

FY 2021 ANNUAL PROGRESS REPORT

Commuter Connections

A summarization of the program highlights of the Metropolitan Washington Council of Governments' Commuter Connections Work Program.

September 21, 2021



National Capital Region
Transportation Planning Board

ANNUAL PROGRESS REPORT

Prepared by the staff of the Commuter Connections Subcommittee

September 21, 2021

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The National Capital Region Transportation Planning Board (TPB) is the federally designated metropolitan planning organization (MPO) for metropolitan Washington. It is responsible for developing and carrying out a continuing, cooperative, and comprehensive transportation planning process in the metropolitan area. Members of the TPB include representatives of the transportation agencies of the states of Maryland and Virginia and the District of Columbia, 24 local governments, the Washington Metropolitan Area Transit Authority, the Maryland and Virginia General Assemblies, and nonvoting members from the Metropolitan Washington Airports Authority and federal agencies. The TPB is staffed by the Department of Transportation Planning at the Metropolitan Washington Council of Governments (COG).

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INTRODUCTION

Since 1974, COMMUTER CONNECTIONS (formerly the Ride Finders Network and formerly the Commuter Club) has been providing free information and computer matching services to area residents and workers seeking to join carpools or vanpools or locate appropriate transit arrangements. Currently, the COMMUTER CONNECTIONS Commuter Operations Center unites into a computer network, the ridesharing programs operated by: COG/TPB, Baltimore City, Baltimore Metropolitan Council, Bethesda Transportation Solutions, City of Alexandria, Dulles Area Transportation Association (DATA), Food and Drug Administration (FDA), Fairfax County, Frederick County (MD), Harford County, Howard County, Loudoun County, Maryland Transit Administration, Montgomery County, National Institutes of Health (NIH), North Bethesda Transportation Center, Northern Shenandoah Valley Regional Commission, Potomac and Rappahannock Regional Commission, Prince George's County, Rappahannock Area Development Commission, Rappahannock-Rapidan Regional Commission, Anne Arundel County, the Tri-County Council for Southern Maryland and the Washington Headquarters Services.

The agencies in this network share resources and a single common database of applicants for the purpose of providing the best services to commuters. COMMUTER CONNECTIONS is funded through grants from the District Department of Transportation, the Maryland Department of Transportation, the Virginia Department of Transportation, and the Federal Highway Administration of the U.S. Department of Transportation.

COMMUTER OPERATIONS CENTER

RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

Work Accomplished on all Products and Services:

COG/TPB staff continued coordinated system administration functions for all Commuter Connections network members. Staff provided, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email. Additionally, 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. To help keep a high level of data integrity within the ridematching database, staff distributed the Follow-up Reports on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff provided technical support to local agencies utilizing the TDM System. Staff conducted a TDM System follow-up training session with the City of Alexandria on July 17th (the original training occurred on June 12th, 2020). A TDM System training refresher with Frederick County occurred on September 28th. Staff met with Prince George’s DPW&T staff on October 29th to give an overview and to discuss Commuter Connections program services. A complete TDM System Training was conducted for a new Prince George’s DPW&T staff member on November 6th. Commuter Connections updated and published two TDM Resource Directories in FY2021, a July version and a January version. Each were presented at the subsequent Ridematching Committee meetings and distributed to network members electronically.

STDM Work Group meetings were coordinated and held in 2020 on July 14th, September 8th, October 13th, November 10th, December 8th; and in 2021 on January 12th, February 9th, March 9th, April 13th, May 14th, and June 8th.

A Commuter Connections Vice Chair Nominating Committee conference call meeting was held on August 24, 2020 to secure a new Vice Chair for the Subcommittee. Kari Snyder, MDOT, was nominated.

Commuter Connections Subcommittee meetings were held on a bi-monthly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings included:

- July 21, 2020 (Webex) – Chairperson Marcus Moore, Fairfax County announced the appointment and approval of a Vice Chair Nominating Committee. The Subcommittee endorsed the FY2020 Regional Vanpool Driver Survey and the FY2020 Car Free Day Event Report. Greg Potts, WMATA, provided updates on the Metro Platform Improvement Project. Marina Budimir, DDOT, updated the group on Clean Air Partners activities. Lori Diggins, LDA Consulting, gave briefings on the results from the FY2020 Regional Employer Telework Survey and the FY2018-FY2020 Regional TDM Evaluation Analysis Draft Report. COG/TPB staff briefed the Subcommittee on the 2020 Car Free Day Event and the 4th Quarter FY2020 CCWP Budget Report.
- September 15, 2020 (Webex) – Chairperson Marcus Moore, Fairfax County, was presented with a plaque and thanked for his services as Chairperson of the Commuter Connections Subcommittee; Marina Budimir, DDOT, was announced as the new Chairperson, and Kari Snyder, MDOT, was announced as the new Vice Chairperson. Lori Diggins, LDA Consulting, reviewed the updates made to the draft FY2018-FY2020 Regional TDM Evaluation Analysis report with the Subcommittee. COG/TPB staff briefed the Subcommittee on the FY2021 Regional TDM Evaluation Project, Clean Air Partners updates, and the 2020 CMP Technical Report. Staff also gave an overview of the FY2020 4th Quarter CCWP Budget Report, FY2020 CCWP 4th Quarter Progress Report, and FY2020 CCWP Annual Report.

- November 17, 2020 (Webex) – The Subcommittee endorsed the FY2018-FY2020 Regional TDM Evaluation Analysis Report for release. COG/TPB staff provided a number of briefings and updates to the Subcommittee on various topics including COVID-19's effects on the region's transportation system, the 2020 Bike to Work Day Memo, the FY2021 Regional TDM Evaluation Project, the 2020 Car Free Day Event, the ATCMTD grant, and the FY2020 CCWP and Commuter Connections Strategic Plan. Staff also gave an overview of the FY21 1st Quarter CCWP Budget Report and FY21 1st Quarter Progress Report.
- January 19, 2021 (Webex) – The FY2022 Commuter Connections Work Program (CCWP) and 2020-2021 Strategic Plan were also endorsed for release. Lori Diggins, LDA Consulting, briefed the Subcommittee on highlights from the FY2021 Placement Rate Survey. Greg Potts and Nick Perfile, WMATA, briefed the Subcommittee on Metrorail platform work in 2021. COG/TPB staff briefed the Subcommittee on results from the FY2020 GRH surveys, project updates for the ATCMTD grant program, and on the FY2021 Regional TDM Evaluation Project. COG/TPB staff also gave an overview of the FY2021 2nd Quarter CCWP Budget Report.
- March 16, 2021 (Webex) – The FY2020 GRH Customer Satisfaction Surveys were endorsed for release. Lori Diggins, LDA Consulting, briefed the Subcommittee on the FY2021 Placement Rate Survey Draft Report and highlights from the FY2021 Retention Rate Survey. COG/TPB staff gave updates on the ATCMTD Project, the 2021 Bike to Work Day Event, the Regional Bike Map, and the FY2022 CCWP and 2020-2021 Strategic Plan. COG/TPB staff also gave an overview of the FY2021 2nd Quarter Progress Report.
- May 18, 2021 (Webex) – The FY2021 Placement Rate Survey Report was endorsed for release. Lori Diggins, LDA Consulting, briefed the Subcommittee on the FY2021 Retention Rate Survey Draft Report. Marina Budimir, DDOT, gave an update on the latest Clean Air Partners activities. COG/TPB staff presented the Car Free Day 2020 Event Draft Report and briefed the Subcommittee on the 2021 Bike to Work Day Event and the ongoing Federal ETC TMP Handbook update. Staff also provided an overview of the FY2021 3rd Quarter Progress Report and FY2021 3rd Quarter Budget Report.

Ridematching Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings included:

- September 15, 2020 (Webex) – Allison Kemp, BTS, was presented with a plaque and thanked for her service as Chairperson of the FY2020 Ridematching Committee. Hugh McGloin, WHS/DOD, was announced as the new Chairperson for FY2021 and Andrew Dempster, HHS//FDA, was announced as the new Vice Chairperson for FY2021. COG/TPB staff updated the Committee on enhancements to SchoolPool and facilitated a discussion on the pandemic's impact on ridesharing throughout the region. The July edition of the TDM Resource Directory was announced. COG/TPB staff reported notable elements of the FY2020 4th Quarter CCWP Progress Report and the FY2020 CCWP Annual Report.
- December 15, 2020 (Webex) – Joy Wang, MagicBus, presented their software solution for filling empty vanpool seats. COG/TPB staff gave an update on incenTrip and requested updates for the January edition of the TDM Resource Directory. COG/TPB staff also reported notable elements of the FY2021 CCWP 1st Quarter Progress Report.
- March 16, 2021 (Webex) – An update to the TDM System and CarpoolNow mobile application was given by COG/TPB staff. Kendall Tiffany, Frederick County TransIT, presented best practices utilized in Frederick County to promote enrollment in TDM Services. The January edition of the TDM Resource Directory was announced. Staff reported notable elements of the FY2021 2nd Quarter CCWP Progress Report.
- June 15, 2021 (Webex) – An update to the TDM System was given by COG/TPB staff. Staff also facilitated a discussion anticipated ridematching needs as the pandemic begins to enter a recovery period and requested updates for the July edition of the TDM Resource Directory. Holly Morello, PRTC, presented on TDM Best Practices utilized at PRTC. Staff reported notable elements of the FY2021 3rd Quarter CCWP Progress Report.

The FY2022 Commuter Connections Work Program and the 2020 - 2021 Commuter Connections Strategic Plan were drafted by staff, reviewed by stakeholders, and adopted by the TPB. In commencing work on the documents, a draft timeline and program highlights were presented to the STDM Work Group and to the Commuter Connections

Subcommittee in September. Drafts of both documents were then developed by COG/TPB staff and presented to the STDM Work Group on October 13th and November 10th. Staff integrated comments from the STDM Work Group and presented the updated documents to the Commuter Connections Subcommittee on November 17th and established a comment period. Staff worked on updates to the documents during December based on feedback and comments received during the comment period that closed on December 4th. New COG overhead rates were also received, which were incorporated. The documents were finalized and approved by the state funding agencies at the January 12th STDM meeting and endorsed for release at the January 19th Commuter Connections Subcommittee meeting. Staff then presented the FY2022 draft CCWP to the TPB Technical Committee on February 5th and the TPB on February 17th for comment. Staff then 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 5th and the TPB on March 17th. The TPB voted to approve the work program as documented in Resolution TPB R16-2021. Staff posted the final documents to the Publications section of the Commuter Connections website. Hard copies were produced for distribution to stakeholders upon request. In May, TIP funding schedules were reviewed; funding commitment letters were sent to the state funding agencies.

Commuter Connections continued work on the \$5.95 million Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD) project awarded by FHWA on June 16, 2020. A kickoff meeting was held between COG/TPB staff and USDOT/FHWA to discuss grant management expectations on July 9th. Meetings with the Greater Washington Partnership and DDOT were held on July 30th and with VDOT/VDRPT and MDOT on July 31st to discuss the scope and budget of the project. Meetings were then held with UMD staff on August 3rd, 20th, 25th, and 28th to discuss the scope of work and project budget. Staff also met with FHWA representatives on August 5th and September 17th to discuss the project budget and scope of work, and with VDOT representatives on August 20th to discuss the project. COG/TPB staff prepared a Resolution (R27-2020) the August 12th COG Board meeting consent agenda to receive and expend the grant funds once they became available. Staff also prepared and presented TPB Resolution SR4-2021 to include funding for the TPB's ATCMTD grant in the TIP for the TPB Steering Committee to review and approve on September 4th. Staff continued to perform pre-award administrative work related to project commencement in October. The grant agreement with FHWA was fully executed on November 13th. A project kickoff meeting was held with FHWA on November 23rd. Staff met with MDOT on November 18th to discuss the incenTrip project and the ATCMD grant. Staff then developed a project timeline and coordinated a project planning meeting with UMD on December 11th. A stakeholder meeting was coordinated and held via Webex on December 17th. Stakeholder meetings were scheduled to occur at a quarterly interval beginning in February. A technical meeting was coordinated and held on December 28th in conjunction with UMD. Technical meetings were subsequently held on a biweekly basis via Microsoft Teams with UMD and Media Beef (see *Section I.C.*). A subcontract was drafted and sent to UMD for legal review in December and fully executed in March; staff subsequently developed an invoicing template for UMD. A Project Management Plan was drafted and submitted to FHWA for approval on January 12th. Staff met with FHWA representatives on January 26th to discuss the ATCMTD grant. A meeting with MDOT was held on January 21st to discuss past work that was conducted in Maryland with regards to procuring incentives. The 2nd Quarter ATCMTD Progress Report was drafted and submitted to FHWA for review on January 29th. Staff coordinated a meeting with Richmond RideFinders and VDRPT to discuss the expansion area of the ATCMTD incenTrip project. Staff coordinated and held the quarterly ATCTMD Stakeholders meeting on February 3rd. Staff coordinated with VDOT's RM3P project on February 9th to discuss compatibility options between platforms. Staff coordinated a meeting with MDOT on February 11th to discuss potential incentive integrations into incenTrip and program administration for the entire state of Maryland. Staff met with WMATA on February 26th to discuss potential SmarTrip integration within incenTrip. A Project Evaluation Plan was drafted by staff and submitted to FHWA for review on March 15th. Prep work for the incenTrip pilot employer challenges in conjunction with goDCgo began in March with project rollout commencing in June (See *Section III.H*). Discussions commenced with Media Beef to draft a contract amendment for the project in March, which is supplemental to planned work already approved for the contractor during FY2021; the amendment was finalized and fully executed in April. An introductory coordination meeting with MDOT/MTA was held on April 1st to discuss integrating CharmPass into incenTrip; a follow-up meeting was subsequently held on April 27th. The Third Quarter ATCMTD Progress Report was drafted and prepared for submission to FHWA in April. Staff coordinated and held a quarterly

stakeholder group meeting on May 5th. At the request of FHWA, staff executed a Data Management Plan amendment to the project agreement and met with FHWA staff on June 11th to discuss the plan requirements.

Commuter Connections continued to facilitate a Federal ETC Advisory Work Group with representation from GSA, NCPC, and COG to facilitate Federal ETC handbook updates and a Federal ETC response to the coronavirus pandemic. NCPC and GSA provided feedback on a Federal ETC “Commute with Confidence” document produced by COG/TPB staff in July; staff subsequently updated and posted the document to FederalETC.org and coordinated with GSA to send an email notice to Federal ETCs regarding the new resource. NCPC and GSA also submitted feedback on the first draft of the TDM Handbook Update in July. Most feedback related to the Work Group’s desire to revamp the Handbook so that it better serves as a bridge from the newly passed Transportation Element and Addendum (adopted by the NCPC in July) and implementation on behalf of Federal ETCs. This required substantial edits to the Handbook on behalf of COG. Staff updated the Handbook and distributed Version 2 to the Work Group for further comments in October. Edits and comments were received from NCPC and GSA in November. Staff then addressed the additional comments raised by the work group and drafted Version 3 of the Federal ETC Handbook, which was submitted for another round of review in January. Staff reconvened the Work Group on January 28th to discuss further edits to Version 3. Staff incorporated edits into Version 4 of the Handbook and submitted the final version to NCPC for final design, layout, and graphics development in March. A draft PDF copy of the Handbook was submitted by NCPC to COG/TPB staff for review and comment on April 27th. Staff conducted a review and submitted suggested edits to NCPC on May 15th. GSA submitted feedback on May 18th. Updates to Appendix B were secured from the District Department of Transportation and Fairfax County. In consultation with NCPC, ‘best practice’ TMPs were identified and uploaded to the FederalETC.org website; they are referenced in Appendix F of the new Handbook. The group worked to release an embargoed copy of the Handbook, expected to occur in July 2021. The group discussed a release strategy for the Handbook. COG intends to post a PDF copy of the new Handbook on the FederalETC website and will include a news story in the quarterly newsletter. GSA and NCPC may also identify other avenues for distribution. The updated Handbook is expected to be published in late summer 2021.

Commuter Connections engaged in regional TDM efforts among network members to ease the commute interruptions caused by summer Metrorail platform work. In 2020, several Metrorail stations in Virginia along the Orange and Silver lines were closed for platform improvement work between Memorial Day and Labor Day. While much of the coordination efforts occurred in FY2020, COG/TPB staff facilitated the WMATA Platform Shutdown TDM Work Group’s final meeting of the 2020 summer construction season on July 15th to discuss the remaining work being completed by WMATA. To prepare for the summer 2021 construction season, which closed stations in Prince George’s County along the Yellow and Green lines, staff participated in a Metro Platform Project meeting hosted by WMATA on January 12th and April 6th. Staff then reconvened the WMATA Platform Shutdown TDM Work Group and coordinated meetings on April 28th and May 26th. As part of the outreach effort to alert commuters and employers of the pending shutdown, staff generated targeted messages to commuters and employers within the Commuter Connections databases and distributed the respective messages via Informz. The WMATA Platform Shutdown webpage on the Commuter Connections website was also updated to reflect pertinent information regarding the summer 2021 station closures and travel alternatives.

COG/TPB staff continued to provide updates for the *Commute with Confidence* TDM pandemic-response clearinghouse. Updates to both the Commuter Connections and FederalETC versions of the clearinghouse, including English and Spanish PDFs, were conducted monthly throughout the fiscal year. Staff participated in a COG Public Information Officer’s meeting on July 13th to discuss the information provided by the clearinghouse.

COG/TPB staff participated in several TDM-related coordination efforts throughout the fiscal year. Notable efforts include:

- Participated in an I-495 American Legion Bridge Transit/Transportation Demand Management study stakeholder meeting on July 16th, October 16th, and December 11th
- Participated in an NVTC NOVA Transit Coordination conference call meeting on August 18th

- Participated in a Transportation Energy Analytics Dashboard (TEAD) use case scenario meeting on September 3rd
- Met with VDOT representatives and their consultant on September 18th to discuss the Dynamic Incentivization for the Regional Multi-Modal Mobility Program (RM3P) dynamic incentivization project and participated in focus group sessions on October 16th and 27th, and a Stakeholder Advisory Group Summit on October 29th
- Met with representatives from MagicBus, a technology company seeking to fill vanpool seats by selling tickets, on October 19th and December 4th
- Participated in a VDOT I-66 TMP meeting on November 12th
- Participated in a VDOT Northern Virginia Park & Ride Stakeholder Meeting on January 14th
- Participated in a TPB State Technical Working Group meeting on February 2nd
- Met with Metropia representatives on February 25th to discuss the ATCMTD project
- Participated in a TDMI Board meeting on March 10th
- Met with DDOT representatives on June 3rd to discuss SchoolPool implementation in partnership with schools in the District
- Participated in a I-495 NEXT TMP project meeting on June 9th
- COG/TPB staff participated in a number of events focused on improving equity as part of Commuter Connections' work in alignment with TPB Resolution R1-2021: Resolution to Establish Equity as a Fundamental Value and Integral Part of all TPB's Work Activities:
- Attended an in-house Equity Workshop on October 15th
- Attended a COG external Town Hall meeting titled "Leaning in to 2021: More Equitable, More Resilient"
- Participated in an in-house Equity Listening Session on November 10th
- Participated in a town hall meeting titled: "Leaning in to 2021: More Equitable, More Resilient" on November 20th
- Participated in a Department of Transportation Planning Equity Peer Exchange meeting to discuss best practices on December 2nd
- Participated in a COG-sponsored Leaning in to 2021: More Equitable, More Resilient Town Hall session on January 15th
- Participated in an organizational Title VI – Participation Plan meeting on May 25th
- COG/TPB staff facilitated and participated in the National MPO Peer Exchange Group on August 26th, November 18th, February 24th, and May 26th.
- COG/TPB staff attended a training titled *Administrative Requirements and Cost Principles for Federal Awards* on October 27th and 28th.
- COG/TPB staff discussed state TDM software reporting requirements for Maryland with MDOT/MTA on February 5th.
- COG/TPB staff attended a Big Data online demonstration of both StreetLight and Replica products facilitated by Kimley-Horn on June 24th.

TRANSPORTATION INFORMATION SERVICES

Work Accomplished on all Products and Services:

COG/TPB staff provided commuter travel information on alternatives to the public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address (ridematching@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.

TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

Work Accomplished on all Services Provided:

COG/TPB staff carried out daily maintenance processes for the Commuter Connections TDM Software System. These tasks include monitoring the web and database servers, moving accounts and data among jurisdictions and agencies, making corrections to commute logs for 'Pool Rewards, setting up access to reports for new ridematching coordinators, producing email lists, and making backups of the Oracle database.

COG/TPB staff produced reports as PDF files. Staff ran and audited reports for the monthly purge process, the biweekly end user reports, and the monthly vanpool incentives reports. Staff formatted the data and converted reports to PDF.

At the start of the fiscal year, COG and its members were serving 16,560 ridematching commuters. COG and its members were serving 13,697 ridematching commuters at the end of the fiscal year. Year over year and for the fiscal year this amounts to a decline of 2,863 participants. Commuter Connections experienced a decrease of 1,134 registrants in the first quarter, a decrease of 1,089 in the second quarter, a decrease of 622 in the third quarter, and a decrease of 18 in the fourth quarter.

COG/TPB staff installed and configured Oracle 19c Database on a server to use solely in the event of a disaster that would cause the production server to be unavailable. Staff tested moving data from the old server to the disaster recovery server and loading it. Staff met with Oracle representatives on November 5th to discuss back-up and storage options for the TDM system.

COG/TPB worked closely with the TDM Technology Contractor, Media Beef, to enhance and maintain the TDM System and associated Commuter Connections applications. A scope of work for Media Beef was developed and adopted; priority levels were assigned. A contract amendment for FY2021 work was fully executed in October. Staff met with Media Beef representatives biweekly for TDM Technology Development updates over the course of the fiscal year. Notable work items include:

- **Carpool/Ridematching Enhancements:** Media Beef made changes to Oracle code that finds carpool matches for commuters. COG/TPB staff made it a high priority to focus on improving the quality of ride matches. Media Beef responded by making changes to the commuter dashboard, which is the first page the software shows to the user after login. The dashboard now asks commuters who have invalid geocodes associated with their accounts to make corrections to their addresses.
- **CarpoolNow:** Two problems with the CarpoolNow mobile app were identified by COG/TPB staff in December: The first is an error computing the distance from a user's current location to nearby park and ride lots. The second is a communication problem between smartphones that use different operating systems. Media Beef published corrected apps to the Apple App Store and Google Play store; both stores approved the update. The updated version(s) were made available for users to download or update in February.
- **Chatbot:** An off-the-shelf chatbot solution was published by Media Beef to the TDM System in August. Media Beef conducted a training session with COG/TPB staff on chatbot administration.
- **Employer De-Duplication:** COG/TPB staff in concert with Media Beef worked on removing thousands of duplicate employer and employer address records from the Oracle database. A considerable number of unused records had accumulated since the system went live in 2008. This has been caused primarily by commuters and some ridematching coordinators misunderstanding the online registration form and the part played by employer and employer address records in ridematching and reporting. The de-duplication effort supports primarily two features

in the TDM System: Employer based ridematching and the suggest as you type for commuters to find their employers and addresses. The database would ideally contain no duplicate employer records. New functionalities, processes and procedures were developed to keep the database as “duplicate-free” as possible. A project plan with a work scope was drafted in November. Staff then completed phase 1 deliverables in conjunction with Media Beef to remove hundreds of duplicate employer and employer address records from the database. A technical discussion with Media Beef to spec for final activities related to the effort was held on November 19th. After successfully completing phase 1, staff analyzed the remaining records and worked on developing an approach to cleaning them up. An internal meeting was held on January 4th to discuss methods for further weeding-out duplicate records. Following the discussion, staff developed software code and procedures to find and remove duplicate employer records in the TDM system. Staff built a new report to run daily that helps identify new duplicates that were entered into the system. Staff use the report with the new review procedures for employer record housekeeping. New policies and procedures for employer records management were drafted and integrated into the Operations Center SOP. Employer records management is now an ongoing operational task. The goal is to keep employer records unique within the TDM System.

- Flexible Vanpool This is a new concept COG/TPB introduced for consideration during FY2021. The idea is to make it possible for commuters to request rides from vanpool operators who have an available seat in real time. Staff drafted a work specification for the new idea and presented the specification to Media Beef. They then worked to enhance it. A Flexible Vanpool Workgroup was formed to review and give advice regarding the spec. A technical meeting was held April 29th to discuss the project. At that meeting, staff addressed the need for the feature to conduct real-time matching while also offering static matching to “book a seat.” Compensating drivers who pick up riders and how to arrange pickup/drop-off was also discussed at length. Staff coordinated another technical meeting on May 26th to review the revised Statement of Work for this project. Traditional vanpool enhancements to the TDM System were also folded into the SOW. Notably, staff determined that COG should not be involved with payment transactions; rather the primary deliverable is the technology to connect potential riders with existing vanpools. Staff determined a reconvening of the Flexible Vanpool Workgroup was necessary to review the feasibility of the draft work specifications. The stakeholder meeting is expected to be scheduled in July.
- incenTrip Local Administration / Payment Module: COG/TPB staff began internal planning and scoping for the incenTrip Local Administration and Payment Module enhancements for the TDM System in September. Staff finalized and distributed a project plan on November 23rd. A technical discussion was held on December 1st between staff and Media Beef to review the specifications in the project plan. Media Beef then commenced creating mockups and more detailed specifications for the enhancement, along with a matrix of additional APIs that will be required from our co-developers at the University of Maryland. New functionality was delivered to staff in February and deployed to the CCTDM-CLONE testing server. The improvements were largely focused on incenTrip program administration since payment management was still being explored as part of the ATCMTD project. Staff provided feedback on the new features to Media Beef and outlined minor improvement opportunities. COG/TPB staff reviewed the features on a testing server and approved the migration to production. The module’s implementation is not complete, but it is sufficient in general to determine trip eligibility for incenTrip account holders. In May, staff reported trip log inconsistencies and an email search bug. These issues affected the newly launched incenTrip Local Administration enhancement for the TDM System. The problems were reported to Media Beef who added them to their work queue.
- incenTrip Trip Log API: Media Beef developed an API that allows for trip log data to be transferred seamlessly between incenTrip and the TDM System. The API was launched on November 23rd. Backlogged trip log data was inputted through the API.
- SchoolPool Purge Process: A purge process for SchoolPool account holders was instituted for the 2020 school year. An initial correspondence alerting account holder of the new purge process was sent on October 6th.
- SchoolPool Bug Fix: Media Beef fixed a problem in SchoolPool that prevented parents from registering their children in June 2021.
- Webpage Cosmetic Refresh: Media Beef commenced work on the redesign of the TDM system's home page. Two designs were produced for desktop browsers and one for mobile apps. COG/TPB staff reviewed the designs and

submitted changes for implementation. Media Beef then produced mockups for the homepage, commuter dashboard, and “quick match” pages in April. Displays for both desktop and mobile were created. Staff reviewed the designs and submitted feedback to Media Beef. Media Beef incorporated staff’s suggestions and provided another round of design review for COG/TPB staff in May. Another review cycle took place in May. Staff submitted final comments on June 9th. Media Beef then began finalizing the design and expected to build a prototype on the CCTDM-CLONE testing server.

COG/TPB staff continued to oversee work performed by the University of Maryland and Media Beef on incenTrip enhancements. The Trip Log API and Employer Registration API were integrated into a beta version of incenTrip in September. Additional changes to the beta version of the app include account linkage enhancements between incenTrip and the TDM System. Staff tested both Android and iOS versions of the incenTrip beta app and provided detailed feedback to UMD. Follow-up technical discussions between COG, UMD, and Media Beef were facilitated by staff on September 16th and September 29th. Several modifications to the next version of incenTrip beta were requested. A new beta version was released by UMD on October 6th and included updates to the Employer API and new Commuter Connections account linkages. Feedback was compiled and submitted to UMD. Follow-up technical discussions between COG, UMD, and Media Beef were facilitated by staff. UMD updated and re-released a new version of incenTrip beta on October 29th. Staff tested the updated beta version and submitted another round of feedback to UMD on November 9th. UMD updated and re-released a new version of incenTrip beta on November 30th that incorporated feedback from staff. After verifying bug fixes, staff approved the beta version of incenTrip to be pushed to the app stores in early January. Some weeks later, staff discovered discrepancies caused by incenTrip’s auto-trip logging feature. COG/TPB staff provided guidance for UMD on how best to categorize trip logging within incenTrip while also accurately conveying the information to the user. Staff tested a beta version with location-tracking hotfixes released by UMD and provided feedback. UMD released new versions of the app to the Apple App Store and Google Play, version 0.9.101 and version 0.9.030, respectively, on May 27th.

COG/TPB staff oversaw University of Maryland and Media Beef as work on technical items related to the Advanced Transportation and Congestion Management Technologies Deployment (ATCMTD) grant progressed. The technical group met biweekly to discuss technical tasks scheduled for development in the current grant year (November 2020 – October 2021). These tasks include the expansion of incenTrip to encompass the entire Washington, DC megaregion (including Maryland, Washington, D.C., and Northern Virginia through Richmond) and the integration of new rewards options into the app. Staff researched and identified fixed-route transit services throughout the megaregion and provided a listing of services to UMD for inclusion into the app. UMD completed the process of integrating new transit agencies and routes into the application, including real-time transit data for WMATA and MTA. Alpha testing was completed within the Maryland expansion areas and beta testing was expected to commence in conjunction with MDOT in July. UMD worked to develop an expanded road network model for the expanded megaregion. Arizona State University provided ongoing assistance with building the model.

As a component of the ATCMTD project, COG/TPB staff and University of Maryland investigated digital payment vendors that may be eligible for inclusion in the app, such as PayPal, Venmo, Cash App, and Zelle. PayPal emerged as a likely first candidate for integration, since it furnishes an application programming interface (API) structure that is suitable for COG’s accounting processes and compatible with the incenTrip app. At the direction of the ATCMTD stakeholder group, staff investigated a variety of supplemental rewards solutions that may be integrated into the app, including e-gift card vendors for national chain businesses and Nift for local businesses. Other incentive partnerships may include local transportation partners and transit agencies, including WMATA SmarTrip, E ZPass, and CharmPass. Staff coordinated a meeting with WMATA to discuss SmarTrip integration on February 26th; it is likely that a solution can be developed that will require only minimal amounts of technology development. SmarTrip credits may be able to be applied monthly via upload from the Commuter Connections team for end-users who redeemed points. Staff drafted project plans that explain the integration approach being sought for PayPal digital payments and WMATA SmarTrip credits. The plans were then refined based on feedback from COG’s Accounting team and the ATCMTD Technical Group. Staff coordinated technical meetings between Media Beef and UMD on April 20th and May 17th to discuss integrating PayPal with incenTrip and the TDM System. That discussion revolved

around APIs identified for rewards fulfillment within the TDM System. These APIs are needed to conduct reward fulfillment procedures. UMD finished database design for PayPal integration in June; this is a prerequisite to API development. An introductory coordination meeting with E-ZPass Maryland was held on May 11th to discuss integrating E-ZPass into incenTrip. A follow-up meeting with Virginia E-ZPass representatives is expected in the coming months. A SmartBenefits orientation session was held with WMATA on May 12th. WMATA subsequently provided staff with several materials to review and use to prepare a procedure for operating SmartBenefits as a rewards option within incenTrip. Staff investigated eGift Card vendors and local businesses who may be interested in partnering with incenTrip to provide incentives.

An additional ATCMTD project component included the goDCgo pilot commuter challenge. Representatives of goDCgo met with COG staff on January 11th regarding a pilot employer challenge that could utilize incenTrip. Staff subsequently began investigating the possibility of conducting the employer challenge with incenTrip. Media Beef created an employer records report that shows which commuters are linked to which employer record. This will help in the administration of the pilot by identifying commuters and linking them to participating employer records. This is pivotal for exporting accurate program data. Staff consolidated over 100 duplicate employer records within the TDM System of employers who are participating in the pilot program. UMD continued programming employer-based reports that can be accessed by program administrators (e.g., COG/TPB staff) from the incenTrip dashboard. Media Beef aided UMD in providing employer records affiliated with each active incenTrip account.

COG/TPB staff undertook an effort to clean up commuter location data during the fourth quarter. There were some commuters who registered for ridematching but whose addresses lacked geocodes. All ridematching commuters now have accurate location data for both home and work. Staff provided a report that characterizes the errors people make when entering their address information into a web form.

COG/TPB staff finished building a new geocoding service for the region and deployed it to the Commuter Connections ArcGIS Server in May. This version contains hundreds of new points of interest, streets, and employer location data. Staff also changed the coverage area by removing several counties in northern New Jersey and adding several counties in southern Virginia.

COG/TPB staff identified TDM Technology Development work items to include in the contractor's FY2022 Statement of Work. Staff met with Media Beef on June 17th to discuss technical improvements to GIS. The goal of these improvements is to enhance the ridematching experience the TDM System provides to the commuter.

In June, COG/TPB staff coordinated with UMD and Media Beef to identify commuter accounts that remain "in limbo" between the TDM System and incenTrip. An effort to reconcile the accounts is expected to commence in the coming months.

The Commuter Connections mobile apps continued to gain popularity. The Commuter Connections mobile app was downloaded nearly 273 times in FY21, bringing total downloads to 5,866.

COMMUTER INFORMATION SYSTEM

Work Accomplished on all Services Provided:

COG/TPB staff received new data from HERE (formerly NAVTEQ) for the region's street transportation network and incorporated it into the maps for routing. It is this data that makes it possible for the ArcGIS server to calculate routes for bicycling and commuting over the road, as well as for visualization of map features.

COG/TPB staff maintained and monitored the in-house ArcGIS Server. This server handles three tasks. It provides data for two ArcGIS Online web mapping applications and it generates and supplies routes over the street network to the TDM System. It delivers park and ride lots, Capital Bikeshare locations, and Metro lines to ESRI's ArcGIS Online server for the Commute Options web mapping application. It furnishes routes to ESRI's ArcGIS Online server for the

Commuter Connections Bike Router web application. Once the ArcGIS Online server receives data from COG's server, it makes the final map by adding this content to the ESRI base map. Finally, it serves it to the client browser via a web app created by COG/TPB staff.

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 as described above. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, visit <https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c503038a8b36e2> or use the Commuter Connections web site to navigate to it.

COG/TPB staff maintained the map service and web application for the interactive web map for bicycle routing. The web app helps the user find the safest, most enjoyable routes when traveling by bicycle in the Washington, DC Metropolitan Region. View the latest version at <https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=aa012761214b47609556e817f60bd5be> or use the Commuter Connections web site to navigate to it. Staff also processed data from this web app to create the first edition of the paper Regional Bike Map, which was released in May.

COG/TPB staff worked to build a new navigable street network for use in the TDM system. Deployment is expected in July. It will contain several enhancements which include better handling of restricted turns and much more informative turn by turn directions. The network will also include updated HERE Streets data that was received throughout the fiscal year.

REGIONAL GUARANTEED RIDE HOME PROGRAM

GENERAL OPERATIONS AND MAINTENANCE

Work Accomplished on all Products and Services:

COG/TPB staff continued sending registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information. This process was conducted weekly prior to the coronavirus pandemic; the processes shifted to a monthly execution in April 2020 and continued monthly, through April 2021. Biweekly frequencies recommenced in May.

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

There were no changes to the GRH Participation Guidelines during the fiscal year.

As a result of the coronavirus pandemic, language regarding GRH's availability to essential workers was maintained on the Commuter Connections website.

COG/TPB staff fully executed a FY2021 contract amendment with Diamond Transportation, Inc. for daily GRH operations. The FY2021 daily GRH operations contract amendment was adapted to best suit the current demand for the program amid a pandemic. During Q2, Staff worked with Diamond Transportation, Inc. regarding a possible location change of their office site and reorganization of their company's business priorities. The location change did not come to fruition.

PROCESS TRIP REQUESTS AND PROVIDE TRIPS

Work Accomplished on all Products and Services:

COG/TPB staff collected information necessary for contract renewals from ride providers. Coverage for the entire region was secured.

COG/TPB staff monitored and maintained the GRH database and server. Between the months of July 2020 and June 2021, there were 223 new GRH applications received. A total of 198 applicants were registered (192 new applicants and 6 previous “one-time exception” users). 1,740 commuters were re-registered. During the same time, the GRH program provided 137 GRH trips. 4 of these trips were “one-time” exceptions accounting for 3% of the total number of GRH trips provided. The average trip cost for FY2021 was \$79.63. “Overtime” accounted for the largest portion of the GRH trip reasons followed by “Family Emergency.” As of June 30, 2021, a total of 1,659 commuters are currently 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 and paid invoices for all GRH service providers.

COG/TPB staff met with Diamond Transportation staff on September 30th, January 27th, and May 26th to discuss GRH program operations and invoicing.

COG/TPB staff developed a scope of work and budget for the GRH Daily Operations project RFP which was released in April. A pre-proposal meeting was held on April 9th; proposals were due on April 22nd. Staff assembled a Technical Selection Committee to evaluate proposal(s) submitted in response to the RFP. Diamond Transportation - National Express Transit, LLC was selected as the contractor for the project. COG/TPB staff met with Diamond Transportation Services, Inc. – National Express Transit, LLC on June 9th to discuss the FY2022 contract.

In June, COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2022.

MARKETING

TDM MARKETING AND ADVERTISING

Work Accomplished on all Products and Services:

Marketing activities throughout the fiscal year were developed with heavy consideration given to the ongoing coronavirus pandemic. COG/TPB staff managed and oversaw the primary marketing contractor, ODonnell Company, and its subcontractors (Arch Street Communications and The Media Network) by coordinating biweekly conference calls and processing media invoices. After Car Free Day 2020, the biweekly conference calls were placed on hiatus during the fall and winter due to marketing campaign suspension as a result of the coronavirus pandemic.

The Commuter Connections newsletter and Federal ETC insert were issued on a quarterly basis throughout the fiscal year. The newsletters were drafted, edited, printed and mailed to employers, Committee members, and other stakeholders; a PDF version was also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA; postings were made to the FederalETC.org website. HTML format newsletters were sent via email blast.

During the first quarter, staff updated and replenished the paper Park & Ride Lot map. The map was distributed to stakeholders who requested orders via the “Order Brochures” form on the Commuter Connections website.

A meeting was held on September 11th to discuss the contract budget in relation to the FY2021 project Scope of Work. A contract amendment was completed and executed with ODonnell Company for the FY2021 Regional TDM Marketing project. Due to the coronavirus pandemic, contractor marketing activities were largely put on hold during the fall and winter; staff absorbed some of the tasks typically undertaken by the contractor.

In lieu of a fall umbrella marketing campaign, Commuter Connections elected to run messaging related to commuting during the coronavirus pandemic: Commute with Confidence. Staff developed an in-house digital

marketing campaign using the Commute with Confidence message. A series of posts were developed and boosted on Facebook and Instagram during October – November. Staff also developed a Commute with Confidence video that was advertised on YouTube in November. Military base printed guides throughout the region were renewed with Commute with Confidence messaging. Staff met with ODonnell Company and The Media Network staff on September 25th to discuss a no-cost media opportunity to promote the Commute with Confidence message with Entercom and WTOP. Commuter Connections was provided with value-add (free) radio exposure negotiated by the marketing contractor for the campaign. Four Entercom stations which include WIAD, WJFK, WLZL (Spanish), and WPGC collectively provided 262 :30 second spots and 22 shorter “billboard” mentions; the radio aired from October 12th through December 31st. WTOP contributed to the campaign as well, providing 109 :10 and :30 second value-add spots which aired from November 16th through December 27th. Staff participated in community affairs interviews, negotiated by the contractor on Entercom radio stations, WPGC, WJFK, and WLZL.

Staff participated in a virtual employee transportation fair held for NAVSEA on December 9th. Staff also wrote a guest article for VRE’s blog and updated its display ad within the Newcomer’s Guide for northern Virginia military bases.

A meeting was held with ODonnell Company senior staff on January 4th to discuss the status of TDM marketing activities in the region as a result of the pandemic and again on February 16th to discuss next steps on the regional TDM Marketing project. A kickoff meeting for the Regional Recovery Campaign was coordinated and held on February 23rd; a follow-up meeting was held on March 3rd. Biweekly progress update meetings were reconvened beginning March 1st. Creative concepts for the Regional Recovery Campaign were developed and presented to the State TDM Work Group on March 9th. The Regional TDM Marketing Recovery Plan Earned Media Strategy was developed by Odonnell Company and reviewed by staff. Creative concepts for the campaign were finalized by COG/TPB staff and Odonnell Company after receiving input from the STDM work group. Media and earned media plans for the campaign were finalized. Staff solicited transit agencies throughout the region for complimentary ad space on buses. Radio ads, text message copy, blogger talking points, motion graphic videos and micro-videos, artwork, and copy for social media posts were developed. Staff developed a social media posting calendar for June and posted to Facebook regularly throughout the month. A paid LinkedIn post was placed on June 17th.

The chart below reflects FY2021 earned media coverage for Commuter Connections (not including Car Free Day or Bike to Work Day events), where Commuter Connections or one of its programs/services are mentioned, staff has been quoted within an article, or interviewed for an on-air broadcast.

Commuter Connections FY21 Media Coverage

Date	Media Outlet	Headline
9/16/2020	Dcist	Many Employers In The D.C. Region Expect Expanded Telework After Pandemic
9/16/2020	Washington Business Journal	D.C.-area employers are open to the idea of more permanent teleworking. That could help traffic.
9/16/2020	WTOP.com	Survey: DC-area telework growth not expected to end after pandemic
10/28/2020	WIAD/WJFK	Interview: The Washington Report with Host Stevie Bridgewater
10/31/2020	WLZL	Interview: Tu Familia Zol with Host Maria Esther
11/5/2020	WPGC	Interview: Community Focus with Host Guy Lambert

Date	Media Outlet	Headline
12/22/2020	Maryland Transportation Institute	Annual Report 2019-2020
6/30/2021	ASHA.org	American Speech-Language-Hearing Association Receives Two Workplace Awards

COG/TPB staff worked to create the first edition of the Regional Paper Bike Map (44"x32"). Staff presented a draft version of the paper map to the Commuter Connections Subcommittee and the Bicycle and Pedestrian Subcommittee on March 16th; feedback from both committees was requested. Staff developed draft blurbs for the map and managed Odonnell Company in creating Spanish and English covers for the map. A draft blueline copy was submitted to the printer. Staff reviewed blueline proofs, submitted final revisions to the printer, and coordinated delivery to ICF so that Bike to Work Day pit stop managers could obtain copies for their pit stops. A separate delivery was coordinated to COG's office.

Staff renewed listings with military guide publications throughout the region during the 3rd quarter. As an extension of the ATCMTD project, staff coordinated with goDCgo to organize an employer challenge pilot program for a limited number of District employers. An initial planning meeting was held on February 2nd. It was determined that a small group of employers using the standard Commuter Connections Incentive Program within incenTrip could serve as a good opportunity to garner feedback for the ATCMTD Year 2 task of developing/launching an Employer Module within incenTrip; staff began working to accommodate goDCgo's data and administration needs for the pilot program. Staff met with UMD on February 17th to outline reporting needs for the pilot. Staff developed marketing material content and an onboarding presentation for the pilot. A meeting was held on June 11th to discuss a September push for the challenge; many organizations were expected to recall employees to the office around this time. Employer onboarding sessions were coordinated with goDCgo and help with the following D.C. employers:

- Catholic University of America – Monday, March 29th
- American University – Tuesday, March 31st
- George Washington University – Friday, April 2nd
- DDOT – Thursday, May 6th
- American Pharmacists Association – Friday, May 7th

Staff met with Clean Air Partners staff on April 16th and their marketing contractor to discuss sponsorship opportunities for 2021.

Staff created a digital asset list was created to help manage website domain renewals, SSL renewals, etc.

Regional TDM Marketing Group meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

- September 15, 2020 (WebEx) – Semia Hackett, PGCDPWT, was presented with a plaque and thanked for her service as Chairperson of the FY2020 Regional TDM Marketing Group. Bobbi Greenberg, Arlington County, was announced as the new Chairperson for FY2021 and Danelle Carey goDCgo, was announced as the new Vice Chairperson for FY2021. COG/TPB staff presented and distributed the FY2020 Second Half Marketing Campaign Summary final report and ODonnell Company presented on Commuter Connections FY2021 marketing activity. Michelle Golden, Montgomery County Commuter Services, reported on marketing activity currently planned within the County.
- December 15, 2020 (Webex) – COG/TPB staff gave informational presentations on Commuter Connections FY21 marketing activity and on preliminary findings of the FY2020 GRH Customer Satisfaction Surveys. Francine Waters, MDOT, presented MDOT's Walktober initiative to the Committee. Ivanna Baez, OmniRide (PRTC) briefed

the Committee on OmniRide's current marketing efforts. Jake Park, WMATA, presented the "Doing Our Part" marketing campaign.

- March 16, 2021 (Webex) – COG/TPB staff presented and distributed the FY2021 First Half Marketing Campaign Summary final report and briefed the Committee on FY2021 second half marketing activities. Matthew Friedman, NVTC, briefed the Committee on the NoVaRides marketing campaign. Kendall Tiffany, Frederick TransIT Services, provided an update on the jurisdiction's TDM marketing activities.
- June 15, 2021 (Webex) – A presentation was given by Odonnell Company on FY2021 regional TDM Marketing activities and the FY2022 Regional Recovery Campaign. COG/TPB staff discussed the process to begin updates for the FY2022 Regional TDM Resource Guide and Strategic Marketing Plan (SMP). Antionette Rucker, WMATA, presented an overview of the transit agency's SmartBenefits outreach and regional recovery efforts.

Various updates were made to the Commuter Connections website throughout the year. Routine updates included changes to programmatic pages, news articles, construction projects, press releases, and upcoming events. Other notable changes include:

- Posted news articles, publications, construction projects, press releases, and upcoming events as needed
- Made regular updates to the COVID-19 Commute with Confidence webpage and posted a Spanish version of the PDF
- Updated the Metro platform shutdown page with summer 2020 information
- Added a frame to the Newsletter thumbnail
- Troubleshoot display issues
- Updated the Maryland resources page
- Reviewed and updated the Maryland, Virginia, and District of Columbia agency listings
- Updated the Park and Ride listing for brochure ordering
- Added a link to the Car Free Day website to the homepage
- Added the Commute Calculator link to the homepage
- Updated the incenTrip Program Requirements page
- Updated Prince George's County rideshare program contact information
- Updated the Employer Awards form and brochure PDF
- Updated the Employer Outreach representative information for Frederick County
- Created a new Privacy Policy page for the CarpoolNow mobile app
- Updated the Metrorail Platform Improvement page
- Updated the HOV/Express Lanes webpage with new info
- Updated the Transit Page with new info
- Updated the Resources accordions with new contact information from the TDM Resource Directory updates.
- Created a new FAQ for the incenTrip webpage
- Updated the Employer Recognition Awards Past Winners webpage
- Uploaded a revised Lose the Commute SOC 2016 presentation
- Made changes to the Order Brochures webpage, including a new PDF for the Regional Bike Map
- Updated content on the WMATA Platform Shutdown page to include information regarding the summer 2021 shutdown

- Setup the Employer Awards online RSVP form
- Updated additional contact information contained in the Employer Outreach page
- Created a new webpage for the 2021 Employer Recognition Awards award winners
- Updated the Commute Cost Calculator
- Updated plugins

Several publications were uploaded to the website throughout the year, including the:

- 2019 State of Commute
- Car Free Day 2019 Event Report
- 2020 Vanpool Drivers Survey Report
- FY2021 Commuter Connections Applicant Database Annual Placement Survey Report
- FY2022 Commuter Connections Work Program
- 2020 – 2021 Commuter Connections Strategic Plan

COG/TPB staff regularly monitored website activity and computer code to maintain accurate website functionality.

Commuter Connections' social media presence was maintained through page updates and postings on Facebook, Instagram, YouTube, and Twitter. New content was posted periodically, including updates with associated hashtags. Paid social media advertising campaigns were also conducted, primarily on YouTube and Instagram. Staff monitored and reported to senior staff on analytics data from the paid social media campaigns. These data were reported to management when requested. Website data compiled from Google Analytics was also reported. Commuter Connections' social media presence was leveraged to help raise awareness about TDM alternatives to the Metrorail Platform Shutdown.

COG/TPB staff met with ODonnell Company on June 1st to discuss the contract amendment scope of work and budget for FY2022 and began working on the amendment process. Staff and Odonnell Company held supplemental conference calls on June 7th and June 21st to discuss the Regional Recovery Marketing Campaign.

BIKE TO WORK DAY

Work Accomplished on all Products and Services:

A Bike to Work Day Steering Committee meeting was held on September 9th via Webex. McKenna Pugh, Capitol Hill BID, was recognized with a plaque for her service as the 2020 event Committee Chairperson. George Clark, Tri-County Council for Southern Maryland, was selected as Chairperson for the 2021 Steering Committee. Agenda topics for the meeting included presentation of the Bike to Work Day 2020 Event Memo, discussion on sponsorship carryover from the 2020 event, and an announcement of continued color themes from the 2020 event. Friday, May 21st was established as the date of the 2021 Bike to Work Day event.

COG/TPB staff worked to create a new Bike to Work Day website. An overview of the new website was presented at the November Bike to Work Day Steering Committee meeting. Feedback from the Committee was incorporated, and the website was finalized in March.

The Bike to Work Day sponsor declaration form was updated for 2021 and solicitation letters were sent out to perspective sponsors. The Bike to Work Day sponsor drive was held October 2020 through January 2021. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The sponsor drive netted \$46,700 in cash. Invoices were generated and sent to sponsors.

A Bike to Work Day Steering Committee meeting was held on November 4th via Webex. Highlights from the meeting included a recap of the 2021 color theme (Deep Raspberry), an update on the sponsorship drive, a presentation of the new biketoworkmetrodc.org website, a discussion on a temporary moratorium of new pit stops, and the

announcement of the Pit Stop Manager Survey. The Committee endorsed the 2021 event registration goal of 17,900 cyclists with the hope that by May, the pandemic would be behind us.

An online questionnaire for pit stop managers was created and distributed in November. The marketing contractor, Odonnell Company, updated poster concepts for the event in preparation for the January steering committee meeting.

A Bike to Work Day Steering Committee meeting was held on January 13th via Webex. Highlights from the meeting included a sponsorship drive update, modified poster concepts, a review of the Pit Stop Manager Questionnaire, a plug for the New Pit Stop Manager Orientation Session scheduled for February, and the food and beverage policy for the event.

Staff met with MTA staff on January 27th to discuss plans for the 2021 event as it relates to the pandemic. A New Pit Stop Manger Orientation Session was coordinated and held on February 4th. Staff worked with Odonnell Company on poster artwork modifications based on Bike to Work Day Steering Committee feedback and the final list of sponsors. Staff selected a vendor for the creation of Bike to Work Day T-Shirts after issuing a competitive bid request. Staff negotiated logistics with ICF for the t-shirt distribution and sorting. 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 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. Staff developed a COVID policy and COVID related signage for pit stops. Three 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.

A Bike to Work Day Steering Committee meeting was held on March 10th via Webex. Highlights from the meeting included a regional sponsorship drive update, overview of final marketing materials, registration reports, a review of new COVID-related polices, T-shirt sorting and pickup logistics, and pit stop manager progress reports. A coordination call with Odonnell was held on April 1st to discuss a social media strategy for the event. COG/TPB staff subsequently created and routinely updated a social media posting schedule. Posts were made to Facebook, Instagram, and Twitter. Staff crafted the Bike to Work Day Regional Proclamation which was signed (digitally) on April 2nd by TPB Chair and DC Councilmember, Charles Allen. Staff and Odonnell Company finalized the Bike to Work Day 2021 creative assets. An animated video was was created by Odonnell; staff posted the video to YouTube. Staff created signage templates pertaining to COVID safety for use at the Bike to Work Day pit stops. Staff developed content for sponsors to promote their sponsorship of Bike to Work Day on social media, newsletters, and emails. Staff processed purchase orders for the media buy. Staff coordinated the storage, sorting, and pick up of Bike to Work Day T-shirts at ICF. Staff recorded a t-shirt unveiling video and posted it to Facebook. Staff participated in media interviews and reviewed and edited the final press release prepared by Odonnell. Staff reviewed and provided edits to the Popville.com sponsored article written by the website and based on an outline prepared by Odonnell. Staff sent an HTML email blast to employers and to previous event participants. Staff conducted an email marketing campaign and distributed the Bike to Work Day poster via email to potential participants. Staff updated the Commuter Connections Subcommittee at its May 18th meeting about the upcoming Bike to Work Day 2021 event.

The Bike to Work Day website was updated to include information relevant to the 2021 event; the color scheme was updated to match the 2021 colors. PDF versions of the flyer and rack cards were uploaded. The masthead was updated. All of the pit stop locations, names, and primary contacts were confirmed and updated. New logos were added to the home page, sponsor page, and corresponding pit stop pages; logos were removed for sponsors who were no longer participating in the event. Press releases and news stories were added to the website. The sponsor declaration form was replaced with a new version. Other text and links were also updated.

A Bike to Work Day Steering Committee meeting was held on May 5th via Webex. Highlights from the meeting included a marketing update, review of T-shirt pickup logistics, presentation of the proclamation and earned media coverage, and pit stop manager progress reports.

The regional Bike to Work Day event took place on May 21st at 94 pit stops throughout the region. Following the event, staff coordinated the distribution of prizes to winners as part of the 2021 event regional raffle, including bicycles and Giant Food gift cards.

Bike to Work Day 2021 Media Placements include:

Bike to Work Day 2021 Media Coverage

Television Interviews		
05/20/2021	ABC7	Bike to Work Day is on Friday: here's how you can register and get a free T-shirt
05/20/2021	Telemundo	Día de ir en bicicleta al trabajo
Additional Radio/Television Coverage		
03/6/2021	WTOP	Early registration opens for DC-area's annual 'Bike to Work Day'
05/03/2021	WTOP	In Montgomery Co., telecommuters invited to 'fake commute' for Bike to Work Day 2021
05/20/2021	WHUR	Ditch the Car: Friday Is Bike to Work Day
05/21/2021	WDVM	20th annual Bike to Work day celebrated differently post-pandemic
Print/Online Coverage		
03/1/2021	PATCH	'Bike To Work Day' Adds Pit Stops For Arlington Telecommuters
03/24/2021	The Georgetown Dish	Wheels Down, Georgetown
03/29/2021	The Southern Maryland Chronicle	Tri-County Council for Southern Maryland Bike to Work Day Registration Now Open
04/20/2021	City of Fairfax	Bike to Work Day
04/21/2021	PATCH	Bike To Work Day - It happens in Fairfax
04/22/2021	ArlingtonNOW	Bike to Work Day is Back and Set for Next Month
05/03/2021	Capitol Hill BID	Register for Bike to Work Day 2021
05/04/2021	Potomac Local News	It's Bike to Work day again on May 21
05/05/2021	Montgomery Community Media	MAY 21 IS BIKE TO WORK DAY
05/05/2021	Anacostia BID	MAY 21 Bike To Work Day Anacostia Pit Stop
05/05/2021	Technical.ly	Capital Bikeshare riders can once again earn angel status
05/08/2021	Prince William Living	Around Town Bike to Work Day
05/08/2021	Bethesda Transit Solutions	Bike to Work Day
05/11/2021	Loudoun Times-Mirror	Registration open for D.C. region's 'Bike to Work Day'
05/11/2021	Zebra	Alexandria Residents Encouraged to Take Part in Bike to Work Day May 21
05/12/2021	Popville (Paid-sponsored article)	Celebrate Bike to Work Day on May 21 (and Get a Free T-Shirt!)
05/13/2021	Connection Newspaper	Biking and Trail Use Continues to Grow in Northern Virginia Pit Stop gathering is out, but Bike to Work Day is still on for May 21.
05/14/2021	Bristow Beat	OmniRide Encourages Residents to Bike to Work on May 21

05/14/2021	OmniRide	OmniRide Encourages Residents to Bike to Work on May 21
05/17/2021	Tyson Reporter	Weekly Planner: Fredericksburg Nationals, Bike to Work Day, and Angie Kim
05/17/2021	PATCH	Weeks Upcoming Events Leesburg Area
05/17/2021	Greater Greater Washington	Events: Join GW for a chat about what planners do, and their role in the federal government and environmental justice
05/18/2021	ALXNow	Morning Notes
05/18/2021	Prince William Living	People to Meet: Area Networking Events
05/18/2021	PATCH	Bike To Work Day Returns In 2021 With Mount Vernon Area Pit Stops
05/19/2021	Maryland Today	Friday's Bike to Work Day Celebrated on Campus
05/20/2021	The Georgetowner	Weekend Round Up (May 20th)
05/20/2021	The Washingtonian	Bike to Work Day Makes a Comeback Tomorrow—for Teleworkers
05/20/2021	Potomac Local News	What's behind the 'strict zero tolerance' mask policy in effect for bike-to-work day
05/20/2021	DCist	11 Virtual And IRL Things To Do Around D.C. This Weekend
05/21/2021	Reston Now	Morning Notes
05/21/2021	Montgomery Community Media	5 THINGS TO KNOW TODAY, MAY 21, IN MONTGOMERY COUNTY
05/27/2021	Connections Newspaper	The Weather, Tee Shirts and Fresh Air Made Bike To Work Day a Success

EMPLOYER RECOGNITION AWARDS

Work Accomplished on all Products and Services:

Thank-you letters were sent out to speakers who participated at the June 23, 2020 awards virtual event. All vendor invoicing was obtained, and the 2020 Employer Recognition Award winners were featured in the Commuter Connections Summer 2020 newsletter.

COG/TPB staff formed the Employer Recognition Awards 2021 workgroup. A timeline for the 2021 Employer Recognition Awards program deliverables was produced. Work began on the creation of the 2021 Employer Recognition Awards nomination brochure and form. Staff obtained estimates for printing and distribution of the materials; staff oversaw the marketing contractor, Odonnell Company, in the development of creative concepts for the materials. Staff prepared written descriptions of 2020 Employer Recognition Award winner's programs for inclusion within brochure. Staff solicited and received feedback from the Employer Recognition Awards workgroup on the creative concepts and oversaw Odonnell Company in final production of the brochure and form. The brochure was uploaded to the Commuter Connections website. The nomination webpage and online form were also updated. Staff compiled a mailing list for the nomination brochure and coordinated the printing and distribution process. Recipients of the nomination brochure included level 3 & 4 Employee Transportation Coordinators, Chambers of Commerce, and Business Improvement Districts. To boost nominations, an email blast was also sent to the recipients. The nomination brochure and form were also made available online.

An estimate and contract were obtained from the National Press Club to host the 2021 Employer Recognition Awards ceremony on June 29th. A deposit check for the venue was sent. Cost estimates were obtained for photography services, awards trophies, and various giveaway item choices were sent to the awards workgroup

members for ranking. Staff sent an email blast reminder to employers, Chambers of Commerce, and GSA to promote the call for awards nominations, and questions were fielded from potential awards nominees.

Employer nominations were reviewed and qualified nominees were interviewed to clarify any ambiguous or omitted information on the submitted nomination forms. One-page summary reports were created of each nominee for Selection Committee review. The Awards Selection Committee was formed of various TDM professionals and stakeholders from throughout the region and welcome letters were sent. An agenda was developed for the Selection Committee; remarks for the TPB Vice Chairman, who chaired the committee, were also prepared. Staff coordinated and held the Selection Committee meeting on March 19th. Thank you letters were subsequently drafted and sent to the Selection Committee chair and members. A separate meeting was held internally among COG/TPB staff to discuss the Employer Services Organization and Sales Team Achievement awards. Staff undertook an investigation into the qualifications of each candidate.

The 2021 Employer Recognition Awards winners were contacted by phone and sent letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status. Winners of the Employer Services awards were determined through performance and program analysis. Questions were developed for each of the winners to use for their video recordings. The videos went through an editing phase, and the final produced video encompassed two-to-three-minute segments of each award-winning program.

A program booklet with the theme “Leading the Pack” was developed and printed. The booklets included write-ups and photos for each winner and introductory letters from both the TPB and Commuter Connections Chairs. Booklights were selected as giveaway items by the workgroup. Glass award trophies were inscribed and shipped to COG. Speaking remarks were written for TPB officers. Confirmation and thank you letters were sent to speakers. An agenda for the event was created. The podium sign was created. Staff coordinated with TriVision, the video services vendor, to produce videos for the event. Invitations and RSVP forms were created and distributed via both postal mail and email; reminder emails were sent shortly before the event.

The Commuter Connections Employer Recognition Awards event was held at the National Press Club on June 29th. The in-person event was livestreamed by staff on Facebook. Following the event, staff finalized and sent out a press release and posted it to the Commuter Connections website. Staff also created a winner’s page for the 2021 awards on the Commuter Connections website. To further recognize the employer winners, a display ad appeared in the Wall Street Journal on June 30th; the ad was developed by staff and Odonnell Company. Winners received a custom press release, winner seal image and a copy of their video.

The employer winners were: Incentives Award - National Institute of Allergy and Infectious Diseases, Marketing Award - GEICO, and Telework Award - American Speech-Language-Hearing Association. The Employer Services winners were: Sales Team Achievement Award – District Department of Transportation, and Organization Achievement Award – Fairfax County Department of Transportation for its TDM work related to the WMATA Platform Improvement Project.

‘POOL REWARDS

Work Accomplished on all Products and Services:

COG/TPB staff operated the ‘Pool Rewards incentive program, which included routine review, processing, and registering of eligible ‘Pool Rewards applicants for both carpools and vanpools. Staff monitored trip logging for program participants and awarded incentive payments accordingly. A contract amendment was signed in August with Commute by Enterprise to help operate the program. A total of four vanpools operated in FY2021; this includes two new vanpools that joined the program.

There was no ‘Pool Rewards marketing activity during FY2021 due to the coronavirus pandemic.

Staff collected and reported 'Pool Rewards vanpool data to the National Transit Database (NTD) maintained by FTA. The report was submitted on October 26th. Staff responded to follow-up questions from FTA on November 20th. All issues were resolved.

Staff coordinated with DDOT, MDOT, and Enterprise to finalize a subsidy amount of CARES funding to allocate to vanpools suspended because of the coronavirus pandemic from April 2020 – June 2020. A memo was sent to participating agencies with a final determination. A conference call was held with DDOT and MDOT on July 9th to discuss the matter; additional calls were held with MDOT on August 20th and 21st. Concurrence letters from DDOT and MDOT were obtained to authorize the subsidy and a final invoice was submitted for processing and payment. A supplemental effort for vanpools operating during July 2020 – September 2020 was also undertaken. Federal aid was expanded with the passing of CRRSAA and ARPA in 2021. Staff met with WMATA on June 10th to discuss federal allocations for the regional 'Pool Rewards program and to reconcile what was spent on the program and how to handle the remaining funds with DDOT and MDOT.

Staff investigated the feasibility of implementing and/or promoting Flexible Vanpool within the region. An initial stakeholder work group meeting was coordinated and held on February 11th. See section I.C. for technical details of the Flexible Vanpool effort.

Staff participated in a Virginia Vanpool Council meeting on April 22nd.

CAR-FREE DAY

Work Accomplished on all Products and Services:

A Car Free Day 2020 Event Steering Committee meeting was coordinated and held on July 8th, where discussions on the marketing materials, messaging survey, prizes, and sponsors took place. An overview of the Car Free Day Proclamation and the 2019 Event Draft Report were presented, and a discussion was held regarding potential and secured sponsors for the event.

Briefings on Car Free Day 2020 were given at several COG committees. COG/TPB staff briefed the TPB Technical Committee on July 10th and the Commuter Connections Subcommittee on July 21st. Staff also briefed the TPB on Car Free Day at their July 22nd meeting and the Car Free Day proclamation was endorsed by the TPB Chair.

Staff managed the marketing and public relations contractors (Odonnell Company) to promote the 2020 event. Conference calls were held to discuss marketing strategies for the event. The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges. An Earned Media Plan for the event was drafted and refined/approved by Commuter Connections. A new marketing messaging theme, Commute with Confidence, was created for the event based on feedback from the Car Free Day Steering Committee. A new event poster was developed by the contractor. Marketing for the event included media interviews, an email blast, text messages, pre-recorded radio spots that aired on WHUR, WPGC, and WTOP, a native sponsored article on Popville.com, banner ads appearing on ElTiempoLatino.com, a :30 second Spotify audio ad and companion image, and a social media marketing campaign on Facebook, Instagram, and YouTube that included images and video graphics. A press release was developed and sent on September 17th. Staff solicited transit agencies around the region for transit signage donations; staff then coordinated the printing and installation of signage. All creative materials were reviewed and approved by staff; media invoices were reviewed and processed.

COG/TPB staff and the marketing contractor discussed sponsorship opportunities with various businesses and organizations and secured sponsor agreements. \$30 Nift gifts and a free vegan burger from LEON were included with every pledge. Anyone who took the Car Free Day pledge was automatically entered into a free raffle and had a chance to win one of ten prizes. Prize sponsors for the event included Capital Bikeshare, East Coast Greenway Alliance, Giant Food, HipCityVeg, LEON, Nando's PERi-PERi, Tri-County Council for Southern Maryland, Virginia Railway Express, Washington Area Bicyclist Association, and WMATA.

The following updates were implemented on the Car Free Day website for the 2020 event:

- Activated and tested the pledge form
- Added the new logo
- Updated the homepage with new language and graphics
- Added the new masthead
- Updated the pledge numbers on the homepage counter
- Added new sponsor logos
- Created a “Thank You” page to redirect pledgers after taking the pledge
- Added the 2020 Proclamation
- Added the new poster and thumbnail image for downloading
- Updated plugins
- Monitored website activity and computer code to maintain proper website functionality

Staff composed a new autoresponder email with new promotions for those who took the pledge.

A Car Free Day Steering Committee meeting was coordinated and held on September 9th via Webex. Prior to the meeting, staff secured Holly Morello, OmniRide, as the new Chair for the 2021 event. Ms. Morello was announced at the September 9th meeting. Other meeting topics included sponsorship, marketing and earned media updates.

Staff provided a Car Free Day update at the September 15th Commuter Connections Subcommittee meeting.

More than 3,800 took the pledge to go Car Free or Car-Lite on September 22nd.

Raffle prizes were awarded and sent to winners, and prize recipients were publicized through social media and the event website. A summary of Car Free Day 2020 pledge data and an emissions impacts analysis were prepared and presented at the November 17th Commuter Connections Subcommittee meeting. Staff managed and oversaw the Odonnell Company as they created a debrief report of earned media summarizing press coverage of the Car Free Day event. “Thank you” emails were sent to Car Free Day sponsors and participants. Commuter Connections branded hand sanitizer and face masks were ordered for the 2020 Capital Area Car Free Day College Campus Challenge winner, Georgetown University. Media invoices were processed.

Car Free Day 2020 Media Placements:

Date	Outlet	Topic linked to URL
September 21, 2020	InsideNoVA	Commuter Connections wants you to commit to a car free Tuesday
September 21, 2020	WTOP News	Commuter Connections wants you to commit to a car free Tuesday
Car Free Day 2020 Television Coverage		
September 18, 2020	CTV News	September 18, 2020 – YouTube video CTV News – timestamp 7:04

The first Steering Committee meeting for 2021 was held on March 10th via Webex. Highlights from the meeting included an overview of the Car Free Day 2020 Draft Event Report, 2021 marketing materials, and a call for sponsors. The Car Free Day 2021 date was set for September 22nd. A pledge goal of 5,000 was set.

The Car Free Day website was migrated to a new server.

A Car Free Day Steering Committee meeting was coordinated and held via Webex on May 5th for the planning of the 2021 Car Free Day event. Topics from the meeting included an overview of the 2020 Event Draft Report, marketing materials, prize sponsors, and a jurisdictional roundtable.

An update was given to the Commuter Connections Subcommittee on May 18th regarding upcoming plans for the 2021 Car Free Day event. The draft 2020 Car Free Day Event Report was also presented to the Subcommittee and a comment period was established.

CARPOOLNOW MOBILE APPLICATION

Work Accomplished on all Products and Services:

There were no marketing activities for CarpoolNow due to the coronavirus pandemic. COG/TPB staff regularly monitored participation within CarpoolNow. There were no driver incentive claims. The CarpoolNow mobile app was downloaded nearly 147 times in FY2021, bringing total lifetime downloads to 4,433.

FLEXTIME REWARDS

Work Accomplished on all Products and Services:

There were no marketing activities for Flextime Rewards due to the coronavirus pandemic. COG/TPB staff continued monitoring participation within the Flextime Rewards program. There were no eligible flexed trips logged or payments made throughout the fiscal year due to the Coronavirus pandemic.

INCENTRIP MOBILE APPLICATION

Work Accomplished on all Products and Services:

COG/TPB staff monitored incenTrip program participation. According to the UMD Agency Dashboard, approximately 2,913 users were registered for the program as of June 30th, which is an increase of 360 users since FY2020. Staff reviewed a total of 206 payment requests throughout FY2021; payment was issued upon approval. Staff responded to 125 incenTrip related inquires.

In December, the incenTrip program guidelines were updated to more clearly state trip eligibility for the program: One work commute trip in the morning; one work commute trip in the evening are eligible for points.

Staff oversaw an information message sent to incenTrip users notifying them of an update scheduled to take place on January 8th; as the servers would be down for a couple days. Staff also drafted a tailored message to Commuter Connections incenTrip users and distributed the message with Informz (Higher Logic).

Staff met with FHWA and Cambridge Systematics representatives on March 23rd to discuss participation in the ADTM Traveler Behavior Evaluation and Cohort Project on the incenTrip project. Staff subsequently coordinated with UMD to obtain pertinent information requested for the project.

Staff coordinated with goDCgo to administer the pilot incenTrip Employer Challenge project at five select employer sites. Staff aided goDCgo in educating employers how to promote the app to employees.

Staff met with MDOT staff on April 14th to discuss the administration of the incenTrip program for Maryland outside of the Washington DC nonattainment region. A budget and scope of work was created for the administration for Maryland's incenTrip program. Staff then worked to amend the FY2022 CCWP to include a new work element, "MDOT incenTrip Mobile Application for Maryland Mega-Region." Staff coordinated with MDOT to develop and draft COG/TPB staff responsibilities as part of the work element. Staff prepared an amendment, memo, and TIP modification document for presentation to the TPB Steering Committee on June 4th. The amendment was approved. Staff subsequently held a project kickoff meeting with MDOT on June 25th.

MONITORING AND EVALUATION

REGIONAL TDM DATA COLLECTION AND ANALYSIS

Work Accomplished on all Products and Services:

A contract for FY2021 was fully executed with the Regional TDM Evaluation Contractor (LDA Consulting) in August 2020. A meeting was held with LDA Consulting on August 21st to kick-off data collection activities for FY2021. A timeline was developed and presented at the September 15th Commuter Connections Subcommittee meeting.

COG/TPB staff published and posted the 2019 State of the Commute Survey report and the companion “At-A-Glance” sections to the Commuter Connections website. The five “At-A-Glance” sections include Telework; Guaranteed Ride Home; Employer Provided Commuter Assistance Services; Commute Patterns; and Attitudes Towards Transportation Options. A notice of the postings was distributed to Commuter Connections Network members on August 26th. Hard copies of the report were also mailed to all Commuter Connections network members along with TPB and TPB Technical Committee members.

Analysis commenced on the Regional Employer Telework Survey results. Key findings were identified and presented at the July 21st Commuter Connections Subcommittee meeting. The 2020 Regional Employer Telework Survey Summary Report was subsequently prepared and posted to SharePoint for Commuter Connections network member consumption. Staff also presented the survey results to the TPB Technical Committee on September 4th and to the TPB on September 16th. A similar presentation was also made to the Association for Commuter Transportation’s Telework Council on September 30th and to COG’s Metropolitan Washington Air Quality Committee (MWAQC) on December 16th.

Analysis commenced on data collected through the ‘Pool Rewards carpool survey and vanpool data pulled from the TDM System. Findings were incorporated into the draft FY2018 – FY2020 TDM Analysis Report. Gift cards were distributed to survey respondents.

Work continued on preparing the FY2018 – FY2020 TDM Analysis Draft Report after commencing prior to the fiscal year. Staff provided oversight and report preparation guidance to LDA Consulting, including data analysis for the Employer Outreach program element. Preliminary findings from the report were presented to the Commuter Connections Subcommittee on July 21st. As analysis continued, findings were refined and presented to the Commuter Connections Subcommittee on September 15th. The Draft FY2018 - FY2020 TDM Analysis Report was subsequently posted to SharePoint for a comment period scheduled to conclude on October 20th. After the comment period concluded, staff conducted a thorough review of the document and reviewed comments submitted by stakeholders. Modifications to the report were integrated into the report in conjunction with the LDA Consulting. The final draft was presented to the Commuter Connections Subcommittee on November 17th. The Subcommittee endorsed the report for release. The final report was subsequently posted to the Publications page of the Commuter Connections website and distributed.

Staff performed an emissions analysis detailed in a memo based on Car Free Day 2020 pledge data. The analysis was conducted within a month of the event which summarized pledge counts by mode, state, and jurisdictions well as an emissions impact analysis. The analysis was presented to the Commuter Connections Subcommittee on November 17th.

Work commenced on data collection activities for the FY2021 Placement Rate Survey. Staff updated a survey questionnaire in partnership with LDA Consulting. The questionnaire was supplied to Media Beef for initial programming, which was overseen by COG/TPB staff. A draft version of the survey was programmed and submitted to LDA Consulting for testing on October 23rd. Staff also worked to procure a list of survey recipients from the TDM System. Two recipient lists were identified: Sample A comprised of “traditional” Placement Rate Survey recipients (i.e. active registered users between July – September 2020), and Sample B comprised of “incentive program” users (i.e. anyone who registered for a Commuter Connections incentive program since their public launch, which includes Flextime Rewards, CarpoolNow, and incenTrip). The survey was made available for staff testing on November 9th.

Final edits to the survey were completed and the survey was released to Sample A respondents on November 13th. Shortly afterward, staff completed production of Sample B respondents; the survey was released to Sample B on November 20th. The survey remained open for responses through December 27th. Staff sent reminder notices to potential respondents on November 23rd, December 3rd, 11th, and 18th. CIC Research, Inc. also phoned respondents to complete the survey. Account holders whose accounts were reactivated during the survey were deactivated upon survey closure. Staff oversaw LDA Consulting on data analysis that commenced in January. Highlights from the data collection efforts were reported at the Commuter Connections Subcommittee meeting on January 19th. A draft survey report was produced in February by LDA Consulting for staff review. An updated draft report was presented to the Commuter Connections Subcommittee on March 16th. The draft report was subsequently posted to SharePoint for a comment period scheduled through April 6th. Staff oversaw LDA Consulting in integrating comments and finalizing the report. The report was endorsed for release at the May 18th Commuter Connections Subcommittee meeting and subsequently posted to the publications page of the Commuter Connections website and distributed.

Work commenced on data collection activities for the FY2021 Retention Rate Survey. Staff oversaw LDA Consulting in updating the questionnaire. A meeting was held with the consultants on December 11th to discuss the survey timeline and questionnaire. Staff also determined participant eligibility parameters and compiled a list of potential survey respondents from the TDM System. LDA Consulting programmed the updated questionnaire and released the draft version for testing on January 11th. Staff provided feedback on the questionnaire, which was subsequently updated by LDA Consulting. A final version of the questionnaire was approved by staff on February 5th. An initial invitation to participate in the survey was sent to potential respondents on February 11th via Informz (Higher Logic). Follow-up messages were sent on February 18th and 25th. Staff oversaw LDA Consulting in creating a topline results presentation that was given at the Commuter Connections Subcommittee on March 16th. Staff oversaw LDA Consulting in preparing the draft report for presentation at the May 18th Commuter Connections Subcommittee meeting; a comment period was established through June 10th. Staff subsequently began integrating final edits into the report in preparation for endorsement at the upcoming July 20th Commuter Connections Subcommittee meeting.

Staff drafted a scope of work and budget for the Regional TDM Evaluation Project Request for Proposals. Staff issued an RFP for the Regional TDM Evaluation project on April 15th and a pre-proposal conference was held on April 23rd. Staff assembled the Technical Selection Committee to evaluate the proposal(s). LDA Consulting was selected as the contractor for the project.

COG/TPB staff met with National Renewable Energy Laboratory (NREL) staff on April 27th to discuss the TDM Evaluation project methodology.

COG/TPB staff collected data documentation from the employer outreach activity reports and provided data to jurisdictions by request throughout the fiscal year. The following is a monthly summary of these activities:

- July: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.
- August: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Frederick, Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.
- September: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Frederick, Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.
- October: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, the District of Columbia, Fairfax County, Frederick County, Loudoun County, Montgomery County, and Tri-County Council for Southern Maryland. There were outstanding reports from Prince William and Prince George's counties.

- November: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, the District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Montgomery County, Prince William County, Prince George's County, and Tri-County Council for Southern Maryland.
- December: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, the District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Montgomery County, Prince William County, Prince George's County, and Tri-County Council for Southern Maryland.
- January: Employer Outreach sales activity reports were received from Arlington County, the District of Columbia, and Frederick County. There were outstanding reports from the City of Alexandria, Fairfax County, Loudoun County, Montgomery County, Prince William County, Prince George's County, and Tri-County Council for Southern Maryland.
- February: Employer Outreach sales activity reports were received from the City of Alexandria, Arlington County, the District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Montgomery County, Prince William County, Prince George's County, and Tri-County Council for Southern Maryland.
- March: Employer Outreach sales activity reports were received from Arlington County, The District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Prince William County, Montgomery County, Prince George's County, the Tri-County Council for Southern Maryland, and the City of Alexandria.
- April: Employer Outreach sales activity reports were received from the City of Alexandria Arlington County, The District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Prince William County, Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.
- May: Employer Outreach sales activity reports were received from the City of Alexandria Arlington County, The District of Columbia, and Frederick County. There were outstanding reports from Fairfax County, Loudoun County, Prince William County, Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.
- June: Employer Outreach sales activity reports were received from the City of Alexandria, Arlington County, The District of Columbia, Fairfax County, and Frederick County. There are outstanding reports from Loudoun County, Prince William County, Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.

COG/TPB staff conducted and completed data sweeps of the ACT! database during the weeks of July 13th, August 10th, September 7th, October 13th, November 16th, December 14th, January 11th, February 13th, March 8th, April 13th, May 12th, and June 13th.

COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year. A contract amendment for work activities during FY2021 with VHB was fully executed.

COG/TPB staff fulfilled data requests from various local jurisdictions upon request.

PROGRAM MONITORING AND TRACKING ACTIVITIES

Work Accomplished on all Products and Services:

COG/TPB staff routinely prepared and reported program data to produce monthly executive summary reports and quarterly progress reports for work activities related to the CCWP. Monthly Executive Summary reports included those from June 2020 through May 2021. Quarterly progress reports included the Fourth Quarter FY2020 as well as the First – Third Quarters of FY2021. The FY2020 CCWP Annual Progress Report was published in September and presented at the September 15th Commuter Connections Subcommittee meeting. The report was subsequently distributed to network members.

Advertising campaign effectiveness was tracked through call volumes and internet visits throughout the year. The FY2020 Second Half Regional TDM Marketing Campaign Summary Final Report was completed in summer 2020 and presented at the September 15th Regional TDM Marketing Group meeting. The FY2021 First Half Regional TDM Marketing Campaign Summary Final Report was completed in winter 2021 and presented at the March 16th Regional TDM Marketing Group meeting. These reports contained data showing the degree of effectiveness of the marketing campaigns based on tracked call volumes, internet visits, and GRH and Rideshare applications for the period. Similar data collection began in summer 2021 for the FY2021 Second Half Regional TDM Marketing Campaign Summary Draft Report. Staff presented the draft FY2021 2nd Half Regional TDM Marketing Campaign Summary draft report at the Regional TDM Marketing Group meeting on June 15th.

The Regional Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Washington, DC region commuters who took a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2020 was compiled into the FY2020 GRH Customer Satisfaction Survey Report for the Washington, DC Region. Preliminary findings from the survey were presented at the December 15th Regional TDM Marketing Group meeting and the January 19th Commuter Connections Subcommittee. After an open comment period, a final report was endorsed for release during the March 16th Commuter Connections Subcommittee meeting. The report was published onto the Commuter Connections website.

Staff drafted the Bike to Work Day 2020 Event Memorandum. Staff elected to produce a memo for the event in lieu of a full-fledged report due to the event's cancellation as a result of the coronavirus pandemic. The memo was presented to the Bike to Work Day Steering Committee in September and then posted to SharePoint. The memo was subsequently presented to the Commuter Connections Subcommittee on November 17th.

Staff continued work on the Car Free Day(s) 2019 Event Report, which was started in FY2020. The report was updated based on comments received from stakeholders during the open comment period that concluded on June 19, 2020. The report was finalized and presented at the July 21st Commuter Connections Subcommittee meeting. The Subcommittee endorsed the report. Staff subsequently posted the report to the Commuter Connections website. A notice of the posting was sent to network members on August 7th. Following the 2020 event, staff prepared the Car Free Day 2020 draft event report. A draft version of the report was completed and presented to the Car Free Day Steering Committee on March 10th. The report was subsequently posted to SharePoint and an open comment period was established through April 7th. Comments and edits were subsequently integrated into the report and it was presented again to the Car Free Day Steering Committee on May 10th and also to the Commuter Connections Subcommittee at its May 18th meeting. A comment period was established through June 18th.

The FY2020 Regional Vanpool Driver Survey Report was updated based on comments received from stakeholders during the open comment period that concluded on June 19th. The report was finalized and presented at the July 21st Commuter Connections Subcommittee meeting. The Subcommittee endorsed the report. Staff subsequently posted the report to the Commuter Connections website and distributed hard copies of the report. A notice of the posting was sent to network members on August 7th.

Throughout the year, COG/TPB staff managed and oversaw contract work on the Employer Survey. A contract amendment was fully executed in October with the data tabulation contractor, VHB, to implement updates to the COG survey database. Meetings with VHB were held on November 6th and 13th. Staff outlined specifications for a

new “Express Export” feature that is designed to facilitate easier, simpler exports from the database. Another project priority is the cleaning/reconciling of data within the database. A progress update meeting with VHB was then held on December 11th. VHB updated the Employer Outreach Committee on January 19th on progress made on the “Express Export” feature and data cleanup within the database. Progress update calls were coordinated and held on March 26th, April 8th, and April 14th. VHB published the “Express Export” feature staff demonstrated the update at the April 20th Employer Outreach Committee meeting. Staff met with VHB on June 25th to discuss potential work items as part of the scope of work and budget for FY2022.

Data was collected throughout the fiscal year from jurisdictions to produce the Employer Outreach Conformity Verification Statements. The final third quarter FY2020 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 21st. The final fourth quarter FY2020 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on October 20th. The final first quarter FY2021 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 19th. The final second quarter FY2021 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 20th.

EMPLOYER OUTREACH

REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING (REGIONAL COMPONENT PROJECT TASKS)

Work Accomplished on all Products and Services:

Throughout the fiscal year, COG/TPB staff coordinated with COG/IT staff to maintain and update the ACT! Regional Employer Database software. Staff renewed its licensing for the ACT! database for FY2021. Staff conducted a training for a new Prince George’s County sales representative in November. During Q4, staff began to review specifications for the development of a Request for Information procurement for an Employer Outreach Customer Relationship Management database.

EMPLOYER OUTREACH FOR BICYCLING (REGIONAL COMPONENT PROJECT TASKS)

Work Accomplished on all Products and Services:

The Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was distributed as part of general fulfillment to employers. Guides were also included in Bike to Work Day pit stop materials and distributed during T-shirt pickup at ICF.

MD LOCAL AGENCY FUNDING AND SUPPORT (JURISDICTIONAL COMPONENT PROJECT TASKS)

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions.

Contract amendments for Tri-County Council for Southern Maryland, Frederick County, Prince George’s County and Montgomery County’s amendments were fully executed during the fall.

DC, MD, AND VA PROGRAM ADMINISTRATION (JURISDICTIONAL COMPONENT PROJECT TASKS)

Work Accomplished on all Products and Services:

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

Staff attended three meetings with Connected DMV about the Flextime pledge program on August 18th, August 25th, and September 16th.

Staff coordinated with the Greater Washington Partnership to announce the Capital COVID Return to Work survey on August 19th to Employer Outreach Committee members.

Staff drafted and distributed the fall sales support conference call questionnaire for Employer Outreach representatives. The questionnaire asks basic questions about program performance and expectations for the first half of the fiscal year.

Staff met with a Moovit representative to discuss their program services and first mile/last mile solutions on December 29th.

Staff worked on updating the Employer Telework brochure. Staff procured a printer to order hardcopies. A PDF version of the brochure was posted to the Order Brochures page on the Commuter Connections website.

Staff ordered and received 5,000 new Commuter Connections General Employer Services brochures.

Work commenced on new case studies for FY2021 in summer 2020. Capital One Financial Corporation (Virginia), Lockheed Martin (Maryland), and the American Institutes for Research (D.C.) were identified as having high-quality TDM programs. COG/TPB staff interviewed ETCs and reps from local jurisdictions when developing the case studies. The case studies were finalized in June 2021 and prepared for the July FY2022 Employer Outreach Committee meeting.

Employer Outreach Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

- July 21, 2020 (Webex) – The final Q3 FY2020 and draft Q4 FY2020 Conformity Verification Statements were presented by COG/TPB staff. Staff updated the Committee on the regional Commuter Connections Commute with Confidence effort, the commuter survey application updates, the TDM Analysis timeline, and the fiscal year's sales training status. Staff also presented FY2020 Case Studies. The meeting concluded with a roundtable discussion.
- October 20, 2020 (Webex) – Paul Gatons, Montgomery County, was presented with a plaque and thanked for his service as Chairperson of the Committee throughout FY2020. Rebecca Johnson, goDCgo, was announced as the new Chairperson for FY2021 and Marie Cox, ATP, was announced as the new Vice Chairperson for FY2021. The final Q4 FY2020 and draft Q1 FY2021 Conformity Verification Statements were presented by COG/TPB staff. Antoinette Rucker, WMATA, presented information on the new mobile pay options for riders and employers. The Greater Washington Partnership reviewed the latest findings from the Capital COVID Return to Work Survey results with the Committee. Connected DMV presented the forthcoming employer pledge for flexible work scheduling. The meeting concluded with a roundtable discussion.
- January 19, 2021 (Webex) – The final Q1 FY2021 and draft Q2 FY2021 Conformity Verification Statements were presented. VHB apprised the Committee on updates to the Commuter Survey web application. The Greater Washington Partnership presented on the upcoming iteration of the Capital COVID Return to Work Survey. Michael Funaro, Moovit, presented information on the company's new first/last mile solution that can be incorporated into employers' commute program offerings. Geoffrey King, Connected DMV, presented on the process of joining the regional Flexible Work and Recovery Agreement. The meeting concluded with a roundtable discussion.
- April 20, 2021 (Webex) – The final Q2 FY2021 and draft Q3 FY2021 Conformity Verification Statements were presented. Tony Hudgins, TransitScreen, briefed the Committee on return to work efforts currently being undertaken by TransitScreen. Cindy King, VRE, provided an updated on VRE's efforts to bring employees back to the office. Antoinette Rucker, WMATA, informed the Committee of WMATA's return to work assistance for employers. COG/TPB staff gave an update on the Commuter Survey Application and on the status of sales training sessions for the remainder of the fiscal year. The meeting concluded with a roundtable discussion.

Sales training topics were identified from a survey programmed and distributed by staff. However, trainings were largely postponed due to the coronavirus pandemic following feedback from the Employer Outreach Committee. As the severity of the pandemic waned, a sales training titled *Unleash the Power of Storytelling: Win Hearts, Change*

Minds, Get Results was held via Webex on June 24th. An evaluation survey was created by staff and sent via email following the session. Training session materials were posted to SharePoint.

Staff prepared and distributed the bi-annual sales support questionnaire for DC and Maryland sales representatives.

GUARANTEED RIDE HOME BALTIMORE PROGRAM

GENERAL OPERATIONS AND MAINTENANCE

Work Accomplished on all Products and Services:

The GRH Baltimore program continued to enroll new applicants during FY2021. A total of 6 applicants were registered in FY2021. Applicants whose records were expiring were contacted to update their information. 89 were re-registered in FY2021. As of June 30, 2021, a total of 87 commuters are currently registered in the GRH Baltimore program.

COG/TPB staff monitored and maintained the GRH database and server throughout the fiscal year. Staff also monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

The Baltimore Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Baltimore area commuters who used a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2020 was compiled into the FY2020 GRH Baltimore Customer Satisfaction Survey Report for the Baltimore area. Preliminary findings from the survey were presented at the December 15th Regional TDM Marketing Group meeting and the January 19th Commuter Connections Subcommittee. After an open comment period, a final report was endorsed for release during the March 16th Commuter Connections Subcommittee meeting. The report was published onto the Commuter Connections website.

Work commenced on the FY2018 – FY2020 Baltimore GRH Program Impact Report. COG/TPB staff, in conjunction with the TDM Evaluation Consultant (LDA Consulting), updated the emission factors for the Baltimore metropolitan region with input from the Baltimore Metropolitan Council. A draft report was prepared for review by the Maryland STDM Work Group members and distributed on October 30th; the comment period concluded on November 16th. Staff updated the report based on feedback and distributed the final version in December.

COG/TPB staff continued sending registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information. This process was conducted weekly prior to the coronavirus pandemic; the processes shifted to a monthly execution in April 2020 and continued on a monthly basis through April 2021. Biweekly frequencies recommenced in May.

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

There were no changes to the GRH Participation Guidelines during the fiscal year.

As a result of the coronavirus pandemic, language regarding GRH Baltimore's availability to essential workers was maintained on the Commuter Connections website.

COG/TPB staff fully executed a FY2021 contract amendment with Diamond Transportation, Inc. for daily GRH operations. The FY2021 daily GRHB operations contract amendment was adapted to best suit the current demand for the program amid a pandemic. During Q2, Staff worked with Diamond Transportation, Inc. regarding a possible location change of their office site and reorganization of their company's business priorities. The location change did not come to fruition.

PROCESS TRIP REQUESTS AND PROVIDE TRIPS

Work Accomplished on all Products and Services:

COG/TPB staff continued to monitor the GRHB. The GRHB program provided 16 trips in FY2021. The average trip cost for FY2021 was \$54.53. Staff regularly provided oversight to Diamond Transportation, Inc., the dispatchers for the GRH Baltimore program. Staff became involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff collected information necessary for contract renewals from ride providers in July and August 2020; GRH Baltimore providers provide coverage for the entire program region.

COG/TPB staff processed and paid invoices for all GRH Baltimore service providers.

COG/TPB staff met with Diamond Transportation staff on September 30th, January 27th, and May 26th to discuss GRH program operations and invoicing.

COG/TPB staff developed a scope of work and budget for the GRH Daily Operations project RFP which was released in April. A pre-proposal meeting was held on April 9th; proposals were due on April 22nd. Staff assembled a Technical Selection Committee to evaluate proposal(s) submitted in response to the RFP. Diamond Transportation - National Express Transit, LLC was selected as the contractor for the project. COG/TPB staff met with Diamond Transportation Services, Inc. – National Express Transit, LLC on June 9th to discuss the FY2022 contract.

In June, COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2022.

FIGURES AND TABLES

TABLE 1: Monthly Activity and Impact Summary

FY 2021 Totals	
Commuter Connections Activity	
	July 1, 2020 - June 30, 2021
Total applicants/info provided:	17,018
Rideshare applicants	7,226
Matchlists sent	5,208
Transit applicants/info sent	18
GRH applicants	1,935
Bike to work info requests	1
Telework info requests	203
Internet users	51,669
Internet applicants	9,175
New employer clients	1,129
Employee applicants	0
Program Impact Performance Measure	
	July 1, 2020 - June 30, 2021
Continued placements	2,626
Temporary/one-time placements	378
Daily vehicle trips reduced	1,370
Daily VMT reduced	40,271
Daily tons NOx reduced	0.0091
Daily tons VOC reduced	0.0051
Daily tons PM2.5 reduced	0.00068
Daily tons PM2.5 NOx reduced	0.0097
Daily tons GHG reduced	16.3638
Daily gallons of gas saved	2,237
Daily commuter costs saved	\$8,256

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.

Figures 1-3: Ridematching Database and Applications

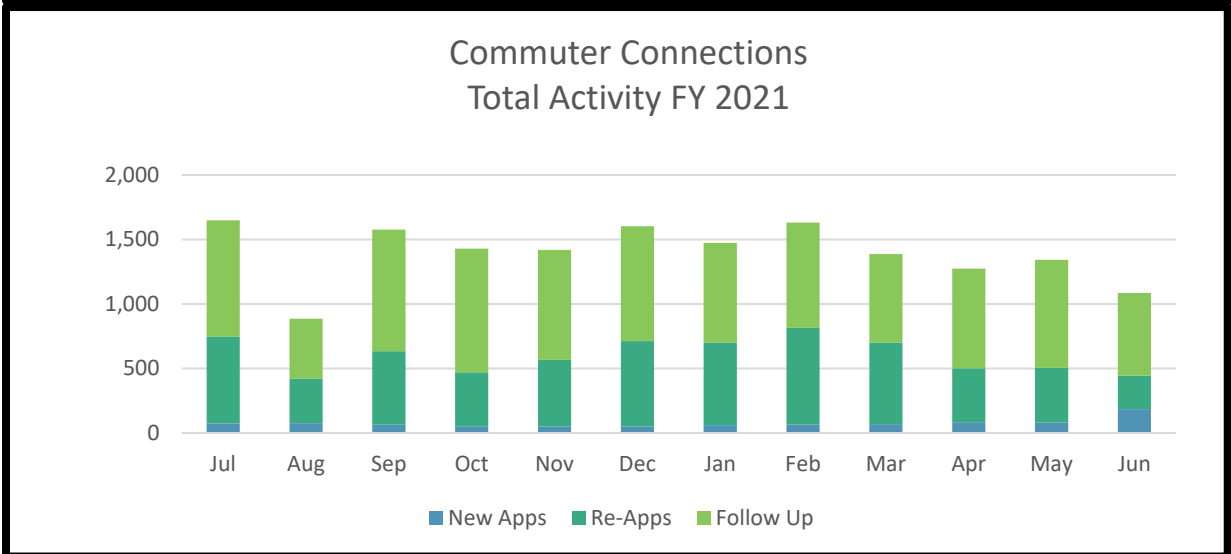
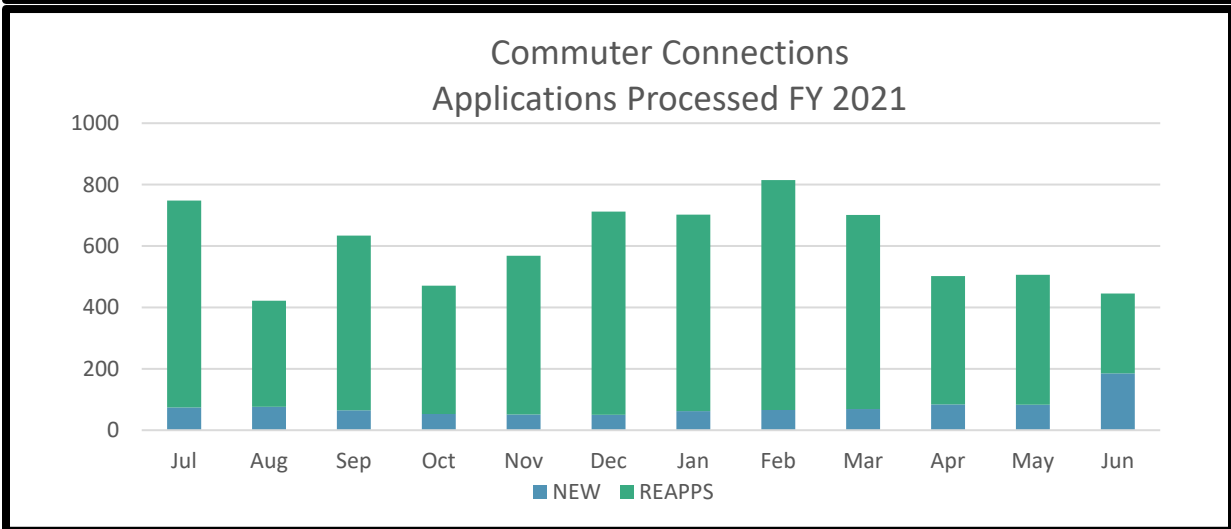
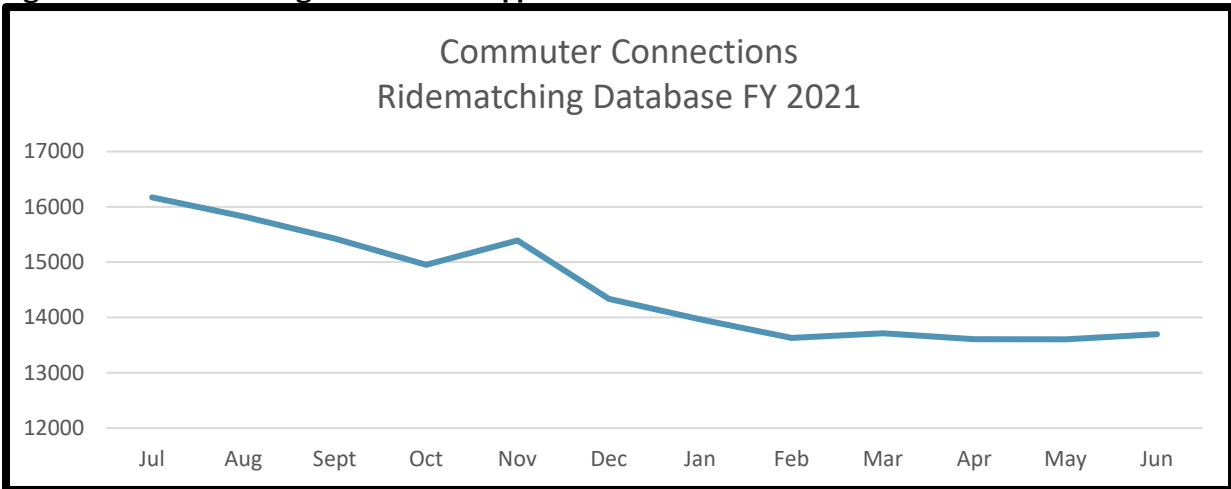
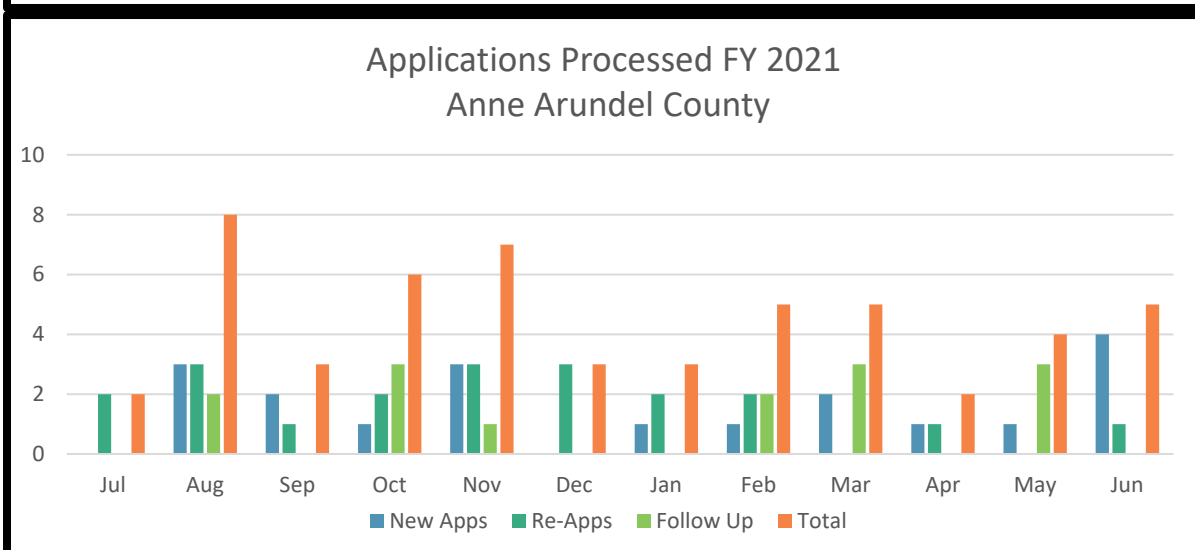
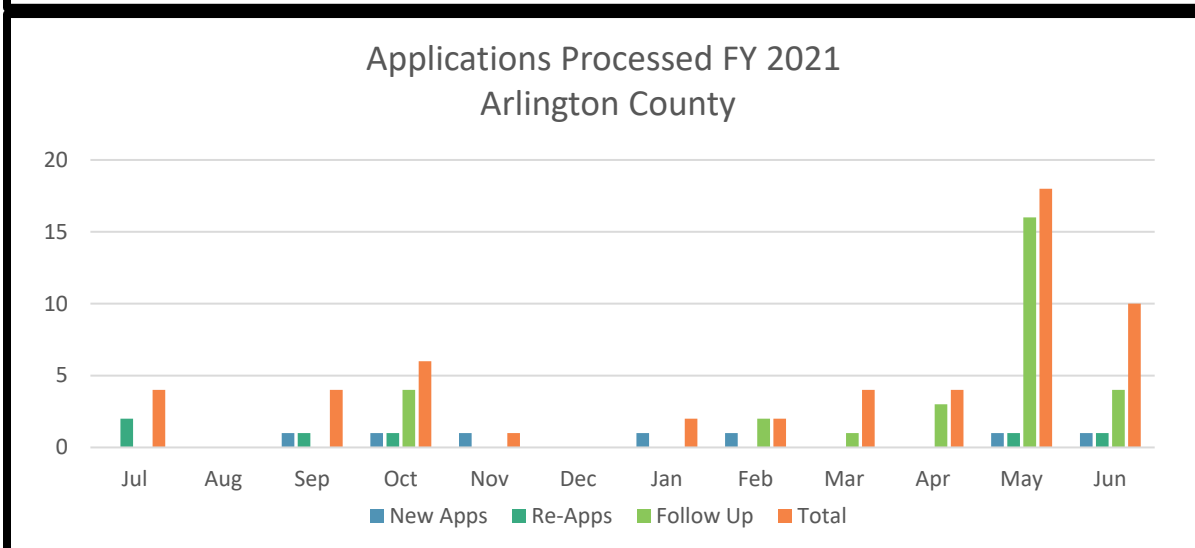
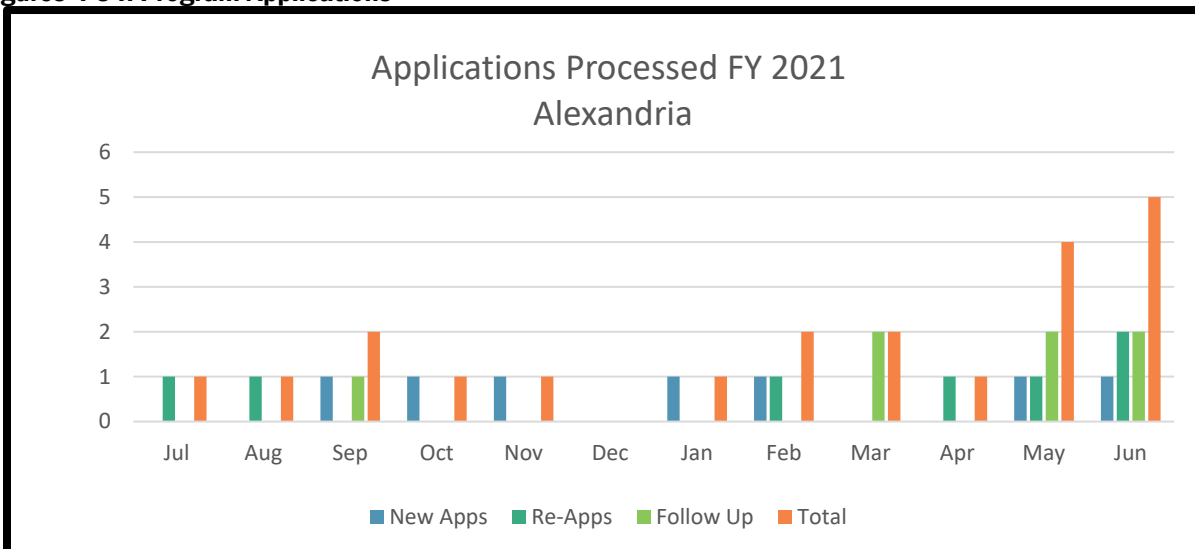


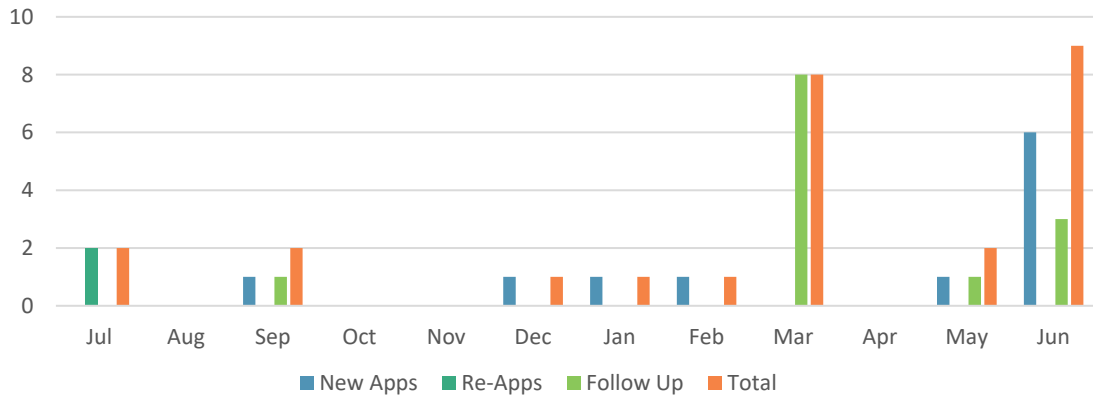
TABLE 2A: Application Activity Summary

FY 2021	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	7	7	7	21
ARLINGTON COUNTY	19	6	30	55
ANNE ARUNDEL COUNTY	19	20	14	53
BALTIMORE CITY	11	2	13	26
BALTIMORE METROPOLITAN COUNCIL	4	5	14	23
COUNCIL OF GOVERNMENTS	143	36	133	312
DOD/WHS	0	2	1	3
DULLES AREA TRANSPORTATION ASSOCIATION	0	2	1	3
DISTRICT OF COLUMBIA	45	21	140	206
US FOOD & DRUG ADMINISTRATION	8	575	10	593
FAIRFAX COUNTY	111	57	24	192
FREDERICK COUNTY	35	351	429	815
GW RIDE CONNECT	199	3,008	3,772	6,979
HARFORD COUNTY	8	6	6	20
HOWARD COUNTY	12	8	6	26
LOUDOUN COUNTY	36	36	53	125
MARYLAND TRANSIT ADMINISTRATION	9	3	5	17
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	7	13	16	36
Countywide	16	20	23	59
Friendship Heights/Rockville	0	0	0	0
North Bethesda TMD	49	1,006	3,531	4,586
Shady Grove	0	82	246	328
Silver Spring	1	2	9	12
NATIONAL INSTITUTES OF HEALTH	1	6	3	10
NORTHERN NECK PDC	6	2	1	9
NORTHERN SHENANDOAH PDC	22	17	5	44
PRINCE GEORGE'S COUNTY	35	21	30	86
POTOMAC & RAPPAHANOCK TC	84	66	67	217
RAPPAHANNOCK-RAPIDAN PDC	11	12	0	23
TRI - COUNTY COUNCIL	25	920	948	1,893
TOTAL INPUT COMMUTER CONNECTIONS	923	6,312	9,537	16,772
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		7,235		

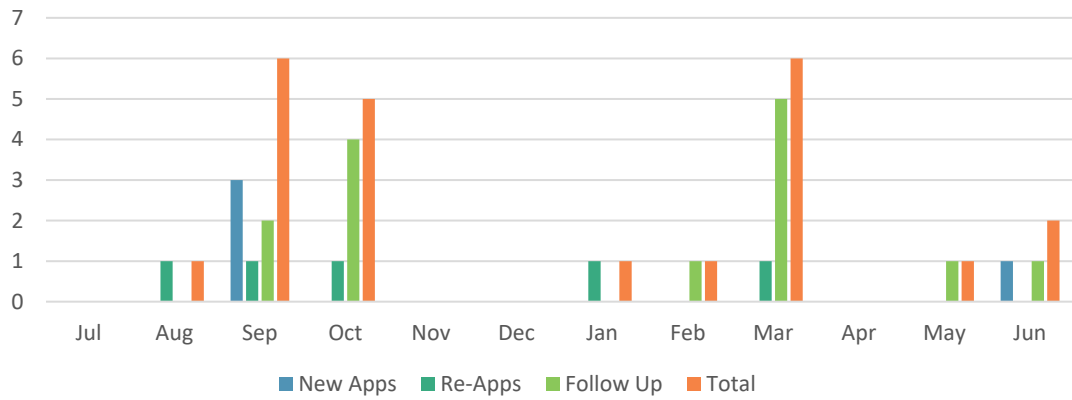
Figures 4-34: Program Applications



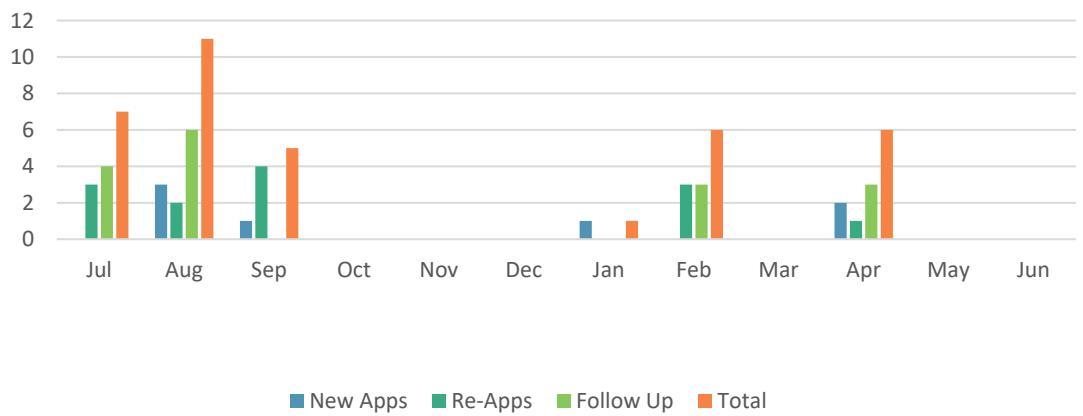
Applications Processed FY 2021 Baltimore City



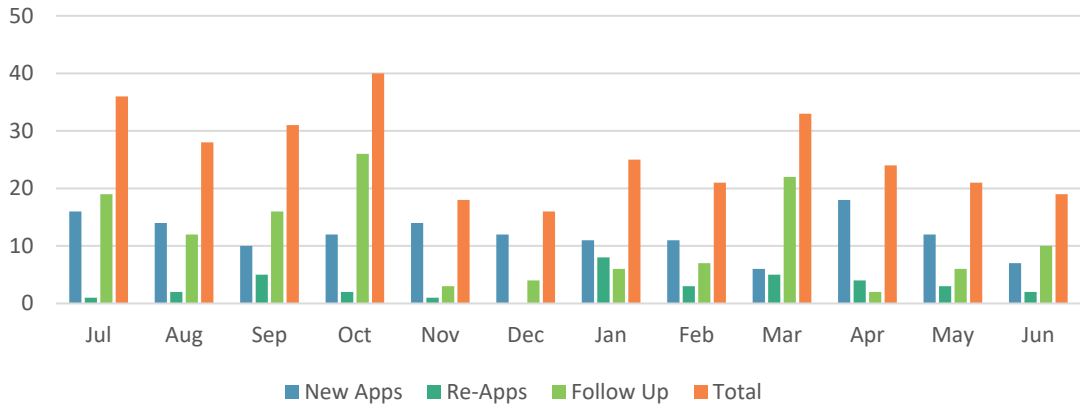
Applications Processed FY 2021 Baltimore Metropolitan Council



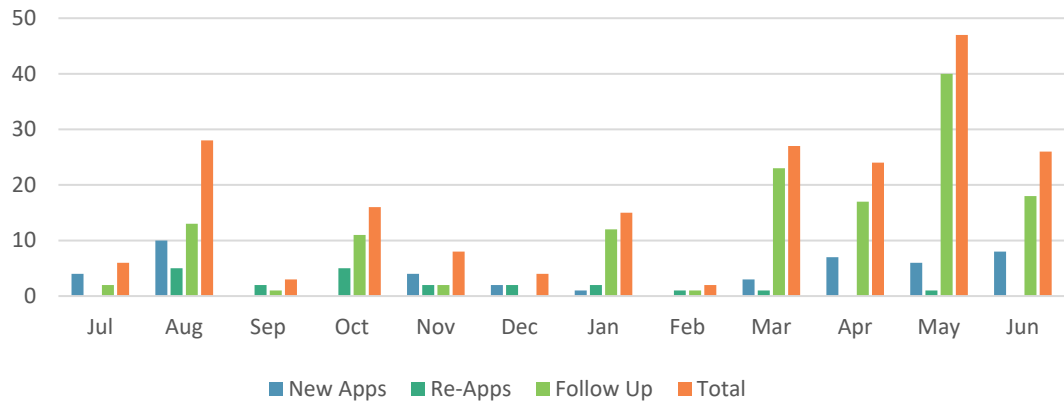
Applications Processed FY 2021 Bethesda Transportation Solutions



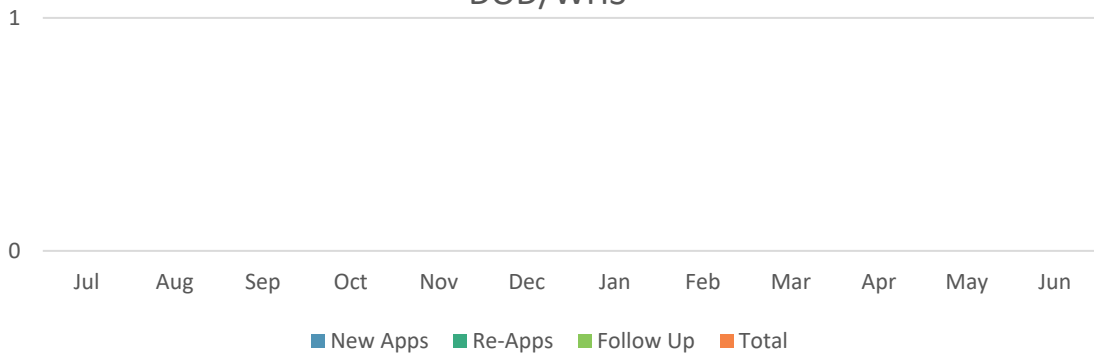
Applications Processed FY 2021 Council of Governments

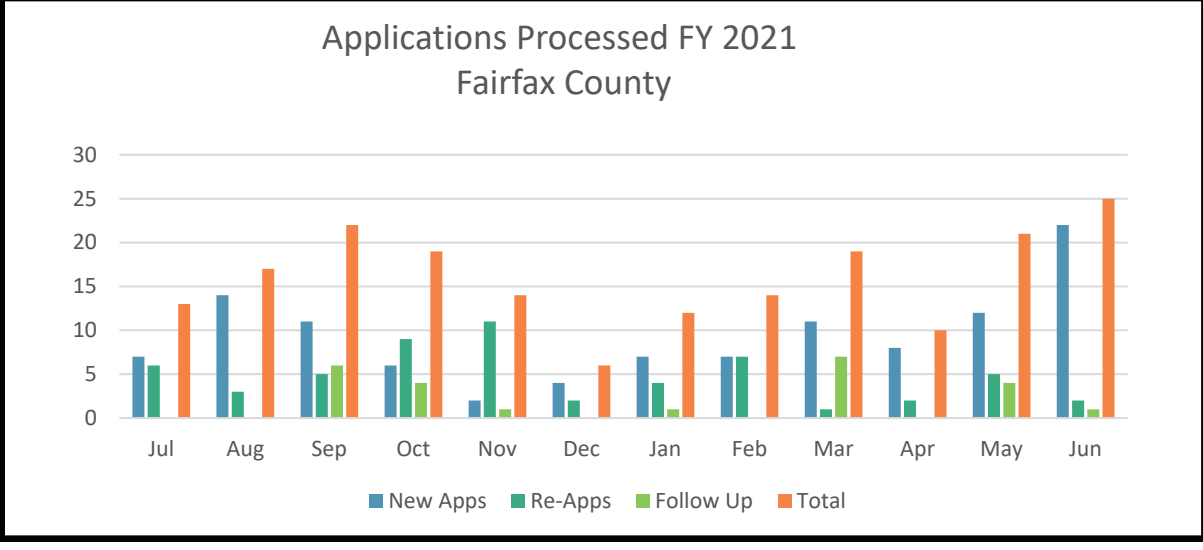
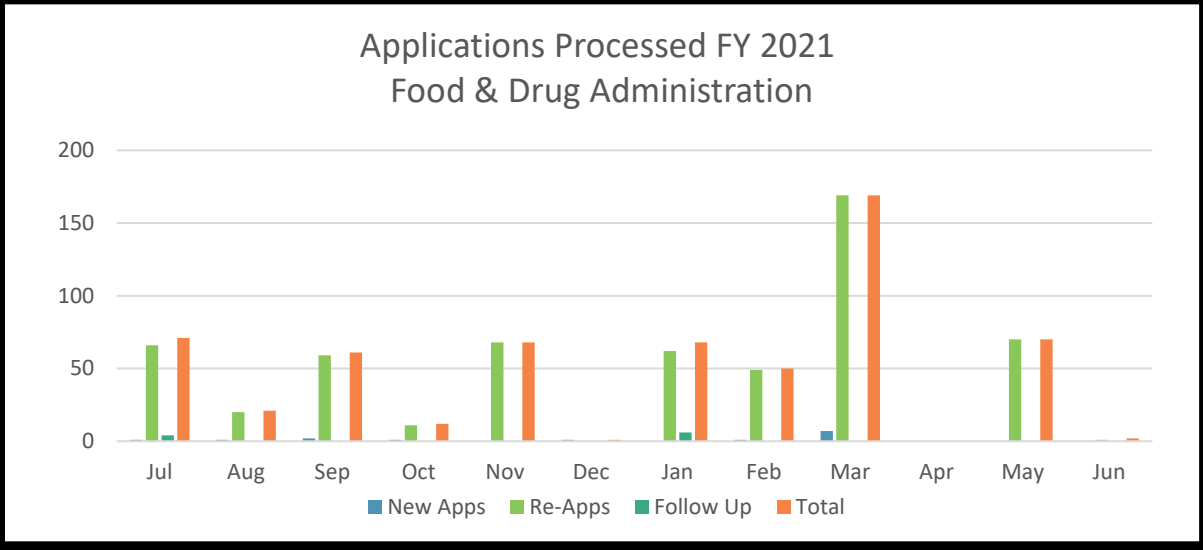
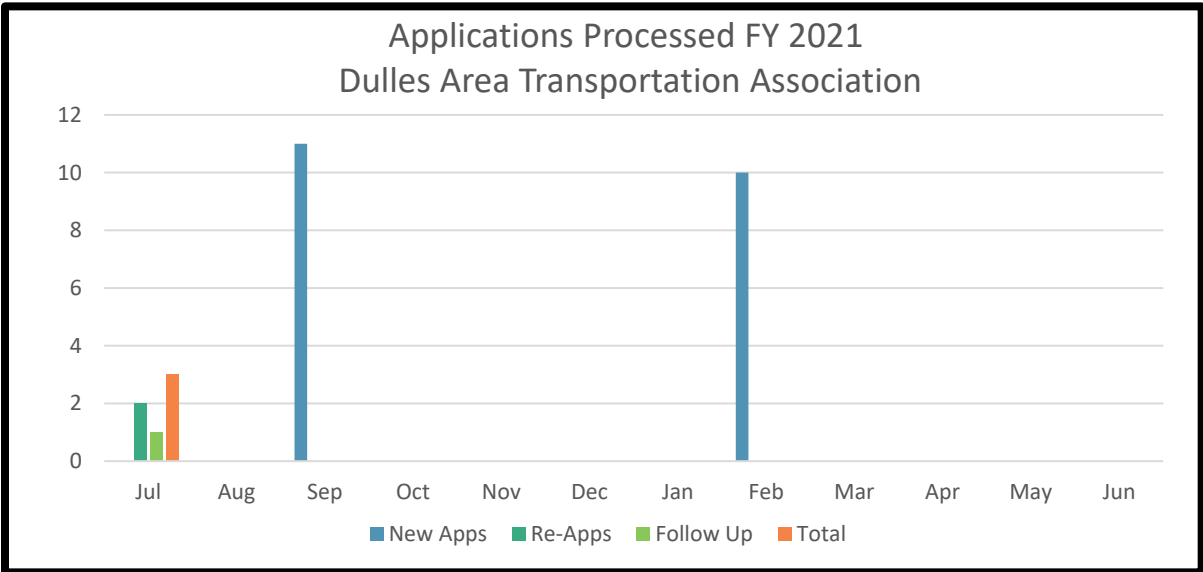


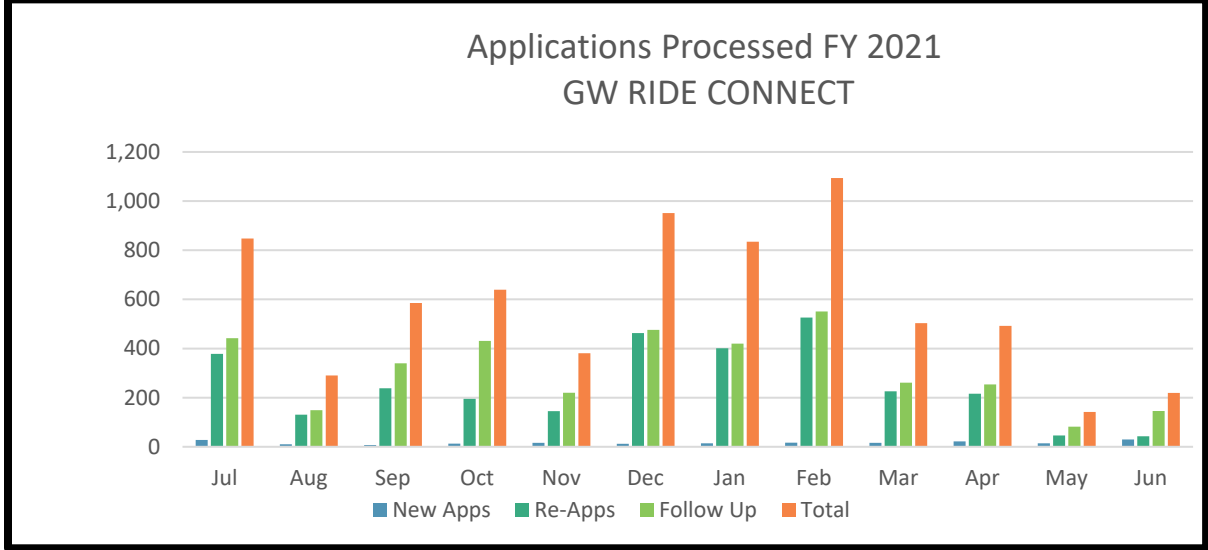
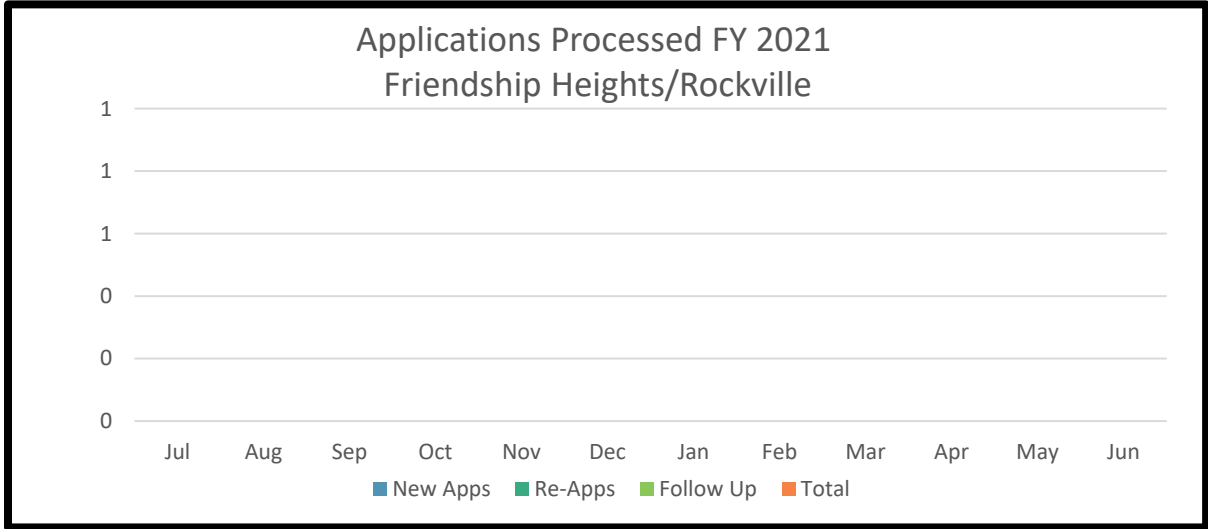
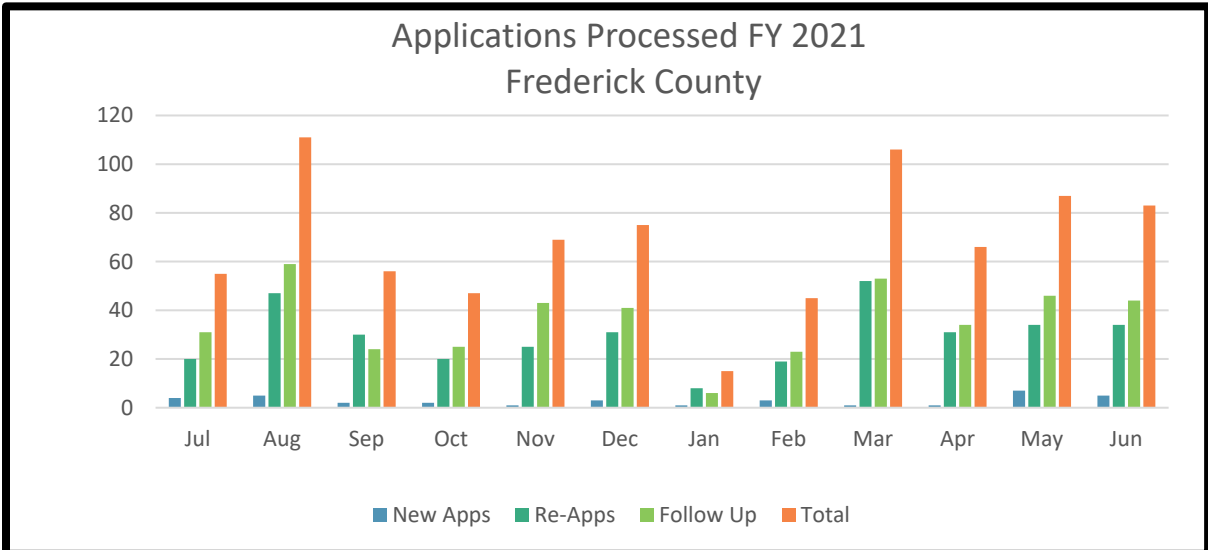
Applications Processed FY 2021 District of Columbia

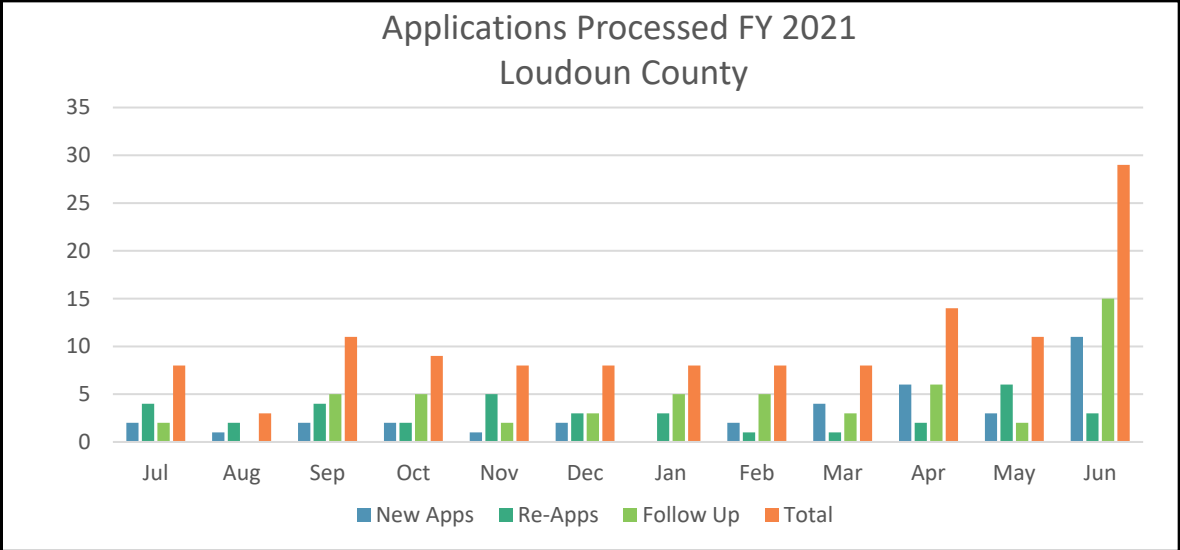
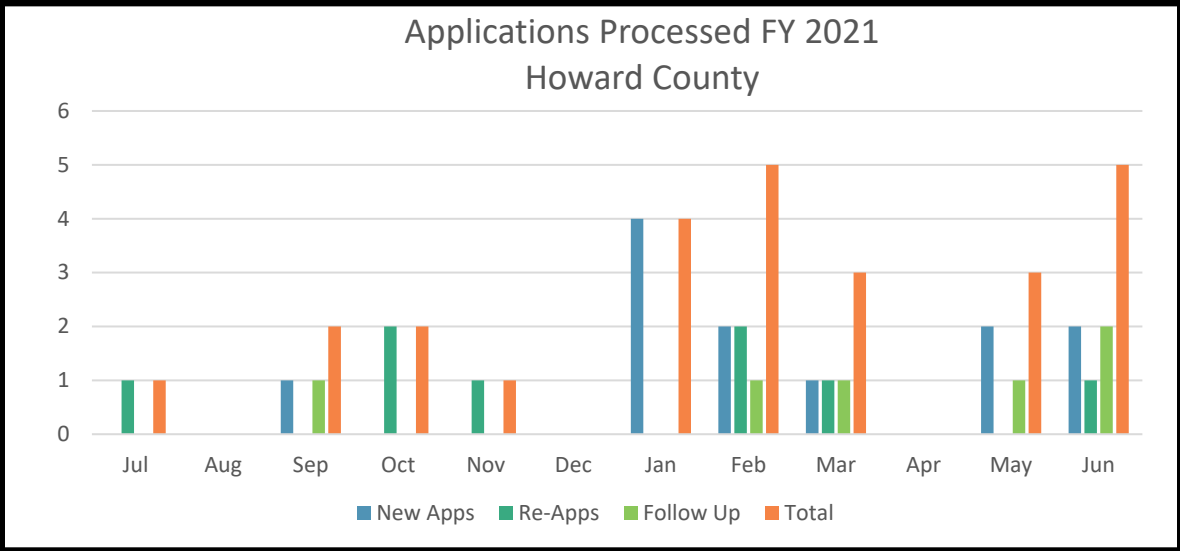
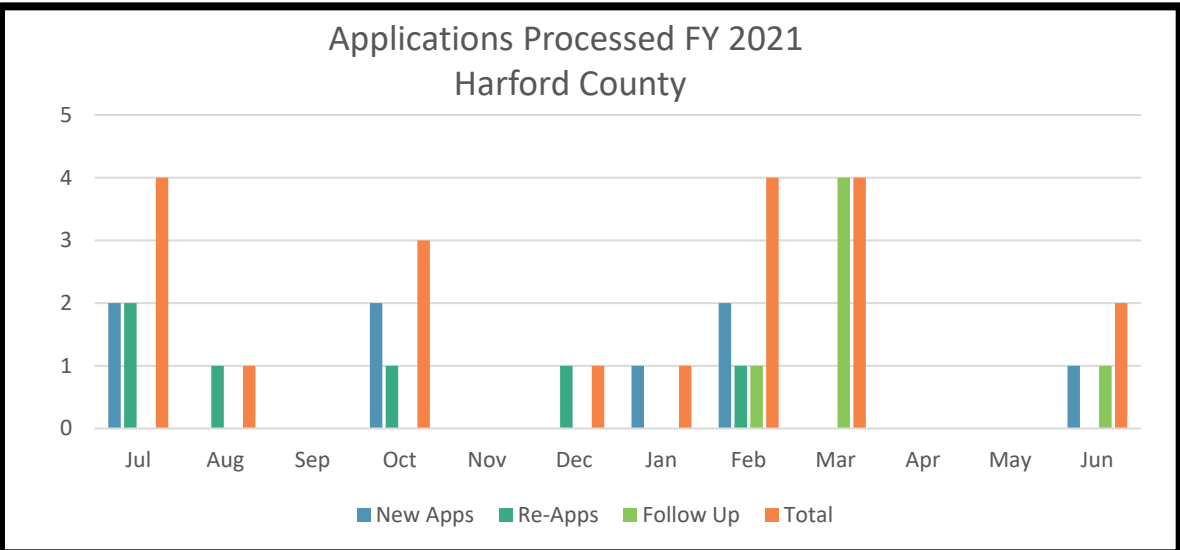


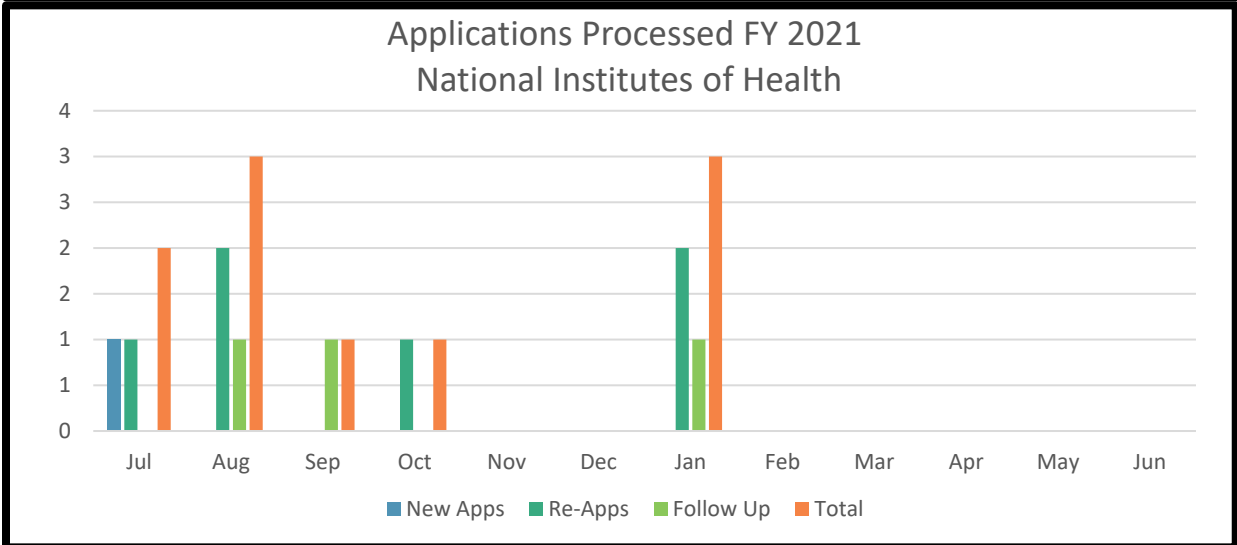
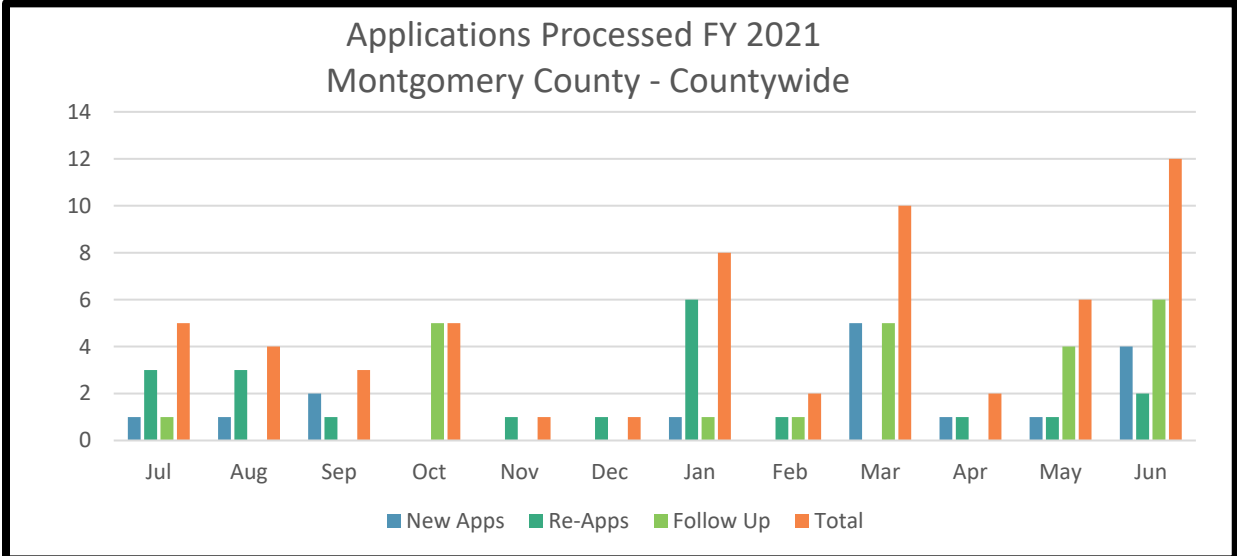
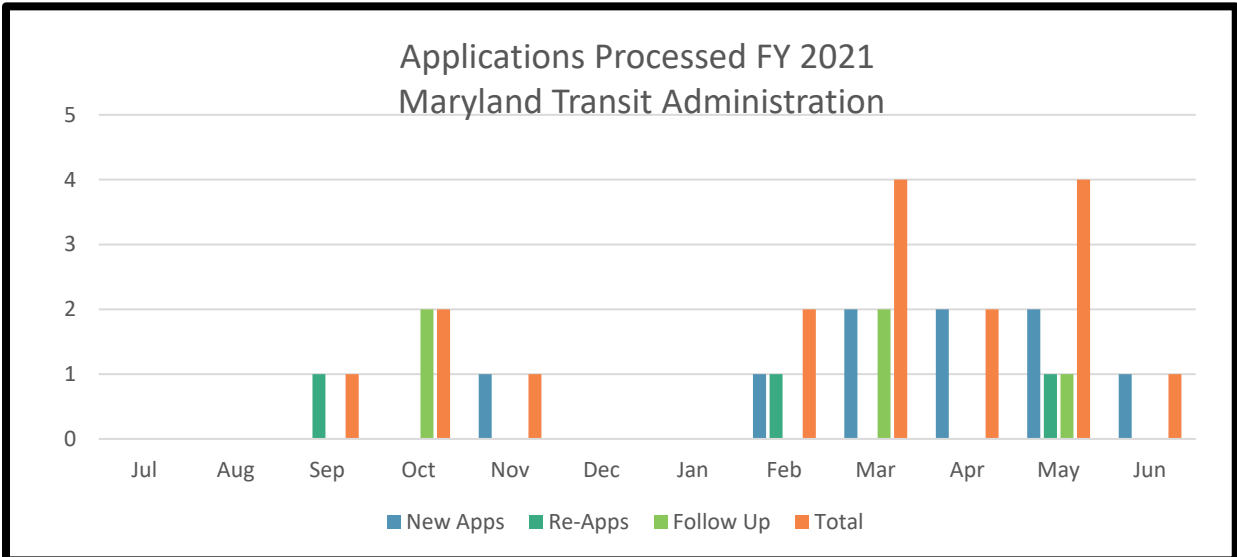
Applications Processed FY 2021 DOD/WHHS

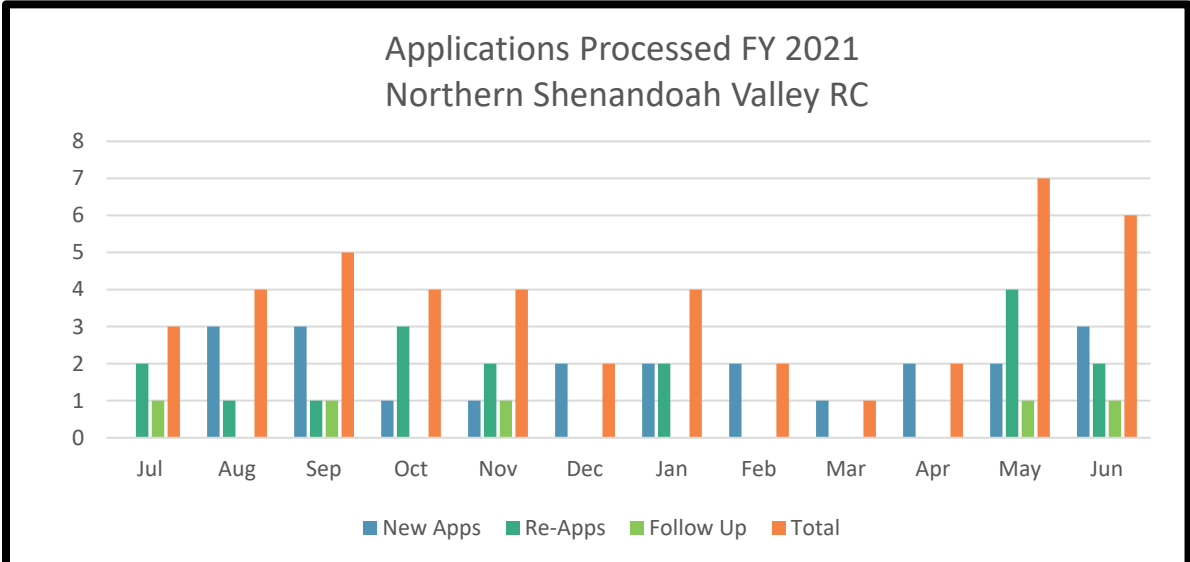
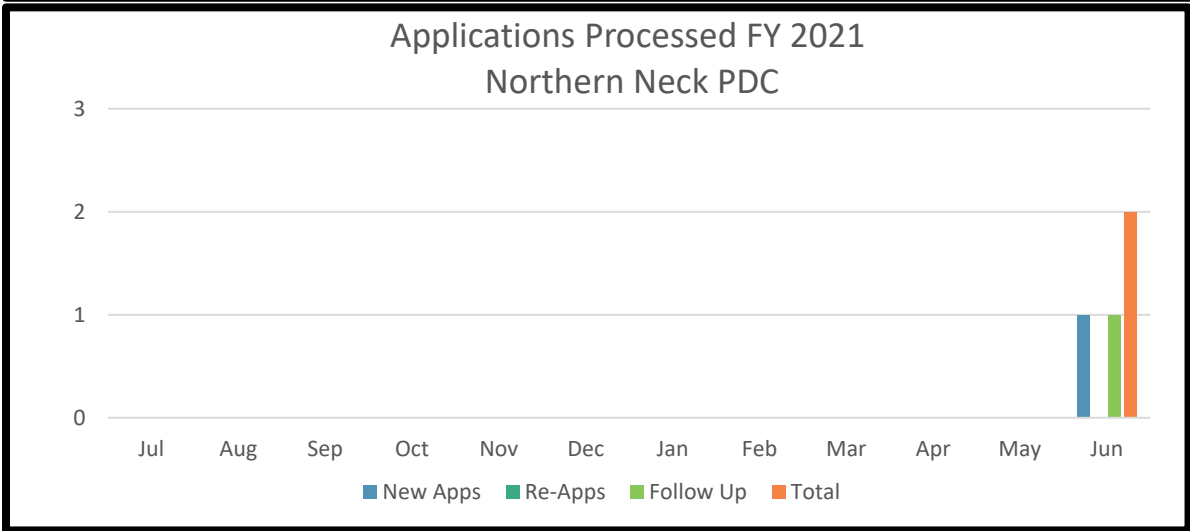
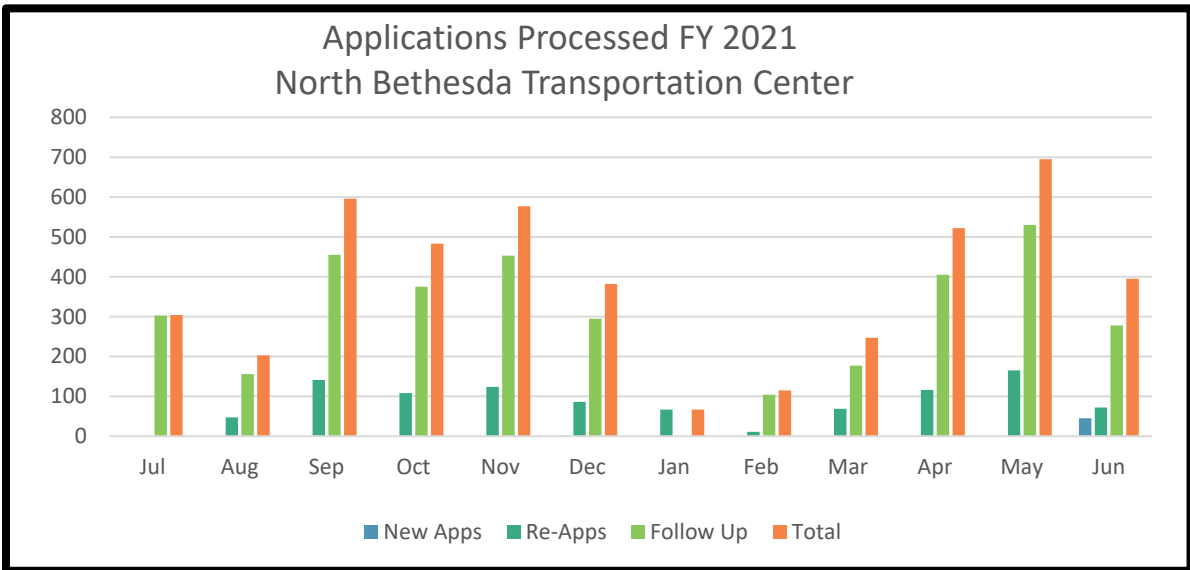


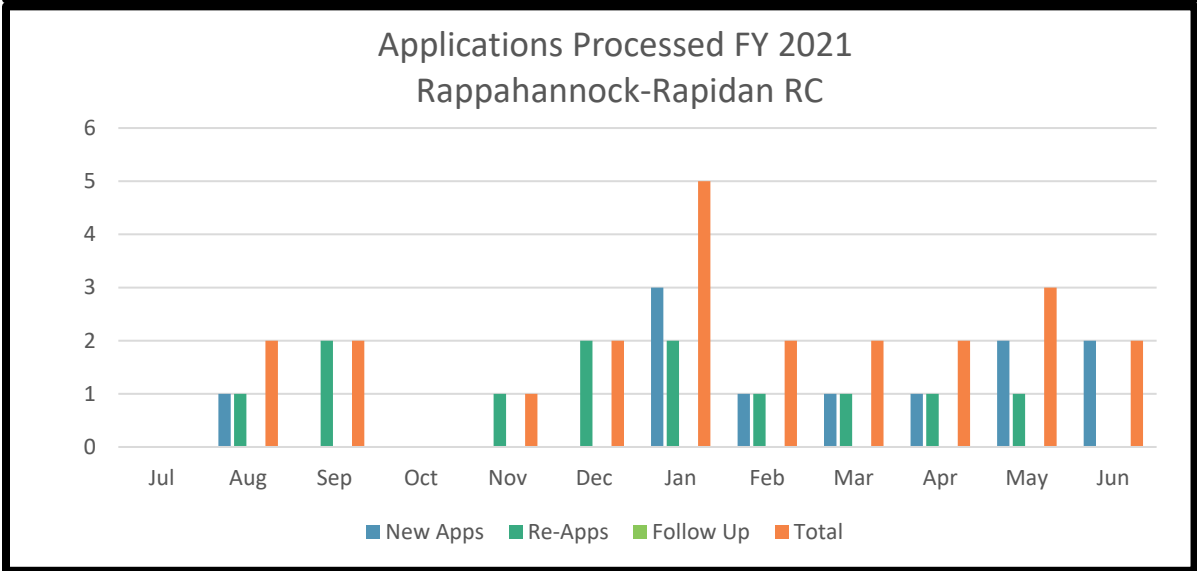
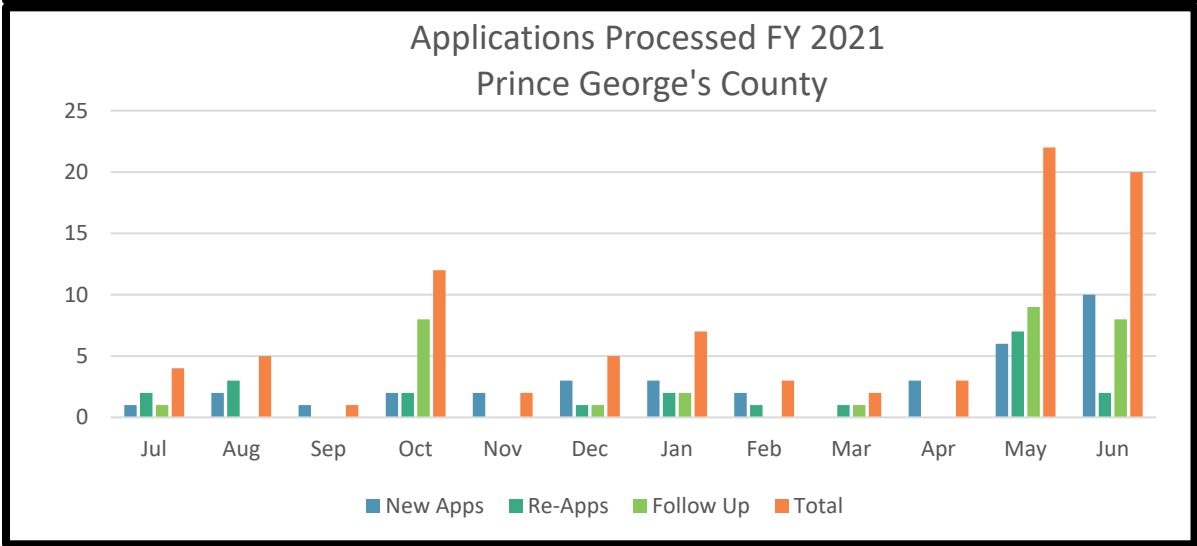
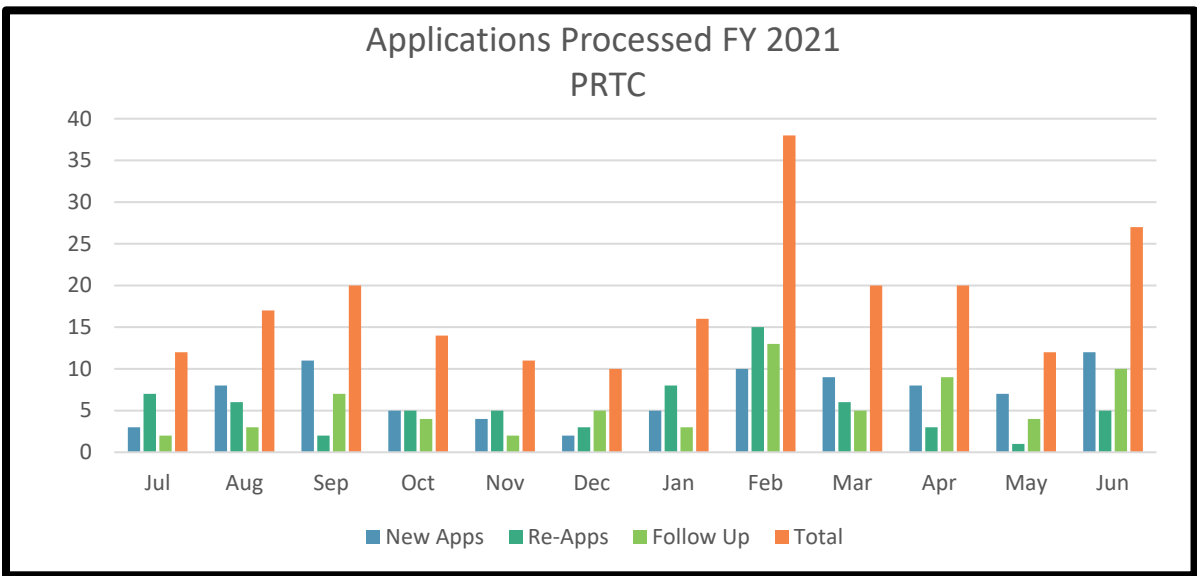


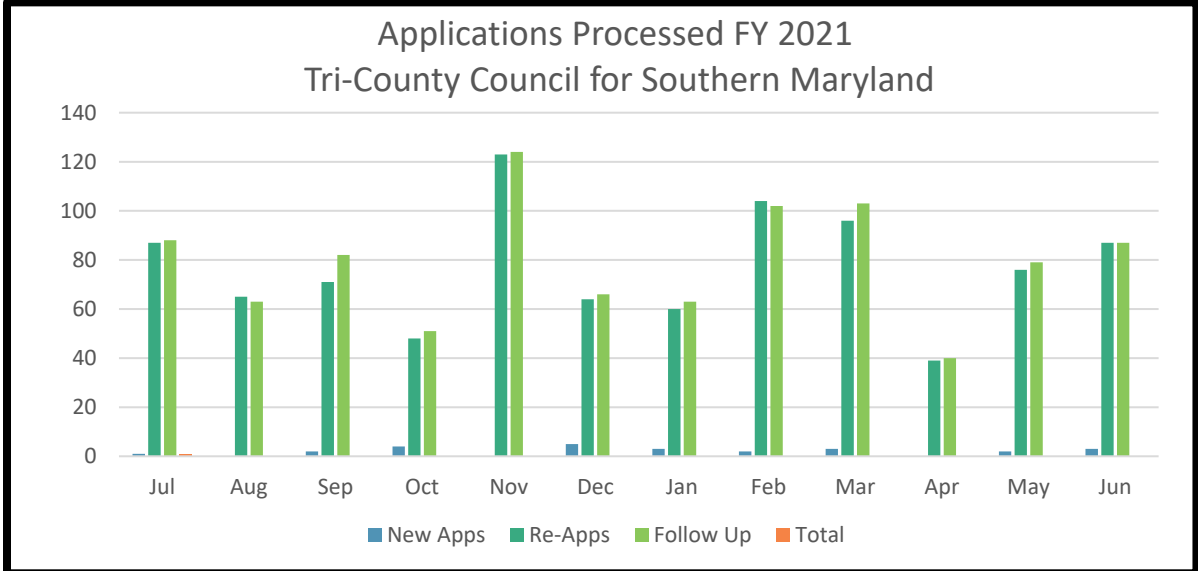
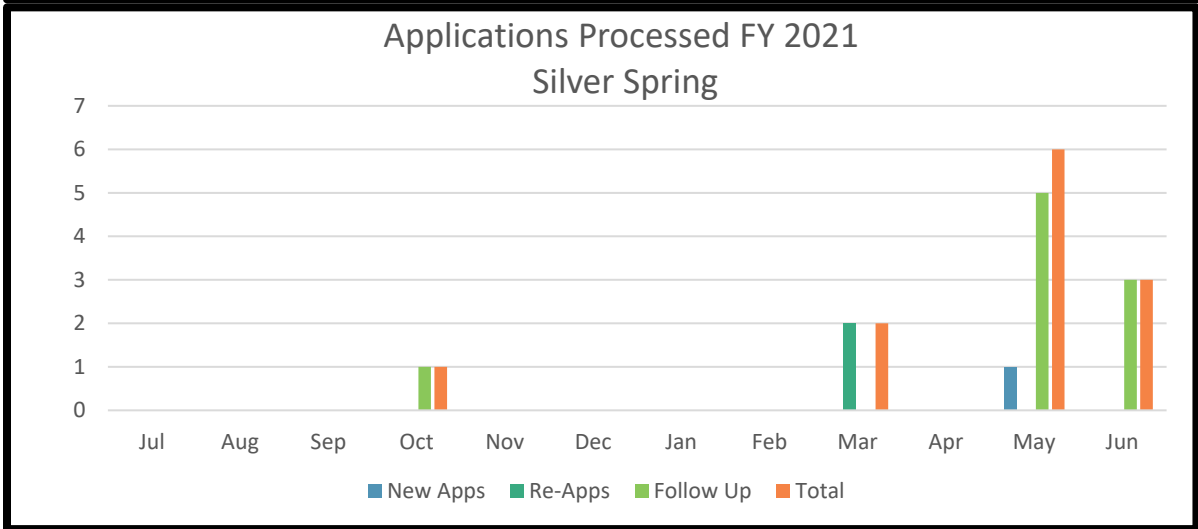
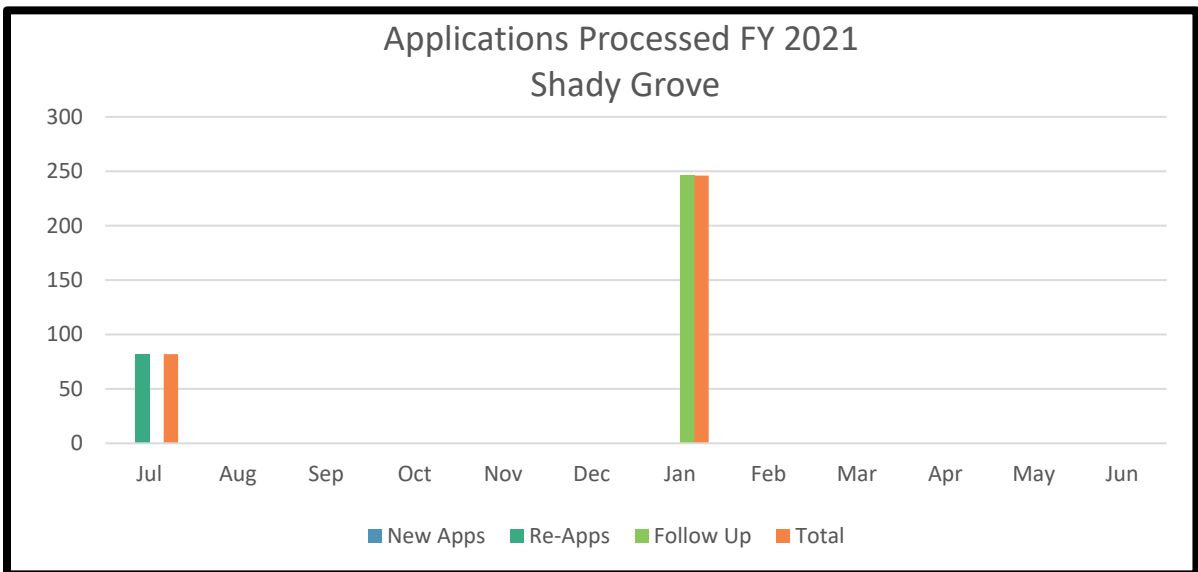












TERM/COMMUTE INFORMATION

FY 2021

	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS									
Mail	N/A	0	0	N/A	N/A	N/A	0	N/A	
Internet	809	1809	162	N/A	18	4	7215	N/A	
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	0	0	N/A	N/A	N/A	0	N/A	
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A	
Direct Mail	N/A	0	0	N/A	N/A	N/A	0	N/A	
TOTAL	809	1809	162	N/A	18	4	7215	N/A	
PHONE CALLS									TOTAL
Brochure/Promo Materials	0	0	0	0	0	0	0	0	0
Bus/Train Schedule	0	1	0	0	15	0	0	2	18
Bus/Train Sign	0	0	1	0	16	0	0	2	19
Direct Mail	0	0	0	0	0	0	0	0	0
Employer	0	0	0	0	0	0	0	2	2
Employer Survey	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	0	0	0
Government Office	0	0	0	0	0	0	0	0	0
Highway Sign	0	0	0	0	1	0	1	22	24
Information (411)	0	17	2	1	40	2	19	70	151
Internet	0	8	3	0	9	2	7	14	43
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	0	0	0	0	0	0	0	0
Park-and-Ride Lot Sign	0	0	0	0	4	0	0	14	18
Post Card (COG)	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0	0	0
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	3	0	0	1	4
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	0	0	0	0	0
Was/Is Applicant	0	525	34	1	0	0	97	24	681
White Pages	0	0	0	0	0	0	0	0	0
Word of Mouth	0	0	0	0	0	0	0	0	0
Yellow Pages - Verizon	0	0	0	0	0	0	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0	0
Other/Unknown	0	1	0	0	4	0	1	3	9
TOTAL CALLS	0	552	40	2	92	4	125	154	969

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2021**

	T O C T O A G L	O C N O L G Y	A L X	A R L	A A C	B A L T	B E T H	B M C	F D A	F F X	F R E D	G W R I D	H A R	H O W N	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A P	S S	S P A N I	T A P	T R I	D A T A	T R A N S	T O T A L
Calls Transfrd by COG	N/A	N/A	0	0	0	0	**	2	0	3	0	2	1	1	4	3	21	0	0	0	1	9	4	**	4	**	1	0	12	68
How they heard...																														
Brochure/Promo Matrls	0	0	0	0	0	0	1	0	0	0	0	0	0	0	564	0	0	0	0	0	0	0	0	0	0	0	3	0	0	568
Bus/Train Schedule	16	10	0	0	0	0	1	0	0	0	1	0	0	0	813	0	0	0	0	0	0	0	0	0	0	0	17	0	0	842
Bus/Train Sign	17	7	0	0	0	0	0	0	0	0	2	0	0	0	537	0	0	0	0	0	0	0	0	0	0	0	0	0	0	546
Direct Mail	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	6	0	0	6
Employer	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	5	0	0	0	9
Employer Survey	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
Fair/On Site Event	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
Government Office	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
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	2	0	0	2
Highway Sign	23	14	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17
Information (411)	139	103	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	103
Internet	44	29	0	0	0	0	0	0	0	0	9	20	0	0	516	0	0	0	0	0	8	0	0	0	0	1	12	0	0	595
Library	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
Mobile Billboard	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
Newsletter	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
Newspaper	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	11	0	0	11
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Other Ridesharing Org	0	0	0	0	0	0	0	0	0	0	0	0	0	0	173	0	0	0	0	0	0	0	0	0	0	0	0	0	0	173
Park-and-Ride Sign	11	7	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13
Post Card (COG)	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
Presentation	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
Radio	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
Real Estate/Welcomew	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
Refferal from Transit Org	5	2	0	0	0	0	0	0	0	0	0	0	0	0	117	0	0	0	0	0	0	0	0	0	0	0	0	0	0	119
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	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
Van 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
Was/Is Applicant	612	555	0	0	0	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	2	0	0	0	591
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Word of Mouth	0	0	0	0	0	0	0	0	0	0	0	4	0	0	215	0	0	0	0	0	0	0	0	0	0	0	1	0	0	220
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	3	0	0	0	0	0	0	0	14	0	0	0	0	0	1	0	0	0	0	0	0	0	0	18
Other	11	9	0	0	0	0	15	0	0	0	1	4	0	0	114	0	0	0	0	0	0	0	0	0	0	0	0	0	0	143
Total	883	739	0	0	0	0	52	0	0	0	22	28	0	0	3063	0	0	0	0	0	12	0	0	0	0	25	36	0	0	3977

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 2021**

	C O G	D C	A R L	A L X	A A C	B A L T	B E T H	B M C	F D A	F F X	F R E D	G W R I D E	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N N E C K	N S H E N	D O D	P G C	P R T C	R A P	S S	T A P	T R I	D A T A	T O T A L		
How they heard...																																
Brochure/Promo MatrIs	10	10	4	2	1	2	0	2	0	4	1	3	0	0	0	4	2	0	0	0	0	0	9	4	2	1	0	2	0	63		
Bus/Train Schedule	3	6	0	0	4	2	0	0	0	8	1	6	1	1	0	2	0	0	0	0	0	0	3	3	0	0	0	0	0	40		
Bus/Train Sign	9	4	0	0	3	7	0	5	0	3	3	2	2	1	0	4	3	0	0	0	0	0	7	9	0	1	0	1	64			
Direct Mail	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2	4	0	0	0	3	11			
Employer	28	13	3	5	9	5	5	4	3	25	3	12	2	3	0	10	7	4	2	0	1	0	10	10	1	3	1	3	172			
Employer Survey	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	1			
Fair/On Site Event	0	1	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	39	0	43			
Government Office	10	2	0	1	3	1	0	0	0	7	1	7	2	0	0	4	0	0	0	0	1	0	6	4	1	1	0	2	53			
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			
Highway Sign	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	1	0	0	0	0	0	6			
Information (411)	29	17	4	0	2	1	0	0	0	5	0	1	0	0	0	1	2	0	0	0	1	0	23	1	0	0	0	0	87			
Internet	53	42	11	9	15	17	1	11	0	45	20	93	8	6	0	34	7	2	1	0	18	0	27	31	8	2	2	11	474			
Incentrip	2	4	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	6			
Library	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	0	0	0	0	0	4			
Mobile Billboard	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3			
Newsletter	1	2	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2	0	0	0	0	0	0	1	0	0	0	0	8			
Newspaper	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	1			
Newspaper (Local)	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	1	1	3			
Other Ridesharing Org	2	0	0	0	0	0	0	0	0	3	1	2	1	2	0	0	0	1	0	0	1	0	0	15	0	0	0	0	28			
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			
Post Card (COG)	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	1			
Presentation	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			
Radio	2	1	1	1	1	0	0	0	0	0	1	9	0	0	0	2	0	1	0	0	0	0	0	4	0	1	0	2	26			
Real Estate/WelcomeW	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	1			
Referral from Transit.Org	1	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3			
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
TV	1	0	0	0	2	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5			
Van Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	2			
Was/Is Applicant	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	1			
White Pages	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	1			
Word of Mouth	9	3	1	0	2	0	0	1	0	7	5	42	0	2	0	0	1	1	0	0	0	0	3	9	2	1	0	1	90			
Yellow Pgs-Verizon	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	1			
Yellow Pgs-Yellow Bk	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	1			
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			
Voice Mail Messages	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			
Other	14	12	5	1	4	4	0	6	0	15	5	32	2	2	0	4	4	0	0	0	3	0	7	17	2	1	0	6	146			
Total	180	120	31	19	46	39	6	29	3	129	42	211	18	19	0	69	31	9	3	0	27	0	99	112	16	11	43	33	0	1345		

FIGURE 35

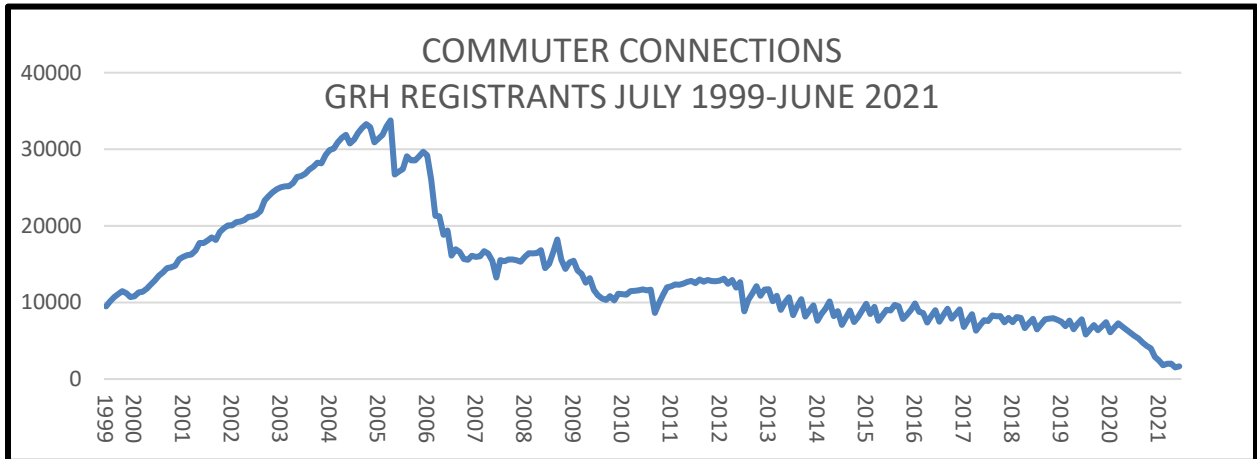


FIGURE 36

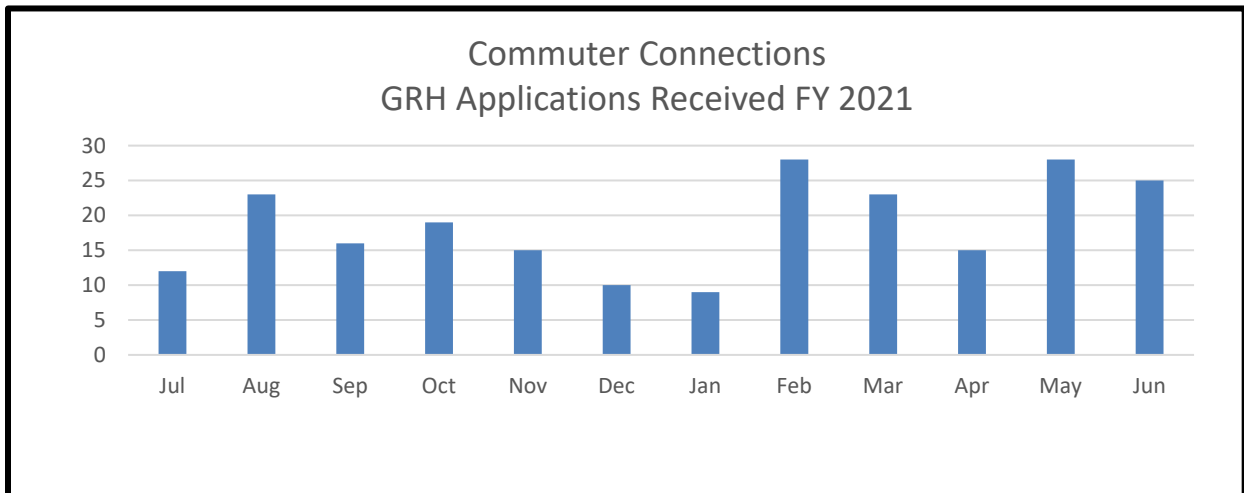


FIGURE 37

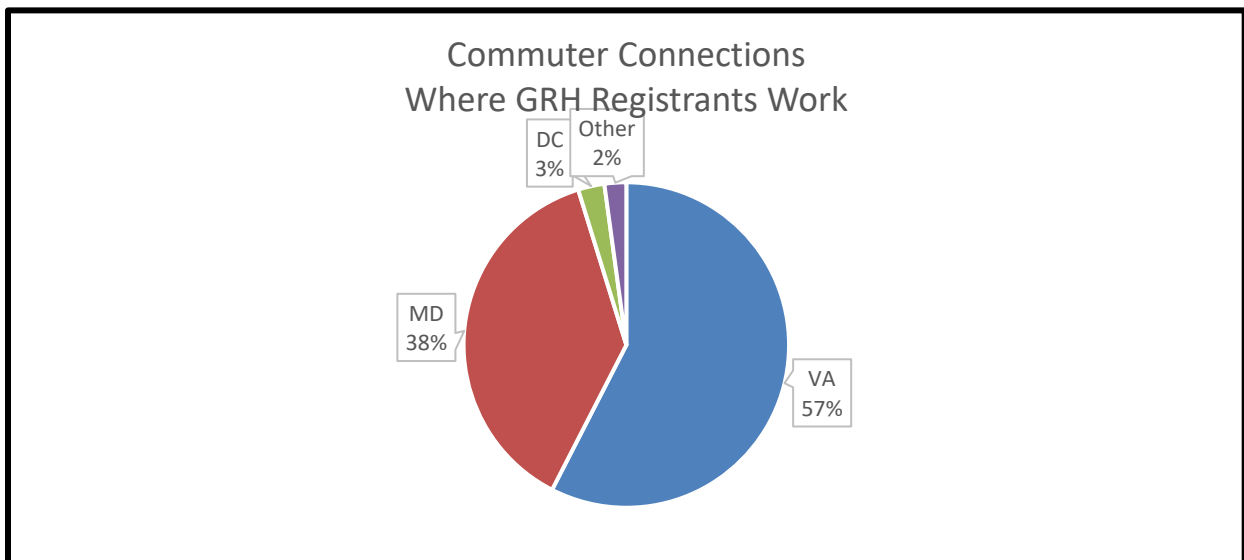


FIGURE 38

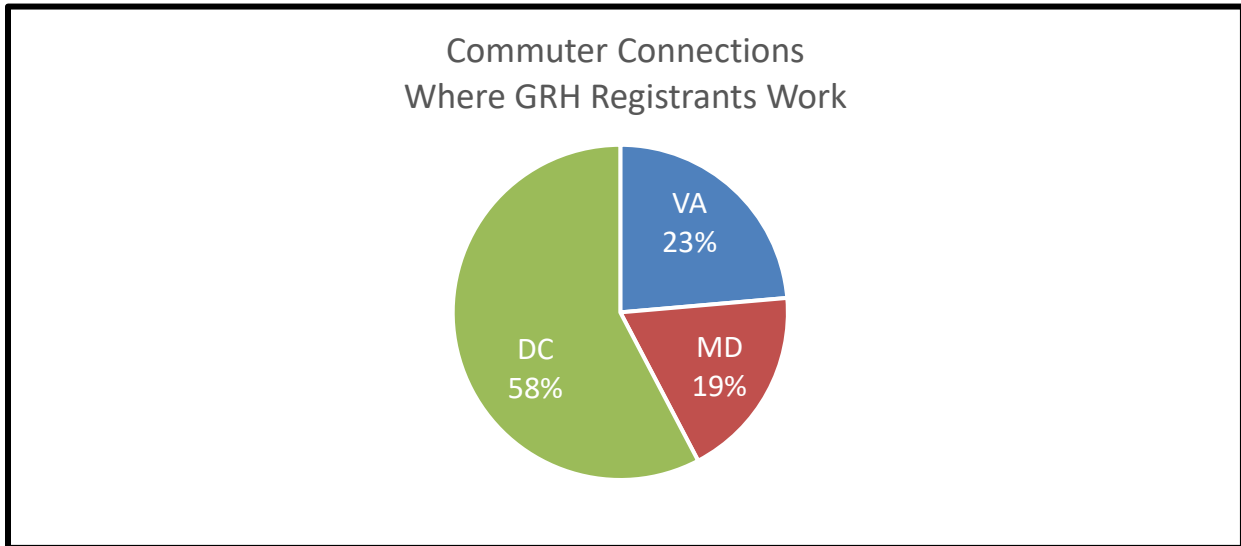


FIGURE 39

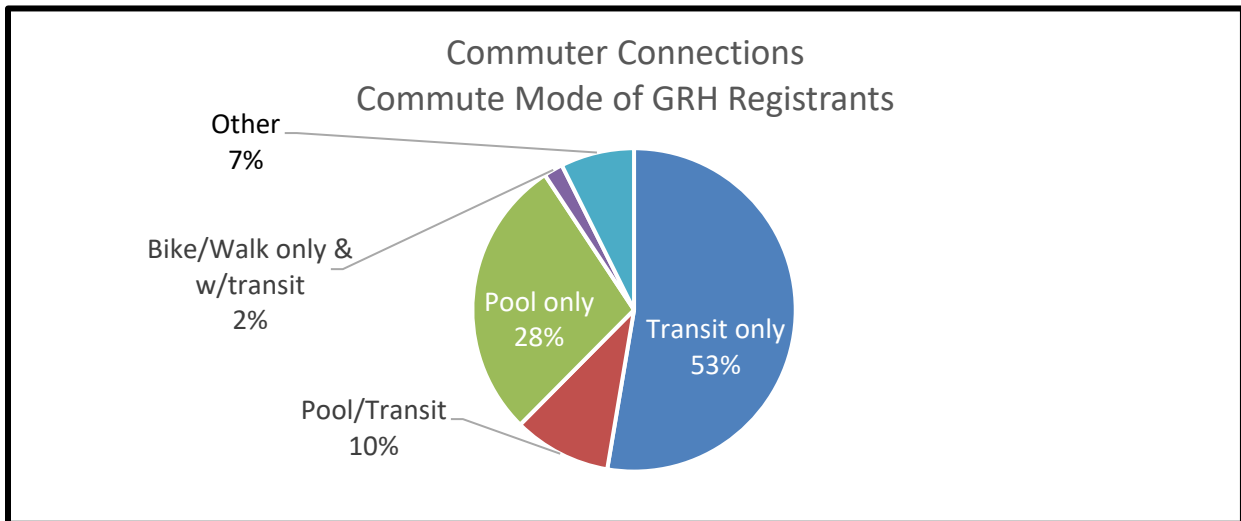


FIGURE 40

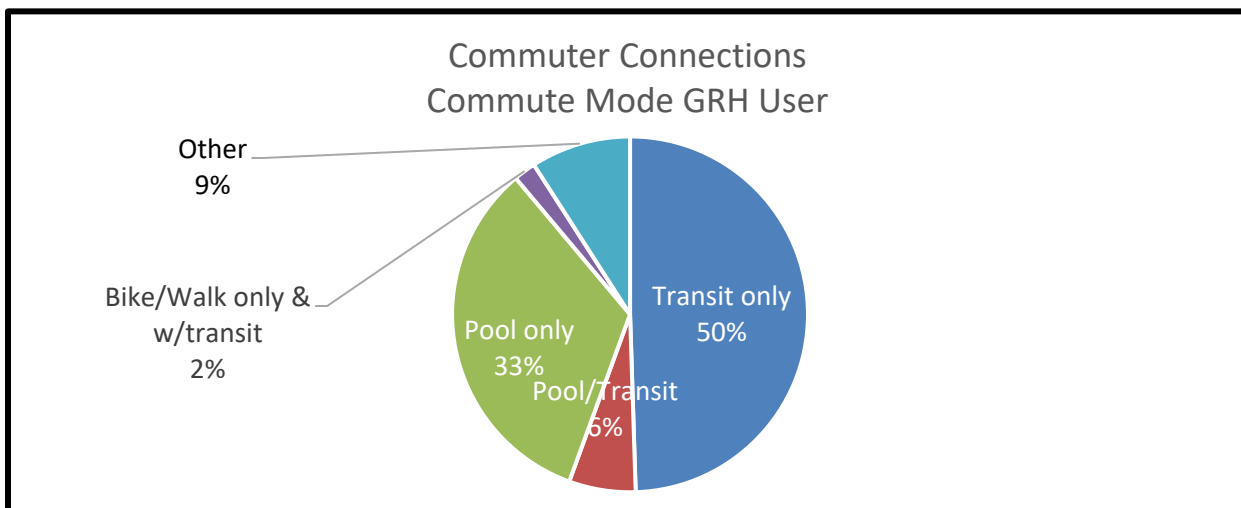


FIGURE 41

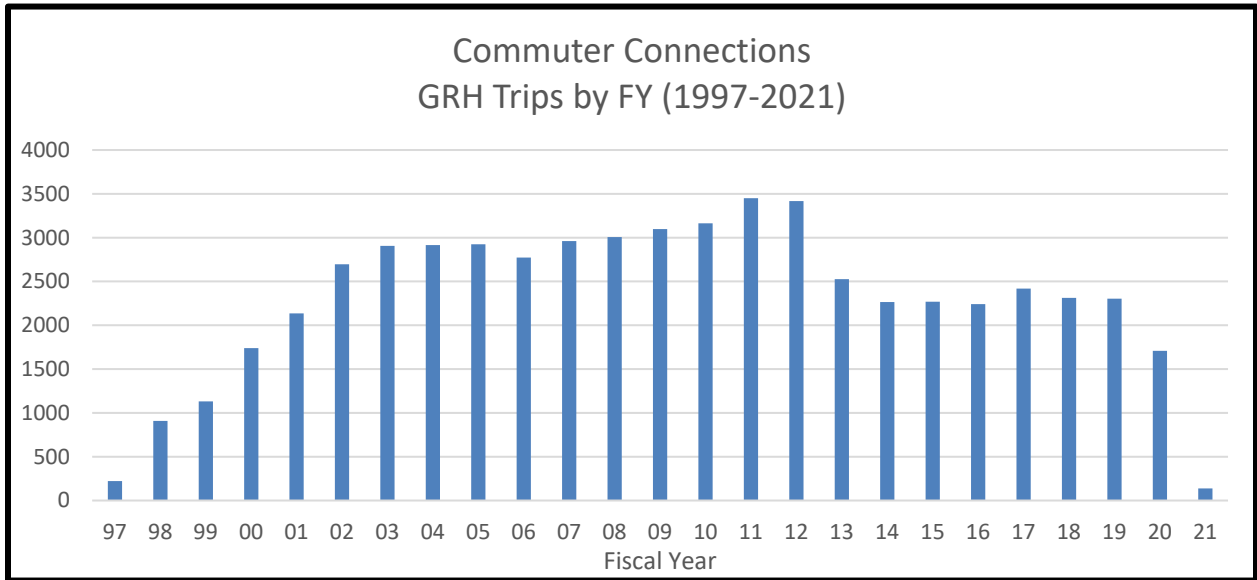
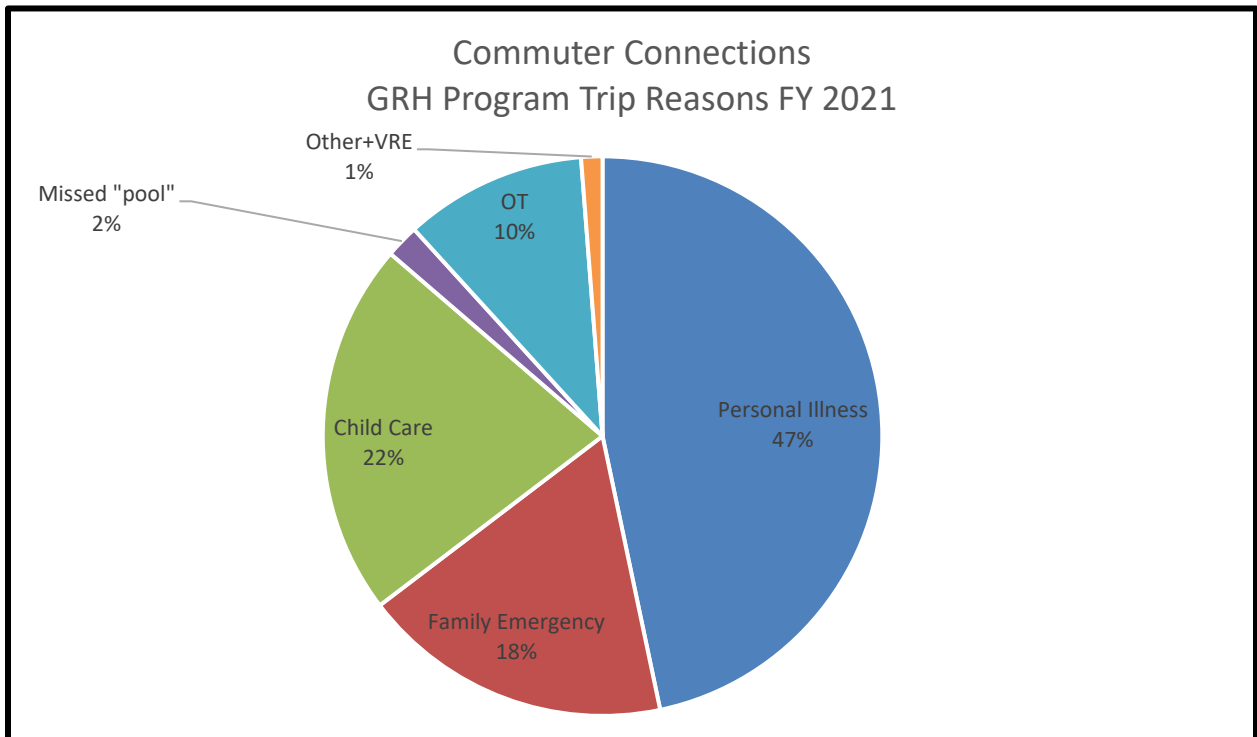


FIGURE 42



FY2021											
Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/Charles	Metro
Employers Contacted (new) Site Visits (prospects)	138	34	109	255	30	26	324	4	42	59	0
Telework contacted -new	6	0	0	0	5	0	3	0	0	29	0
Employers Contacted (follow-up)	241	8046	755	3118	58	757	8670	9	78	27	0
Telework contacted - follow up	6	0	0	0	2	0	805	0	0	13	0
Total Broadcast Contacts Letters, Flyers, Newsletter	13088	34983	31689	575	5	606	102545	233	255	0	0
Total Sales Meetings	27	201	81	243	30	45	350	21	11	6	0
Total Employers Contacted	13506	43264	32634	4191	130	1434	112697	267	386	134	0
New Level 1 TDM Programs	1	21	198	95	6	6	8	1	0	13	0
New Level 2 TDM Programs	4	17	53	32	3	0	18	0	0	11	0
New Level 3 TDM Programs	0	7	19	26	1	0	7	0	0	1	12
New Level 4 TDM Programs	1	7	6	10	0	0	5	1	0	0	0
New Telework Programs	0	0	1	0	0	0	2	0	0	1	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0

Web Visits

