  
DC Socialite  
<http://www.dcsocialite.com/safety-is-sexy-bike-to-work-day-friday-may-20>  
*Safety is Sexy..Bike to Work Day, Friday, May 20*

5/3/2011  
DCEvent Junkie  
<http://dceventjunkie.com/2011/05/bike-dc-and-bike-to-work-day/>  
*Bike DC and Bike to Work Day*



5/2/2013

*DCEvent Junkie*

<http://willbikeforchange.wordpress.com/2011/05/03/guest-post-at-dc-event-junkie-bike-to-work-day-and-bike-dc/>

*Guest Post at DC Event Junkie: Bike to Work Day and Bike DC*

5/18/2011

*DCList*

[http://dcist.com/2011/05/free\\_rentals\\_for\\_bike\\_to\\_work\\_day.php](http://dcist.com/2011/05/free_rentals_for_bike_to_work_day.php)

*Happy Bike to Work Week, Washington*

5/3/2011

*DCNoMa.com*

<http://www.dcnoma.com/?p=391>

*DC Upgrades and BTWD*

5/13/2011

*EcoVelo*

<http://www.ecovelo.info/2011/05/13/btwd-attracts-new-riders-in-d-c/>

*Bike to Work Day*

5/17/2011

*Express Night Out*

<http://www.expressnightout.com/content/2011/05/elliptigo-bike-to-work-day.php>

*Gotta Glide on This Ride: ElliptiGO Takes Ellipticals on the Road*

5/12/2011

*Express Night Out*

[http://www.expressnightout.com/content/2011/05/summer\\_preview\\_11\\_beyond\\_may\\_day\\_and\\_cin.php](http://www.expressnightout.com/content/2011/05/summer_preview_11_beyond_may_day_and_cin.php)

*Summer Guide '11: Beyond May Day and Cinco de Mayo*

5/17/2011

*Express Night Out*

[http://www.expressnightout.com/content/2011/05/pedal\\_professionals\\_sensible\\_gear\\_for\\_bi.php](http://www.expressnightout.com/content/2011/05/pedal_professionals_sensible_gear_for_bi.php)

*Pedal Professionals: Sensible Gear for Biking to Work*

5/19/2011

*Fairfax Station Patch*

<http://fairfaxstation.patch.com/articles/get-out-fairfax-station-weekend-planner-2>

*Get Out! Fairfax Station Weekend Planner*

5/19/2011

*Fairfax Station Patch*

<http://fairfaxstation.patch.com/articles/bike-to-work-day-kicks-into-gear-friday>

*Bike to Work Day Kicks Into Gear Friday*

5/14/2011  
Frederick News Post  
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5/20/2011

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4/21/2011

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*Dressed to Ride*

5/20/2011

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5/5/2011  
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5/12/2011

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5/20/2011

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5/20/2011

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*Be safe on Friday's Bike to Work Day*

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*Cyclists hit the road for Bike to Work day*

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*Be Safe on Bike To Work Day*

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*Washington Post - Local*  
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<http://www.therepublic.com/view/story/a260ed70e534429ea187b2d6f3b8d4c4/MD--Bike-to-Work/>

*Bike to Work Day organizers seek two-wheeled commuters for May 20 event*

5/19/2011

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5/20/2011

WashingtonPost.com National

[http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G\\_story.html?wprss=](http://www.washingtonpost.com/national/bike-to-work-day-is-friday-20-mile-dc-ride-to-be-held-on-sunday/2011/05/20/AFFIqX7G_story.html?wprss=)

*DC Bike to Work Day surpasses goal with 11,000 commuting on 2 wheels instead*

5/19/2011

Wheaton Patch

<http://wheaton-md.patch.com/articles/wheaton-to-dc-one-route-for-bike-to-work-day>

*Wheaton to D.C. - One Route for Bike to Work Day*

5/20/2011

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*DC Bike to Work Day surpasses 10,000 rider goal*

5/6/2011

Yahoo Sports

<http://sports.yahoo.com/sc/news?slug=ycn-8428521>

*Bike to Work Day in Cumberland, Maryland: The event is May 20*



5/6/2011  
Yahoo Sports  
<http://sports.yahoo.com/sc/news?slug=ycn-8428521>  
*Bike to Work Day in Cumberland, Maryland: The event is May 20*

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*Events: Bike to Work Day 2011*

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5/18/2011  
My Fox DC (includes video coverage)  
Michael Farrell - Bike preparedness  
<http://www.myfoxdc.com/dpp/mornings/bike-to-work-day-051811>

5/20/2011  
My Fox DC article  
*Bike To Work Day Seeks To Cut Smog, Traffic*  
<http://www.myfoxdc.com/dpp/news/local/bike-to-work-day-seeks-to-cut-smog-traffic-052011>

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*D.C. Bike To Work Day Surpasses 10,000 Rider Goal*  
<http://baltimore.cbslocal.com/2011/05/20/bike-to-work-day-seeks-to-cut-smog-traffic/>

5/20/2011  
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WSLS 10 (NBC)  
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5/20/2011  
NBC Washington ( incl. TV -video Mayor & Lincoln)  
11,000 Hit the Streets for Bike to Work Day  
<http://www.nbcwashington.com/the-scene/events/11000-Hit-the-Streets-for-Bike-to-Work-Day-122384369.html>

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Calendar

WMAL  
News  
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WMAL  
News  
[www.wmal.com/article.asp?id=2191985&spid=40282](http://www.wmal.com/article.asp?id=2191985&spid=40282)

WTOP  
News  
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WTOP  
News  
[www.wtop.com/?nid=41&sid=2391822](http://www.wtop.com/?nid=41&sid=2391822)

WTOP  
News  
[www.wtop.com/?nid=41&sid=2390268](http://www.wtop.com/?nid=41&sid=2390268)

WRQX  
Spectrum Show with Tom Grooms - Nick Ramfos mentions BTWD

Blogs and Social Media, 4690 entries (Bike to Work Day + DC search)

5/11/2011  
FABB Blog  
Long commute? Try biking part of your route on Bike to Work Day  
<http://fabb-bikes.blogspot.com/>

5/19/2011  
ShesSavvyBlog  
Things to Do: Bike to Work Day 2011  
<http://shessavvyblog.blogspot.com/2011/05/things-to-do-bike-to-work-day-2010.html>

5/17/2011  
Susie's Budget Corner  
Friday is Bike to Work Day - join in, have fun, get fit, be green

<http://susiecambria.blogspot.com/2011/05/friday-is-bike-to-work-day-join-in-have.html>

5/20/2011

*Washington Examiner - Capital Land*

*Record number Biked to Work*

<http://washingtonexaminer.com/blogs/capital-land/2011/05/record-number-biked-work>

5/20/2011

*League of American Bicyclists*

*Bike to Work Day in Washington, DC*

<http://www.bikeleague.org/blog/2011/05/bike-to-work-day-in-the-nations-capital/>

5/19/2011

*The 42*

*Bike to Work Day is Tommorrow*

<http://the42bus.blogspot.com/2011/05/bike-to-work-day-is-tomorrow.html>

5/16/2011

*W&OD Trail Report (Calendar Listing)*

*Bike to Work Day*

<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

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*DC Streets Blog*

*Scenes From National Bike to Work Day*

<http://dc.streetsblog.org/2011/05/20/scenes-from-national-bike-to-work-day/>

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*Frederick Memorial Hospital Blog*

*Celebrate Bike Month — Safely!*

<http://blog.fmh.org/>

5/13/2011

*Greenversations.com*

*Bike to Work Day—Who's In?*

<http://blog.epa.gov/blog/2011/05/13/biketoworkday-whosin/>

5/24/2011

*Gwazilla*

*There is a History of Rain on Bike to Work Day*

<http://gwazilla.blogspot.com/2011/05/there-is-history-of-rain-on-bike-to.html>

5/18/2011

*Smart Planet*

*Four ways Washington D.C. is becoming a bike-friendly city*

<http://www.smartplanet.com/blog/cities/four-ways-washington-dc-is-becoming-a-bike-friendly-city/569>

5/9/2011  
W&OD Trail Report (Calendar Listing)  
Bike to Work Day  
<http://wandodtrailreport.blogspot.com/2011/05/trail-event-friday-may-20th.html>

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Washington City Paper  
Bike to Work Day  
<http://www.washingtoncitypaper.com/blogs/citydesk/2011/05/20/the-needle-this-could-be-the-last-edition-edition/>

5/20/2011  
Twitter  
DC Bike to Work Day surpasses 10,000 rider goal  
<http://twitter.com/#!/wjznews/status/71685564964941824>

5/25/2011  
CommuterPage Blog  
Skeptics winner to be announced at Bike to Work Day  
<http://www.commuterpageblog.com/2011/05/skeptics-winner-to-be-announced-at-bike-to-work-day.html>

5/23/2011  
Center for Environmental Innovation and Leadership  
Bike to Work Day  
<http://blog.ceileadership.org/2011/05/dc-bike-work-day/>

4/6/2011  
Greater Greater Washington Blog  
Breakfast links  
<http://greatergreaterwashington.org/post/9975/breakfast-links-nothing-is-the-same/>

5/13/2011  
Greater Greater Washington  
On the calendar: Bike to Work, Bike DC, Bikeshare expansion  
<http://greatergreaterwashington.org/post/10456/on-the-calendar-bike-to-work-bike-dc-bikeshare-expansion/>

4/12/2011  
Region Forward - Get Trendy  
The Morning Measure: Get trendy – bike to work  
<http://www.regionforward.org/the-morning-measure-get-trendy-bike-to-work>

5/16/2011  
Region Forward - Smorgasbord  
The Morning Measure: Spring Summary: The latest addition to the Region Forward smorgasbord!  
<http://www.regionforward.org/the-morning-measure-spring-summary-the-latest-addition-to-the-region-forward-smorgasbord>

### C. Employer Recognition Awards

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

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

The 2011 awards application brochure and nomination form was developed with the marketing contractor, finalized and distributed to Level 3 & 4 employers throughout the region. An online version of the awards nomination form was also developed and deployed by the contractor and COG/TPB staff.

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

A request for bid was sent out by COG/TPB staff to venues for hosting the 2011 Employer Recognition Awards event. The National Press Club was retained as the venue for June 2011 and a down-payment was made.

To encourage nominations, a second email blast was sent out by COG/TPB staff to Level 3 & 4 employers, with a link to the online awards nomination page. The Employer Outreach Committee was briefed at their January 18th meeting and the Sales Representatives were reminded to encourage employers to submit award nominations.

COG/TPB staff reviewed and qualified Employer nominations. Employers were contacted and interviewed regarding any questionable or missing information on the nomination forms. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the meeting was held on March 23rd.

Marketing and advertising activities associated with the Employer Recognition Awards were coordinated with the marketing contractor, including the invitations for the awards ceremony. The FY2011 Awards Workgroup reviewed and commented on the invitations.

COG/TPB staff coordinated with the Employer Recognition Awards workgroup to select giveaway items. Post-it note booklets were ordered and given to ceremony attendees along with commemorative program booklets. Booklet highlights included introductory letters from Commuter Connections Subcommittee and TPB Chairs, profiles on winners and acknowledgement of the Selection Committee and Workgroups.

COG/TPB staff secured event speakers, wrote remarks for speakers, sent confirmation letters, created the agenda, provided instructions and sent thank you letters to speakers after the event.

COG/TPB staff ordered glass trophies for five award recipients and also developed podium signage. Awards went to the following: Incentives – American Occupational Therapy Association; Marketing – B. F. Saul; Telework- Clean Currents; Employer Services Sales Team Achievement – Arlington County Commuter Services; Employer Services Organization Achievement – District Dept of Transportation.

COG/TPB staff bid out for video services, developed questions for interviewees and coordinated filming logistics. COG/TPB staff also provided direction for

editing of the video and presented the final version at ceremony. The event video encompassed two minute segments of each award winning program.

Invitations were created by the marketing contractor including envelope and the guest list was developed. An invitation mailing occurred and an RSVP list was maintained, and name tags of attendees were created. COG/TPB staff finalized catering arrangements with the National Press Club and conducted a walk thru the day prior to the event.

COG/TPB staff hosted the fourteenth annual Commuter Connections Employer Recognition Awards event at National Press Club June 28, 2011. The event's emcee was Rodney Roberts, Council Member, City of Greenbelt. Award presenters included: Incentives- Darrell Mobley, Maryland Department of Transportation; Marketing – David Dabney, Bethesda Transportation Solutions; Telework Award- Janet F. Kavinoky, U.S. Chamber of Commerce; Employer Services Sales Team and Organization Achievement - Muriel Bowser, Councilmember, Washington D.C.

COG/TPB staff created a media advisory prior to the event and sent a press release to the media the day of the Employer Recognition Awards event. A print ad was placed in the Wall Street Journal on June 29, 2011 to recognize employer award recipients.

#### D. Pool Rewards

##### ***Work Accomplished on all Products: (Report major activities on the following:***

The Commuter Connections 'Pool Rewards incentive program was re-launched and opened to all SOV commuters in the Washington DC region without restriction to travel patterns. The 'Pool Rewards program offers a cash incentive to encourage drive alone commuters to change their commute behavior by trying carpooling.

9" x 6" postcards were developed by the contractor and COG/TPB staff sent to Employee Transportation Coordinators to encourage them to promote the program to their employees. A special url was set up by COG/TPB staff, [www.commuterconnections.org/PoolRewardsContest](http://www.commuterconnections.org/PoolRewardsContest), along with an online ETC entry form as part of an incentive contest for employers. COG/TPB staff secured prizes for ETC contest giveaway. An article was placed in the Fall Commuter Connections newsletter to promote the contest. An email blast was sent to employers to promote the 'Pool Rewards contest. Employers were asked to encourage employees to sign-up for 'Pool Rewards. Prizes will be awarded to the companies who get the most qualified employees to form or join new carpools.

A press release announcing the re-launch of 'Pool Rewards was sent out in November followed by interviews with COG/TPB staff from the following news organizations: Gazette Newspapers, WMAL, and a local News Service for NBC, FOX and WUSA; and Hispanic radio station, VIVA.

Marketing outreach to area commuters included live radio reads on WTOP and Facebook ads. The program was promoted on the Commuter Connections Facebook page by COG/TPB staff and was tweeted by local media outlets on Twitter.

During the weeks of February 14th and February 21st, seventy live reads (10 seconds in duration) were purchased as part of a traffic sponsorship package with WTOP. Value-add air time was provided as part of the spring marketing campaign to help promote the 'Pool Rewards program. WRQX, WVRX, WTOP,

WASH and WBIG each ran between five and ten live reads per week for two weeks during March.

COG/TPB staff placed postings in the rideshare section of Craigslist for the 'Pool Rewards program, in order to reach people who are seeking to form carpools.

COG/TPB staff sent an email blast to members of the Commuter Connections Bulletin Board to encourage participation into 'Pool Rewards. Notices were also placed on the Bulletin Board. An article also appeared in the winter newsletter about 'Pool Rewards.

COG/TPB staff enacted a campaign during the month of June 2011 to bolster participation in the 'Pool Rewards program. A mix of internet and radio was used to provide exposure for the incentive. Skyscraper web banners were placed on Washington Post.com including 40,000 impressions on the Dr. Gridlock page. Paid advertising appeared on Facebook to users within the Washington metropolitan area. Listeners of WTOP and WMAL were encouraged to join or form a carpool and register for 'Pool Rewards through 30 second spots.

As part of the spring campaign's value add, additional bonus air time was provided by WRQX, WVRX, WASH, WBIG, and WTOP through June to help promote the 'Pool Rewards program.

#### E. Car Free Day 2010

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

The Car Free Day website was transitioned from DDOT to being managed in-house at Commuter Connections by COG/TPB staff. New content, sponsor logos, and updates were made to the web site on an ongoing basis. Jurisdictions provided information regarding activities and plans as they were finalized.

Conference calls were held on July 19th, August 2nd, 16th, and 30th; September 13th, with the marketing contractor to discuss the marketing strategies and earned media initiatives for Car Free Day.

COG/TPB staff solicited transit partners for Car Free Day free ad space and marketing contractor developed art proofs for their review and approval. Finalized placement details and arranged for installment. Ad space donors were, TRANSIT, Ride On, Metrobus and ART buses.

The marketing contractor created draft radio scripts, and COG/TPB staff reviewed with the committee, modified based on Committee feedback. Selected radio talent, produced and delivered audio to stations. Created five and fifteen second live reads for radio stations. Prepared copy for live reads on Total Traffic Network.

COG/TPB staff gave a Car Free Day presentation to the TPB Technical Committee July on 9th and prepared an enlargement of the Car Free Day proclamation for presentation at the July 21st Transportation Planning Board meeting. COG/TPB staff also gave Car Free Day presentations to Commuter Connections Subcommittee on July 20 and September 20th.

COG/TPB staff prepared the agenda, meeting notes, presentations and meeting handouts and participated in a Car Free Day Steering 2010 Committee meeting on July 14th and September 8th. Highlights from the July 14th meeting included: a review of the regional CFD proclamation which would be adopted by the TPB on July 15th, a review of the donated prizes, radio spot and poster, and a roundtable discussion by local jurisdictions on planned Car Free Day event activities.

Highlights from the September 8th meeting included: a review of the poster, buttons, radio spot, transit signage, press release, podcasts, special events and promotions, letter to the White House, and a roundtable discussion from local jurisdictions on planned activities.

Updated event poster to reflect Committee feedback for 2010. Printed 15,000 flyers and distributed to network members and sent mailing to regional employer database. Also sent HTML email blast to employers in the ACT! database. Ordered event buttons and distributed to network members. Worked with WABA regarding the creation of spoke cards.

Sent out Calendar Listing to media outlets and reached out to organizations to help promote Car Free Day to their memberships through placement of event logo on COG web site and other assistance.

Drafted and sent letter from the TPB Chairman to the White House with copies to the region's local congressional delegation.

Secured GSA Telework Centers and Sport & Health centers for free Car Free Day trial promotions. Also secured various prizes from donors, including an Apple iPad from Base Technologies and a Kona bicycle from the Bicycle Escape.

Sent letters to Chambers of Commerce and area malls to promote Foursquare. Sent Foursquare retailer press release, September 1st.

Coordinated Podcasts interviews with the following TPB members and prepared questions: Gabe Klein - DDOT Director, Michael May - Prince William County Supervisor, Harriet Tregoning - DC Office of Planning Director and College Park Councilmember Patrick Wojahn. Sent press release about TPB member Podcasts, September 10th.

Sent email blast to previous Car Free Day participants from the previous two years. Sent opt-in text messages to 2010 Car Free Day pledges to encourage them to ask a friend to participate. Placed advertisement on facebook for several weeks leading up to event. Received 7.4 million impressions and 1,450 click thrus.

Sent press release about businesses who donated prizes, September 20th. Selected winners for major prizes and coordinated prize receipt. Posted pictures of winners on Car Free Day web site and on facebook. Tweeted winner names.

A total of 6,900 pledges were received, an 11.5% increase over last year. Sent post event press release, September 27th.

COG/TPB staff conducted an analysis of Car Free Day pledge data and presented the results at the November 16th Commuter Connections Subcommittee meeting, along with a map of pledge participation by home zip code. Pledges for 2010 increased by 11.5%, reaching 6,918.

Prize winners were notified by COG/TPB staff and prizes were distributed. The grand prize was an iPad, courtesy of Base Technologies, and second place was a bicycle courtesy of Kona Bicycles and the BicycleSPACE. COG/TPB staff Tweeted and posted iPad and bicycle winner photos on facebook and event web site.

In FY2011 planning also began for the 2011 Car Free Day event with Steering Committee meetings held on March 9th and May 11th. Topics included the 2011 pledge goal and marketing materials, Car Free Day web site updates to reflect 2011, and jurisdiction participation for the 2011 event.

Media placements for Car Free Day are as follows:



*Forbes.com*  
*Businesses donate prizes for Car Free Day*  
9/20/10  
<http://billionaires.forbes.com/article/04OCbtHdNkcS6?q=billionaire+OR+billionaires+OR+billionaire%27s>

*Washington Business Journal – Jeff Clabaugh*  
*Businesses donate prizes for Car Free Day*  
9/20/10  
<http://washington.bizjournals.com/washington/stories/2010/09/20/daily5.html>

*Washington Post – Dr. Gridlock*  
*Car Free Day opens horizons*  
9/21/10  
[http://voices.washingtonpost.com/dr-gridlock/2010/09/car\\_free\\_day\\_opens\\_horizons.html](http://voices.washingtonpost.com/dr-gridlock/2010/09/car_free_day_opens_horizons.html)

*Washington Post – Dr. Gridlock, Kafia Hosh*  
*Thousands pledge to be car-free*  
9/20/10  
[http://voices.washingtonpost.com/dr-gridlock/2010/09/thousands\\_pledge\\_to\\_be\\_car-free.html](http://voices.washingtonpost.com/dr-gridlock/2010/09/thousands_pledge_to_be_car-free.html)

*Washington Post – Vicky Hallett, Express Night Out*  
*Gear Up for a Bike Bonanza: D.C. Car-Free Celebrations*  
9/21/10  
<http://www.expressnightout.com/content/2010/09/dc-car-free-biking-events.php>

*Washington Post*  
*Prince William County news in brief*  
9/16/10  
<http://www.washingtonpost.com/wp-dyn/content/article/2010/09/13/AR2010091306009.html?sub=AR>

*Washington Post – Dan Malouff*  
*Car-free for over 10 years*  
9/23/10  
[http://voices.washingtonpost.com/local-opinions/2010/09/car-free\\_for\\_over\\_10\\_years.html](http://voices.washingtonpost.com/local-opinions/2010/09/car-free_for_over_10_years.html)

*Washington Post – Lori's A.M. Buzz*  
*It's Car Free Day*  
9/22/10  
<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-like-summer-again-lets.html>

*Washington Post – Lori's A.M. Buzz*  
*Leave the car, take the iPad*  
9/21/10  
<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-from-bake-to-broil.html>

*Washington Post – Lori's A.M. Buzz*  
9/20/10  
<http://voices.washingtonpost.com/local-breaking-news/loris-am-buzz/-surprising-science-has-video.html>

*Washington Post – Dr. Gridlock*  
*Back in the car again*  
8/9/10  
[http://voices.washingtonpost.com/dr-gridlock/2010/08/back\\_in\\_the\\_car\\_again.html](http://voices.washingtonpost.com/dr-gridlock/2010/08/back_in_the_car_again.html)

*Washington Post*  
9/22/10  
<http://voices.washingtonpost.com/local-breaking-news/dc/good-afternoon-feels-like.html>

*Washington Examiner*  
*Rethink your commute – if just for one day*  
9/20/10  
<http://www.washingtonexaminer.com/local/Rethink-your-commute----if-just-for-one-day-938554-103329014.html>

*Washington Examiner – Joshua Bowman*  
9/20/10  
<http://www.washingtonexaminer.com/local/blogs/local-opinion-zone/Wednesday-a-good-day-to-avoid-Metro-103303394.html>

*Frederick News-Post – Stephanie Mlot*  
*Traveling Through — TransIT offers free rides for Car Free Day*  
9/19/10  
[http://www.fredericknewspost.com/sections/news/reporters\\_notebooks\\_display.htm?StoryID=110111](http://www.fredericknewspost.com/sections/news/reporters_notebooks_display.htm?StoryID=110111)

*Washington City Paper – Mike Madden*  
*The Needle: Bike the Road to Socialism Edition*  
9/20/10  
<http://www.washingtoncitypaper.com/blogs/citydesk/2010/09/20/the-needle-bike-the-road-to-socialism-edition/>

*Washington City Paper – Lydia DePillis*  
9/20/10  
<http://www.washingtoncitypaper.com/blogs/housingcomplex/2010/09/20/his-week-20/>

*Washington City Paper – Mike Madden*  
*Car? We Don't Need No Stinkin' Car*  
9/22/10  
<http://www.washingtoncitypaper.com/blogs/citydesk/2010/09/22/the-needle-lion-baby-boom-edition/>

*Gazette – Cody Calamaio*  
*Save the date to stow the car*  
9/15/10  
[http://www.gazette.net/stories/09152010/potonew214552\\_32538.php](http://www.gazette.net/stories/09152010/potonew214552_32538.php)

*Gazette – Virginia Terhune*  
*Get out of the car and walk*  
9/16/10  
[http://www.gazette.net/stories/09162010/bowinew141745\\_32543.php](http://www.gazette.net/stories/09162010/bowinew141745_32543.php)

*Alexandria News*  
*Gridlock Alert*  
9/6/10  
<http://www.alexandrianews.org/2010/09/gridlock-alert-terrible-traffic-tuesday-is-drawing-nigh-and-why-it-could-be-less-terrible-this-year/>

*Fairfax Daily-Monitor*  
*Metro supports “International Car Free Day”*  
9/21/10  
<http://www.fairfax.daily-monitor.com/2010/09/metro-supports-international-car-free-day/>

*The Sentinel – Katelin Wangberg*  
*Car-free day zooms in Sept. 22*  
9/15/10  
<http://www.thesentinel.com/pgs/Car-free-day>

*Examiner.com – Trisha Grant*  
*Car Free Day is Tuesday, September 22*  
9/21/10  
<http://www.examiner.com/dc-in-washington-dc/car-free-day-is-tuesday-september-22?render=print>

*Burke Patch – Rachael Dickson*  
*Walk this Way: Residents Encouraged to Use Alternative Transportation*  
9/22/10  
<http://burke.patch.com/articles/walk-this-way-residents-encouraged-to-use-alternative-transportation>

*Targeted News Service*  
*Area Leaders Pledge to Go Car Free September 22*  
9/10/10  
[http://targetednews.com/pr\\_disp.php?pr\\_id=2998869](http://targetednews.com/pr_disp.php?pr_id=2998869)

*NBC Washington – John Wist*  
9/21/10  
*Ditch the Car for a Day*  
<http://www.nbcwashington.com/news/local-beat/Ditch-the-Car-for-a-Day-103428479.html>

*WTTG – myFOXdc.com*  
*Area Leaders Pledge To Go Car Free on Sept. 22*  
9/10/10  
<http://www.myfoxdc.com/dpp/traffic/area-leaders-pledge-to-go-car-free-on-sept-22-091010>

*WUSA 9 – Dan Guzman*  
*Car-Free Day Is Wednesday September 22*  
9/22/10

<http://arlington.wusa9.com/content/car-free-day-wednesday-september-22>

[http://www.wusa9.com/rss/local\\_article.aspx?storyid=112232](http://www.wusa9.com/rss/local_article.aspx?storyid=112232)

*WUSA 9 – Courtney Rhodes  
Car Free Day on September 22-  
9/17/10*

<http://potomac.wusa9.com/content/car-free-day-september-22-montgomery-county-offers-tips-how-you-can-participate>

*TBD – David Jamiesen  
Car-Free Day's morning after: Any impact on Washington traffic? Google says yes  
9/23/10*

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/car-free-day-s-morning-after-any-impacc-on-washington-traffic--2161.html>

*TBD (ABC 7) – Dave Jamiesen  
D.C. Car-Free Day next Wednesday, Sept. 22  
9/15/10*

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/car-free-day-next-wednesday-sept-22-1788.html>

*TBD (ABC 7) – David Jamiesen  
The Morning Walk: Happy Car-Free Day  
9/22/10*

<http://www.tbd.com/blogs/tbd-on-foot/2010/09/the-morning-walk-happy-car-free-day-2075.html>

*TBD (ABC 7) – Elahe Izadi  
Car Free Day in Silver Spring: mass transit construction updates  
9/22/10*

<http://www.tbd.com/blogs/tbd-neighborhoods/2010/09/car-free-day-in-silver-spring-mass-transit-construction-updates-2106.html>

*WTOP – Andrew Mollenbeck  
Area Participates in Car Free Day  
9/22/10*

<http://www.wtop.com/?nid=25&sid=2059056>

*WMAL 630 – Amanda Gaines  
<http://www.630wmal.com/Article.asp?id=1942787>*

*WAMU – Rebecca Blatt  
Interview with Nick Ramfos  
9/21/10*

*WAMU  
D.C. Area Celebrates Car Free Day  
9/22/10  
<http://wamu.org/news/10/09/22.php>*

*Metro Networks  
Interview with Nick Ramfos*

*Distributed to 20 affiliate stations and aired on 9/  
\*(WAVA 105.1 FM, WBQB 101.5 FM, WFLS 93.3 FM, WFVA 1230 AM,  
WHUR 96.3 FM, WIAD 94.7 FM, WINC 92.5 FM, WJFK 106.7 FM,  
WKYS 93.9 FM, WLZL 99.1 FM, WMAL 630 AM, WMMJ 102.3 FM,  
WPGC 95.5 FM, WPRS 104.1 FM, WTOP 103.5 FM, WYCB 1340 AM)*

*BeyondDC – Dan Malouff  
Car-free for over 10 years  
9/23/10  
<http://beyonddc.com/log/?p=2158>*

*Arlington's Car-Free Diet Blog  
Observe, Participate, Celebrate, Walk About  
9/15/10  
[http://commuter.typepad.com/the\\_carfree\\_diet/](http://commuter.typepad.com/the_carfree_diet/)*

*Greater Greater Washington  
Breakfast links: Go free  
9/22/10  
<http://greatergreaterwashington.org/post.cgi?id=7233>*

*Greater Greater Washington – Eric Fidler  
More car-free, less traffic  
9/23/10  
<http://greatergreaterwashington.org/post.cgi?id=7264>*

*WashCycle  
Go Car Free on 9/22 - Win Stuff  
9/18/10  
<http://www.thewashcycle.com/2010/09/go-car-free-on-922-win-stuff.html>*

*Associated Content – William Browning  
Talking to Children About World Car Free Day  
9/22/10  
[http://www.associatedcontent.com/article/5817784/talking\\_to\\_children\\_about\\_world\\_car.html?cat=27](http://www.associatedcontent.com/article/5817784/talking_to_children_about_world_car.html?cat=27)*

*CommuterPageBlog  
World Car Free Day Tomorrow! Chance to Win an iPad!  
9/21/10  
<http://www.commuterpageblog.com/2010/09/world-car-free-day-tomorrow-chance-to-win-an-ipad.html>*

*CommuterPageBlog  
World Car Free Day Tomorrow! Chance to Win an iPad!  
9/21/10  
<http://www.commuterpageblog.com/2010/09/world-car-free-day-tomorrow-chance-to-win-an-ipad.html>*

*DCentric  
Must. Resist. Car.  
9/22/10  
<http://dcentric.wamu.org/2010/09/must-resist-car/>*

*DCist – Aaron Morrissey*  
9/15/10  
[http://dcist.com/2010/09/go\\_home\\_already\\_searching\\_for\\_a\\_for.php](http://dcist.com/2010/09/go_home_already_searching_for_a_for.php)

*DCist – Aaron Morrissey*  
*Morning Roundup: Waddle To Work Day Edition*  
9/22/10  
[http://dcist.com/2010/09/morning\\_roundup\\_waddle\\_to\\_work\\_day.php](http://dcist.com/2010/09/morning_roundup_waddle_to_work_day.php)

*blunoz.blogspot.com*  
*DC Car Free Day*  
8/30/10  
<http://blunoz.blogspot.com/2010/08/dc-car-free-day.html>  
*CommuterPage.com*  
9/21/10  
<http://www.commuterpage.com/commuternews.cfm>

*CommuterPage.com*  
*World Car-Free Day 2010*  
<http://www.commuterpage.com/eventdetail.cfm?eventID=1182>

*ReadyssetDC*  
*Car Free Day*  
8/4/10  
<http://readyssetdc.com/2010/08/car-free-day-2/>

*ARL Now*  
9/22/10  
<http://www.arlnow.com/2010/09/22/morning-notes-70/>

*Carfree USA Blog*  
9/18/10  
<http://carfreeusa.blogspot.com/>

*DC Council Newsletter*  
*Car Free Day September 22*  
9/16/10  
<http://www.dccouncil.washington.dc.us/EVANS/newsletter/Week.of.09.16.10.htm>

*Downtown DC BID*  
*Car Free Day*  
<http://www.downtowndc.org/do/car-free-day>

*NIH Bicycle Commuter Club*  
*Car Free Day September 22nd, 2010*  
<http://www.recgov.org/r&w/nihbike/>

*Connected Communities*  
*Thousands Pledge for September 22 Car Free Day*  
9/20/10  
<http://connectedcommunities.us/showthread.php?p=39682>

*Connected Communities*

*Social Networking Tool to Deliver Shoppers to Car Free Day-Friendly Retailers*  
9/1/10  
<http://connectedcommunities.us/showthread.php?p=39303>

*Potomac and Rappahannock Transportation Commission Celebrate Try Transit Week and Car Free Day*  
9/9/10  
[http://www.prtctransit.org/myprtc/service-updates/service\\_updates.php?docid=241](http://www.prtctransit.org/myprtc/service-updates/service_updates.php?docid=241)

#### IV. MONITORING AND EVALUATION

##### A. TERM Data Collection and Analysis

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

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

COG/TPB staff met with VHB on the Employer Survey archive database on July 16<sup>th</sup> to test the new version and make recommendations for adjustments. In August, updates were made to the survey database by COG/TPB staff and VHB staff and COG/TPB staff tested the Employer Survey Database website and created reports for analysis. COG/TPB staff also worked to obtain a signed contract with VHB for the Employer Survey project.

COG/TPB staff briefed the TPB Technical Committee (July 9<sup>th</sup>) and the TPB (July 21<sup>st</sup>) on the preliminary results from the FY 2010 State of the Commute survey.

In July, COG/TPB staff distributed the final Employer Outreach verification report for the third quarter of FY2010 and the draft fourth quarter report of FY 2010. In September, COG/TPB staff prepared the final Employer Outreach verification report for the fourth quarter of FY2010.

COG/TPB staff reviewed and distributed and presented the draft FY 2010 State of the Commute Survey Technical Report to the Commuter Connections Subcommittee on July 20<sup>th</sup> and September 15<sup>th</sup> for review and comment. COG/TPB staff began reviewing comments and the overall document and began making applicable changes.

COG/TPB staff reviewed and distributed and presented the draft FY 2010 Guaranteed Ride Home Applicant Survey Report to the Commuter Connections Subcommittee on July 20<sup>th</sup> and September 15<sup>th</sup> for review and comment. COG/TPB staff began reviewing comments and the overall document and began making applicable changes.

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

In August, monthly reports were received from Arlington County. Reports were still outstanding from all the other jurisdictions at the time of the deadline for reporting.

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

***During the second quarter, the following work was accomplished:***

COG/TPB staff distributed the final Employer Outreach verification report for the fourth quarter of FY2010 and the draft first quarter report of FY 2011 in October. Staff began work on the 2<sup>nd</sup> quarter FY2011 verification statement.

COG/TPB staff prepared the agenda, meeting notes, and meeting handouts and participated in a TDM Evaluation Group meeting that was held on October 19<sup>th</sup>. Highlights from the meeting included a review of the data collection activities for FY 2011 and a discussion of the results from the 'Pool Rewards demonstration project. The announcement that the 'Pool Rewards carpool incentive program would be re-launched based on the survey results was also made.

Work continued on data collection for the 2010 Bike to Work Day event survey by the consultant. The contractor began reviewing the data collected from the 2010 Bike to Work Day event survey.

COG/TPB staff continued to review the draft FY 2010 State of the Commute Technical Report and the draft 2010 GRH Applicant report. The final draft of the 2010 State of the Commute Technical report was prepared and substantive changes were reviewed and discussed during the November 16<sup>th</sup> Commuter Connections Subcommittee meeting. The final draft was endorsed for release by the Commuter Connections Subcommittee on November 16<sup>th</sup>. Work also began on assembling data from the 2010 State of the Commute survey for local jurisdictions.

The final draft of the 2010 GRH Applicant report was prepared and substantive changes were reviewed and discussed during the November 16<sup>th</sup> Commuter Connections Subcommittee meeting. The final draft was endorsed for release by the Commuter Connections Subcommittee on November 16<sup>th</sup>. The final 2010 GRH Applicant report was prepared and posted on the publications page of the Commuter Connections web site and distributed to interested Commuter Connections network members.

COG/TPB staff met with representatives from the FHWA and KCI Technologies on December 9<sup>th</sup> to discuss Commuter Connections evaluation data and information pertinent to the 14<sup>th</sup> Street Bridge Corridor EIS.

COG/TPB staff reviewed and distributed the timeline for the Bike To Work Day Event survey, Employer Telework Survey, and TERM Analysis report.

COG/TPB staff worked with local jurisdictions on preparations for the Employer Outreach TERM database analysis. COG/TPB staff worked with consultant to provide information for the Employer Outreach TERM evaluation from January to the present. Staff provided the Employer Outreach TERM database analysis to the consultant for initial review.

COG/TPB staff managed the activities of the TDM Evaluation contractor.

COG/TPB staff collected data for the finalization of the FY 2010 4<sup>th</sup> quarter Employer Outreach conformity report as well as the 1st and 2<sup>nd</sup> quarter FY11 conformity reports.

COG/TPB staff created an Employer site survey for Inova Fairfax Hospital. COG/TPB staff also created and generated reports from the data collected.

COG/TPB staff continued to work with the VHB team for the changes, improvement, testing and updating database to the Employer Survey archive database application.



COG/TPB staff worked with the contractor to resolve technical issues with the Employer survey database.

In October, monthly sales activity reports were received from Montgomery County, all other jurisdictions are outstanding. In November, monthly sales activity reports were received from Montgomery County, all other jurisdictions are outstanding. September and October monthly sales activity reports were received from Frederick County.

November monthly sales activity reports were not received from Arlington, Frederick, and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland.

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

***Work accomplished during the third quarter was as follows:***

COG/TPB staff met with representatives from FHWA and KCI Technologies on January 5<sup>th</sup> to discuss results from the 2010 State of the Commute Survey for inclusion into the 14<sup>th</sup> Street Bridge Corridor EIS Study.

The highlights from the 2010 Bike to Work Day event survey were reviewed by COG/TPB staff and presented by the contractor at the January 18<sup>th</sup> Commuter Connections Subcommittee meeting. Staff worked with LDA consulting on the production of the FY 2011 Bike to Work Day event draft report which will be used as part of the Mass Marketing TERM Analysis. The FY 2011 Bike to Work Day event draft report was presented at the Commuter Connections Subcommittee meeting on March 15<sup>th</sup> and a comment period was established.

COG/TPB staff worked with LDA Consulting to finalize the Employer Telework survey. Staff also worked on identifying the database of employers in Maryland and Virginia that would be surveyed. Staff issued a notice to survey participants for the Employer Telework survey for employers in Maryland and Virginia. The consultant began phoning the list of employers to capture the necessary data.

COG/TPB staff began working on the 2010 State of the Commute general public report. Requests for bids were prepared and sent out to hire a publication designer. A publication designer was selected to prepare the report. Edits were made by COG/TPB staff and a hired editor/proofreader to the drafts of the report. Staff also worked with LDA Consulting to provide 2010 State of the Commute jurisdictional datasets to each of the jurisdictions and other interested Commuter Connections network members.

COG/TPB staff worked with local jurisdictions on preparations for the Employer Outreach TERM database analysis. COG/TPB staff worked with consultant to provide information for the Employer Outreach TERM evaluation from January to the present. Staff provided the Employer Outreach TERM database analysis to the consultant for initial review.

COG/TPB staff distributed the final Employer Outreach verification report for the 1st quarter of FY2011 and the draft second quarter report of FY 2011 in January. Staff began work on the 3rd quarter FY2011 verification statement.

In January, monthly sales activity reports were received from Montgomery and Frederick Counties as well as the District of Columbia. Reports were not received from Arlington, Fairfax, Loudoun and Prince George's Counties as well as the City of Alexandria and Tri-County Council.

In February, monthly sales activity reports were received from Fairfax, Frederick, Loudoun, Montgomery, and Prince William Counties as well as the City of Alexandria. Reports were not received from Arlington and Prince George's Counties as well as Tri-County Council and the District of Columbia.

In March, monthly sales activity reports were received from Frederick and Montgomery Counties. Reports were not received from Arlington, Fairfax, Loudoun, Prince George's, and Prince William Counties as well as Tri-County Council, The District of Columbia, and the City of Alexandria.

***Work accomplished during the fourth quarter was as follows:***

COG/TPB staff continued working on edits for the 2010 State of the Commute general public report. The report was completed in June and was prepared to be sent to the printer.

Work continued on the Employer Telework survey by the consultant.

COG/TPB staff continued on preparing the regional ACT! database for the TERM Evaluation.

Work continued on the preparation of the 2010 Bike to Work Day event survey report by COG/TPB staff and the consultant.

COG/TPB staff participated in a conference call on May 18<sup>th</sup> with the consultant to discuss the regional model data inputs with regards to coefficients and comparison to the EPA Commuter Model for the Employer Outreach TERM Evaluation.

COG/TPB staff distributed the final Employer Outreach verification report for the 2nd quarter of FY2011 and the draft third quarter report of FY 2011 in April. Staff began work on the 4th quarter FY2011 verification statement.

The April monthly sales activity reports were received from Montgomery, Arlington, Frederick, and the District of Columbia.

The May monthly sales activity reports were received from Montgomery, Arlington, Frederick, and the District of Columbia.

The June monthly sales activity reports were received from Frederick County as well as the District of Columbia and Tri-County Council for Southern Maryland.

Work continued on the preparation of the draft TERM Analysis Report for a June 30<sup>th</sup> completion date.

COG/TPB staff also worked on preparing the FY 2012 contract for LDA Consulting.

**B. Program Monitoring and Tracking Activities**

***Work Accomplished on all Products:***

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

COG/TPB staff assembled and completed the FY 2010 CCWP Annual report.

The June FY 2010, July FY 2011, and August FY 2011 Executive Summaries were prepared and completed.

Conducted mailing of GRH Customer Satisfaction Survey for June, July, and August 2010 program users.

Captured web site visits and phone call counts for June, July, and August 2010.

COG/TPB staff updated and distributed the FY10 2nd Half Marketing Campaign Summary Report at the September 15<sup>th</sup> Regional TDM Marketing Group meeting.

Programming adjustments were made to the Guaranteed Ride Home online customer satisfaction survey email reminder to make it easier for members to include the customer's login.

Staff completed the pit stop summary collections for the 2010 Bike to Work Day Report.

COG/TPB staff collected and analyzed data in July for the finalization of the FY 2010 4<sup>th</sup> quarter Employer Outreach verification report.

COG/TPB staff conducted the mailing of GRH Customer Satisfaction Survey for July, August, and September 2010 program users. Commuters with email addresses were sent an email asking them to log into their account and take the survey. Commuters without an email address were sent a paper version of the survey. Commuters receive one survey per GRH trip taken. COG/TPB staff also analyzed the data received.

***During the second quarter, the following work was accomplished:***

Staff completed the pit stop summary collections for the 2010 Bike to Work Day Report.

COG/TPB staff conducted the mailing of GRH Customer Satisfaction Survey for September, October, and November 2010 program users. Commuters with email addresses were sent an email asking them to log into their account and take the survey. Commuters without an email address were sent a paper version of the survey. Commuters receive one survey per GRH trip taken. COG/TPB staff also analyzed the data received.

COG/TPB staff presented preliminary results of FY 2010 GRH Customer Satisfaction Survey at the December 21, 2010 Regional TDM Marketing Group meeting.

COG/TPB staff tracked the effectiveness of the regional TDM advertising campaigns through call volumes and internet visits. COG/TPB staff compiled marketing lead analysis and campaign results as part of the FY 2011 1st Half Marketing Campaign Summary Draft Report.

COG/TPB staff collected and analyzed data in December for the finalization of the FY 2011 1st quarter Employer Outreach verification report and 2<sup>nd</sup> quarter draft report.

The September FY 2010, October FY 2011, and November FY 2011 Executive Summaries were prepared and completed.

Conducted mailing of GRH Customer Satisfaction Survey for September, October, and November 2010 program users.

Captured web site visits and phone call counts for September, October, and November 2010.

COG/TPB staff updated and distributed the draft FY11 1st Half Marketing Campaign Summary Report at the December 21st Regional TDM Marketing Group meeting.

***Work accomplished during the third quarter was as follows:***

COG/TPB staff collected and analyzed data in March for the finalization of the FY 2011 2nd quarter Employer Outreach verification report and 3rd quarter draft report.

The data for the finalization of the second quarter conformity report for FY2011 was collected and analyzed in January and February.

Call volumes and internet visits were tracked for the months of January-March to gauge the effectiveness of Commuter Connections advertising campaigns.

Highlights of the 2010 GRH Customer Satisfaction Survey were presented to the Commuter Connections Subcommittee on January 18<sup>th</sup>. The final draft of the FY 2010 GRH Customer Satisfaction Survey report was presented at the March 15<sup>th</sup> Commuter Connections Subcommittee meeting. The report was approved by the Committee.

The GRH Customer Satisfaction Survey email was sent to commuters who used GRH between January and March 2011. Commuters are asked to log into their account and take the survey. Commuters without an email address who took GRH trips from December to February were mailed a postage paid-reply version of the survey. Regardless of collection method, data is tabulated and analyzed.

The FY11 First Half Marketing Campaign Summary final report was distributed at the March 15<sup>th</sup> Regional TDM Marketing Group meeting, and the FY11 Second Half Marketing Campaign Summary draft report was issued at the March 15<sup>th</sup> meeting.

Executive summary progress reports were prepared for December 2010 and January and February 2011. The October – December 2010 Quarterly Progress report was also prepared for review and distribution.

***Work accomplished during the fourth quarter was as follows:***

COG/TPB staff collected and analyzed data in June for the finalization of the FY 2011 3rd quarter Employer Outreach verification report and draft 4th quarter report.

COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. This information was made available in the FY11 as part of the Marketing Campaign Summary Report Draft Report issued in June.

COG/TPB staff sent the GRH Customer Satisfaction Survey to any commuter who used GRH from March through May 2011. Commuters with email addresses were sent an email asking them to log into their account and take the survey. Commuters without an email address were sent a paper version of the survey. Commuters receive one survey per GRH trip taken. COG/TPB staff also analyzed the data received.

The 3<sup>rd</sup> Quarter FY2012 CCWP quarterly progress report was prepared and distributed and FY 2012 CCWP monthly executive summary reports for March, April and May were prepared and distributed.

COG/TPB staff participated in a conference call on May 2<sup>nd</sup> to discuss DATA's E-CALC3 on-line employer survey methodology in order to align it with the regional Employer Commute Survey. Staff also met with DATA's consultant on May 10<sup>th</sup> to discuss the survey methodology.

COG/TPB staff continued to monitor the regional employer survey database. COG/TPB staff also began preparations for the update for the FY 2012 contract with VHB.

## V. EMPLOYER OUTREACH

### **Regional Component Project Tasks**

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

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

In July, preparations for the August 3<sup>rd</sup> update to the ACT! Database to the 11.0 web versions were made.

The August 3<sup>rd</sup> ACT! 11.0 upgrade was done without incident.

During August, several technical issues arose after the upgrade and COG/TPB staff worked with the ACT! Technical consultant to resolve these items.

COG/TPB staff contacted and coordinated with the ACT! Training consultant for the October training session for ACT! 2010. In September, several data issues arose with COG/TPB staff coordinating with COG/OTPS. COG/TPB staff contacted and coordinated with the ACT! Training consultant for the two October training sessions for ACT! 2010.

In October, staff coordinated, facilitated, and presented information at the two ACT! On-line training sessions held on October 5<sup>th</sup> and 12<sup>th</sup>. COG/DTP Staff worked with Stewart Technologies and COG/OTPS to rectify database operational matters.

In November, COG/DTP staff worked with Stewart Technologies and COG/OTPS to rectify database operational matters. COG/DTP staff and the technical consultant conducted the user survey for the October training sessions.

In December, COG/DTP staff handled several Technical issues were highlighted by end users for the ACT! Database. COG/TPB, COG/TPS staff continued work on addressing problems.

In January, a conference call was held with Justin Schor, chair of the Employer Outreach Committee to discuss the status of the ACT! database with regards to on-going performance issues. Several technical issues were highlighted by end users of the ACT! database that COG/TPB and COG/ITFM staff coordinated on to address the difficulties.

In February, the COG/TPB and COG/ITFM staff coordination continued on the ACT! database repair. An anticipated fix from the software manufacturer is expected sometime in March. The fix from Sage Software, the manufacturer of ACT! did not arrive in March. COG/TPB and COG/ITFM staff continued their efforts to ensure productivity for the end users of the system.

In April, the anticipated ACT! database fix was still pending action from Sage Software.

In May, the ACT! database fix was completed and installed. There are no problems to report at this time. Database training for the new Tri-County Council outreach representative was held on May 24<sup>th</sup>. In June, COG/TPB staff coordinated with COG/ITS to finalize the implementation of the ACT!2011 upgrade to the database.

## B. Employer Outreach for Bicycling

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

No major activities to report for the 1st quarter.

Staff coordinated with the USDOT on a federal bikeshare informational session to be held at COG in November. There were no activities to report on for the months of November and December. The USDOT session was cancelled.

The Bicycle and Pedestrian Subcommittee submitted changes for the “Bicycling to Work in the Washington Metropolitan Region” guide for a spring reprint. Updates to the guide were coordinated with the printer in March.

In March, COG/TPB staff attended goDCgo’s kick-off presentation of the District’s “Bike Brand Your Biz” effort for employers to offer bikeshare memberships.

COG/TPB staff addressed the Federal ETC Advisory Group on April 26<sup>th</sup> regarding the Bicycling Benefit as well as other bicycling strategies federal agencies can use to increase bicycling at their work sites.

COG/TPB staff continued to work on updates and edits to the regional Bicycling to Work Guide. COG/TPB staff updated and printed the regional Bicycling to Work Guide in May.

### **Jurisdictional Component Project Tasks**

#### A. MD Local Agency Funding and Support

In July, COG/TPB staff worked to obtain signed Employer Outreach contracts with Frederick, Montgomery, and Prince George’s counties as well as the Tri-County Council for Southern Maryland.

Maryland jurisdictions continued with implementation of their respective employer outreach programs for the period July through September.

COG/TPB staff coordinated with new Tri-County staff on participation levels for program involvement

From October to December, the Maryland jurisdictions continued with implementation of their respective employer outreach programs. COG/DTP staff assisted in distribution of collateral materials for outreach efforts.

From January to March, the Maryland jurisdictions continued their outreach efforts to expand and recruit employer clients. COG/TPB staff supported two sales meetings in Tri-County during the month of February.

From April to June, the Maryland jurisdictions continued with implementation of their respective employer outreach programs.

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

Revisions to the Alternative Work Schedule and Climate Change brochures were made. COG/TPB staff fulfilled requests for climate change brochures

COG/TPB staff submitted requests for information for updates to the employer case studies

Assisted Tri-County for Southern Maryland staff with outreach efforts.

COG/TPB staff met with the HHS staff representatives in Washington DC on July 15<sup>th</sup> to give a presentation on Commuter Connections program services.

COG/TPB staff presented commute option information to co-Star Group employees relocating to Washington DC on July 16<sup>th</sup>.

COG/TPB Staff coordinated and facilitated the July 20<sup>th</sup> Employer Outreach Committee meeting including the preparation of the agenda, meeting minutes, presentations and related agenda handouts. Highlights from the meeting included: review and distribution of the FY 2010 3rd quarter final conformity verification report and the draft FY 2010 4<sup>th</sup> quarter conformity verification report, a discussion and review of the monthly reporting requirements, a presentation on the Employer Survey archive application, survey results for FY 2011 training topics and the discussion and distribution of an FY 2011 training schedule, updates on telework activities in the region, an update on Live Near Your Work events held in FY 2010, a discussion on the ACT1 database upgrade, a discussion on the FY 2011 Employer Outreach TERM evaluation methodology, and a roundtable discussion of various activities occurring in the local jurisdictions.

COG/TPB staff secured a speaker/training consultant and developed the training curriculum for the first FY 2011 Employer Outreach training session that was held on September 27<sup>th</sup> entitled “Small Budget for TDM Outreach Success.”

COG/TPB staff fulfilled requests for climate change brochures. COG/TPB staff submitted requests for information for updates to the employer case studies.

COG/TPB staff assisted on two sales outreach efforts in Prince George’s County Revisions to the Alternative Work Schedule and Climate Change brochures were made. Work began on a new brochure on LEED Certification.

COG/TPB staff worked on the development of a LEED certification brochure for the region. COG/TPB staff also worked on addressing the use of the regional Employer Survey template for LEED certification with the USGBC. A meeting was held on November 29<sup>th</sup> at USGBC offices to review and discuss the issue.

Sales support calls were set up and conducted with Employer Outreach sales representatives in DC and Maryland. On December 3<sup>rd</sup>, COG/TPB staff met with Justin Schor, UrbanTrans; and Peggy Schwartz, North Bethesda TMD, to discuss the production of a LEED brochure and to also discuss upcoming opportunities to incorporate TDM into LEED certification through the USGBC.

COG/TPB staff met with TranBen representatives on December 1<sup>st</sup> to discuss their transit benefit program service for employers. An Employer Outreach Sales Research Training Session was held at COG on December 6<sup>th</sup>.

The Employer Outreach Committee meeting was held on October 19<sup>th</sup> – topics included: SmartBenefits changes; ACT! Database updates; Carbon footprint calculator, and regional Telework updates.

COG/TPB staff presented a draft Employer LEED brochure during the Employer Outreach Committee meeting on January 18<sup>th</sup>. In February, COG/TPB staff completed edits for the first draft of the LEED brochure. In March, the LEED brochure edits were finalized and the printer submitted the final release of the brochure.

On March 7<sup>th</sup>, a sales training session on Cold Calling was held at COG for the outreach sales representatives. Vorsight, Inc., was the instructor and all jurisdictions attended with positive feedback. A follow-up training session is being looked into for fiscal year 2012.

COG/TPB staff coordinated with representatives from TranBen for their presentation to the Employer Outreach Committee meeting on January 18<sup>th</sup>. The

January meeting included presentations from WMATA on recent changes to the SmartBenefit program and the SmarTrip cards, COG/TPB staff's update on training and conformity statements.

COB/TPB staff fulfilled brochure requests from Montgomery, Loudoun, Prince William, and Prince George's Counties. COG/TPB staff attended and participated in transportation information sessions for DHS at the Reagan Center on February 10<sup>th</sup>. COG/TPB staff presented information at the DSS site in Alexandria for their BRAC relocation plans on February 15<sup>th</sup>.

The regional LEED brochure was printed and distributed. An Employer Outreach Committee meeting was held on April 19<sup>th</sup>. Topics discussed at the meeting were: 2<sup>nd</sup> and 3<sup>rd</sup> Quarter conformity; Training update; LEED certification; Maryland Telework efforts; and, TERM evaluation update. COG/TPB staff began sales support telephone calls with representatives from DC and Maryland.

COG/TPB staff forwarded 16 services requests to the appropriate jurisdictional representatives. COG/TPB staff worked to finalize the TDM Sales training presentation on incentives to be held in June.

Training was held on June 13<sup>th</sup> on Employer incentives. Working with representatives from ICF International, the session covered what employers are doing to increase participation in alternative commute benefits for their companies.

COG/TPB staff worked on updating the Employer Outreach Scope of Work and budget documents for FY 2012 in preparation to renew contracts. COG/TPB staff administered a survey for all Employer Outreach representatives in June to determine FY 2012 training topics. Results will be presented at the July Employer Outreach Committee meeting.

## VI. MARYLAND TELEWORK

### A. General Assistance and Information

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

##### **July – September 2010:**

COG/TPB staff continued work on finalizing three employer case studies that include Clean Currents, the Nuclear Regulatory Commission, and United States Pharmacopeia Convention. The employers were asked to review the final versions prior to publication.

COG/TPB staff worked to obtain a signed contract with the Telecommuting Advantage Group for FY 2011.

##### **October – December 2010:**

COG/TPB staff completed and released three new Telework case studies in October, including: the Nuclear Regulatory Commission, Clean Currents, and United States Pharmacopeia Convention (USP).

Work began to identify potential employers in Maryland for new Telework case studies.

COG/TPB staff presented telework information and recent trend data to members of the Chevy Chase/Bethesda Chamber of Commerce on November 12<sup>th</sup>. The on-call assistance program was also presented and discussed.



COG/TPB staff began work with the Telework Exchange to begin promoting National Telework Week.

COG/TPB staff and the consultant discussed possibilities for the Employer Telework training session.

COG/TPB staff presented information on regional telework trends and the Maryland Telework program during the ACT Chesapeake Chapter conference held on December 1<sup>st</sup>.

COG/TPB staff attended the Telework Exchange Visionary Committee meeting on December 7<sup>th</sup> to present information on regional telework trends and the Maryland Telework program.

COG/TPB staff spoke with representatives from Clean Currents on December 8<sup>th</sup> regarding telework initiatives and opportunities.

### **January – March 2011:**

COG/TPB staff met with the Telecommuting Advantage Group in January to update the Employer Telework training survey, which will be administered in February. COG/TPB staff worked with the consultant to prepare and send a survey to Maryland Employer Outreach representatives. Results from the survey will be used to develop the training curriculum for the Employer Outreach Telework training session that will be held in May. COG/TPB staff met with the Telecommuting Advantage Group on March 11<sup>th</sup> to discuss the Employer Outreach telework training session.

COG/TPB staff discussed follow-up activities with the consultant on the Charles County government telework program. COG/TPB staff worked with Charles County government and the Tri-County Council to determine next steps and assistance needed on their Telework program.

COG/TPB staff reached out to employers to recruit them for telework case studies.

COG/TPB staff provided follow-up information and materials to Marriott International on work conducted by the consultant.

COG/TPB staff made arrangements with the Telework Exchange to be present at the Telework Town Hall meeting in April. Free ad space in the event program was given to Commuter Connections.

A review began on the regional Telework brochure to include updated information from the 2010 State of the Commute survey.

### **April – June 2011:**

COG/TPB staff met with the consultant on April 15<sup>th</sup> to discuss the Employer Telework training session curriculum.

COG/TPB staff attended and participated in the Telework Exchange's Town Hall meeting on April 28<sup>th</sup>.

During the month of April, the consultant worked with Charles County with regards to the review of documents regarding their Telework program. The documents will be combined into a smaller number in order to reduce redundancies and include any critical areas currently not covered.

During the month of May, COG/TPB staff and the consultant continued work on preparing the curriculum and handouts for the FY 2011 Telework sales training

session. The FY 2011 Telework sales training session was held on May 3<sup>rd</sup> for Maryland Employer Outreach representatives by COG/TPB staff and the consultant.

The consultant continued work on preparing two new case studies from The Calvert Group and Social & Scientific Systems in May. COG/TPB staff recruited the USDA to provide a telework case study for their Maryland campus locations as well.

In May, the consultant continued the review of Charles County's telework documents. An initial 15 documents were modified into three information manuals: employee, manager and division, one employee tactical document and one manager tactical document. Work continued to combine the 15 documents into five.

A Work Suitability and Remote Work Site Suitability assessment as well as the Virtual Skills Online training for teleworkers was planned for use for Charles County government potential teleworkers.

In June, four new case studies were finalized and included the United States Department of Agriculture – Animal Health and Plant Inspection Service (APHIS), Calvert Investments, Inc., Social & Scientific Systems, Inc., and the United States Department of Agriculture Headquarters.

COG/TPB staff attended a Telework workshop held at the USDA headquarters on June 7<sup>th</sup>.

In June, the Telecommuting Advantage Group wrapped up its review of Charles County's Telework documents and modified 15 initial documents and completed a Telework Manual that included The Managers' Telework Manual, The Division Telework Manual, A Telework Policy, and a Telework Request Packet including online assessment tools, Charles County Equipment usage, Program Evaluation, Telework Agreement, Home Setup, Self Certification, Remote Work Schedule, and Remote Work Plan. The manager Orientation workshop was modified for Charles County to allow them to conduct the events on their own.

## VII. GUARANTEED RIDE HOME BALTIMORE PROGRAM

### A. General Assistance and Information

#### ***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 GRH database and server.

COG/TPB staff reviewed GRH Program participation guidelines and updated them to include the Baltimore Metropolitan Region and St. Mary's County, Maryland.

B. Process Trip Requests and Provide Trips

***Work Accomplished on all Services Provided: (Report major activities on the following:***

COG/TPB staff reports between the months of September 2010 (program launch) and June 2011, there were 1,201 GRH applications received. 1,233 commuters were newly registered in the Baltimore GRH program. These new registrants included 6 previous “one-time exceptions.” A total of 6 commuters had a GRH status of “re-registrant.” These commuters had participated in the Washington GRH program and were transferred to the Baltimore GRH program due to change in the physical location of their employment center. A total of 1,239 registrants were registered for the Baltimore GRH program at the end of FY 2011. The GRH program provided 113 GRH trips in FY 2011. Twenty-one percent of these trips were “one-time” exceptions. Unscheduled Overtime accounted for the largest portion of the GRH trip reasons (38%) followed by Personal Illness (29%). Family Emergency (19%), Child Care (8%) and Missed “Pool” (5%) accounted for the remainder of specific reasons. 4% of trips taken during FY 2011 were classified as “Other.” The average cost of a GRH trip in FY 2011 was \$91.

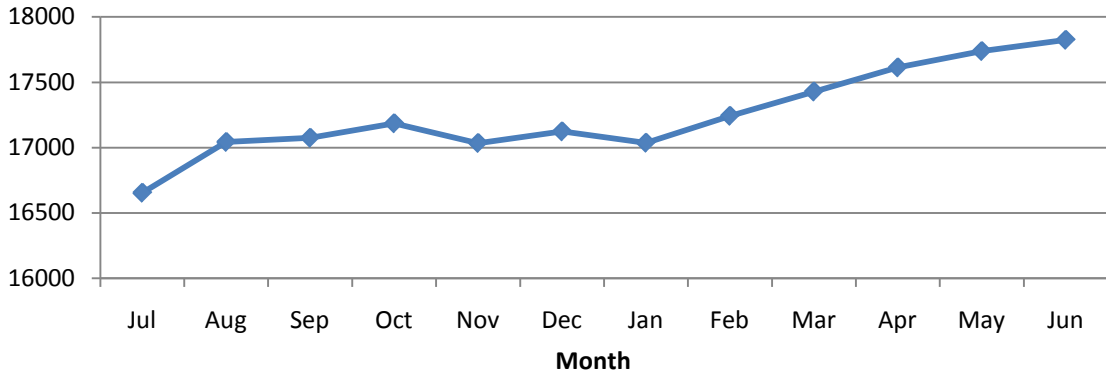
<b>Table 1</b>
<b>Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary</b>
FY 2011 Totals

Commuter Connections Activity	July 1, 2010- June 30, 2011
<b>Total applicants/info provided:</b>	35,763
Rideshare applicants	12,444
Matchlists sent	24,140
Transit applicants/info sent	634
GRH applicants	12,903
Bike to Work Info Requests	92
Telework info requests	106
Vanpool applicants	N/A
<b>Internet users</b>	148,527
Internet applicants	21,791
<b>New employer clients</b>	213
Employee applicants	0

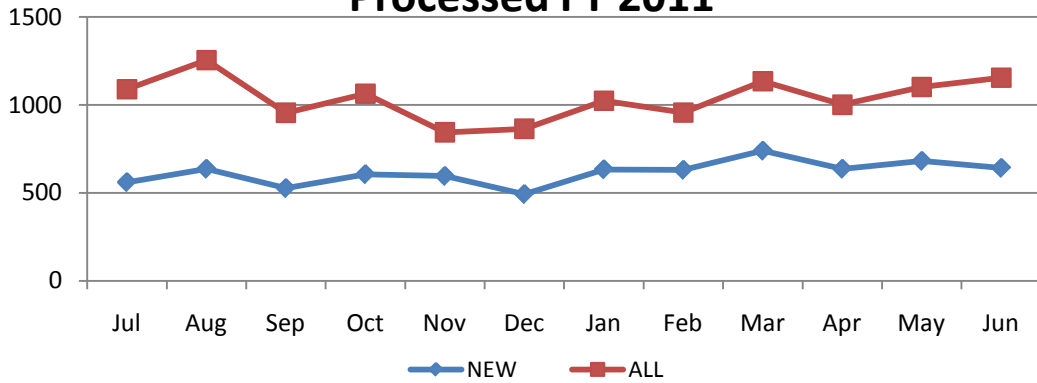
Program Impact Performance Measure	July 1, 2010 - June 30, 2011
<b>Continued placements</b>	3,166
<b>Temporary/one-time placements</b>	1,529
<b>Daily vehicle trips reduced</b>	1,111
<b>Daily VMT reduced</b>	32,647
<b>Daily tons NOx reduced</b>	0.0152
<b>Daily tons VOC reduced</b>	0.0077
<b>Daily tons PM2.5 reduced</b>	0.0004
<b>Daily tons PM2.5 NOx reduced</b>	0.0145
<b>Daily tons GHG reduced</b>	15.6850
<b>Daily gallons of gas saved</b>	1,640
<b>Daily commuter costs saved</b>	\$5,549

**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.

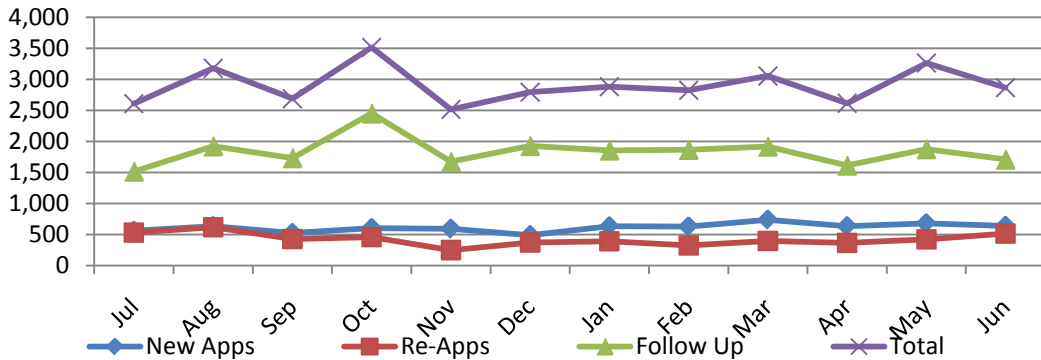
### Commuter Connections CCRS Database FY 2011



### Commuter Connections Applications Processed FY 2011



### Commuter Connections Total Activity FY 2011

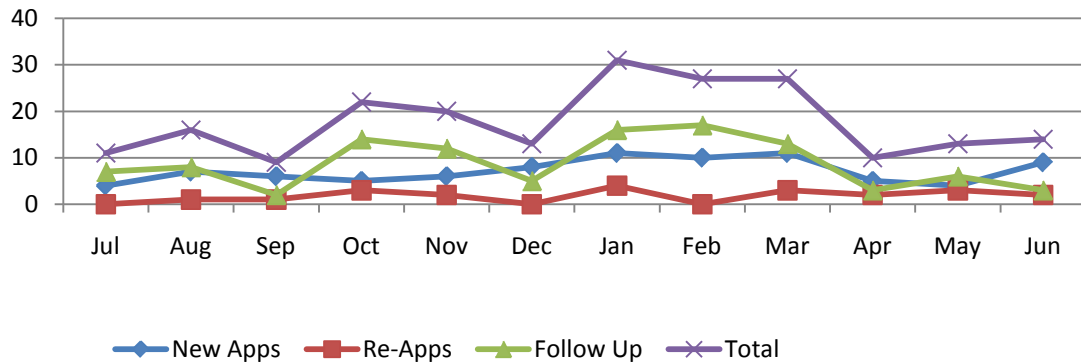


**TABLE 2  
 COMMUTER CONNECTIONS APPLICATION  
 ACTIVITY SUMMARY  
 FY2011**

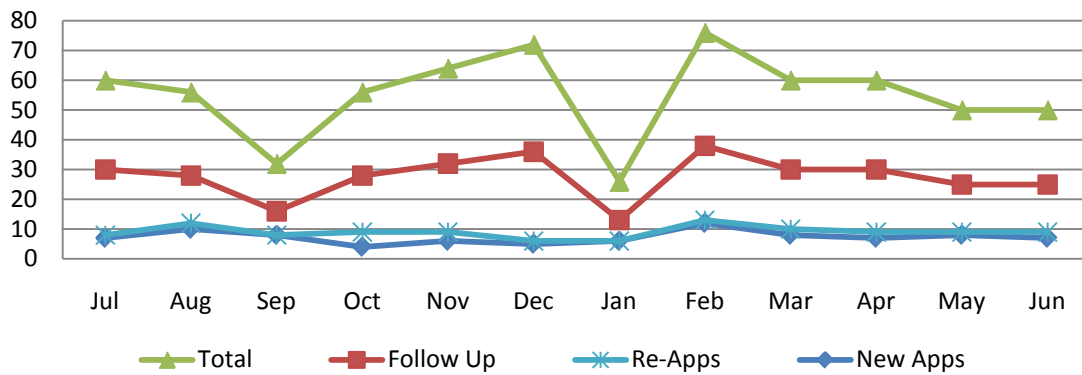
	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	86	21	106	213
ARLINGTON (COG)	88	20	223	331
ARTMA	93	59	156	308
BALTIMORE CITY	276	12	62	350
BMC	102	16	71	189
BWI BUSINESS PARTNERSHIP	85	7	352	444
COG	1,008	236	3,188	4,432
DISTRICT OF COLUMBIA	98	28	450	576
FDA	144	5	74	223
FAIRFAX COUNTY	761	427	5,414	6,602
FREDERICK	111	77	434	622
GW RIDE CONNECT	1,281	1,963	4,284	7,528
HARFORD	72	159	39	270
HOWARD	91	46	150	287
LINK	0	0	0	0
LOUDOUN	300	71	548	919
MTA	63	15	113	191
<b>MONTGOMERY COUNTY</b>				
Bethesda Transportation Solutions	102	96	383	581
Countywide	349	153	1,349	1,851
Friendship Heights/Rockville	56	32	193	281
North Bethesda TMD	267	133	850	1,250
Shady Grove*	32	5	67	104
Silver Spring	64	89	284	437
NIH	46	15	28	89
NATIONAL GUARD REDINESS CENTER	294	10	247	551
NSA - BETHESDA	21	11	42	74
NORTHERN NECK	6	33	17	56
NORTHERN SHENANDOAH	100	46	100	246
PRINCE GEORGE'S	336	771	89	1,196
PRTC	820	374	2,235	3,429
RAPPAHANNOCK-RAPIDAN	99	56	26	181
TRI - COUNTY	123	84	507	714
<b>TDM NETWORK MEMBERS</b>				
CHARLOTTESVILLE	288	0	321	609
RIDESHARE DELAWARE	993	0	10	1,003
HAMPTON ROADS - TRAFFIX	1,233	0	3	1,236
<b>TOTAL COMMUTER CONNECTIONS</b>	<b>7,374</b>	<b>5,070</b>	<b>22,081</b>	<b>34,525</b>
<b>TOTAL TDM NETWORK MEMBERS</b>	<b>2,514</b>	<b>0</b>	<b>334</b>	<b>2,848</b>
<b>TOTAL COMMUTER CONNECTIONS&amp;NETWORK</b>	<b>9,888</b>	<b>5,070</b>	<b>22,415</b>	<b>37,373</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>12,444</b>		

\*Shady Grove was added as a TMD by Montgomery County, MD in May 2010

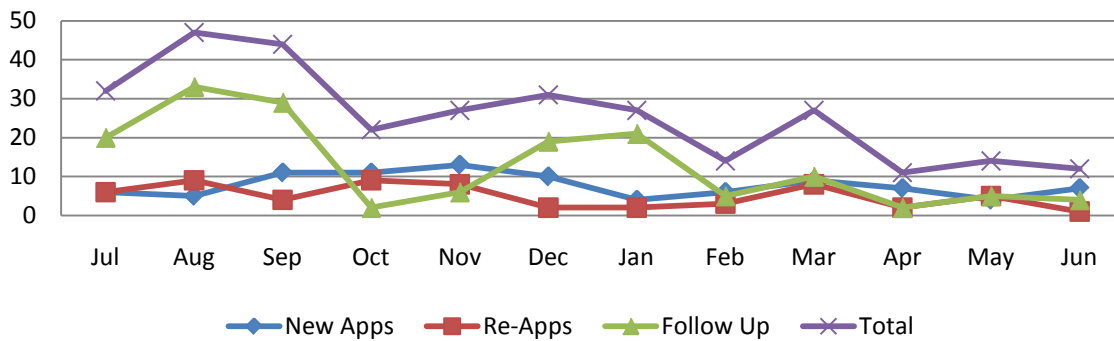
### Applications Processed FY 2011 Alexandria



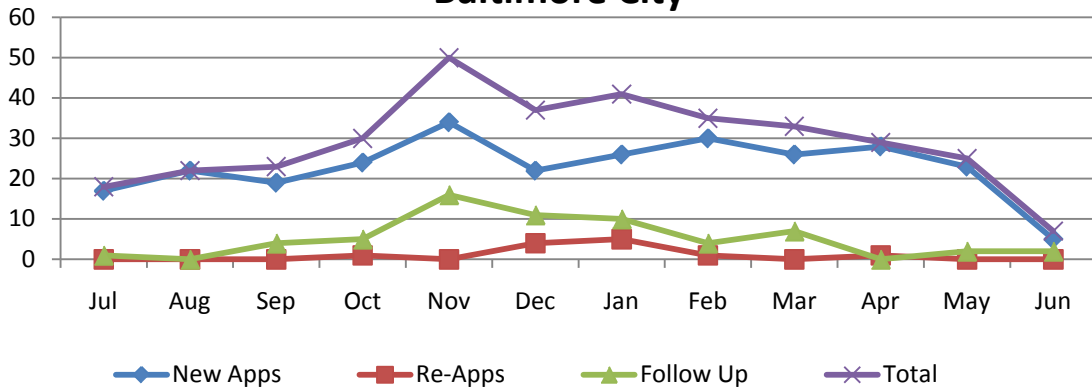
### Applications Processed FY 2011 COG for Arlington



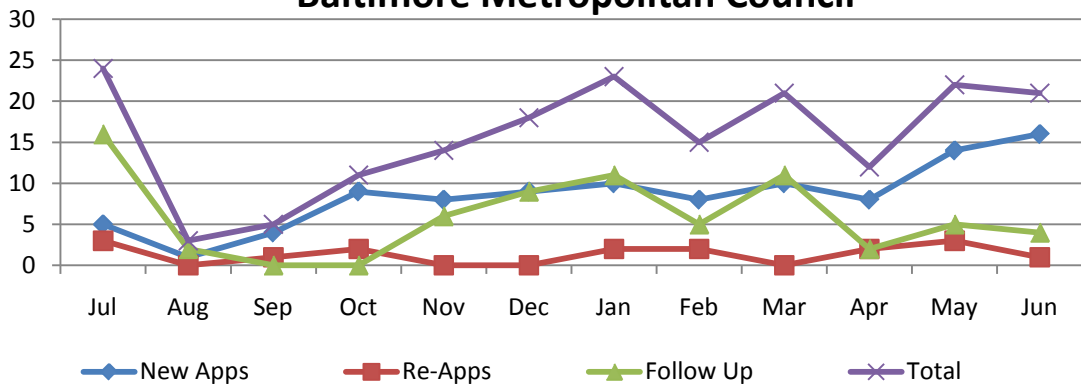
### Applications Processed FY 2011 ARTMA



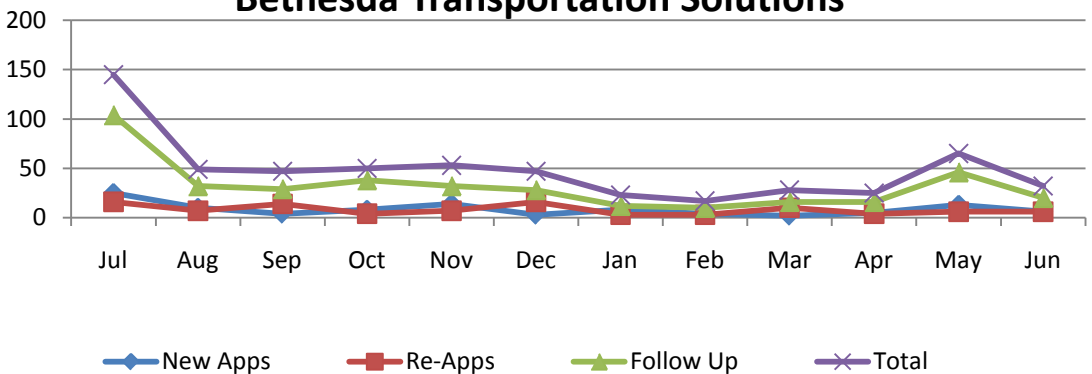
### Applications Processed FY 2011 Baltimore City



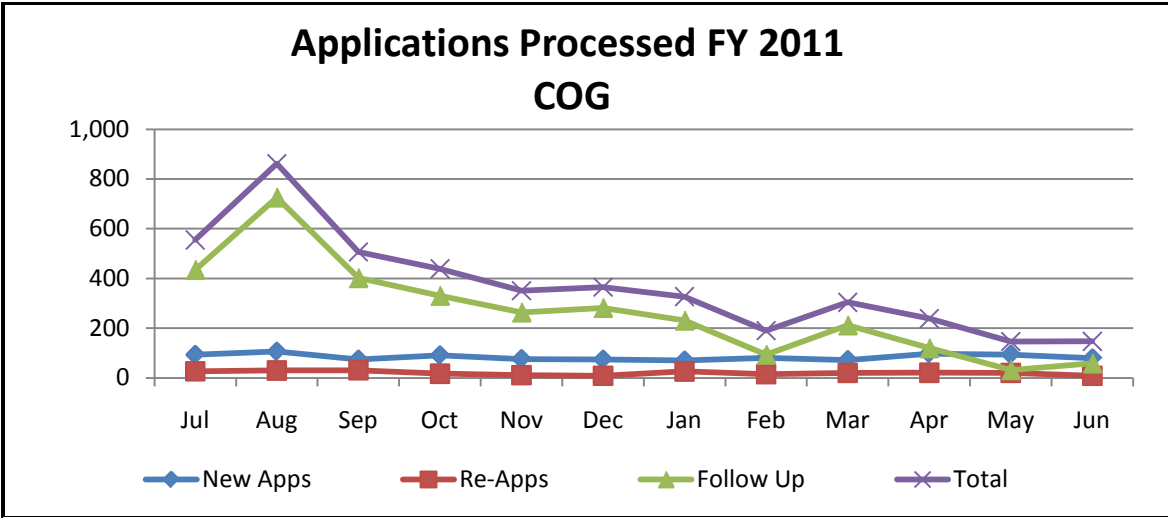
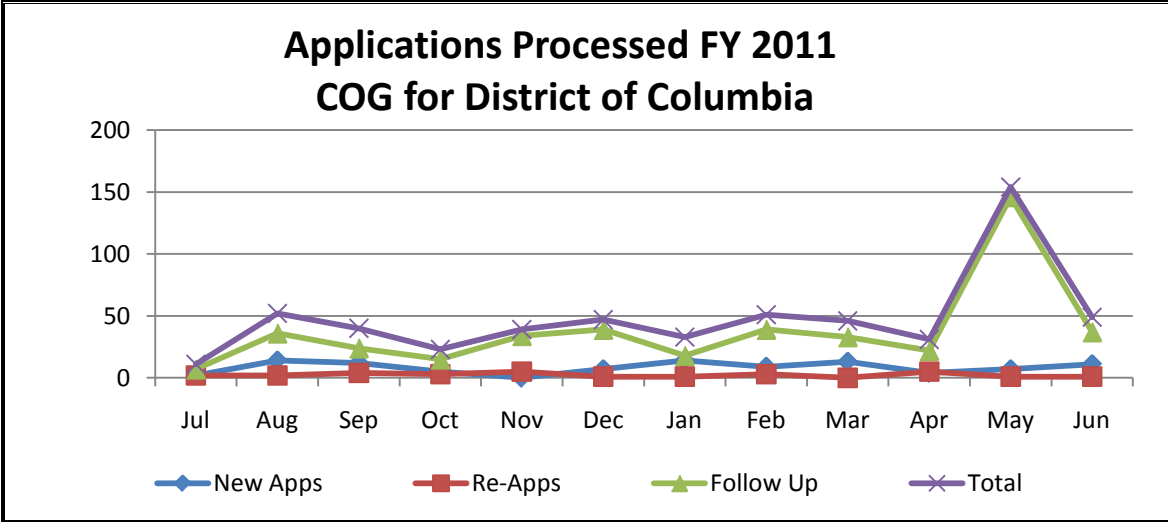
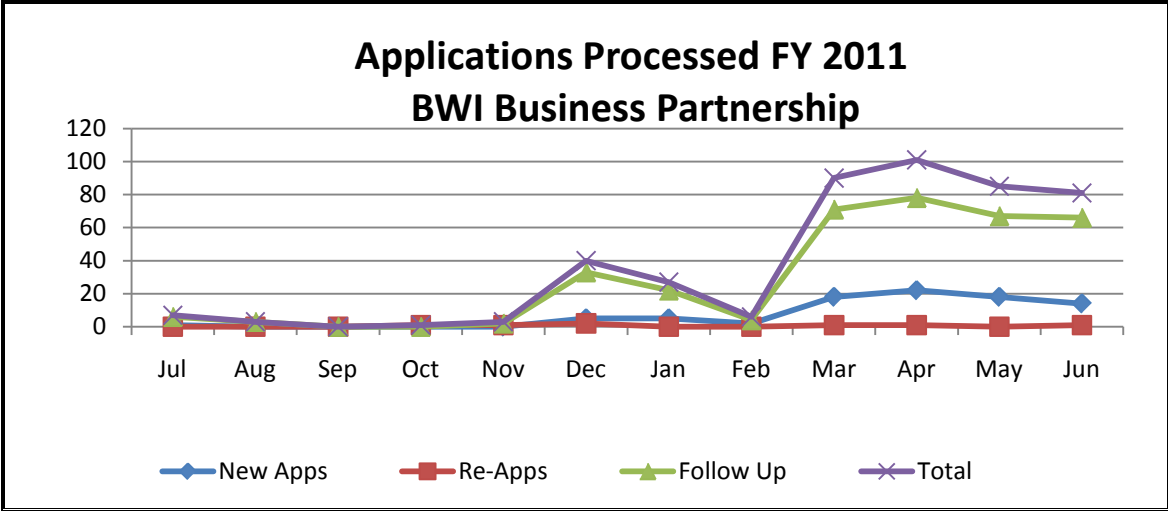
### Applications Processed FY 2011 Baltimore Metropolitan Council

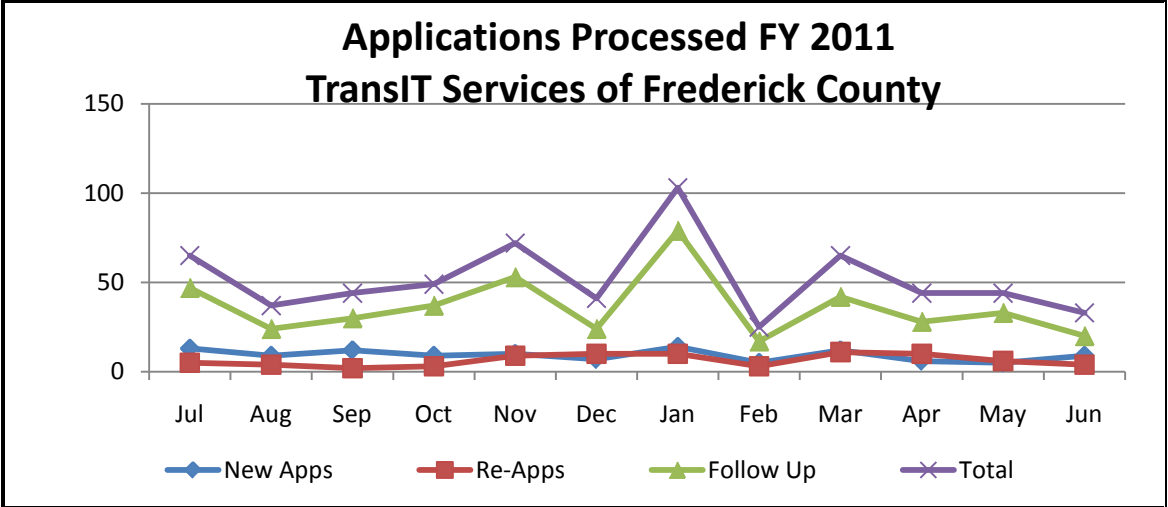
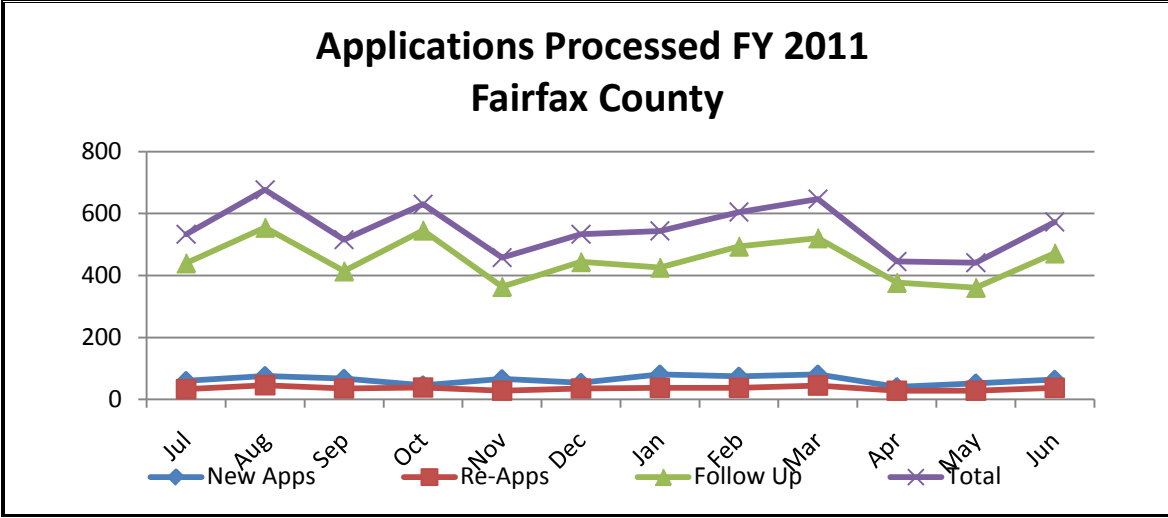
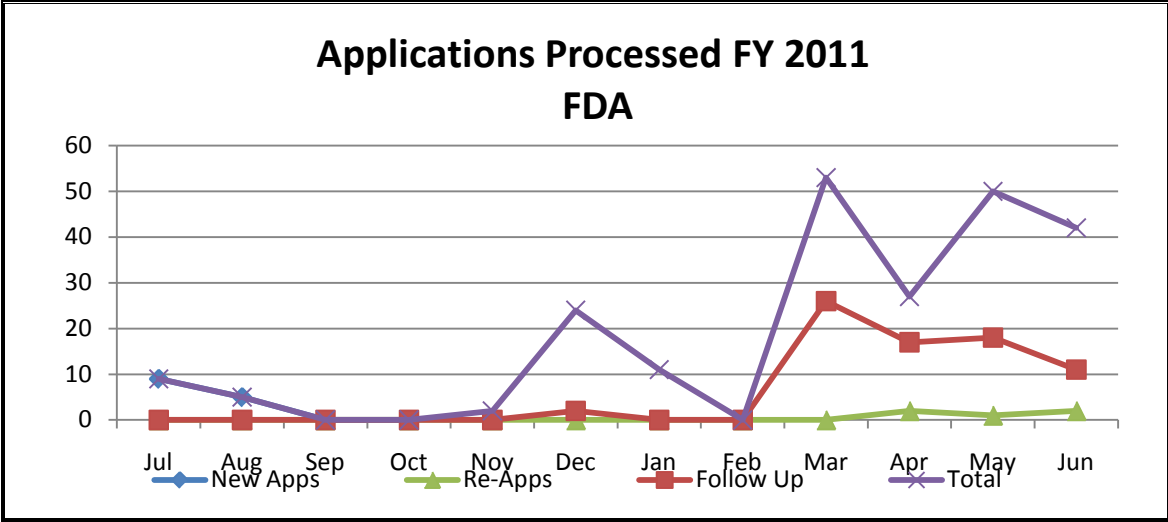


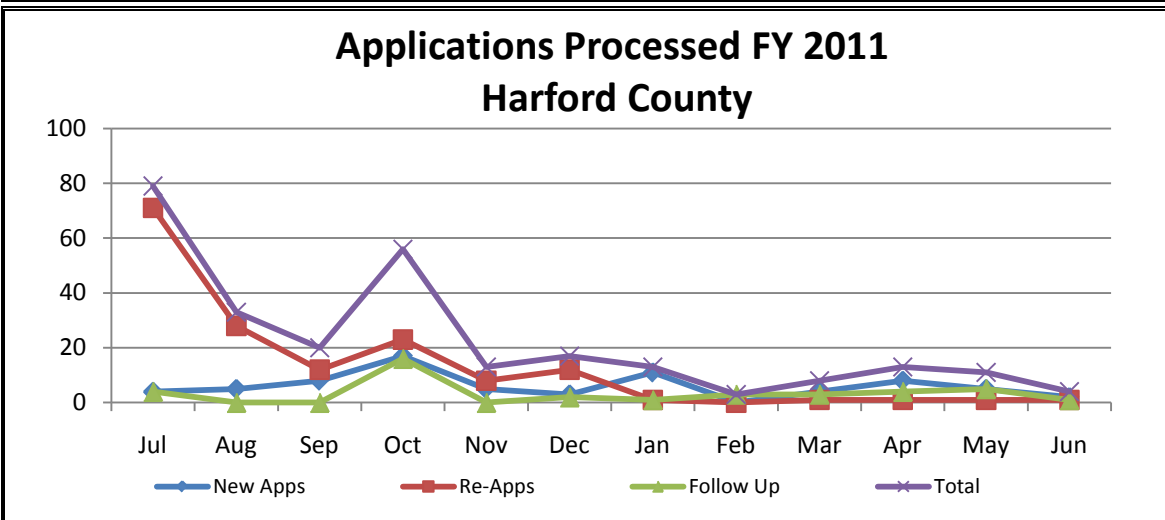
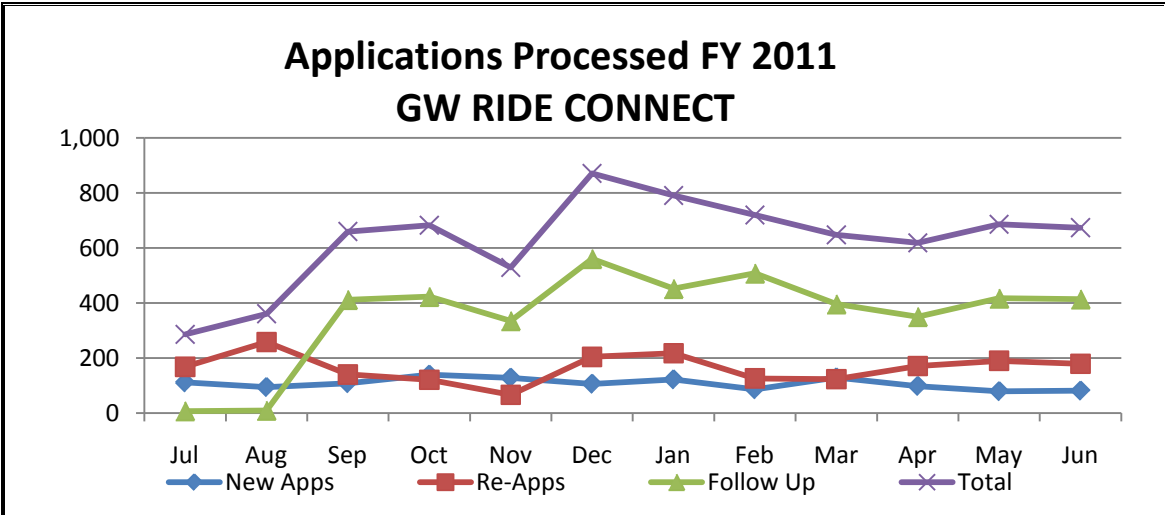
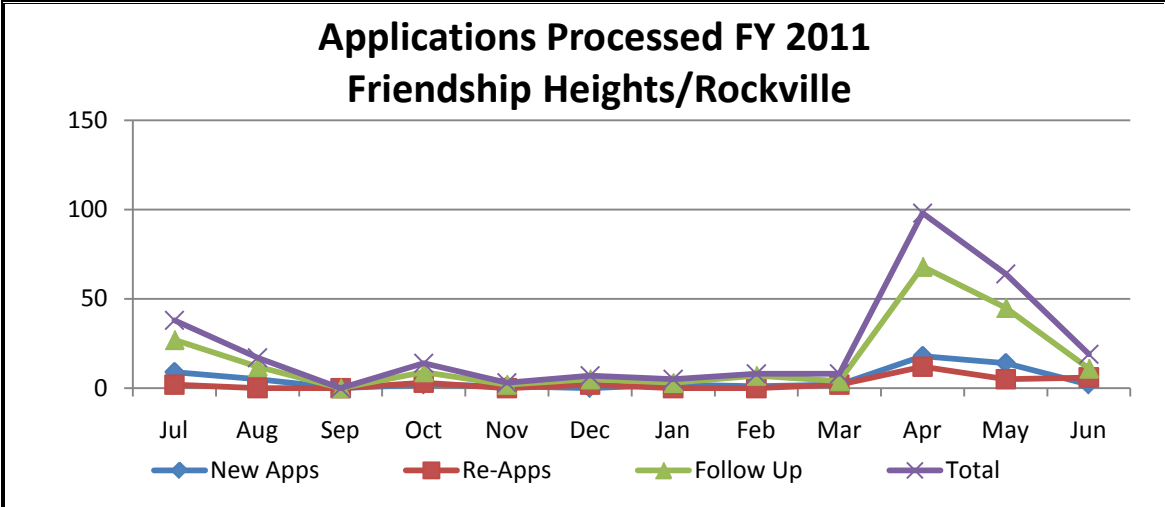
### Applications Processed FY 2011 Bethesda Transportation Solutions

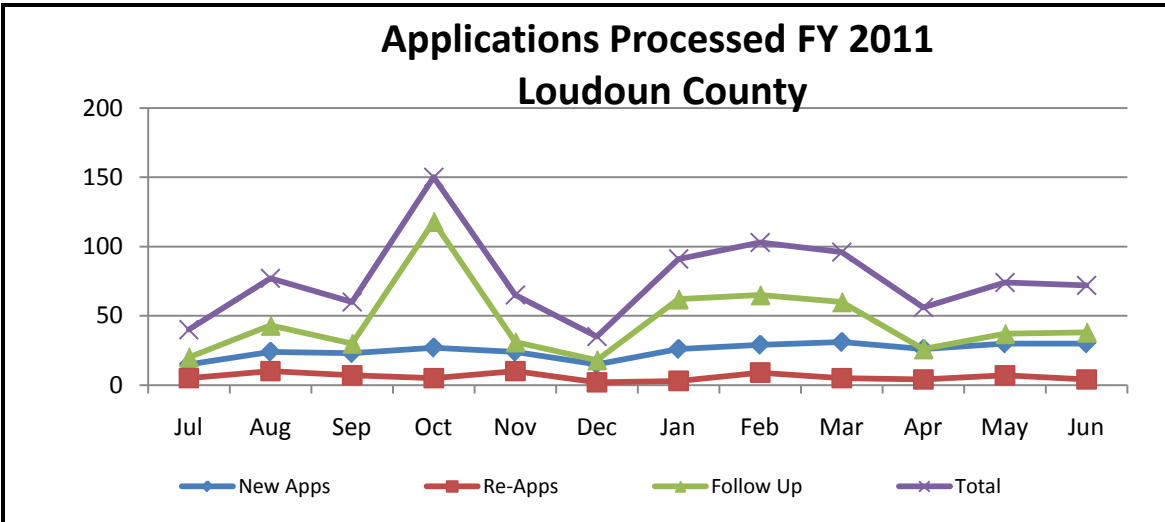
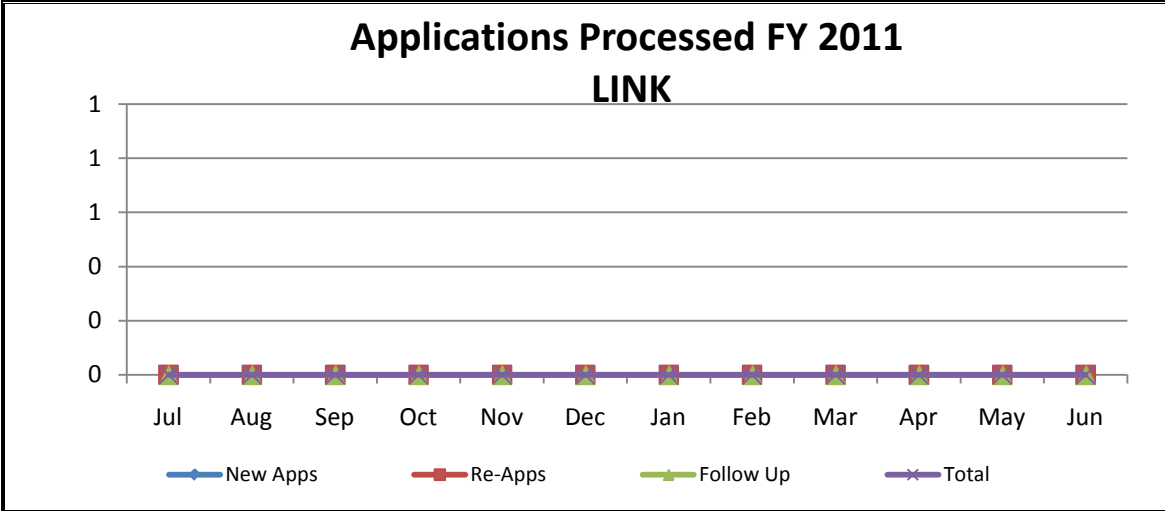
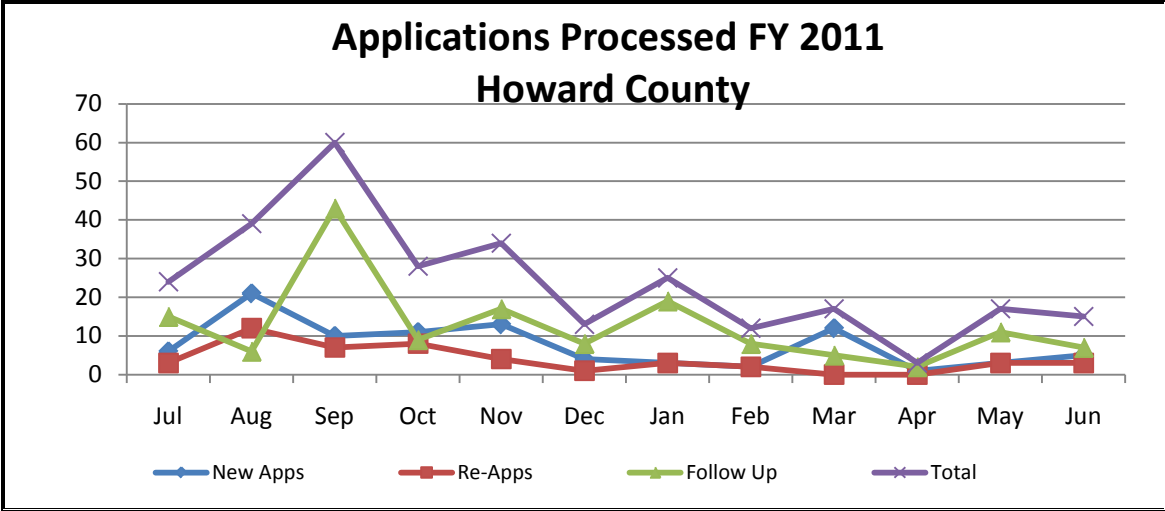


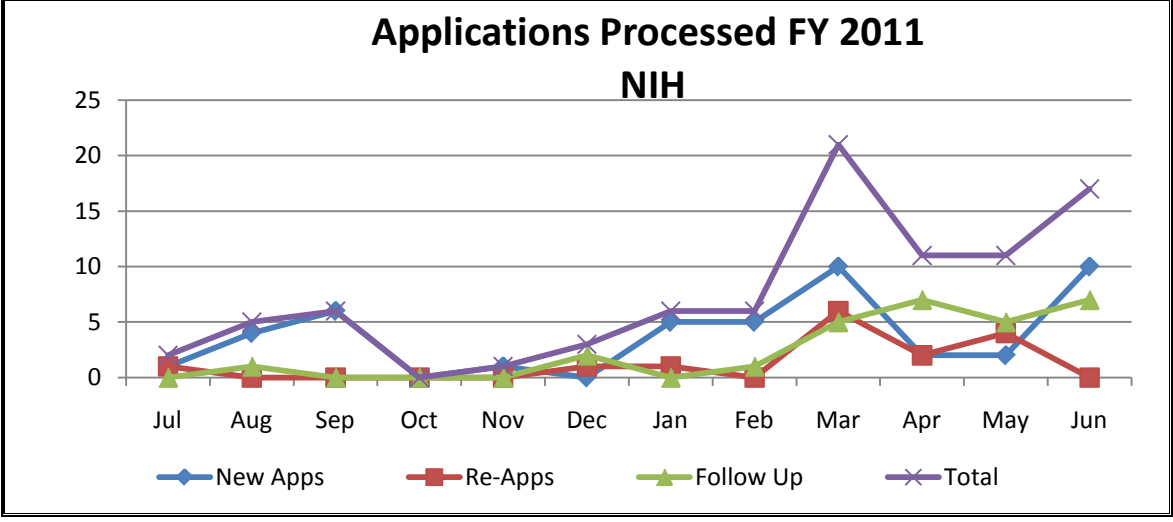
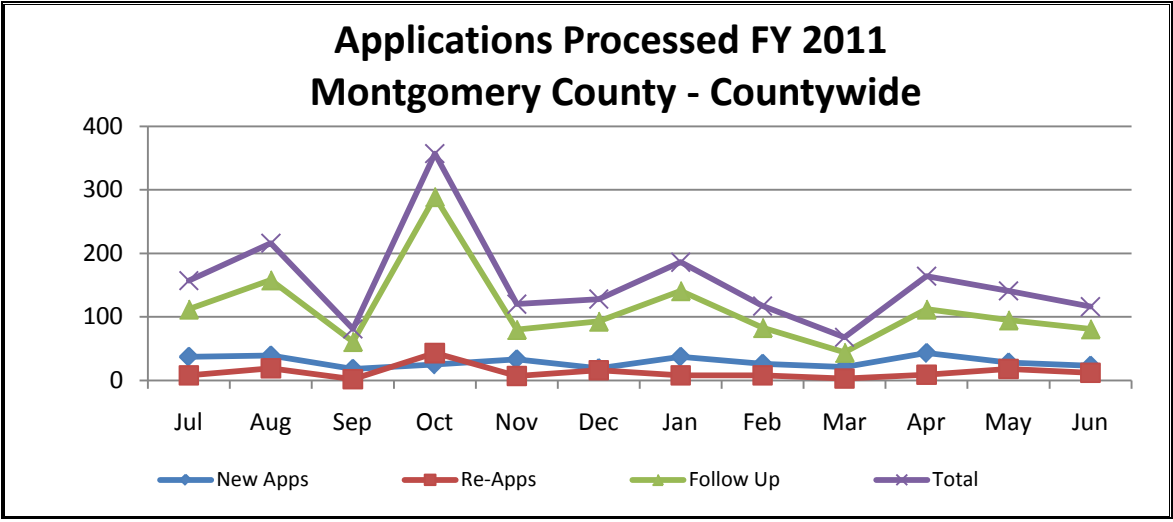
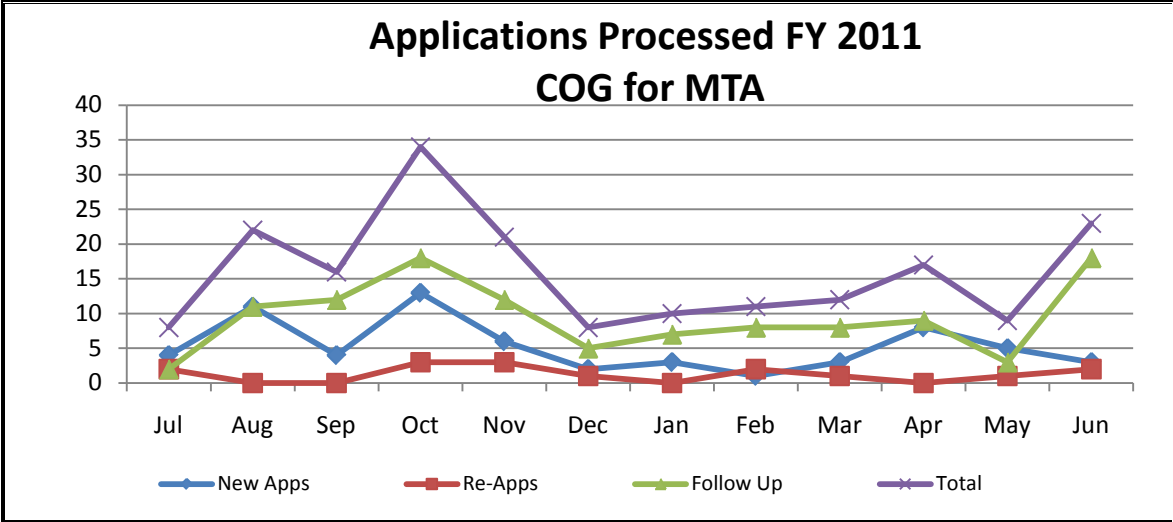


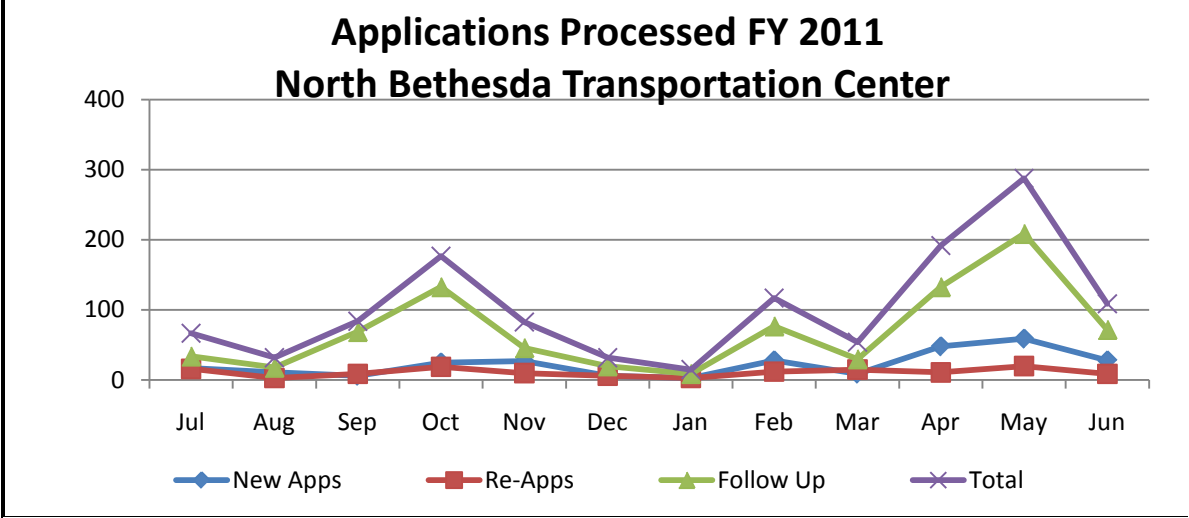
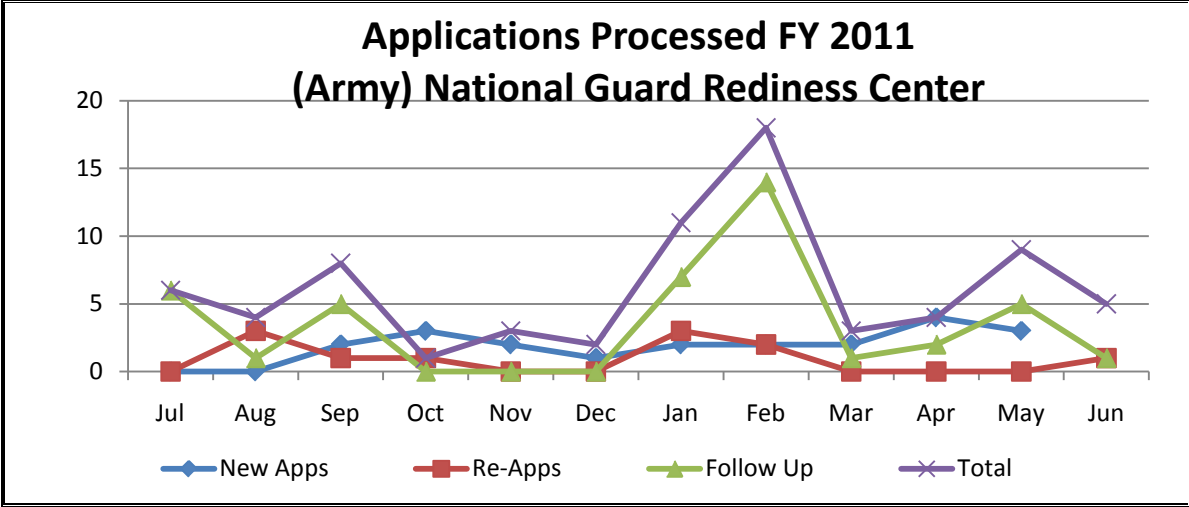
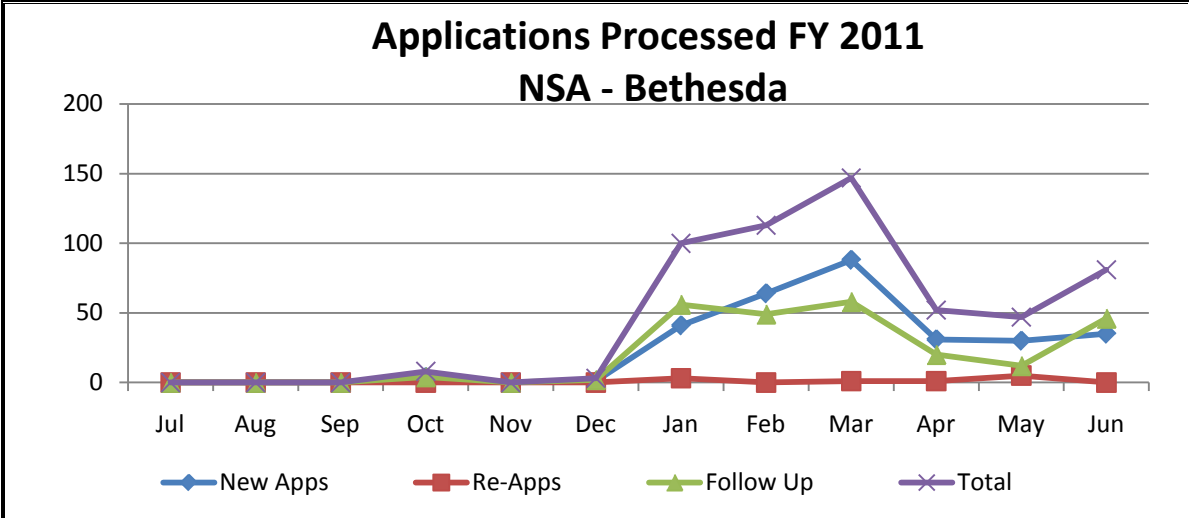


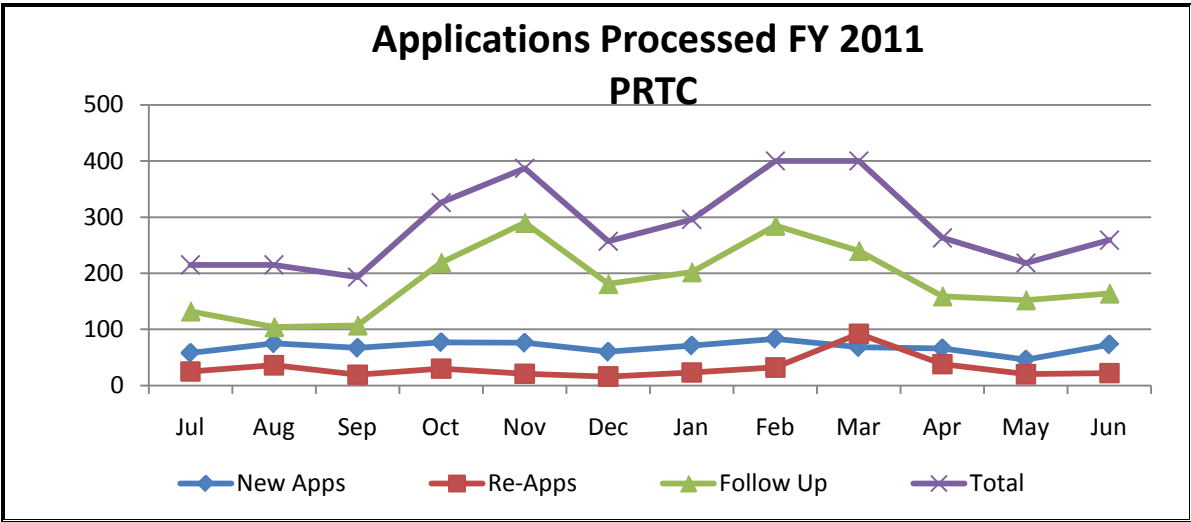
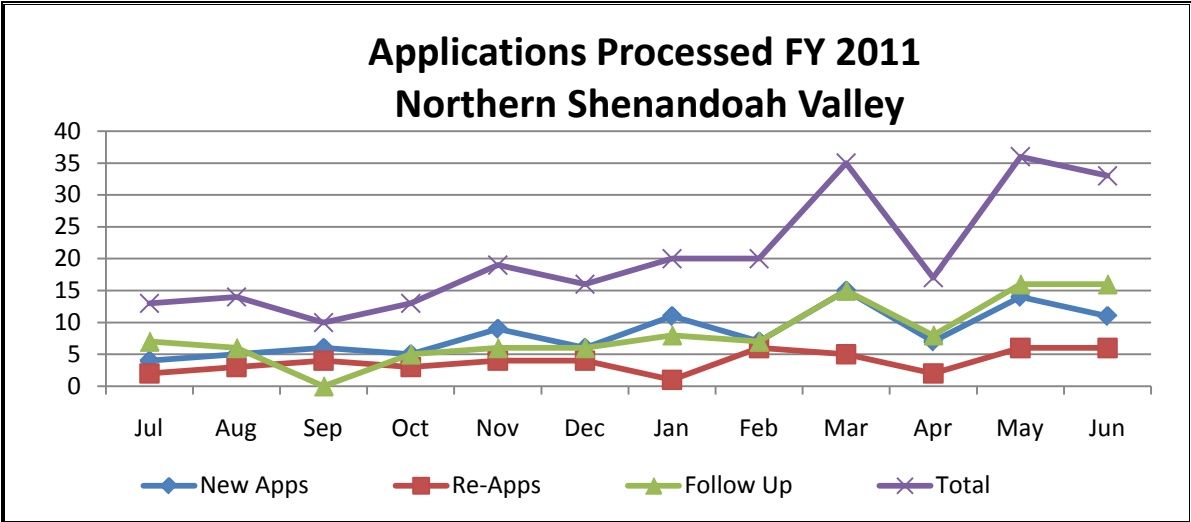
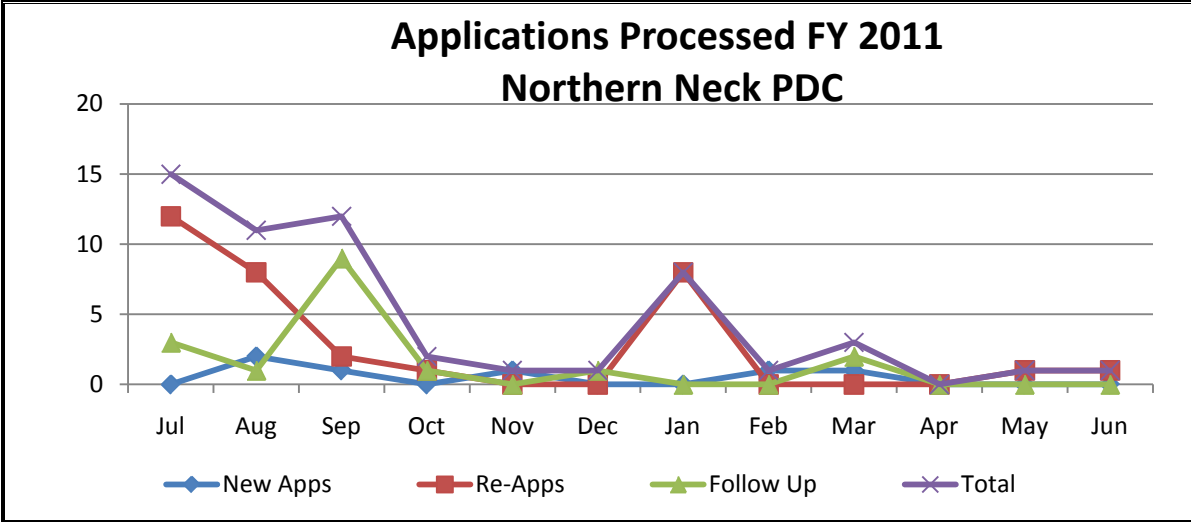


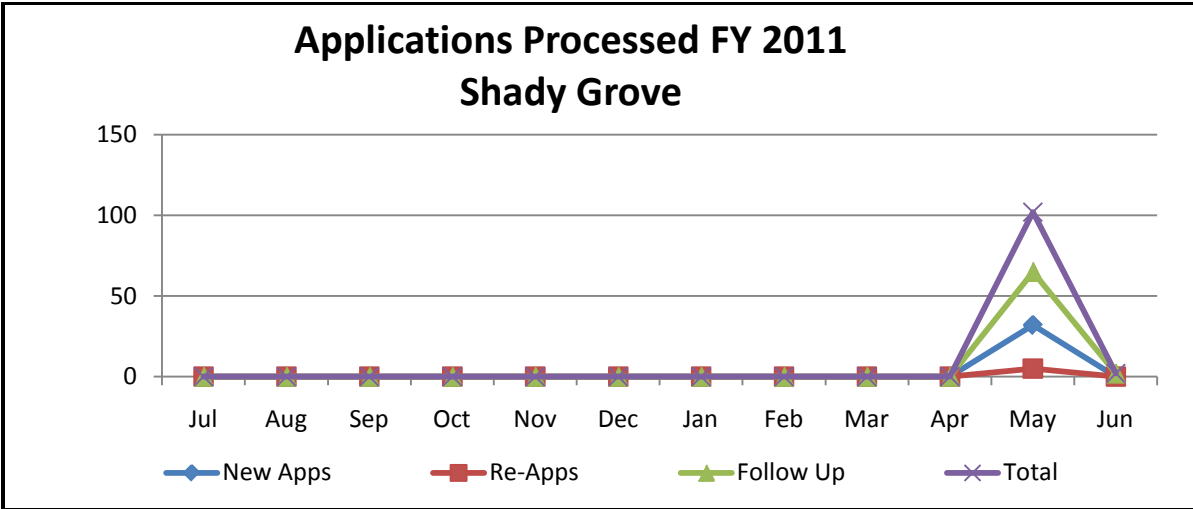
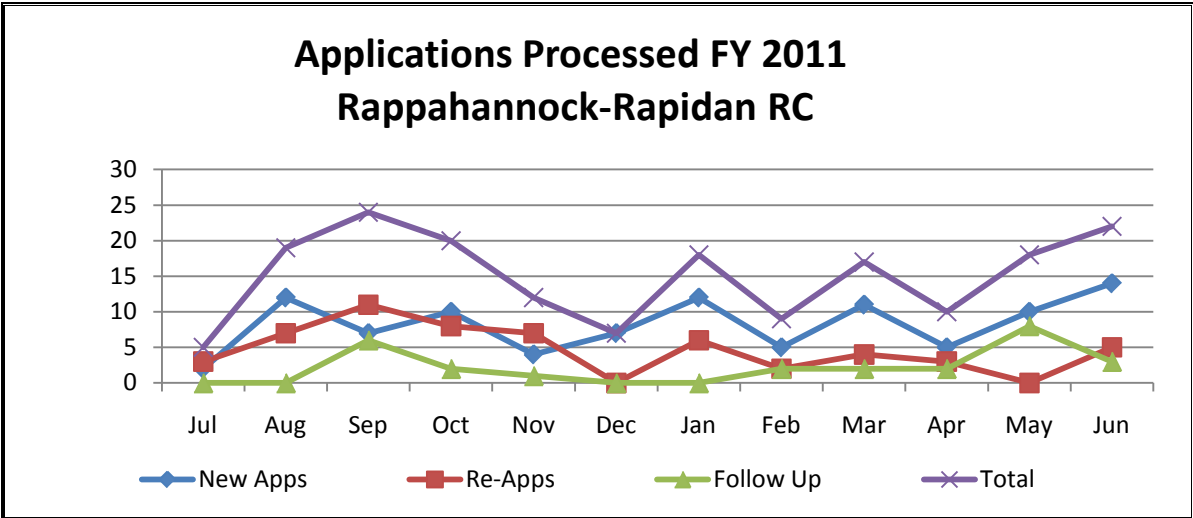
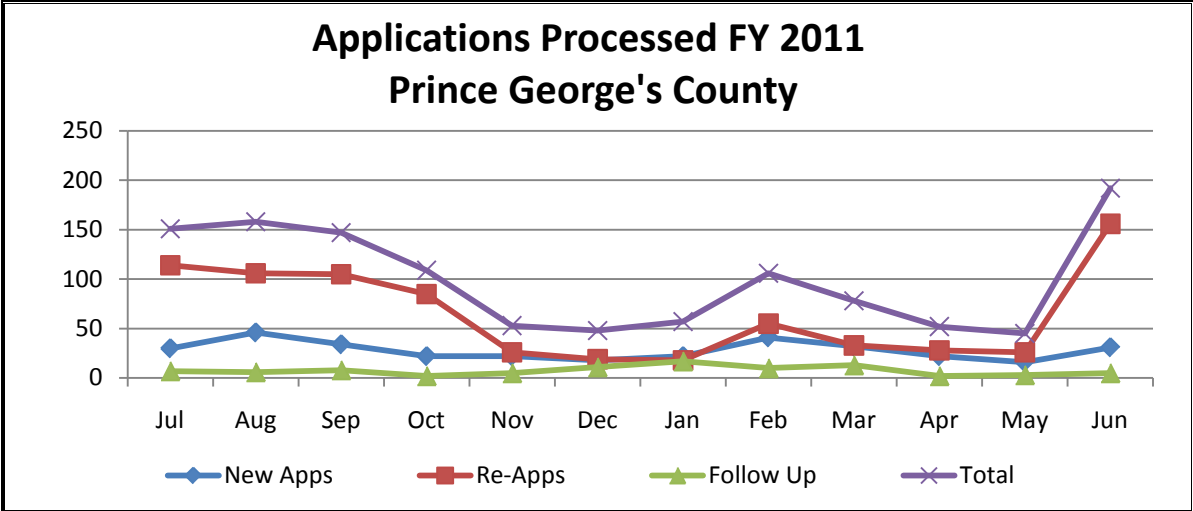




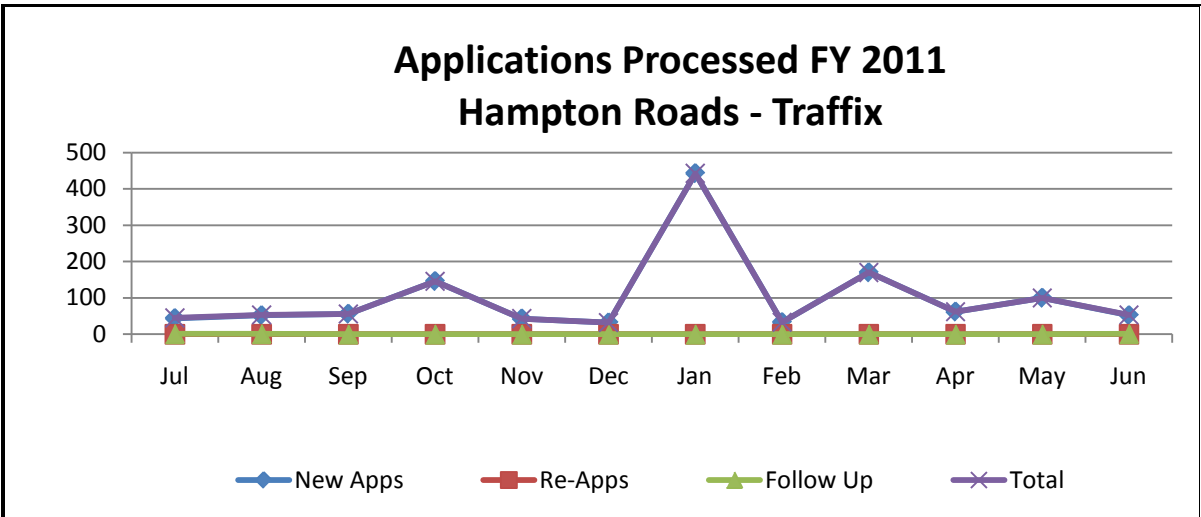
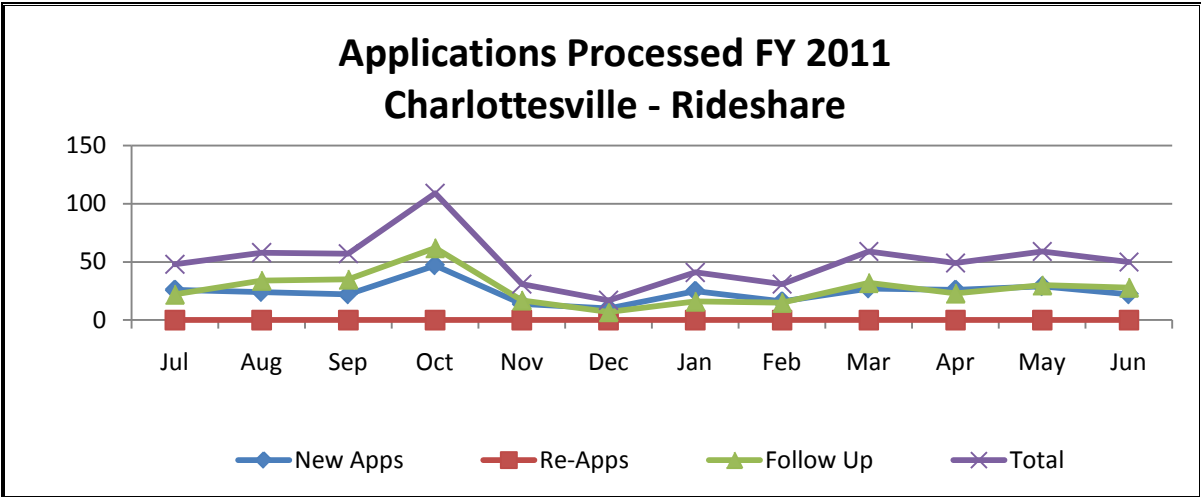
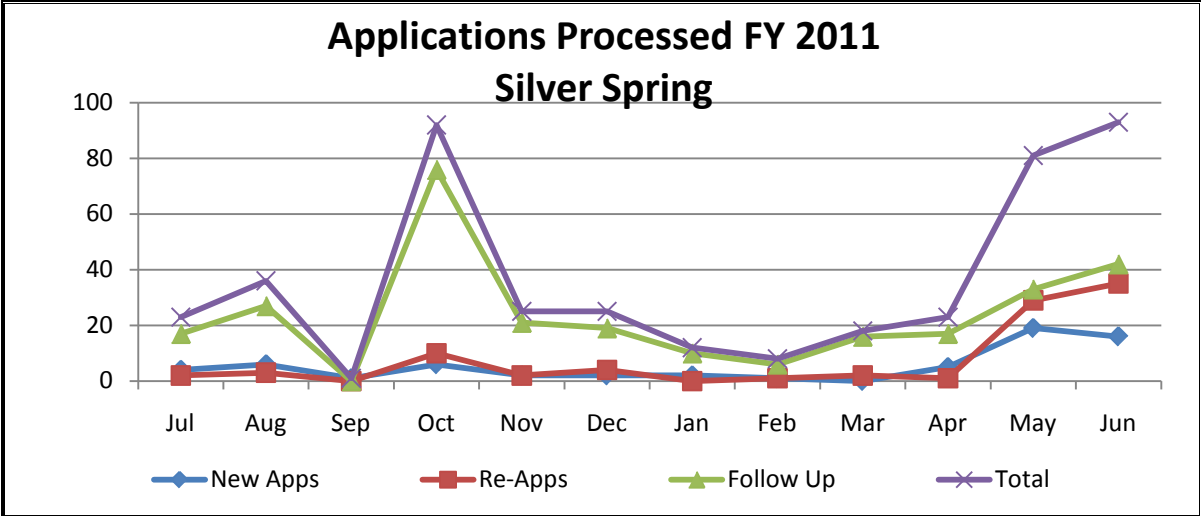




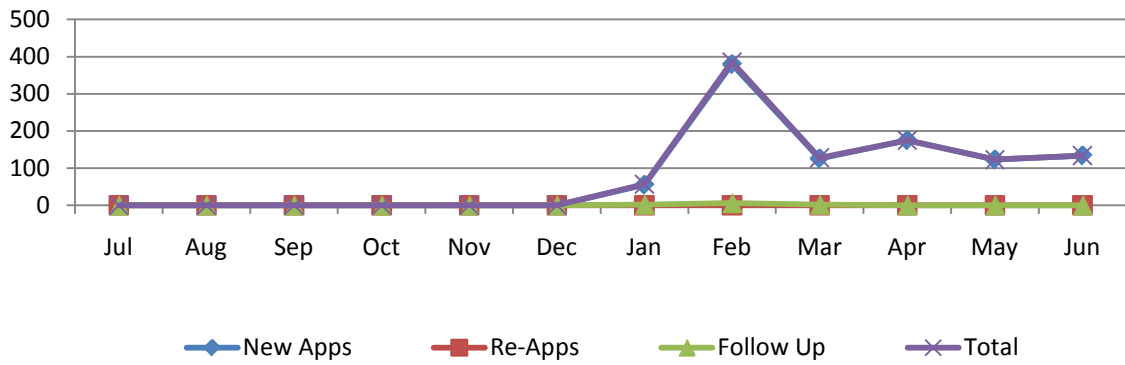








## Applications Processed FY 2011 Rideshare Delaware



**TABLE 5  
TERM/COMMUTE INFORMATION  
FY 2011**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	523	N/A	N/A	N/A	118	N/A	
Internet	N/A	11823	N/A	N/A	N/A	11364	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	632	N/A	
Fax/Phone	N/A	11	N/A	N/A	N/A	0	N/A	
From Client	N/A	11	N/A	N/A	N/A	5	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
Direct Mail	N/A	535	N/A	N/A	N/A	325	N/A	
<b>TOTAL</b>	N/A	12368	N/A	N/A	92	12119	N/A	
<b>PHONE CALLS</b>								<b>TOTAL</b>
Brochure/Promo Materials	0	12	0	4	0	6	3	25
Bus/Train Schedule	0	33	0	20	0	14	13	81
Bus/Train Sign	1	85	1	66	0	53	40	254
Direct Mail	0	28	0	2	0	15	9	54
Employer	0	13	1	1	0	7	23	45
Employer Survey	0	0	0	0	0	1	0	1
Fair/On Site Event	0	1	0	0	0	1	0	2
Government Office	0	6	0	1	0	1	2	10
Highway Sign	0	7	0	56	0	44	168	277
Information (411)	0	0	0	0	0	3	1	4
Internet	2	139	1	145	0	198	128	614
Library	0	0	0	1	0	1	0	2
Mobile Billboard	0	0	0	0	0	1	1	2
Newsletter	0	0	0	0	0	1	1	2
Newspaper	0	10	0	2	0	1	0	13
Newspaper (Local)	0	13	0	0	0	2	0	15
Other Ridesharing Org	0	7	0	2	0	5	6	20
Park-and-Ride Lot Sign	0	2	0	9	0	7	13	31
Post Card (COG)	0	2	0	0	0	0	0	2
Presentation	0	2	0	0	0	0	0	2
Radio	0	19	1	4	0	33	4	62
Real Estate/WelcomeWagon	0	1	0	0	0	0	0	1
Referral from Transit Org	0	12	0	27	0	22	24	85
Theatre Slide	0	0	0	0	0	1	1	2
TV	0	2	0	1	0	1	1	5
Van Sign	0	18	0	0	0	5	0	23
Was/Is Applicant	0	3642	7	16	2	985	72	4744
White Pages	0	13	0	1	0	4	2	20
Word of Mouth	1	156	1	52	0	127	43	382
Yellow Pages - Verizon	0	0	0	3	0	1	0	4
Yellow Pages - Yellow Book	0	0	0	4	0	1	4	9
Yellow Pages - Local/Other	1	2	0	61	0	5	15	85
Voice Mail Messages	0	59	1	44	1	68	71	245
Other/Unknown	0	48	0	23	0	27	27	125
<b>TOTAL CALLS</b>	5	4332	13	545	3	1641	672	7248

**TABLE 6A  
CALLS RECEIVED AT CLIENT PROGRAMS  
FY 2011**

	T O C O A G L	O C N O L G Y	A L X	A R L	A R M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	N S A	P G C	P R T C	R A P	S S	S P A N I	T A P	T R I	T R A N S	T O T A L		
Calls Transfrd by COG	N/A	N/A	4	6	20	10	**	12	5	0	37	10	28	8	13	2	16	15	77	0	1	13	0	35	31	11	**	26	**	15	177	572		
How they heard...																																		
Brochure/Promo Matrls	23	17	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1047	17	0	0	0	0	0	0	0	0	16	0	29	0	0	0	1129	
Bus/Train Schedule	72	51	0	0	0	0	4	0	0	0	0	0	0	0	0	0	3088	376	0	0	0	0	0	0	0	0	210	13	68	0	0	0	3810	
Bus/Train Sign	252	187	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1080	18	0	0	0	0	0	0	0	0	57	0	0	0	0	0	1342	
Direct Mail	57	55	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	13	0	0	0	68	
Employer	44	52	0	0	0	0	0	0	0	0	3	0	1	0	0	0	31	0	0	0	0	0	0	0	0	0	0	0	14	0	0	0	101	
Employer Survey	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	6	
Fair/On Site Event	2	2	0	0	0	0	0	0	0	0	0	0	0	1	0	0	26	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	46	
Government Office	8	6	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	0	0	7
GRH Program	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	124	0	0	0	0	0	0	0	0	11	0	2	0	0	0	159	
Highway Sign	273	198	0	0	0	0	0	0	0	0	0	0	2	0	15	0	53	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	270	
Information (411)	4	4	0	0	0	0	0	0	0	0	0	0	0	0	8	0	220	27	0	0	0	0	0	0	0	0	76	0	0	0	0	0	335	
Internet	612	460	0	0	0	4	8	0	0	0	7	2	68	0	8	0	1446	67	0	0	0	0	0	0	0	0	9	0	16	0	0	0	2095	
Library	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	1	0	0	0	0	0	8	
Mobile Billboard	2	2	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	2	
Newsletter	2	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	0	0	18	
Newspaper	13	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35
Newspaper (Local)	15	13	0	0	0	0	0	0	0	0	0	0	5	0	0	0	133	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	151
Other Ridesharing Org	17	12	0	0	0	0	0	0	0	0	1	1	0	0	3	0	979	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	1003
Park-and-Ride Sign	29	15	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	15
Post Card (COG)	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9
Presentation	2	2	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	2
Radio	61	56	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71
Real Estate/WelcomeW	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Referral from Transit Org	85	53	0	0	0	0	0	0	0	0	0	0	1	0	0	0	529	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	583
Theatre Slide	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TV	5	5	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	5
Van Sign	22	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21
Was/Is Applicant	4619	4220	0	0	0	0	3	0	0	0	1	7	246	0	2	0	82	42	0	0	0	0	0	0	0	0	0	0	6	0	0	0	4609	
White Pages	20	18	0	0	0	0	1	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	29
Word of Mouth	359	275	0	0	0	0	1	0	0	0	2	0	4303	0	3	0	912	188	0	0	0	0	0	0	0	0	48	0	4	0	0	0	5736	
Yellow Pgs-Bell Atlantic	2	6	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	0	7
Yellow Pgs-One Book	8	2	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	2
Yellow Pages-Local	85	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51
Voice Mail Messages	245	204	0	0	0	0	5	0	0	0	0	0	0	0	0	0	142	0	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	373
Other	115	93	0	0	0	0	7	0	0	0	150	1	784	0	0	0	353	309	0	0	0	0	0	0	0	0	272	30	134	0	0	0	2133	
<b>Total</b>	<b>7062</b>	<b>6074</b>	<b>0</b>	<b>N/A</b>	<b>0</b>	<b>4</b>	<b>30</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>165</b>	<b>11</b>	<b>5426</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>10203</b>	<b>1183</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>722</b>	<b>43</b>	<b>330</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>24234</b>	

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

**TABLE 6B  
APPLICATIONS RECEIVED TDM SYSTEM  
FY 2011**

	C O G	D C	A R L	A L X	A R T M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	N S A	P G C	P R T C	R A P	S S	T A P	T R I	T O T A L		
<b>How they heard...</b>																																
Brochure/Promo Matrls	29	27	18	16	21	18	2	24	19	1	107	26	39	22	29	0	70	59	7	3	0	5	1	77	104	9	5	5	40	<b>783</b>		
Bus/Train Schedule	23	21	8	2	36	18	0	27	4	1	41	21	32	9	35	0	101	23	7	1	0	5	0	33	65	4	2	0	83	<b>602</b>		
Bus/Train Sign	26	5	3	7	57	94	0	81	8	0	36	25	10	18	43	0	42	36	7	0	0	2	0	37	45	1	3	0	11	<b>597</b>		
Direct Mail	10	11	7	14	8	0	0	4	6	1	83	12	0	5	6	0	17	21	1	0	0	0	1	20	32	1	1	2	12	<b>275</b>		
Employer	99	64	23	35	54	45	3	71	219	156	202	47	117	23	63	0	72	89	17	34	4	7	16	104	151	15	11	7	49	<b>1797</b>		
Employer Survey	2	2	5	4	1	1	33	3	4	3	24	1	4	2	3	0	3	98	1	1	0	0	0	2	12	1	16	44	1	<b>271</b>		
Fair/On Site Event	6	9	6	3	0	2	65	0	1	0	22	0	3	10	1	0	14	5	0	0	0	1	1	5	7	1	0	147	0	<b>309</b>		
Government Office	54	18	15	15	16	15	0	28	70	32	97	24	67	15	15	0	42	25	21	4	0	5	2	28	83	3	0	3	46	<b>743</b>		
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	<b>0</b>	
Highway Sign	8	1	1	1	1	2	0	4	1	0	9	6	14	1	1	0	7	4	3	0	2	9	0	1	14	13	0	0	5	<b>108</b>		
Information (411)	1	1	1	0	0	0	0	0	0	0	2	1	1	0	0	0	1	1	0	0	0	0	0	2	0	0	0	0	0	0	<b>11</b>	
Internet	80	46	26	30	64	57	54	74	23	3	267	58	193	38	91	0	136	113	30	7	2	40	2	91	298	62	6	21	83	<b>1995</b>		
Library	0	0	0	0	2	1	0	0	0	0	2	0	1	1	0	0	0	1	0	0	0	0	0	2	0	0	0	1	0	<b>11</b>		
Mobile Billboard	4	0	0	1	3	6	0	6	0	0	2	2	2	0	1	0	1	0	0	0	0	0	0	2	1	1	0	0	0	<b>32</b>		
Newsletter	4	3	1	6	4	5	0	7	1	0	8	3	4	7	7	0	8	8	0	3	0	0	0	4	14	0	1	1	8	<b>107</b>		
Newspaper	1	6	2	1	8	7	0	7	1	0	4	7	6	1	6	0	2	1	0	0	0	0	0	2	2	0	0	1	8	<b>73</b>		
Newspaper (Local)	0	3	3	1	3	10	1	19	0	0	7	5	4	2	13	0	4	8	1	0	0	0	0	4	6	2	0	0	2	<b>98</b>		
Other Ridesharing Org	13	5	2	4	3	12	1	7	12	5	20	6	15	4	6	0	7	16	2	0	1	5	0	4	40	5	0	1	7	<b>203</b>		
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	<b>0</b>	
Post Card (COG)	0	1	2	0	0	0	2	0	0	0	12	2	0	0	1	0	2	33	0	1	0	0	0	1	11	1	38	1	6	<b>114</b>		
Presentation	1	4	0	1	0	3	0	3	3	1	5	0	0	0	0	0	0	7	0	0	0	0	0	1	2	0	6	1	1	<b>39</b>		
Radio	35	17	26	22	40	17	2	30	17	1	189	56	156	7	39	0	97	89	10	2	1	25	2	80	200	30	5	4	62	<b>1261</b>		
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	0	0	0	0	1	2	0	0	0	0	<b>7</b>		
Referral from Transit.Org	9	1	1	5	7	5	0	4	5	1	12	7	14	4	6	0	5	2	11	0	0	1	0	6	16	0	0	0	12	<b>134</b>		
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	<b>1</b>	
TV	4	5	3	3	6	14	0	8	0	1	22	4	18	6	1	0	8	14	0	0	0	5	2	10	25	3	1	0	11	<b>174</b>		
Van Sign	3	0	0	0	2	1	0	2	3	1	6	7	5	2	1	0	2	2	0	0	0	1	0	2	7	2	0	1	1	<b>51</b>		
Was/Is Applicant	2	1	0	0	2	1	0	1	2	0	8	4	14	0	3	0	1	3	1	0	0	0	3	13	13	2	0	1	4	<b>79</b>		
White Pages	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0	0	1	<b>5</b>		
Word of Mouth	80	33	30	25	44	18	2	38	29	14	152	44	390	28	49	1	54	63	20	7	1	16	0	61	224	22	9	5	62	<b>1521</b>		
Yellow Pgs-Verizon	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	<b>1</b>	
Yellow Pgs-Yellow Bk	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	<b>2</b>	
Yellow Pages-Local	0	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	<b>4</b>		
Voice Mail Messages	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0	<b>4</b>		
Other	69	41	29	20	42	506	2	59	22	10	173	45	172	31	64	0	70	63	16	6	1	15	14	78	394	17	3	5	73	<b>2031</b>		
<b>Total</b>	<b>563</b>	<b>326</b>	<b>212</b>	<b>216</b>	<b>424</b>	<b>858</b>	<b>167</b>	<b>499</b>	<b>451</b>	<b>231</b>	<b>1517</b>	<b>413</b>	<b>1282</b>	<b>236</b>	<b>484</b>	<b>1</b>	<b>766</b>	<b>788</b>	<b>155</b>	<b>69</b>	<b>12</b>	<b>142</b>	<b>44</b>	<b>673</b>	<b>1772</b>	<b>195</b>	<b>107</b>	<b>251</b>	<b>589</b>	<b>13443</b>		

FIGURE 1

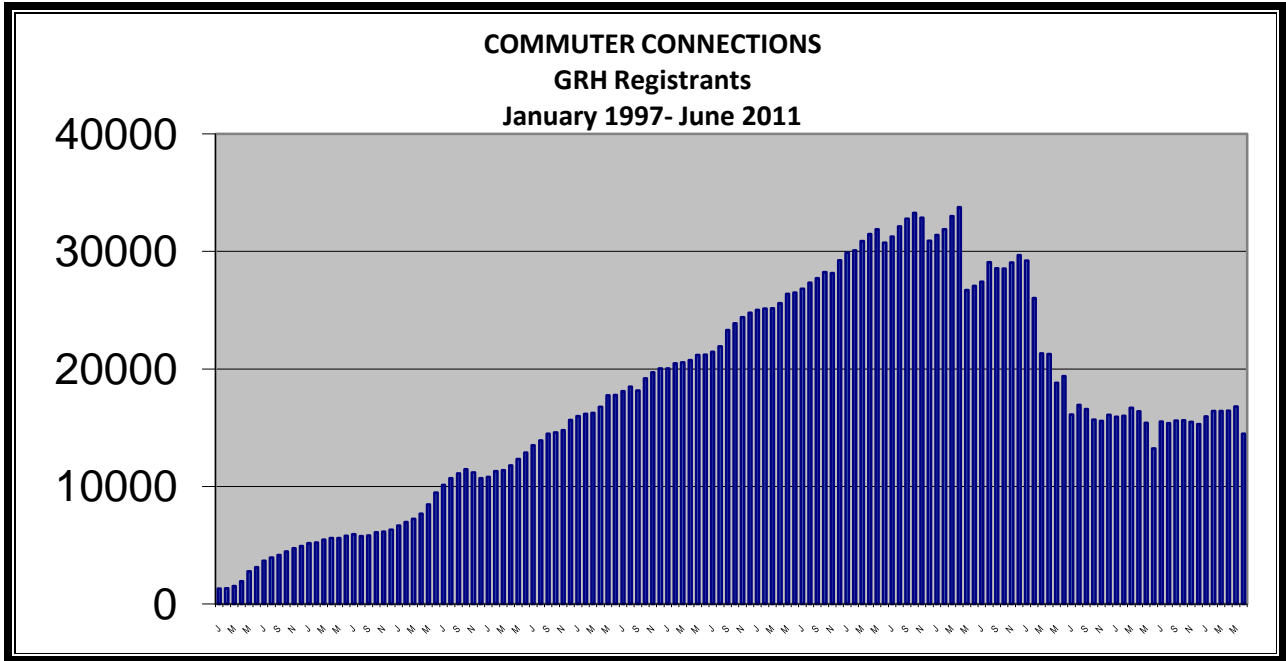


FIGURE 2

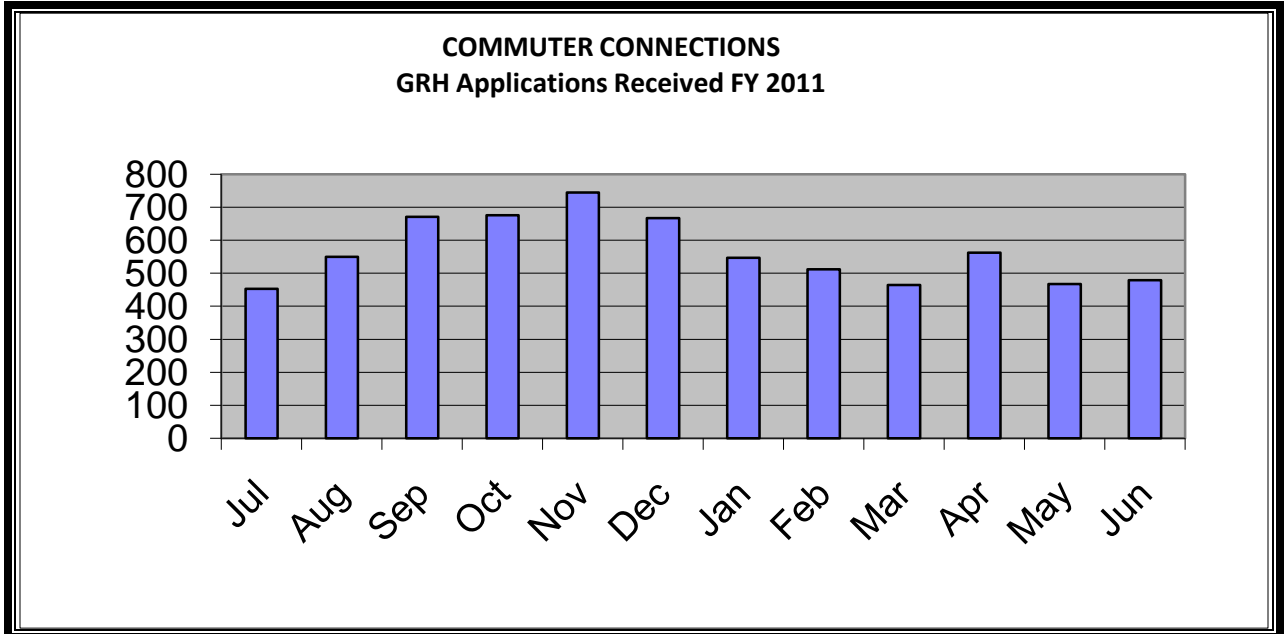


FIGURE 3

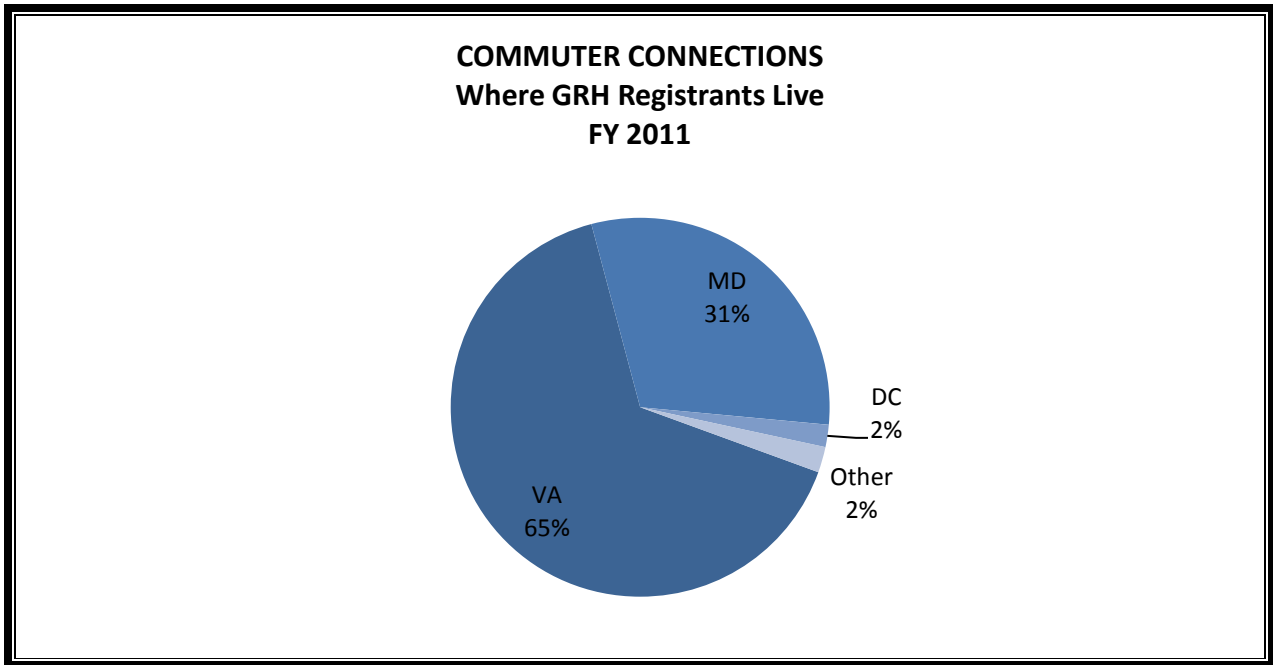


FIGURE 4

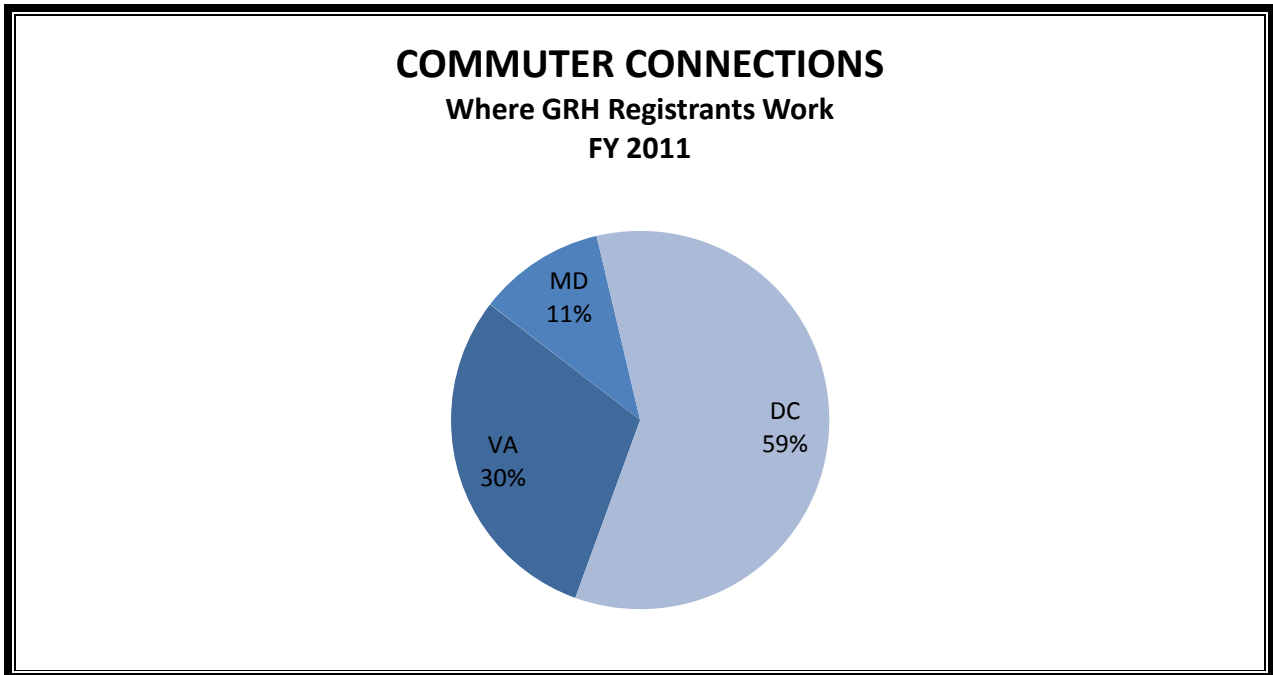


FIGURE 5

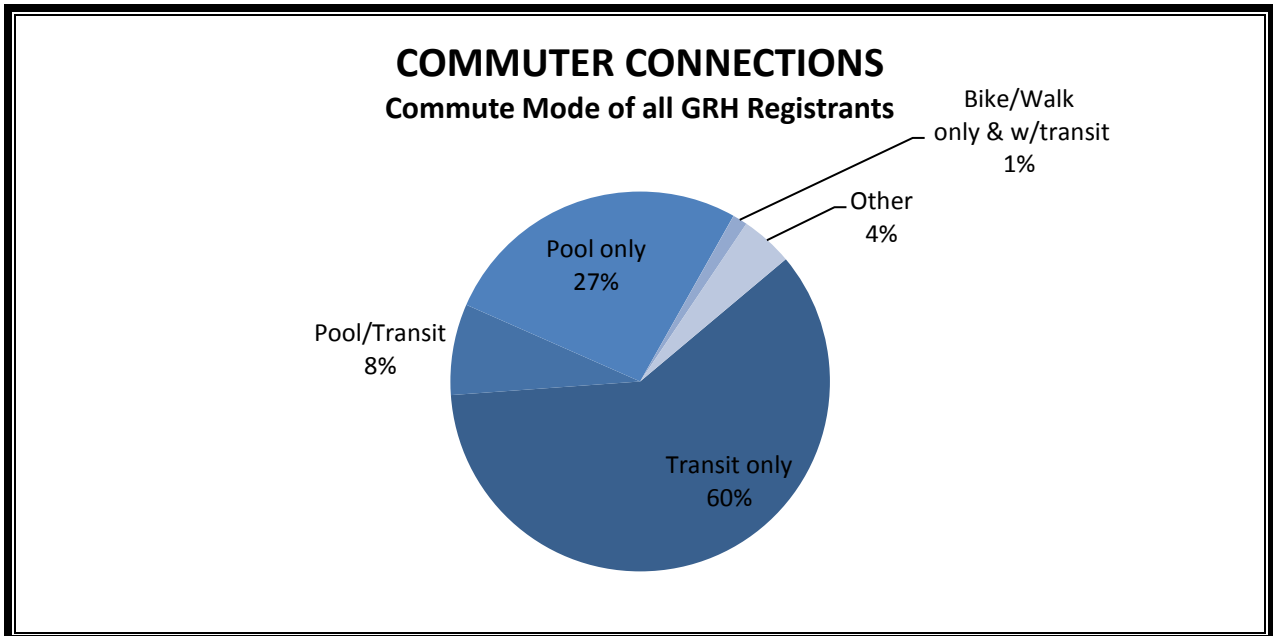


FIGURE 6

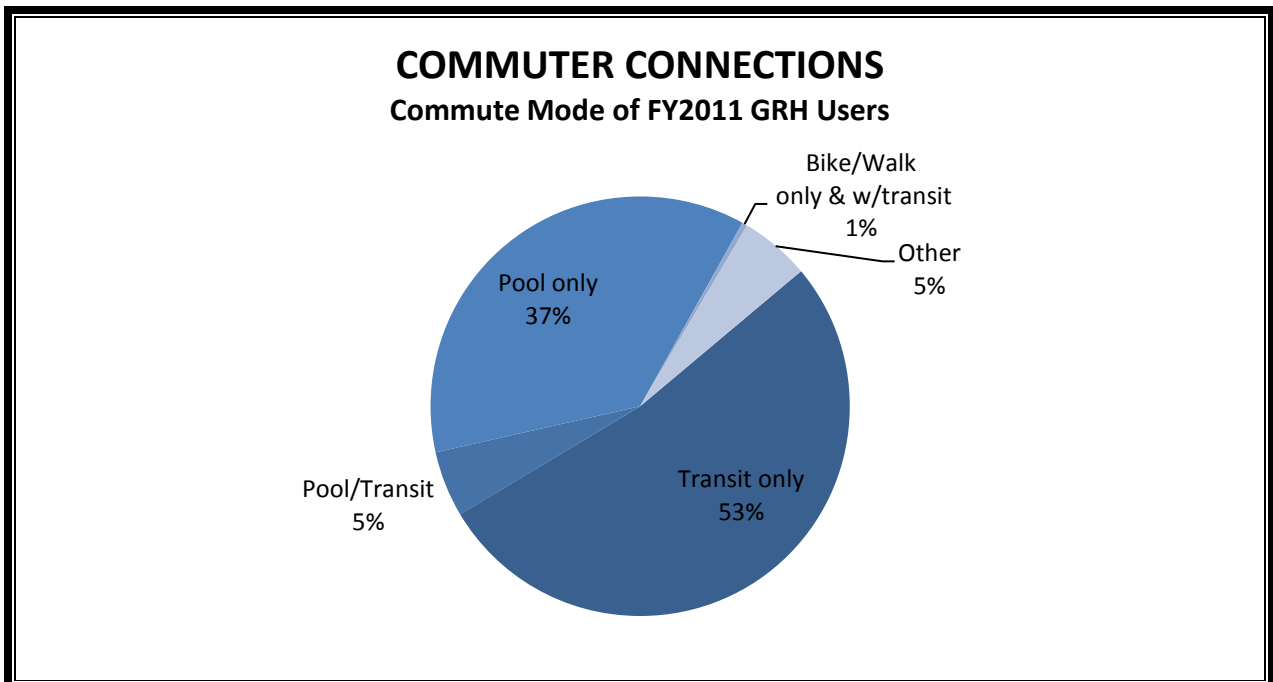




FIGURE 8

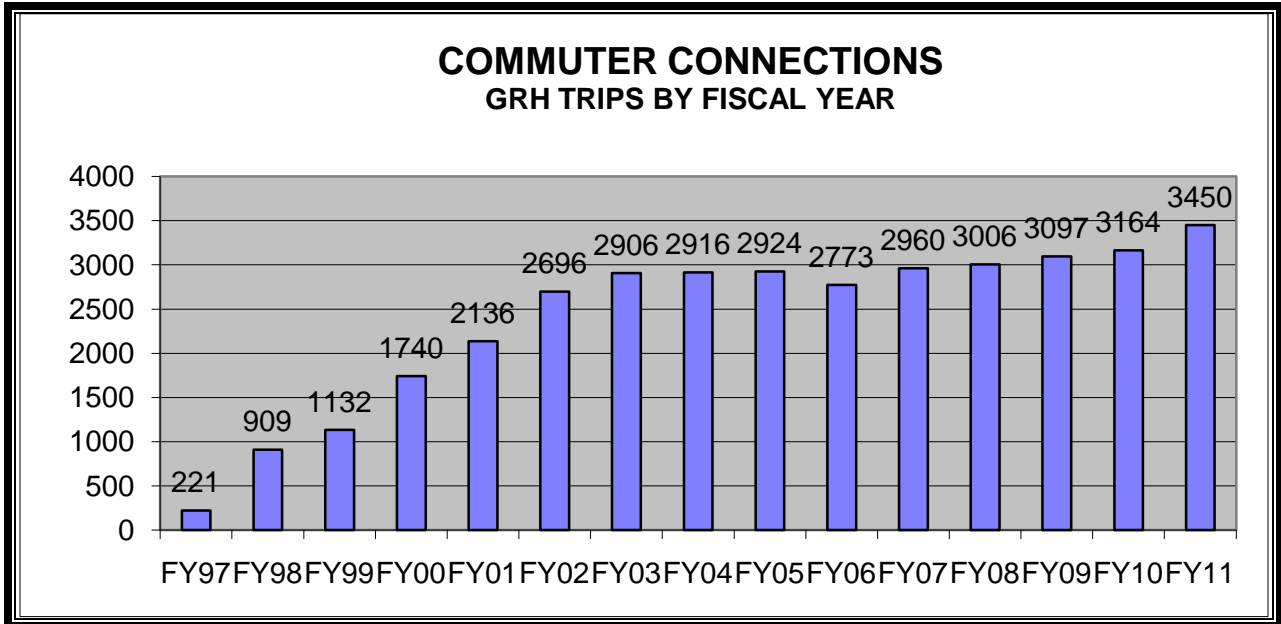
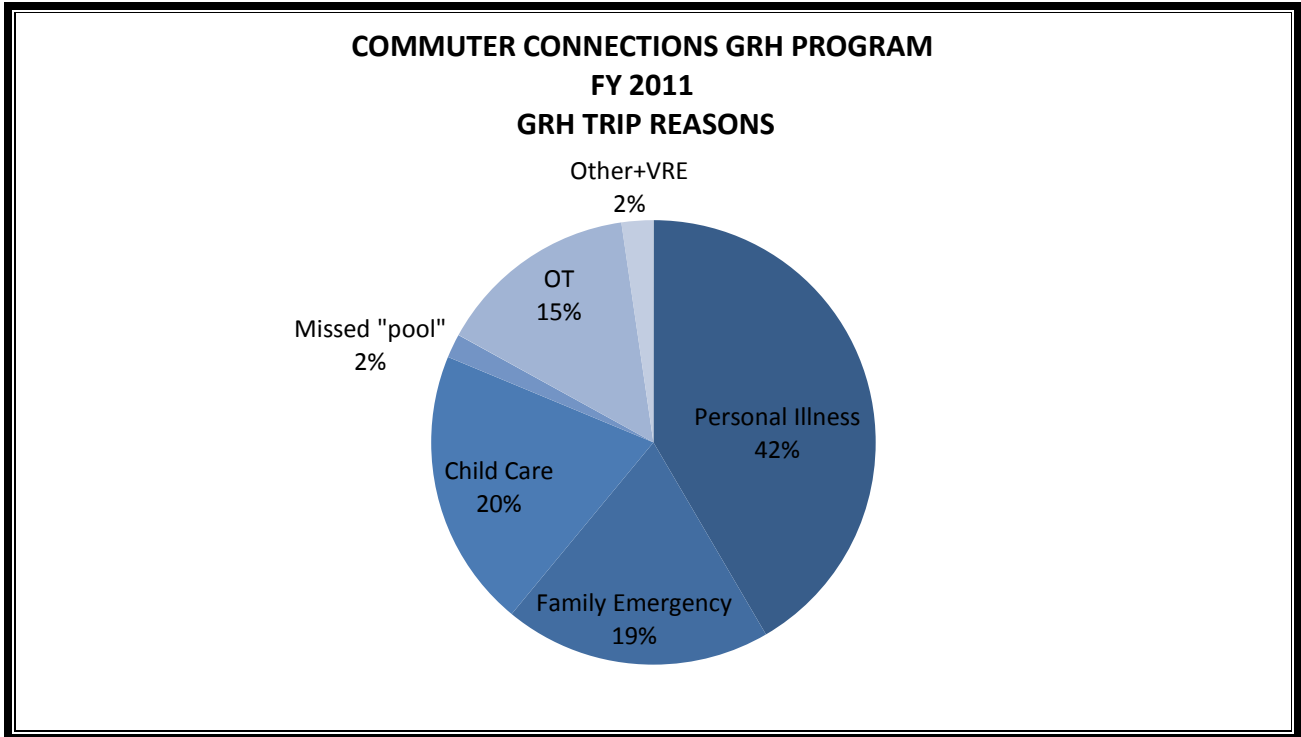


FIGURE 9



**FY2011**

<b>Annual</b>	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri County	Metro	Telework
Employers Contacted (new) Site Visits (prospects)	0	11	212	0	1	0	174	805	0	3	0	0
Employers Contacted (follow-up)	476	338	771	261	64	139	2071	1883	47	2	10	1
Total Broadcast Contacts Letters, Flyers, Newsletter	295	3000	4910	1056	493	304	46569	0	0	14	0	0
Total Sales Meetings	3	20	22	93	6	10	206	8	0	6	1	0
Total Employers Contacted	774	3369	6458	1410	571	453	49792	2993	47	26	11	0
New Level 1 TDM Programs	52	8	13	4	0	23	7	0	5	0	0	0
New Level 2 TDM Programs	37	0	1	3	0	21	112	0	6	0	0	0
New Level 3 TDM Programs	73	3	13	15	1	10	5	0	11	0	0	0
New Level 4 TDM Programs	22	0	2	3	1	4	5	0	5	0	0	0

