

# COMMUTER CONNECTIONS QUARTERLY WORK PROGRAM PROGRESS REPORT

Q3 FY2024

January – March 2024



National Capital Region  
**Transportation Planning Board**

# TABLE OF CONTENTS

<b>I. COMMUTER OPERATIONS CENTER</b>	<b>3</b>
A. Ridematching Coordination and Technical Assistance	3
B. Transportation Information Services	5
C. Transportation Information Software, Hardware, and Database Maintenance	5
D. Commuter Information System	7
<b>II. REGIONAL GUARANTEED RIDE HOME PROGRAM</b>	<b>8</b>
A. General Operations and Maintenance	8
B. Process Trip Requests and Provide Trips	8
<b>III. MARKETING</b>	<b>9</b>
A. TDM Marketing and Advertising	9
B. Bike to Work Day	10
C. Employer Recognition Awards	11
D. 'Pool Rewards	11
E. Car Free Day	11
F. CarpoolNow Mobile Application	12
G. Flextime Rewards	12
H. incenTrip Mobile Application	12
J. MDOT incenTrip Mobile Application	13
<b>IV. MONITORING AND EVALUATION</b>	<b>14</b>
A. Regional TDM Data Collections and Analysis	14
B. Program Monitoring and Tracking Activities	14
<b>V. EMPLOYER OUTREACH</b>	<b>16</b>
<b>Regional Component Project Tasks</b>	<b>16</b>
A. Regional Employer Database Management and Training	16
B. Employer Outreach for Bicycling	16
<b>Jurisdictional Component Project Tasks</b>	<b>16</b>
A. Maryland Local Agency Funding and Support	16
B. DC, MD, and VA Program Administration	16

<b>VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM</b>	<b>17</b>
<b>A. General Operations and Maintenance</b>	<b>17</b>
<b>B. Process Trip Requests and Provide Trips</b>	<b>17</b>
<b>VII. MDOT EMPLOYER OUTREACH STATEWIDE</b>	<b>18</b>
<b>A. Regional Employer Database Management and Training and Program Administration</b>	<b>18</b>
<b>TABLES</b>	<b>19</b>

# I. COMMUTER OPERATIONS CENTER

## A. Ridematching Coordination and Technical Assistance

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 in electronic format via email.

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

COG/TPB staff responded to technical support requests. 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 collected data from local ridematching coordinators submitted through Table 6A.

COG/TPB staff finalized the draft FY2025 Commuter Connections Work Program (CCWP) and the 2023 - 2024 Commuter Connections Strategic Plan. Both documents were presented to the STDM Work Group on January 9<sup>th</sup> for approval; and to the Commuter Connections Subcommittee on January 6<sup>th</sup> where they were endorsed for release. Staff then presented the FY2025 draft CCWP to the TPB Technical Committee on February 2<sup>nd</sup> and the TPB on February 21<sup>st</sup> for comment. Staff integrated comments, when appropriate, into the work program following the comment period. Staff presented the final version of the work program to the TPB Technical Committee on March 1<sup>st</sup> and the TPB on March 21<sup>st</sup>. The TPB voted to approve the work program as documented in Resolution TPB R11-2024.

COG/TPB staff continued work on the Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) grant. Accomplishments include:

- Several project administration tasks were completed during the 1st Quarter of 2024. The Q4 2023 Progress Report was drafted and submitted to the Federal Highway Administration (FHWA) for review in January (Task H). A quarterly invoice was also prepared and submitted; the Metropolitan Washington Council of Governments (COG) collaborated with project partners to obtain the necessary documentation associated with the invoice. Nicholas Ramfos, the Principal Investigator of the project, retired from COG on January 16<sup>th</sup>. Dan Sheehan was named as the new Principal Investigator.
- COG/TPB staff coordinated a new working relationship between project subcontractors following completion of technical enhancements to the incenTrip application on November 13, 2023. As noted in the prior report, efforts have shifted to focus almost exclusively on

transferring incenTrip source code to COG from UMD in order to permit long-term incenTrip operations (Task K). This transfer is essential to the continuous operations of the program after ATCMTD concludes. UMD does not have the capacity to continue program operations, which is why a transfer to MWCOCG is necessary. COG desires to see the investments made to incenTrip over the life of the ATCMTD project continue to live beyond the project's completion.

- COG anticipates working directly with Media Beef, a pre-existing project contractor, as the primary contractor to complete the transition of source code from UMD to COG. Media Beef will require assistance from the original developers at UMD and the University of Villanova. The University of Villanova, who is new to the project, is needed since several of the key staff members from UMD that had been working on the ATCMTD project left UMD for Villanova. COG drafted an amendment to Media Beef's contract to accommodate this change; Media Beef has drafted subcontracts for UMD and the University of Villanova.
- COG alerted FHWA of the necessary contractual changes on January 12th. Then, on March 29th, COG contacted FHWA to request a Period of Performance extension through March 16, 2025, and budget modification to reallocate funding to pay for the contractual work needed for the transfer. If the request is granted, the project team anticipates an autumn re-launch of incenTrip in the Washington, DC megaregion. The app will be re-branded as CommuterCash, based on feedback from a public survey. COG anticipates developing a marketing campaign to align with the launch of CommuterCash.
- Concurrently, COG was approached by a regional task force to facilitate a regional Employer Challenge within the revamped incenTrip mobile application in conjunction with Earth Month (April). COG consulted with the project team and elected to facilitate the Challenge to leverage enhancements built as part of Task F. The project team onboarded eight employer teams and prepared the app to host the Challenge, named "Ride for the Region," which is scheduled to commence on April 1st and conclude on Earth Day, April 22nd.

COG/TPB staff continued work on the Enhancing Mobility Innovation (EMI) grant. Accomplishments include:

- COG/TPB staff completed administrative elements for the project. The December Project Update summary and the 2023 Q4 Progress Report were drafted and submitted to FTA. Invoices for contractor work completed in December, January, and February were processed.
- COG/TPB staff coordinated and held routine biweekly conference calls with the software developer, Media Beef, to discuss project updates.
- COG/TPB staff coordinated and held a quarterly project stakeholder group meeting on February 6th. The group was briefed on instructions for an upcoming beta testing period.
- Work continued on technical items related to the EMI grant. The technical project team met biweekly to discuss technical development tasks associated with the grant (See *Section I.C.*)

STDM Work Group meetings were coordinated and held on January 9<sup>th</sup>, February 13<sup>th</sup>, and March 12<sup>th</sup>.

Commuter Connections Subcommittee meetings were coordinated and held on January 9<sup>th</sup> and March 19<sup>th</sup>. In preparation for each meeting, staff prepared meeting notes from the prior Subcommittee meeting, generated an agenda, and created presentation materials.

COG/TPB staff participated in a strategic plan focus group for Arlington County Commuter Services on February 12<sup>th</sup>.

COG/TPB staff participated in an MPO TDM Peer Exchange Group meeting on February 28<sup>th</sup>.

COG/TPB staff discussed carpooling and slugging with FHWA on February 29<sup>th</sup>.

COG/TPB staff attended an FHWA webinar on the Congestion Relief Program FY22-24 project solicitation.

COG/TPB staff attended a project kickoff event for the RM3P project at VDRPT on March 27<sup>th</sup>.

A Commuter Connections Ridematching Committee meeting was coordinated held on March 19<sup>th</sup>. In anticipation of the meeting, staff prepared meeting notes from the prior Committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included:

## **B. Transportation Information Services**

COG/TPB staff provided commuter travel information on alternatives to the general public by telephone, website, electronically and through printed information. Information contained but was not limited to METRO, MARC/MTA, VRE, local transit, telework resources, and the Regional Bicycle Guide. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address ([ridematching@mwkog.org](mailto:ridematching@mwkog.org)) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

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

COG/TPB staff continued daily maintenance processes for the Commuter Connections TDM Software System. These tasks included monitoring the web and database servers, moving data among jurisdictions and agencies, producing email lists, and making backups of the database.

COG/TPB staff continued producing reports as PDF files. Reports were produced and audited for the monthly purge process, the biweekly end user reports, and the monthly vanpool incentives reports.

At the end of March 2024, COG and its members served 13,460 commuters registered in the Ridematching program. This is an increase of 740 quarter-to-quarter, from 12,720 at the end of December 2023. Year-over-year there was a decrease of 476 from 12,984 at the end of March 2023.

COG/TPB staff oversaw Media Beef as work continued on technical items related to the EMI grant. Notable project progress includes:

- Coordination
- Remedying of vanpool save issue
- Development of core APIs for vanpool management
- Development of Vanpool Driver Management APIs
- Deletion of "Account" Page

Additional EMI work included customizations of the core VanHoppr system for the Commuter Connections program. Media Beef commenced database integration of the core system into the Commuter Connections TDM System.

COG/TPB staff coordinated and held biweekly TDM Technology Development meetings with the TDM Technology Development Contractor (Media Beef) regularly throughout the quarter. Meetings were focused on incenTrip redemption processing, incenTrip technology transfer, Enhancing Mobility Innovation, Commuter Connections for mobile devices including push notifications and making GRH trip requests, and an update to the Commuter Connections address locator (geocoding service).

COG/TPB staff and Media Beef completed the transition to the Linux operating system for Commuter Connections servers. The last server to be moved to Linux was our TDM test server.

Media Beef completed enhancements and bug fixes to the TDM system's chatbot. The new version was put into production this month. Anticipating the chatbot will need additions to its knowledge base, COG/TPB staff have asked Media Beef for documentation on how to maintain and enhance it. It is especially important for staff to be able to add to its knowledge base.

Media Beef completed and deployed new functionality in the Commuter Connections mobile app that enables commuters to make trip requests right in the app.

Media Beef continued their work with UMD on fixing bugs in the code that handles incenTrip redemption processing.

Media Beef fixed a bug in the "CCRS Commuter Activity Matching Request (number of request matched) by jurisdiction" report.

Media Beef fixed a bug that affected commuters re-registering for Guaranteed Ride Home. When GRH registration is renewed, it is supposed to be for one year from the renewal date. Some customer registrations were renewed for only eleven months rather than the expected twelve months.

COG/TPB staff and Media Beef continued discussion on a feature that would enable commuters to unlock their account themselves. At present, our customers call our support staff for help with this.

COG/TPB staff worked with Media Beef to make enhancements to the TDM system and incenTrip codebases to support the Ride for the Region Employer Challenge. The Challenge is a friendly competition among employers in the DMV region and its goal is to increase transit ridership. Commuters use the incenTrip app to log their trips. Each week, the transit trips taken are reported. The results are computed as a proportion of trips taken to possible trips, which adjusts for employers with different numbers of participants. The winners then advance to the next round in a "March Madness" tournament-style structure. The Challenge is slated to begin on April 1 and end on April 22.

COG/TPB staff completed an upgrade to the ArcGIS Server to augment its geocoding capabilities and processing speed and deployed a new geocoding service. Early results show the number of geocoding failures has declined.

The Commuter Connections mobile app was downloaded 164 times throughout the quarter, bringing total downloads to 7,404 by the end of March.

## **D. Commuter Information System**

COG/TPB staff completed work on a printed map for bicycling and sent PDFs to the printer. At the end of March, the printer was working on producing page proofs.

COG/TPB staff continued processing HERE Streets data to use in Commuter Connections maps, geocoding service, and routable networks.

COG/TPB staff maintained the map service and web application for the interactive web map for bicycle routing. The final products are a web app for routing bicycles, pedestrians, and automobiles as well as a paper map.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, users can visit <https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c503038a8b36e2>, or use the Commuter Connections website to navigate to it.

COG/TPB staff continued to maintain and monitor the ArcGIS server that provides data for the park and ride lot map and the geocoding service to the TDM System.



## **II. REGIONAL GUARANTEED RIDE HOME PROGRAM**

### **A. General Operations and Maintenance**

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

COG/TPB staff monitored and maintained the TDM System which houses and processes all GRH registration and trip data. Duplicate GRH accounts and consolidated and removed excess accounts.

### **B. Process Trip Requests and Provide Trips**

COG/TPB staff monitored and maintained the GRH database and server. Between the months of January and March, there were 193 applications received. A total of 276 new applicants were registered (268 new applicants and 8 “one-time exception” users) and 339 commuters were re-registered. During the same time, the GRH program provided 171 GRH trips. “Personal Illness” accounted for the largest portion of the GRH trip reasons followed by “Unscheduled Overtime.” As of March 31<sup>st</sup>, a total of 2,158 commuters were registered in the GRH database.

COG/TPB staff continued to monitor the Guaranteed Ride Home program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

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

COG/TPB staff met with representatives of the GRH Operations Contractor, Diamond Transportation, on January 24th to discuss daily GRH program operations.

## III. MARKETING

### A. TDM Marketing and Advertising

COG/TPB staff managed and oversaw the marketing contractor, Odonnell Company, and its subcontractors. Media invoices were processed. Biweekly progress update meetings occurred throughout the quarter.

The Rideshare and GRH Spring Umbrella regional TDM marketing campaign ran throughout the quarter. Marketing themes included the “Did Someone Say Free?” GRH campaign and the “Roll With Rideshare” rideshare campaign. COG/TPB staff processed insertion orders and approved campaign assets. Several organic posts were placed on Facebook and Instagram. A video was also placed on YouTube. Other media outlets where the messages were featured included radio, digital/web, podcasts, digital truck, and bike billboard.

COG/TPB staff and Odonnell Company coordinated on the initial draft and layout of the winter 2024 newsletter and Federal ETC insert in January. Articles were then drafted and finalized. The newsletter was distributed via e-mail in February. Staff then prepared a timeline for the development of the spring 2024 newsletter and collaborated with the contractor to develop article content ideas.

COG/TPB staff and the marketing contractor finalized the winter direct mailer.

COG/TPB staff updated the regional bike map for its third edition.

COG/TPB staff attended an event at the Inter-American Development Bank in Washington, DC on February 22<sup>nd</sup>.

COG/TPB staff, with assistance from the marketing contractor, continued efforts on a holistic Commuter Connections website update. Staff continued transferring content for the new website to a staging area. Additionally, staff continued with standard website maintenance for the existing website, including the following activities:

- Posted news articles, publications (e.g., 2023 Bike to Work Day Event Report), construction projects, press releases (e.g., Bike to Work Day Press Release), and upcoming events as needed.
- Added the 50th Anniversary logo.
- Updated federal commuter benefit amount
- Update the “About Us” page.
- Fixed the broken Commute-Cost Calculator.
- Monitored website activity and computer code to maintain accurate website functionality.

COG/TPB staff managed the Commuter Connections social media pages. Analytics on each account were recorded. Cyfe analytics reports were generated for each social media account for December, January, and February.

A Regional TDM Marketing Group meeting was coordinated and held on March 19<sup>th</sup>. In anticipation of the meeting, staff prepared meeting notes from the prior committee meeting, generated an agenda, secured guest speakers, and created presentation materials.

## B. Bike to Work Day

Work continued in preparation for the May 17, 2024 Bike to Work Day event. The sponsorship drive continued from the prior quarter; invoices were prepared and sent to secured sponsors at the conclusion of the drive. A New Pit Stop Manger Orientation Session was coordinated and held on February 7th.

COG/TPB staff worked with the marketing contractor, Odonnell Company, on poster and rack card artwork modifications based on Bike to Work Day Steering Committee feedback and the final list of sponsors (including Spanish translation). A vendor for the printing and distribution of event posters and rack cards was secured; staff subsequently managed the distribution of materials to employers and pit stop managers. Staff coordinated the distribution of a mailing to employers comprising of a cover letter and Bike to Work Day flyer. Staff and Odonnell Company also developed pit stop banners.

COG/TPB staff selected a vendor for the creation of Bike to Work Day T-Shirts after issuing a competitive bid request; work subsequently began securing t-shirt color samples, finalizing t-shirt artwork, and procuring a sample shirt. Staff determined t-shirt quantities by size after reviewing pit stop manager requests via the online questionnaire. T-shirt sorting and pickup will occur at the COG office building this year, similar to the prior year. Staff created a plan and schedule for t-shirt pickup at the COG offices, which included creating sign-ups through SignUpGenius.

COG/TPB staff and Odonnell Company crafted and sent a press release announcing registration opening for the event. An earned media plan was drafted. The event was added to various calendar listings across the region. SurveyMonkey questionnaires were developed by staff and distributed to pit stop managers to gather various sets of information. Staff updated and maintained the Bike to Work Day website. Pit stop locations and specifics were updated. Staff coordinated with the Washington Area Bicyclist Association to test the 2024 online registration form; registration was launched on March 1st.

COG/TPB staff coordinated and held Bike to Work Day Steering Committee meetings on January 10<sup>th</sup> and March 13<sup>th</sup>. In preparation for the meetings, staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials.

COG/TPB staff completed the following BikeToWorkMetroDC.org website updates:

- Updated color theme to more precisely match the 2024 event colors.
- Updated sponsor page.
- Updated pit stop pages with new contact information and local sponsors.
- Added new pit stops.
- Changed social media logos
- Posted the English and Spanish event posters
- Added articles for the “BTWD in the News” page.
- Posted press releases.
- Updated Twitter icon.
- Update the “Bicycle Convoy” page.

## C. Employer Recognition Awards

There were several planning and preparation activities conducted throughout the quarter. COG/TPB staff sent a 'call for nominations' reminder email blast to level 3 & 4 employee transportation coordinators, Chambers of Commerce, and C-level executives, and questions were fielded from potential awards nominees. The marketing subcontractor, Arch Street Communications, made reminder phone calls to the Employer Outreach Sales Representatives regarding the call for nominations. Staff reviewed applications received from award nominees and Odonnell Company contacted nominees for clarification and further data.

The Chair and Members for the Employer Recognition Awards 2024 Selection Committee meeting were secured, and confirmation letters sent. One-page briefs were developed by Odonnell Company for each awards nominee; the briefs were edited by staff. An agenda and additional meeting materials were prepared for the Selection Committee; remarks for the TPB Vice Chairman, who chaired the Committee, were also prepared. Staff met with Odonnell Company and Arch Street Communications to discuss logistics for the Selection Committee. Staff coordinated and held the Selection Committee meeting on March 14<sup>th</sup>. Thank you letters were subsequently drafted and sent to the Selection Committee chair and members.

COG/TPB staff cancelled the contract held with the National Press Club for the June 26th Employer Recognition Awards ceremony. The ceremony will instead be incorporated into a larger event to take place in the fall surrounding Commuter Connections' 50th anniversary and the launch of CommuterCash.

## D. 'Pool Rewards

COG/TPB staff and Odonnell Co coordinated value-add for the 'Pool Rewards 495 NEXT VDOT \$100 bonus promotion. The creative assets were developed in concert with Sharp and Co and appeared on wtop.com and federalnewsnetwork.com in January 2024.

COG/TPB staff operated the 'Pool Rewards vanpool and carpool incentive programs. As of March 31<sup>st</sup>, there were zero (0) active 'Pool Rewards carpools and thirteen (13) operating 'Pool Rewards vanpools. Vanpool subsidy payments were processed upon receiving invoice(s) from the vendor. Eligible 'Pool Rewards applicants were reviewed, processed, and registered for both carpools and vanpools:

- Staff approved no new 'Pool Rewards vanpools
- There were no new 'Pool Rewards carpool applications

## E. Car Free Day

COG/TPB staff held a luncheon on March 27th at the University of Maryland to congratulate the institution for its winning the Car Free Day 2023 College Campus Challenge.

COG/TPB staff reorganized the 2024 event planning schedule to hold the first Car Free Day Steering Committee meeting on May 8<sup>th</sup>.

COG/TPB staff monitored Car Free Day website activity and computer code to maintain accurate website functionality; plugins were updated.

## **F. CarpoolNow Mobile Application**

COG/TPB staff continued monitoring participation within CarpoolNow. There were no requests for payment during the quarter. There were 98 Commuter Connections accounts created through the CarpoolNow app. The CarpoolNow app was downloaded 366 times during the quarter, bringing total downloads to 7,205.

## **G. Flextime Rewards**

COG/TPB staff continued monitoring participation of the Flextime Rewards program within the incenTrip mobile app. Staff did not process any incentive payments attributable to a flextrip.

COG/TPB staff provided edits to copy drafted by the marketing contractor, Odonnell Company for the upcoming FY24 marketing campaign.

## **H. incenTrip Mobile Application**

A marketing campaign for incenTrip using ATCMTD dollars was developed and implemented. COG/TPB staff processed ATCMTD insertion orders developed by Odonnell Company. The campaign ran in March.

Odonnell Company developed and delivered brand assets for CommuterCash

COG/TPB staff operated and monitored the Commuter Connections Rewards Program within incenTrip. According to the UMD Agency Dashboard, approximately 4,090 users were registered for the program as of March 31<sup>st</sup>. There were 119 new Commuter Connections accounts created through the incenTrip app. A total of 152 incentive requests were submitted by incenTrip users throughout the quarter, comprising of 52 check, 80 PayPal, 6 gift card, 10 WMATA SmarTrip, 3 Capital Bikeshare and 1 E-ZPass incentive requests. Staff responded to incenTrip related inquiries from end-users.

COG/TPB staff worked to facilitate the “Ride for the Region” employer transit challenge in incenTrip. The challenge was previously named the “1,000 Rider Challenge.” Onboarding sessions were held with 8 employer team captains.

## **J. MDOT incenTrip Mobile Application**

A marketing campaign for incenTrip using ATCMTD MDOT dollars was developed and implemented. COG/TPB staff processed ATCMTD MDOT insertion orders developed by Odonnell Company. The campaign ran in March.

COG/TPB staff operated the MDOT incenTrip program. Planning meetings were held monthly with MDOT staff to discuss general operations of the program. According to the UMD Agency Dashboard, approximately 319 end-users were registered for the program as of March 31<sup>st</sup>. A total of 0 check, 4 PayPal, and three SmarTrip incentive requests were submitted by MDOT incenTrip users throughout the quarter.

## **IV. MONITORING AND EVALUATION**

### **A. Regional TDM Data Collections and Analysis**

COG/TPB staff conducted and completed monthly data sweeps of the Employer Outreach Act! Database. Staff also collected monthly sales activity reports and data requests from local jurisdictions. Staff oversaw the employer site survey coordination.

COG/TPB staff oversaw the TDM Evaluation Contractor, LDA Consulting, as work continued on the FY2024 Applicant Placement Rate Study. Data analysis on behalf of LDA Consulting yielded preliminary results that were presented at the January 16<sup>th</sup> Commuter Connections Subcommittee meeting. Evaluation efforts continued and were integrated into a technical report presented to the Commuter Connections Subcommittee on March 19<sup>th</sup>. A comment period was established.

### **B. Program Monitoring and Tracking Activities**

Mass Marketing advertising campaign effectiveness was tracked throughout the quarter through call volumes, internet visits, and by measuring the volume of GRH and Rideshare applications. The FY2024 First Half Regional TDM Marketing Campaign Summary report was finalized and issued at the March 19<sup>th</sup> Regional TDM Marketing Group meeting. The draft FY2024 Second Half Regional TDM Marketing Campaign Summary report was drafted and presented at the March 19<sup>th</sup> Regional TDM Marketing Group meeting.

COG/TPB staff and the TDM Evaluation Contractor, LDA Consulting, distributed survey invitations for the Employer Outreach Customer Satisfaction Survey. Four reminder invitations were also sent. Data collection activities then concluded in March and data evaluation activities commenced. Results will be discussed at the April Employer Outreach Committee meeting.

The Regional Guaranteed Ride Home Customer Satisfaction Survey was sent to Washington, DC region commuters who used the Guaranteed Ride Home service for trips occurring during the quarter. The data was collected and analyzed. COG/TPB staff drafted and presented the FY2023 GRH Customer Satisfaction Survey draft report for the Washington, DC region at the Commuter Connections Subcommittee meeting on January 16<sup>th</sup>. A comment period was established through February 20<sup>th</sup>. A final version of the memo was presented and endorsed at the March 19<sup>th</sup> Commuter Connections Subcommittee meeting.

COG/TPB staff integrated edits into the Bike to Work Day 2023 Event Draft Report from an open comment period that occurred through mid-December. The report was finalized and endorsed at the January 16<sup>th</sup> Commuter Connections Subcommittee meeting.

COG/TPB staff presented the final First Quarter FY2024 Employer Outreach Verification Statement and draft Second Quarter FY2024 Employer Outreach conformity verification statements to the Employer Outreach Committee on January 16<sup>th</sup>. Data collection concluded for the FY2024 second quarter report and commenced for the FY2024 third quarter report.

COG/TPB staff oversaw the Employer Commuter Survey data tabulation contractor, VHB, as a scope of work and budget was prepared for FY2024.

COG/TPB staff completed and distributed the final December FY2024, January FY2024, and February FY2024 CCWP monthly Executive Summary reports.

COG/TPB staff compiled work accomplishments into the 2<sup>nd</sup> Quarter CCWP Progress Report for FY2024. The report was distributed at the March 19<sup>th</sup> Commuter Connections Subcommittee meeting.



## **V. EMPLOYER OUTREACH**

### **Regional Component Project Tasks**

#### **A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING**

Throughout the quarter, COG/TPB staff coordinated with COG/IT staff and Stewart Technologies on upgrades for the Act! database software and monitored the system.

#### **B. EMPLOYER OUTREACH FOR BICYCLING**

The regional Bicycling to Work Employer/Employees guide was made available for distribution as part of general fulfillment to employers.

COG/TPB staff began working with the COG Bicycling and Pedestrian Subcommittee to gain feedback for bicycling guide updates, ahead of reorder.

### **Jurisdictional Component Project Tasks**

#### **A. MARYLAND LOCAL AGENCY FUNDING AND SUPPORT**

Throughout the quarter, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions. FY2024 contracts with Montgomery and Prince George's Counties were fully executed. (TCCSMD and Frederick County executed their contracts in the prior quarter.)

#### **B. DC, MD, AND VA PROGRAM ADMINISTRATION**

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. Staff also coordinated with WMATA's SmartBenefits program sales staff.

COG/TPB staff continued research on potential FY2024 Employer Case Study candidates.

COG/TPB staff coordinated, facilitated, and presented at the January 16<sup>th</sup> Employer Outreach Committee meeting. In preparation for the meeting, staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials.

COG/TPB staff finalized an update the Employer Services Participation Levels based on feedback provided from the Employer Outreach Committee and in consultation with the TDM Program Evaluation Contractor.

## **VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM**

### **A. General Operations and Maintenance**

The Guaranteed Ride Home (GRH) Baltimore program continued to enroll new applicants throughout the quarter. New GRH ID cards were printed and distributed routinely throughout the quarter. Additionally, COG/TPB staff processed and mailed declined GRH Baltimore applicant letters and processed and mailed One Time Exception letters with GRH Baltimore applications regularly throughout the quarter. Applicants whose records were expiring were contacted with instructions on how to renew their account by updating their information. As of March 31<sup>st</sup>, a total of 108 commuters were registered in the GRH Baltimore program.

The Baltimore Guaranteed Ride Home Customer Satisfaction Survey was sent to Baltimore and St. Mary's region commuters who used the Guaranteed Ride Home service for trips occurring during the quarter. The data was collected and analyzed. COG/TPB staff presented a draft memo at the Commuter Connections Subcommittee meeting on January 16th regarding low response to the FY2023 GRH Customer Satisfaction Survey for the Baltimore region. A comment period was established through February 20th. The final memorandum was presented to the Commuter Connections Subcommittee on March 19th; the memo was subsequently endorsed

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

COG/TPB staff and the marketing contractor, Odonnell Company, began the FY2024 GRH Baltimore spring marketing campaign in February, which will run throughout the remainder of the fiscal year.

### **B. Process Trip Requests and Provide Trips**

The GRH Baltimore program provided 41 trips during the quarter.

COG/TPB staff monitored the Guaranteed Ride Home Baltimore program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent. Staff also monitored the TDM System for duplicate GRH accounts and consolidated/removed excess accounts.

COG/TPB staff monitored the TDM System for duplicate GRH Baltimore accounts and consolidated and removed excess accounts.

COG/TPB staff processed and paid invoices for all GRH Baltimore service providers. This also included processing payments for taxi and car rental invoices, in addition to transit vouchers.

COG/TPB staff met with representatives of the GRH Baltimore Operations Contractor, Diamond Transportation, on January 24th to discuss daily GRH program operations.

## **VII. MDOT EMPLOYER OUTREACH STATEWIDE**

### **A. Regional Employer Database Management and Training and Program Administration**

COG/TPB staff continued coordination efforts with Stewart Technologies to create the database, a copy of the existing Commuter Connections Act! Regional Employer Database.

**Table 1**

**National Capital Region Transportation Planning Board  
Commuter Connections Program  
Quarterly Activity and Impact Summary**

**JANUARY - MARCH 2024**

<b>Commuter Connections Activity</b>	<b>This Quarter</b>	<b>Last Quarter</b>	<b>Since July 1, 2023</b>
<b>Total applicants/info provided:</b>	3,560	3,335	10,026
Rideshare applicants	1,543	1,258	4,320
Matchlists sent	3,151	2,637	9,480
Transit applicants/info sent	43	23	106
GRH applicants	675	519	1,801
Bike to work info requests	0	0	0
Telework info requests	0	0	0
<b>Internet users</b>	<b>32,725</b>	<b>49,083</b>	<b>106,379</b>
Internet applicants	2,218	1,777	6,121
<b>New employer clients</b>	<b>366</b>	<b>795</b>	<b>1,368</b>
Employee applicants	0	0	0
<b>Program Impact Performance Measure</b>	<b>This Quarter</b>	<b>Last Quarter</b>	<b>Since July 1, 2023</b>
<b>Continued placements</b>	673	549	1,884
<b>Temporary/one-time placements</b>	197	161	552
<b>Daily vehicle trips reduced</b>	187	153	525
<b>Daily VMT reduced</b>	4,320	3,536	12,130
<b>Daily tons NOx reduced</b>	0.0009	0.0007	0.0024
<b>Daily tons VOC reduced</b>	0.0006	0.0005	0.0017
<b>Daily tons PM2.5 reduced</b>	0.00006	0.00005	0.00016
<b>Daily tons PM2.5 NOx reduced</b>	0.0011	0.0009	0.0032
<b>Daily tons GHG reduced</b>	1.7290	1.4154	4.8566
<b>Daily gallons of gas saved</b>	240	196	674
<b>Daily commuter costs saved</b>	\$994	\$813	\$2,790

**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.

**TABLE 2  
 COMMUTER CONNECTIONS  
 APPLICATION ACTIVITY SUMMARY  
 JANUARY - MARCH 2024**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	1	1	23	25
ARLINGTON (COG)	10	1	50	61
ANNE ARUNDEL	12	3	17	32
BALTIMORE CITY	16	0	39	55
BMC	8	0	33	41
COG	156	3	45	204
DOD/WHS	5	0	0	5
DISTRICT OF COLUMBIA	33	0	124	157
FDA	1	19	4	24
FAIRFAX COUNTY	144	8	24	176
FREDERICK	10	7	41	58
GW RIDE CONNECT	110	220	525	855
HARFORD	3	1	9	13
HOWARD	19	1	15	35
LOUDOUN	32	31	115	178
MTA	7	1	16	24
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	17	3	20	40
Countywide	20	6	61	87
Friendship Heights/Rockville	0	0	0	0
North Bethesda TMD	5	218	287	510
Shady Grove	0	0	0	0
Silver Spring	10	2	16	28
NIH	2	0	1	3
NORTHERN SHENANDOAH	6	2	0	8
PRINCE GEORGE'S	10	7	73	90
PRTC	68	44	140	252
RAPPAHANNOCK-RAPIDAN	4	3	6	13
TRI - COUNTY	29	224	276	529
TDM NETWORK MEMBERS				
<b>TOTAL INPUT COMMUTER CONNECTIONS</b>	<b>738</b>	<b>805</b>	<b>1,960</b>	<b>3,503</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>1,543</b>		

**TDM SERVICES****REGIONAL SUMMARY - COMMUTER CONNECTIONS MEMBERS  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
COG Rideshare Applicants (New and Re-apps)	192	186	139
Locals Rideshare Apps (New and Re-apps)	1,351	1,072	1,312
Matchlists Requested	3,151	2,637	3,920
Transit Applicants/Info Sent	43	23	36
New GRH Washington Applicants	283	193	219
GRH Washington Rides Provided	170	145	159
New GRH Baltimore Applicants	4	3	7
GRH Baltimore Rides Provided	41	21	19
Telework Info Requests	0	0	2
Phone/Fax Applicants	0	0	0
Internet Applicants	2,244	1,804	1,900
Employer Applicants	0	0	0
<b>Total Hits on website</b>	<b>32,725</b>	<b>49,083</b>	<b>26,644</b>

**TDM SERVICES**

**ALEXANDRIA**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	1	2	16
Matchlists Sent	16	13	86
Transit Applicants and Info Sent	1	0	1
GRH Washington Applicants	4	2	8
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	0	0	0
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	0	0
Employers Contacted (Follow up)- Visit	0	0	0
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0

**TDM SERVICES**

**ARLINGTON  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	10	6	12
Matchlists Sent	28	59	67
Transit Applicants and Info Sent	0	3	0
GRH Washington Applicants	5	10	4
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	0	1	11
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	1,510	1,336	637
Employers Contacted (Follow up)- Visit	48	41	64
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	1	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	11



**TDM SERVICES**

**ANNE ARUNDEL  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	12	6	19
Matchlists Sent	56	10	51
Transit Applicants and Info Sent	1	0	2
GRH Washington Applicants	9	7	10
GRH Baltimore Applicants	0	0	1
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**BALTIMORE CITY  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	16	17	12
Matchlists Sent	112	83	42
Transit Applicants and Info Sent	1	0	0
GRH Washington Applicants	6	11	11
GRH Baltimore Applicants	2	3	2
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**BMC**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	8	7	9
Matchlists Sent	53	59	42
Transit Applicants and Info Sent	0	1	0
GRH Washington Applicants	7	16	4
GRH Baltimore Applicants	0	0	2
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**COG - DC/DE/PA/WVA/VA  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	189	176	135
Matchlists Sent	612	547	477
Transit Applicants and Info Sent	5	9	6
GRH Washington Applicants	29	23	34
GRH Baltimore Applicants	0	0	1
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	0	55	34
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	58	329
Employers Contacted (Follow up)- Visit	0	52	144
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	2	8
Level 2	0	9	13
Level 3	0	9	10
Level 4	0	4	2

**TDM SERVICES**

**DOD/WHS**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	5	3	4
Matchlists Sent	6	8	16
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	1	0	1
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**FAIRFAX**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	144	81	108
Matchlists Sent	394	221	378
Transit Applicants and Info Sent	2	0	4
GRH Washington Applicants	30	25	21
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	125	136	12
Employers Contacted (New)- Visit	0	33	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	299	370	299
Employers Contacted (Follow up)- Visit	113	70	113
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	8	34	8
Level 2	40	67	40
Level 3	74	19	74
Level 4	1	2	1

**TDM SERVICES**

**FDA**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	1	1	6
Matchlists Sent	23	0	54
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	1	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**FREDERICK**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	10	18	22
Matchlists Sent	84	82	219
Transit Applicants and Info Sent	3	2	2
GRH Washington Applicants	7	7	6
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	4	0	12
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	158	162	178
Employers Contacted (Follow up)- Visit	0	0	0
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0



**TDM SERVICES**

**GW RIDE CONNECT  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	110	90	102
Matchlists Sent	365	295	481
Transit Applicants and Info Sent	5	3	3
GRH Washington Applicants	57	26	41
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**HARFORD**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	3	0	6
Matchlists Sent	15	25	147
Transit Applicants and Info Sent	0	0	2
GRH Washington Applicants	5	4	3
GRH Baltimore Applicants	0	0	1
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**HOWARD**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	19	11	6
Matchlists Sent	93	127	0
Transit Applicants and Info Sent	2	0	0
GRH Washington Applicants	10	5	5
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**LOUDOUN**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	32	22	32
Matchlists Sent	221	151	267
Transit Applicants and Info Sent	1	0	5
GRH Washington Applicants	18	8	8
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	2	1	1
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	125	94	63
Employers Contacted (Follow up)- Visit	6	9	8
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	1	0	1
Level 2	0	0	0
Level 3	0	0	2
Level 4	0	0	0

**TDM SERVICES**

**MTA**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	7	4	3
Matchlists Sent	36	10	9
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	3	6	2
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES**

**BETHESDA TRANSPORTATION SOLUTIONS  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	17	10	4
Matchlists Sent	4	2	1
Transit Applicants and Info Sent	0	0	1
GRH Washington Applicants	0	0	1
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

\* See MC - EO numbers reported under MC Countywide

**TDM SERVICES**

**MONTGOMERY COUNTY  
COUNTYWIDE  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	20	4	13
Matchlists Sent	122	27	70
Transit Applicants and Info Sent	4	1	1
GRH Washington Applicants	23	7	10
GRH Baltimore Applicants	1	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	0	20	0
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	2,012	325
Employers Contacted (Follow up)- Visit	0	10	16
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	4	0
Level 3	0	2	0
Level 4	0	0	0

*\*Employer Outreach Totals for Montgomery County, MD are reported under the Countywide subtotal*

**TDM SERVICES**

**MONTGOMERY COUNTY  
FRIENDSHIP HEIGHTS/ROCKVILLE  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	0	0	0
Matchlists Sent	0	0	0
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

\* See MC - EO numbers reported under MC Countywide



**TDM SERVICES**

**TRANSPORTATION ACTION PARTNERSHIP  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	5	6	0
Matchlists Sent	48	32	58
Transit Applicants and Info Sent	1	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

\* See MC - EO numbers reported under MC Countywide

**TDM SERVICES**

**SHADY GROVE**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	0	0	0
Matchlists Sent	0	0	0
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	0	0	0
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

\* See MC - EO numbers reported under MC Countywide

**TDM SERVICES**

**SILVER SPRING**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	10	3	5
Matchlists Sent	36	61	24
Transit Applicants and Info Sent	3	0	0
GRH Washington Applicants	8	4	4
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	*See MC	*See MC	*See MC
Employers Contacted (New)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (New)	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Phone	*See MC	*See MC	*See MC
Employers Contacted (Follow up)- Visit	*See MC	*See MC	*See MC
Employers Contacted - Number of Potential (Follow up)	*See MC	*See MC	*See MC
New TDM Programs Established			
Level 1	*See MC	*See MC	*See MC
Level 2	*See MC	*See MC	*See MC
Level 3	*See MC	*See MC	*See MC
Level 4	*See MC	*See MC	*See MC

\* See MC - EO numbers reported under MC Countywide

**TDM SERVICES**

**NATIONAL INSTITUTES OF HEALTH (NIH)  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	2	0	0
Matchlists Sent	14	0	0
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	1	0	1
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	*See MC
Employers Contacted (New)- Visit	N/A	N/A	*See MC
Employers Contacted - Number of Potential (New)	N/A	N/A	*See MC
Employers Contacted (Follow up)- Phone	N/A	N/A	*See MC
Employers Contacted (Follow up)- Visit	N/A	N/A	*See MC
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	*See MC
New TDM Programs Established			
Level 1	N/A	N/A	*See MC
Level 2	N/A	N/A	*See MC
Level 3	N/A	N/A	*See MC
Level 4	N/A	N/A	*See MC

**TDM SERVICES**

**NORTHERN SHENANDOAH  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	6	7	12
Matchlists Sent	93	117	246
Transit Applicants and Info Sent	0	0	0
GRH Washington Applicants	1	1	2
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A

**TDM SERVICES****PRINCE GEORGE'S  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	10	6	26
Matchlists Sent	102	95	121
Transit Applicants and Info Sent	4	0	4
GRH Washington Applicants	7	7	7
GRH Baltimore Applicants	1	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	0	0	0
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	0	0
Employers Contacted (Follow up)- Visit	0	0	0
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	0	0	0
Level 2	0	0	0
Level 3	0	0	0
Level 4	0	0	0

**TDM SERVICES****PRTC****JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	68	37	93
Matchlists Sent	292	207	650
Transit Applicants and Info Sent	8	2	3
GRH Washington Applicants	32	12	25
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	226	537	39
Employers Contacted (New)- Visit	0	0	0
Employers Contacted - Number of Potential (New)	0	0	0
Employers Contacted (Follow up)- Phone	0	0	0
Employers Contacted (Follow up)- Visit	4	11	5
Employers Contacted - Number of Potential (Follow up)	0	0	0
New TDM Programs Established			
Level 1	11	3	0
Level 2	0	8	0
Level 3	0	0	0
Level 4	0	1	0

**TDM SERVICES**

**RAPPAHANNOCK-RAPIDAN  
JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	4	5	12
Matchlists Sent	19	39	78
Transit Applicants and Info Sent	1	1	0
GRH Washington Applicants	1	0	3
GRH Baltimore Applicants	0	0	0
Telework Information Requests	0	0	0
Employers Contacted (New)- Phone	N/A	N/A	N/A
Employers Contacted (New)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (New)	N/A	N/A	N/A
Employers Contacted (Follow up)- Phone	N/A	N/A	N/A
Employers Contacted (Follow up)- Visit	N/A	N/A	N/A
Employers Contacted - Number of Potential (Follow up)	N/A	N/A	N/A
New TDM Programs Established			
Level 1	N/A	N/A	N/A
Level 2	N/A	N/A	N/A
Level 3	N/A	N/A	N/A
Level 4	N/A	N/A	N/A



**TDM SERVICES**

**TRI-COUNTY**

**JANUARY - MARCH 2024**

<b>Total Applicants and Services Provided</b>	<b>Current Quarter</b>	<b>Prior Quarter</b>	<b>Current Quarter, Prior FY</b>
Rideshare Applicants	29	25	2
Matchlists Sent	307	367	8
Transit Applicants and Info Sent	1	1	0
GRH Washington Applicants	18	12	0
GRH Baltimore Applicants	0	0	2
Telework Information Requests	2	0	0
Employers Contacted (New)- Phone	9	12	0
Employers Contacted (New)- Visit	0	0	12
Employers Contacted - Number of Potential (New)	0	0	12
Employers Contacted (Follow up)- Phone	7	0	0
Employers Contacted (Follow up)- Visit	8	6	9
Employers Contacted - Number of Potential (Follow up)	0	7	5
New TDM Programs Established			
Level 1	8	7	0
Level 2	1	0	0
Level 3	0	0	0
Level 4	0	0	0

FY 2024										
January to March 2024	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/Charles
Employers Contacted (new) Site Visits (prospects)	0	0	0	125	4	2	0	0	226	9
Telework - NEW	0	0	0	0	0	0	0	0	0	1
Employers Contacted (follow-up)	0	1510	0	299	158	125	0	0	0	7
Telework - FOLLOWUP	0	0	0	0	0	0	0	0	0	1
Total Broadcast Contacts Letters, Flyers, Newsletter	0	5152	0	0	474	88	0	0	404	57
Total Sales Meetings	0	48	0	113	0	6	0	0	4	8
Total Employers Contacted	0	6710	0	537	636	221	0	0	634	81
New Level 1 TDM Programs	0	0	0	8	0	1	0	0	11	8
New Level 2 TDM Programs	0	0	0	40	0	0	0	0	0	1
New Level 3 TDM Programs	0	0	0	74	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	1	0	0	0	0	0	0
New Telework Programs	0	0	0	0	0	0	0	0	0	1
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0

**Technical Assistance to Local Agencies  
January – March 2024**

<b>Agency</b>	<b>Date Reported</b>	<b>Acknowledgement of Receipt</b>	<b>Notice of Resolution</b>	<b>Nature of the Problem</b>
<b>January 2024</b>				
GWRideConnect	1/9/24	5/19/24	5/20/24	Co-branded matchletter update
PRTC	1/22/24	1/24/24	1/26/24	Report troubleshooting.
<b>February 2024</b>				
PRTC	2/16/24	2/18/24	2/20/24	Park and Ride lot modification.
TCCSMD	2/22/24	2/22/24	2/22/24	System outage.
<b>March 2024</b>				
NBTMD	3/22/24	5/5/24	5/8/24	Phone number discrepancy.

**Technical Assistance to Local Agencies  
October – December 2023**

<b>Agency</b>	<b>Date Reported</b>	<b>Acknowledgement of Receipt</b>	<b>Notice of Resolution</b>	<b>Nature of the Problem</b>
<b>October 2023</b>				
<b>November 2023</b>				
GWRideConnect	11/21/2023	11/29/2023	N/A	Recommended modification to Purge Reports
<b>December 2023</b>				
NBTMD	12/13/2023	12/13/2023	N/A	Recommended modification to End-User report