

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6131
Month:	July 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	September 8, 2003

Background Activities

The Commuter Operations Center continued providing transportation information services on alternatives to driving alone through the 800 telephone number, general marketing support, and through the distribution of matchlists. *(See Table 1 Monthly Activity and Impact Summary and Commuter Operations Center Performance Data).*

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of July 14, and 28. COG staff performed routine file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

- BMC – “Walked ” BMC staff through instructions on manual ping, upload, and downloads, on and followed up to make sure everything was successful.
- BTS – Followed up with BTS regarding automatic uploads and downloads.
- Alexandria – Made site visit to Alexandria on July 31 and updated the CCRS transit, street centerline, park-and-ride files, and project files.
- Harford County – COG continues to enter rideshare applications for Harford County because they have not yet purchased a computer.
- Montgomery County – There were numerous calls and e-mails regarding uploaded records. It appears that approximately once a week an upload for the Silver Spring and Countywide computers does not make it to the CCRS server. There were no problems reported with the Rockville/Friendship Heights computer. COG’s investigation of the upload problems indicated that there might sometimes be a problem retrieving the upload records from the FTP site, which is operated by COG’s Web host in Pennsylvania. COG is working on developing a new FTP site that is at COG. COG staff is writing a program that will back up the upload records on the new FTP site.
- NIH – Assisted NIH staff with manual uploads and downloads and follow up with NIH to make sure everything was successful.
- Northern Shenandoah Valley Regional Commission – Followed up to see if they

connected a new modem to their rideshare computer. They had not but staff there said they would be checking soon.

- RADCO – COG staff made a site visit to RADCO on July 22 and installed ArcView and the CCRS software, including the updated transit, street centerline, park-and-ride, and project files, on their new computer; and modified their matchletter to print on RADCO's new letterhead; and set up FTP process for uploads and downloads; and trained RADCO staff on new manual upload/download procedures. RADCO reported a loss of records that were entered on a Sunday. This was reported the following Thursday. It is suspected that human error may be responsible for the loss of data by doing the upload and download out of sequence. Records entered on other days are in the database.
- Rappahannock-Rapidan Regional Commission – COG staff made a site visit on July 29 and updated the CCRS transit, street centerline, park-and-ride, and project files. Their computer did not have Internet access as reported, however, COG staff was able to set up Internet access and the FTP upload/download automated process. Changes to their local matchletter were made, per their previous request and all tests were OK. COG staff removed the modem and modem cables provided by COG.
- TransIT Services of Frederick County – Frederick reported loss of some records through the FTP process. This was a similar situation to Montgomery County.

COG staff has been monitoring the e-Communicator software system for problems or possible enhancements. COG is also receiving and reviewing feedback from clients. The basic functions of e-Communicator are working properly, including review and editing of applications, batch loading applicant information into the CCRS and GRH databases, e-mail matchletter generation and e-mailing of matchletters to commuters, and applicant notifications to clients.

The fourth quarter invoices for postage and 800 telephone line charges for each client were mailed July 18.

The Commuter Operations Center Subcommittee met on July 15. Agenda items included nominations for a new Vice Chairperson, an update and discussion on the implementation of the e-Communicator Internet application processing, including a detailed memorandum and discussion of how e-Communicator will and won't effect clients' daily work, discussion and memorandum of the new Commuter Connections Web site ridematching/GRH application and link, status report from COG on the CCRS street, transit and park-and-ride files updates, upcoming fairs and promotions, discussion of the current Commuter Connections membership fee structure, and a status of CCRS software users.

Staff issued the TDM Evaluation project Request for Proposals and a contractor was selected. The Commuter Connections Subcommittee Vice Chair Nominating Committee held a conference call on July 18th.

Products

July monthly performance report.
4th quarter invoices were mailed to clients.

Problems Encountered

None, except those described above.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute annual membership invoices.
- The next meeting of the Commuter Operations Center Subcommittee is September 23, 2003.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Prepare and distribute FY03 Annual Report.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of JULY 2003

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	1,892	1,485	1,892
Rideshare applicants	1,787	1,411	1,787
Matchlists sent	647	678	647
Transit applicants/info sent	83	60	83
GRH applicants	479	475	479
Telework info requests	0	0	0
Kiosk users	1,752	1,913	1,752
Kiosk applicants	1	3	1
Internet users	6,062	6,215	6,062
Internet applicants	855	776	855
New employer clients	32	46	32
Employee applicants	66	14	66

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	530	416	530
Temporary/one-time placements	335	263	335
Daily vehicle trips reduced	315	248	315
Daily VMT reduced	10,777	8,458	10,777
Daily tons NOx reduced	0.0153	0.0120	0.0153
Daily tons VOC reduced	0.0072	0.0056	0.0072
Daily gallons of gas saved	499	392	499
Daily commuter costs saved	\$2,074	\$1,628	\$2,074

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

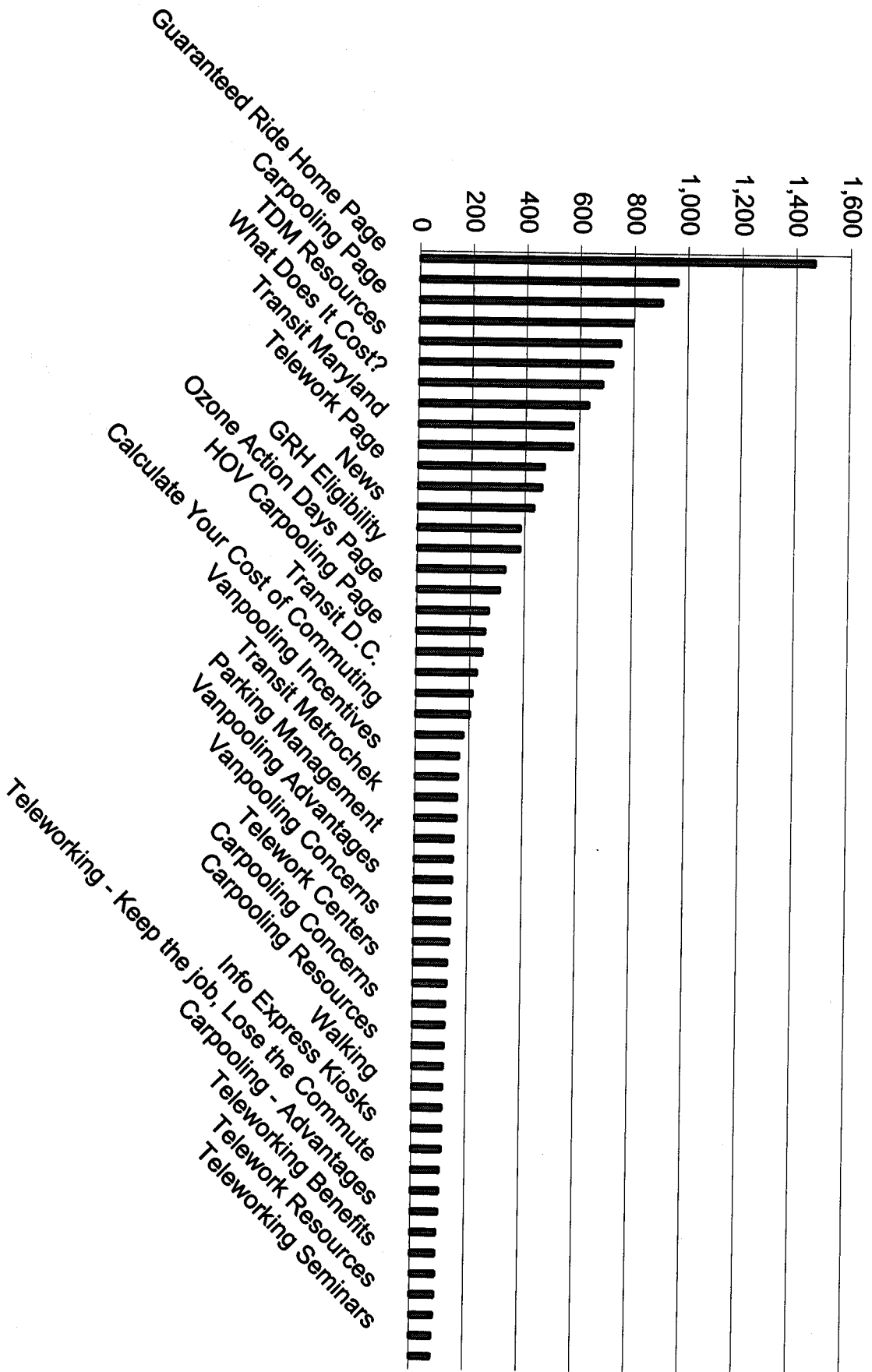
Commuter Connections Website Activity July 2003

Total Accesses of Commuter Connections Home Page	2,355,311	
Total Accesses of Commuter Connections Home Page	6,062	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	<u>Accesses</u> 1,468	<u>% of Total</u> 9.14%
Public Transit Page	962	5.99%
Carpooling Page	904	5.63%
Vanpooling Page	797	4.96%
TDM Resources	750	4.67%
Calculate Your Commuting Cost	720	4.48%
What Does it Cost?	685	4.27%
About Page	634	3.95%
Transit Maryland	578	3.60%
TDM Park & Ride Lots	576	3.59%
Telework Page	472	2.94%
Transit Virginia	462	2.88%
News	435	2.71%
TDM Telework Centers	385	2.40%
GRH Eligibility	385	2.40%
GRH Area	329	2.05%
Ozone Action Days Page	310	1.93%
Bicycling Page	269	1.67%
HOV Carpooling Page	257	1.60%
Participation Guidelines	247	1.54%
Transit D.C.	226	1.41%
GRH Application	212	1.32%
Calculate Your Cost of Commuting	202	1.26%
Employer Services	179	1.11%
Vanpooling Incentives	163	1.01%
Special Events	161	1.00%
Transit Metrochek	159	0.99%
Employer Services Related Links	156	0.97%
Parking Management	148	0.92%
Confirmation Form	145	0.90%
Vanpooling Advantages	143	0.89%
Public Transit Page	138	0.86%

Commuter Connections Website Activity July 2003

Vanpooling Concerns	137	0.85%
TDM Vanpool Services	134	0.83%
Telework Centers	129	0.80%
Carpooling Tips	127	0.79%
Carpooling Concerns	123	0.77%
Bicycling Page	122	0.76%
Carpooling Resources	120	0.75%
Local Metrochek Match Programs	118	0.73%
Walking	115	0.72%
Bicycling Guide - Employees	114	0.71%
Info Express Kiosks	113	0.70%
Transit Pass Sales Outlets	112	0.70%
Teleworking - Keep the job, Lose the Commute	107	0.67%
Bicycling Guide - Resources	105	0.65%
Carpooling - Advantages	103	0.64%
Work Schedule Alternatives	95	0.59%
Teleworking Benefits	94	0.59%
Employer Services - Alternative Work Schedules	94	0.59%
Telework Resources	91	0.57%
Commuter Services Form	87	0.54%
Teleworking Seminars	83	0.52%
Bicycling Guide - Employer	80	0.50%
Total	16,060	100.00%

Commuter Connections Website Activity July 2003



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

JULY 2003



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
JULY 2003

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	7	1	1	9
ARLINGTON (COG)	5	0	2	7
ARTMA	17	0	77	94
BALTIMORE CITY	0	0	0	0
BMC	39	0	10	49
COG - MD	154	9	37	200
COG - VA	144	1	14	159
COG - Other	31	0	6	37
DISTRICT OF COLUMBIA	20	2	8	30
DOD	0	0	0	0
FAIRFAX COUNTY	155	35	250	440
FREDERICK	54	3	2	59
HARFORD	40	0	2	42
HOWARD	50	17	2	69
LINK	6	0	1	7
LOUDOUN	45	0	3	48
MTA	3	0	3	6
MONTGOMERY COUNTY	119	13	378	510
Bethesda Transportation Solutions	19	0	53	72
Countywide	58	12	0	70
Friendship Heights/Rockville	40	0	0	40
North Bethesda TMD	1	1	324	326
Silver Spring	1	0	1	2
NIH	64	1	2	67
NORTHERN NECK	5	0	3	8
NORTHERN SHENANDOAH	3	4	0	7
PRINCE GEORGE'S	19	20	0	39
PRTC	108	5	67	180
RADCO	183	213	0	396
RAPPAHANNOCK-RAPIDAN	26	9	16	51
TRI - COUNTY	24	1	18	43
USDOE	0	0	1	1
TOTAL INPUT	1,440	347	1,281	3,068

TOTAL NEW & RE-APPLICANTS

1,787

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1994 - FY2004

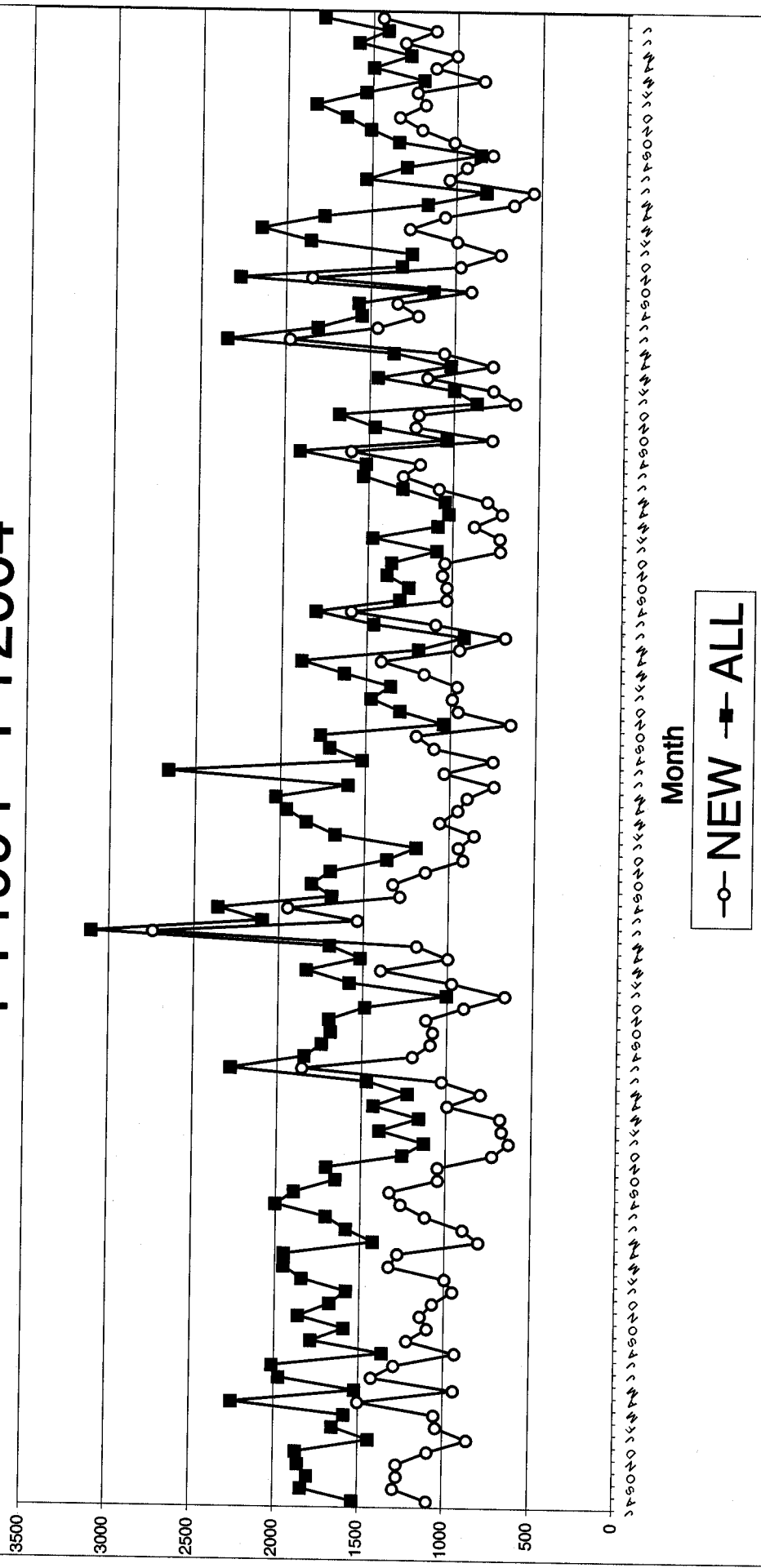


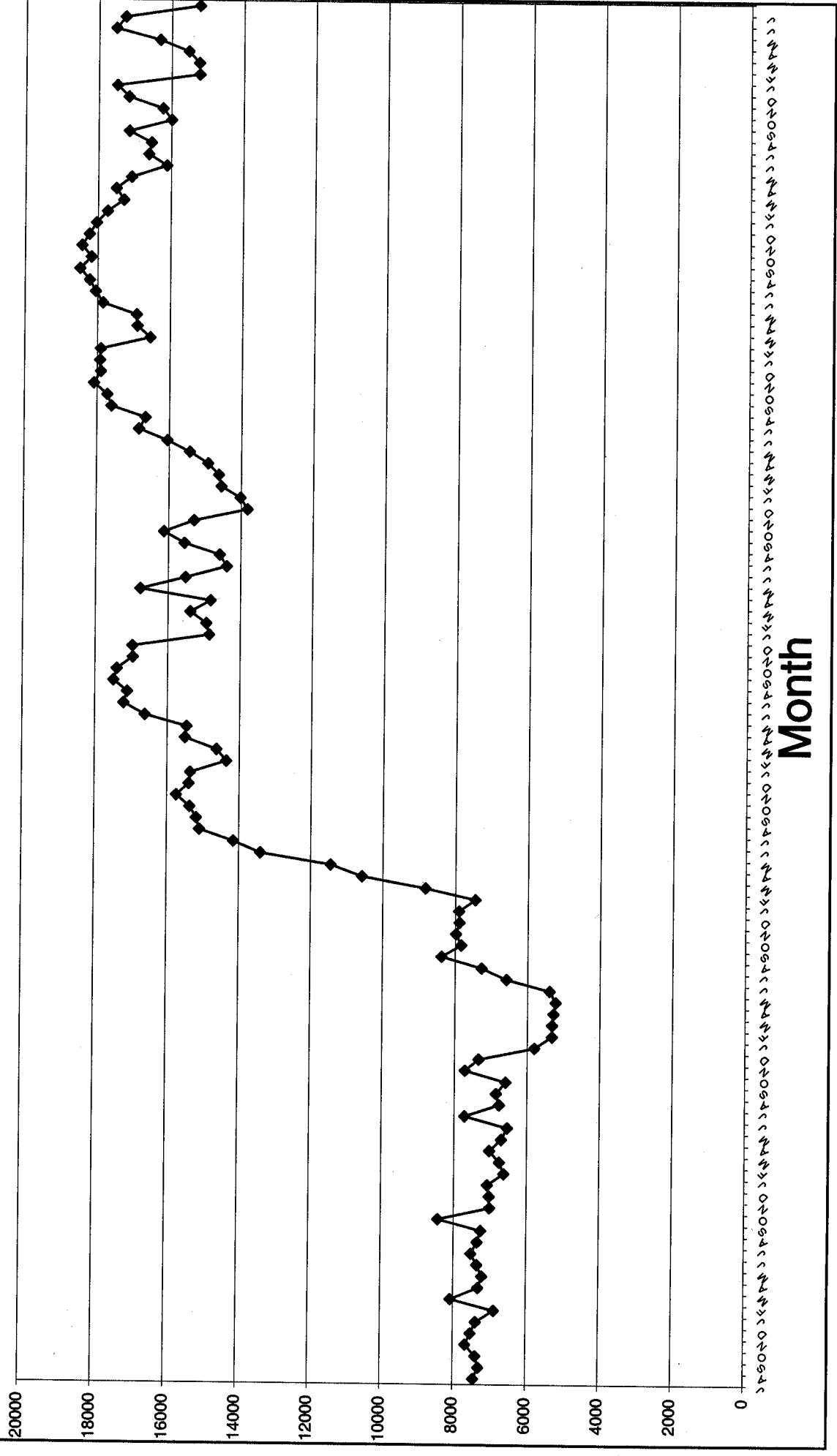
TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 JUNE 2003

ALEXANDRIA	164
ARLINGTON (COG)	136
ARTMA	252
BALTIMORE CITY	12
BMC	82
COG	797
DISTRICT OF COLUMBIA	213
DOD	0
DOE	1
FAIRFAX COUNTY	1,467
FREDERICK	409
HARFORD COUNTY	126
HOWARD COUNTY	416
LINK/RESTON	37
LOUDOUN COUNTY	465
MONTGOMERY COUNTY	5,896
Bethesda Transportation Solutions	1,510
Countywide	900
Friendship Heights/Rockville	337
North Bethesda Transportation Ctr	2,240
Silver Spring	909
MTA	44
NIH	125
NORTHERN NECK	35
NORTHERN SHENANDOAH VALLEY	149
PRINCE GEORGE'S COUNTY	593
PRTC	1,324
RADCO	1,845
RAPPAHANNOCK-RAPIDAN	251
TRI - COUNTY	387
OTHER	0

TOTAL	15,226
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COMMUTER CONNECTIONS CCERS DATABASE FY1994 - FY2004



**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
JULY 2003**

	T O C T O A G L Y	O C N L X	A R L	A R M A	B A L T	B E T H	B M C	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	S S	T A P	T R I	T R A N S	T O T A L
Calls Transfrd by COG How they heard...	N/A	N/A	4	5			4		16	7	1	1	1	4	2	2	2		1	3	17	13	26	5		**	5	46	162
Brochure/Promo Matrits	22	20	1	N/A								4			7							1				10	1	44	
Bus/Train Schedule	7	6		N/A										59	36						1311	133				10	1	1556	
Bus/Train Sign	1	1		N/A										1														2	
Direct Mail	7	4		N/A				1	1					9														6	
Employer	0	0		N/A												6												9	
Employer Survey	1	1		N/A				1																				8	
Fair/On Site Event	0	0	1	N/A																								1	
Government Office	2	1		N/A				9	1		4																	15	
GRH Program	0	0		N/A																		1						17	
Highway Sign	52	21		N/A				3			18			5								1					23	66	
Information (411)	2	0		N/A				4	4		6			30	7						4							18	
Internet	61	43		N/A																								105	
Library	2	2		N/A																								2	
Mobile Billboard	0	0		N/A																								0	
Newsletter	0	0	1	N/A																						5		6	
Newspaper	2	2		N/A																								2	
Newspaper (Local)	0	0		N/A										3														2	
Other Ridesharing Org	5	4		N/A				1				9		55							1						1	3	
Park-and-Ride Sign	6	1		N/A																							4	5	
Post Card (COG)	0	0		N/A																		1						1	
Presentation	0	0		N/A																								0	
Radio	11	8		N/A																								0	
Real Estate/WelcomeW	1	0		N/A										1							2						2	8	
Referral from Transit Org	3	1		N/A										26							2						1	4	
Theatre Slide	0	0	1	N/A																	2						1	35	
TV	0	0		N/A						2																		2	
Van Sign	2	2		N/A																								2	
Was/Is Applicant	169	125		N/A				56							33						866							2	
White Pages	6	3		N/A																	1							4	
Word of Mouth	108	71		N/A				4	1		13			54	42					2						3	13	206	
Yellow Pgs-Verizon	4	1		N/A				4						1													1	9	
Yellow Pgs-Yellow Bk	0	0		N/A										1														1	
Yellow Pages-Local	3	2	2	N/A				1				2		8													1	18	
Voice Mail Messages	28	27		N/A				45						17							12						2	113	
Other	9	5		N/A				52	2		13			15	50						1348							1485	
Total	514	351	6	N/A	0	0	0	180	12	0	84	0	284	181	0	43	0	0	0	1332	2356	0	43	0	40	0	46	4915	

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.
 ** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
JULY 2003

	COG	ALX	ARTMA	BALTB	BETH	BMC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MCG	MTA	NH	NECK	NSHEN	PGC	PRTC	RADC	RAP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matrix	12																					1					13
Bus/Train Schedule	7																										7
Bus/Train Sign	6																				10						16
Direct Mail	2							1	1																	4	
Employer	18																									18	
Employer Survey	1							1							52											54	
Fair/On Site Event																										0	
Government Office	9							5	26																	40	
GRH Program		1						111	14			31	20	26						7	18	70	6			304	
Highway Sign	5							3				1									1	6	1			17	
Information (411)	1																									1	
Internet	14	4							14	8		11	19	43						9	68	50	7			247	
Library	1																									1	
Mobile Billboard																										0	
Newsletter	2	1																								3	
Newspaper	1																									1	
Newspaper (Local)																										3	
Other Ridesharing Org	5								11			1									3	1				21	
Park-and-Ride Sign																										0	
Post Card (COG)																						8				8	
Presentation																								24		24	
Radio	13							1													1					15	
Real Estate/Welcomew																							1			1	
Referral from Transit Org																							5			5	
Theatre Slide										2																0	
TV	1																									3	
Van Sign	1																									1	
Was/Is Applicant	6	1						3				19	5							20	72		6			132	
White Pages																										0	
Word of Mouth	25							4	1			2								2	8	38	2			82	
Yellow Pgs-Verizon								1																		1	
Yellow Pgs-Yellow Bk										1																0	
Yellow Pages-Local																				1		2				4	
Voice Mail Messages																										6	
Other	16								1			5	8													34	
Total	146	7	0	0	0	0	0	0	155	54	0	69	0	48	126	0	0	0	0	39	180	183	35	0	24	0	1066

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: July 2003 FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: September 8, 2003

Background Activities

Major activities in July included:

- Arranging and participating in MATAC Board meeting conference call
- Participating in ACT Telework Council Conference Call
- Coordinating and attending the Telecommuting Ad-Hoc Meeting
- Presenting Draft FY 03 Employer Telework Seminar Report to Telecommuting Ad-Hoc Group
- Attending Employer Outreach Ad-Hoc Group Meeting
- Meeting with Fairfax County, Alexandria, and Arlington Employer Outreach personnel
- Meeting with Baltimore Metropolitan Council to discuss modifications to Telework Partnership with Employers program
- Coordinating and attending Telework Virginia program focus groups in Fairfax County
- Working on the Scope of Work and contract with the contractor for the FY04 Employer Telework Seminars

July 2: MATAC Board meeting
July 8: Meeting with Fairfax County Employer Outreach staff
July 9: Telecommuting Ad-Hoc Meeting
July 16: Meeting with BMC to discuss modifications to TPE program
July 22: Meeting with City of Alexandria Employer Outreach staff
July 22: Meeting with Arlington County Employer Outreach contractor
July 23: Meeting with National Head Start in Alexandria
July 30: Telework Virginia focus groups in Fairfax County
July 31: Meeting with TLA in Alexandria

Products

- ▶ Telework Centers are currently operating at 64% utilization
- ▶ Responded to or placed 74 calls regarding the Telework Resource Center, Telework Virginia, and/or the Telework Partnership with Employers Program.
- ▶ Mailed 20 Telework Resource Center kits

- ▶ 2003 Employer Telework Seminar Draft Report

Problems Encountered

None at this time

Future Activities

- MATAC Board meeting to prepare for October program meeting at COG
- OPM Meeting with Telework Coordinators
- Meeting with GSA to discuss Expanded Telework TERM
- Configuring ACT data base to accommodate file for Telework TERM
- Meeting with selected vendor to kick-off Expanded Telework TERM
- Commuter Connections Presentation to GSA : August 2003
- ACT Conference: September 2003
- FRPA Conference Presentation at the Army-Navy Country Club: October 2003
- MATAC Program Meeting at COG: October 2003
- City of Alexandria Telework Luncheon for Employers: November 2003
- MATAC Awards Luncheon: November 2003

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6133**
Month: **July 2003** **FY04**
Staff Contact: Owais Rafique
Edited By: Nicholas Ramfos
Today's Date: September 8, 2003

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Staff deployed the new InfoExpress kiosk software on all sites located in Washington D.C. and Northern Virginia.

The kiosk system was replaced at Ballston Common Mall, L Enfant Plaza, Springfield Mall, and Reston Town Center. The kiosk system monitor was replaced at L Enfant plaza and Ballston Common Mall. Communication problems were resolved at Tysons Corner Center.

Staff continued to work on the Park & Ride mapping functionality. Security system enhancements were tested and deployed on the servers. Maintenance was performed on Arc IMS running the park & ride functionality.

The Commuter Connections Ridesharing software system was updated. Updates included server side programming. Data updates were deployed onto the server for better matching and transit information.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Staff is currently finalizing the new designs and developing software modules for these specific locations.

Staff continued to make updates to the CCRS server side application. The updates will improve the processing of Match Letters.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process.

Products

July monthly usage statistics for InfoExpress kiosks.

Problems Encountered

InfoExpressInfoExpress kInfoExpress kioskInfoExpress kiosk system was replaced at L Enfant Plaza, S Common Mall.

Communication problems were resolved at Tysons Corner Center..

Future Activities

Deploy the integrated CCRS & GRH web-based system.

Develop and implement a new permanent InfoExpress and implement a new permanent InfoExpress of State.

Evaluate effectiveness of Integrated Rideshare measure.

FY03 Annual Report

Continue negotiations with potential Commuter sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

INFOEXPRESS KIOSK USAGE RATES
Month: July 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall#2	370	4129	Tysons Mall	298
			Weather	187
			Commuter Connections	162
			Maps & Guides	157
Tysons Mall#1	345	2590	Transit	101
			Weather	174
			Tysons Mall	128
			Maps & Guides	99
La Promenade	290	5089	Commuter Connections	95
			Transit	48
			La Promenade	927
			Transit	283
Fair Oaks Mall	178	3133	Maps & Guides	220
			Commuter Connections	173
			Metro	154
			Weather	178
Reston Town Center	140	4093	Fair Oaks Mall	145
			Commuter Connections	92
			Metro	54
			Maps & Guides	37
Springfield Mall # 1	124	4200	Weather	246
			Reston Town Center	171
			Commuter Connections	106
			Maps & Guides	103
Springfield Mall # 1	124	4200	Metro	60
			Springfield Mall	376
			Weather	162
			Commuter Connections	127
Springfield Mall # 1	124	4200	Maps & Guides	93
			GRH Menu	88
			Weather	162

Ballston Common Mall	97	2158	Weather Metro Commuter Connections Transit Maps & Guides	198 137 95 81 38
Springfield Mall # 2	48	2282	Springfield Mall Weather Commuter Connections GRH Menu Transit	113 110 47 44 28
USDA	39	246	Weather Traffic Commuter Connections Metro Transit	28 12 8 7 5
Reeves Center	34	427	Weather Maps & Guides Metro Commuter Connections Transit	74 43 27 14 11
Union Station	30	810	Weather Commuter Connections Metro Transit GRH Menu	56 49 42 30 17
Pentagon	10	330	Weather Metro Omni Ride Commuter Connections Maps & Guides	36 31 14 11 9
Wal - Mart	N/A	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	12	67
George Mason Library	4	12
Charlilly	3	7
Kings Town	0	0
Mason Govt Center	3	8
Kings Park	1	3
Reston Library	0	0
Tysons Transit	2	7
Centreville	4	18
Dolley/Madison	5	36
Inova	1	2
Pohick	0	0
John Marshall	2	5
Tysons Pimmit	0	0
Pennino	3	18
Govt. Center	4	27
Fairfax Library	1	8
Warranton	2	14

Jul-03

InfoExpress Kiosk Applications

Tysons Mall 1	0
Tysons Mall 2	0
Springfield Mall 1	1
Springfield Mall 2	0
Union Station	0
La Promenade	0
Pentagon	0
Reeves Center	0
Fair Oaks Mall	0
Reston Town Center	0
USDA	0
Wal-Mart	0
Balleton Common Mall	0
Total	1

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: July 2003 **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: September 8, 2003

Background Activities

Monthly synchronizations from six of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County, the District of Columbia, Frederick County, and Prince William County have not submitted their requisite reports and synchronizations.

Staff coordinated and assisted the Employer Outreach Ad-Hoc Group Meeting on July 15th. Staff also attended and presented at the Commuter Connections Sub-Committee Meeting on July 15th.

Staff began tabulation of the Customer Service Satisfaction Survey for FY03. The surveys were sent to 3144 employers with July 18th as the closing date. The free gift will be the Commuter Connections give-away item from the Employer Awards Ceremony. There were 214 total responses equaling 7% for a return rate.

Staff completed and distributed the 4th quarter conformity draft verification statement for FY03. Staff prepared the FY03 Employer Outreach progress report for review. Staff prepared the preliminary sales and technical training for FY04. The sessions will commence in October.

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

Products

July monthly sales activities
Draft FY03 Conformity Statement
Sales Training Schedule

Problems Encountered

Due to coordination difficulties with the state funding agencies, some scopes of work and contracts were delayed due to reallocation of monies amongst the jurisdictions. Arlington County and STI have not submitted their July monthly reports.

Future Activities

- Annual “COG to Locals” Regional Database Synchronization Process
- Continue maintenance of regional employer database
- Conformity Report finalization
- Prepare for September meetings
- Employer Customer Satisfaction Survey to be completed in August
- Present Bike to Work 2003 Draft report to Commuter Connections Subcommittee

Month: July 2003

	City of Alexandria	Arlington County *	District of Columbia *	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	0	0	0	0	0	0	16	9	0	7	0	16
Employers Contacted (follow-up)	2	0	0	3	0	3	295	381	0	3	0	58
Total Broadcast Contacts	5	0	0	0	0	0	1520	1	0	2025	0	0
Total Sales Meetings	1	0	0	0	0	1	64	20	0	7	0	3
Total Employers Contacted	8	0	0	3	0	4	1895	410	0	2042	0	77
New Level 1 TDM Programs	0	0	0	0	0	0	24	19	0	7	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	4	1	0	0	0	0
New Level 3 TDM Programs	1	0	0	0	0	0	2	1	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

* Did not submit a monthly report by deadline.

Year to Date FY03

	City of Alexandria	Arlington County *	District of Columbia *	Fairfax County	Frederick County *	Loudoun County	Montgomery County	Prince George's	Prince William *	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	0	0	0	0	0	0	16	9	0	7	0	16
Employers Contacted (follow-up)	2	0	0	3	0	3	295	381	0	3	0	58
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New Level 1 TDM Programs	0	0	0	0	0	0	24	19	0	7	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	4	1	0	0	0	0
New Level 3 TDM Programs	1	0	0	0	0	0	2	1	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

*** Did not submit monthly report by deadline**

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

Did not supply monthly report. **New Metrochek for 100+ employers, may include accounts sold by regional employer outreach sales force. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

- A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
- B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)**NEW
- D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
- E. Total Employers Contacted: A + B + C+ D
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

- Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy,
- Conducts Commuter Survey
- Distributes alternative commute info. to employees, including Ozone Action Days info.
- Posts alternative commute info., including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

LEVEL 2 (SILVER)

- Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
- Provides preferential parking for carpools and vanpools
- Implements an informal telework program
- Facilitates car/vanpool formation meetings
- Hosts/sponsors an alternative commute day or transportation fair
- Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
- Installs bicycle racks or lockers
- Establishes an ETC who regularly provides alternative commute information to employees

LEVEL 3 (GOLD)

- Implements a formal telework program
- Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
- Implements a carpool/bicycle/walk benefit
- Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- Implements a parking fee (valid only for companies that previously did not charge employees for parking)
- Becomes a Commuter Connections member and provides on-site ridematching
- Provides employee shuttle service to transit stations
- Provides company vanpools for employees' commute to work
- Installs shower facilities for bicyclists and walkers
- Implements a comprehensive Ozone Action Days program
- Supplements GRH program with payment for additional trips or own program

LEVEL 4 (PLATINUM)

- Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6135	
Month:	July 2003	FY04
Staff Contact:	C. Arabia	
Edited By:	N. Ramfos	
Today's Date:	September 4, 2003	

Background Activities

During July, COG staff received 479 applications for the GRH program. A total of 513 new applicants were registered, 506 new applicants and 7 previous “one-time exception” users. The GRH program provided 189 GRH trips. Thirty-one (31) of these trips were “One-Time-Exceptions” accounting for sixteen percent (16%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care or illness. A total of 26,816 commuters are currently registered for GRH.

COG’s operations contractor, Diamond Transportation Services, Inc. made telephone calls to commuters whose GRH registration is expiring to re-register commuters. COG also performed routine GRH server and database maintenance and backups.

Products

Provided 189 GRH trips.
Received 479 applications.
Registered 513 new applicants, including 7 “one-time exceptions.”
Re-registered 324 commuters.
Received 175 calls for GRH information.
Contacted “expiring” registrants by telephone.
Database management.
July monthly performance report.

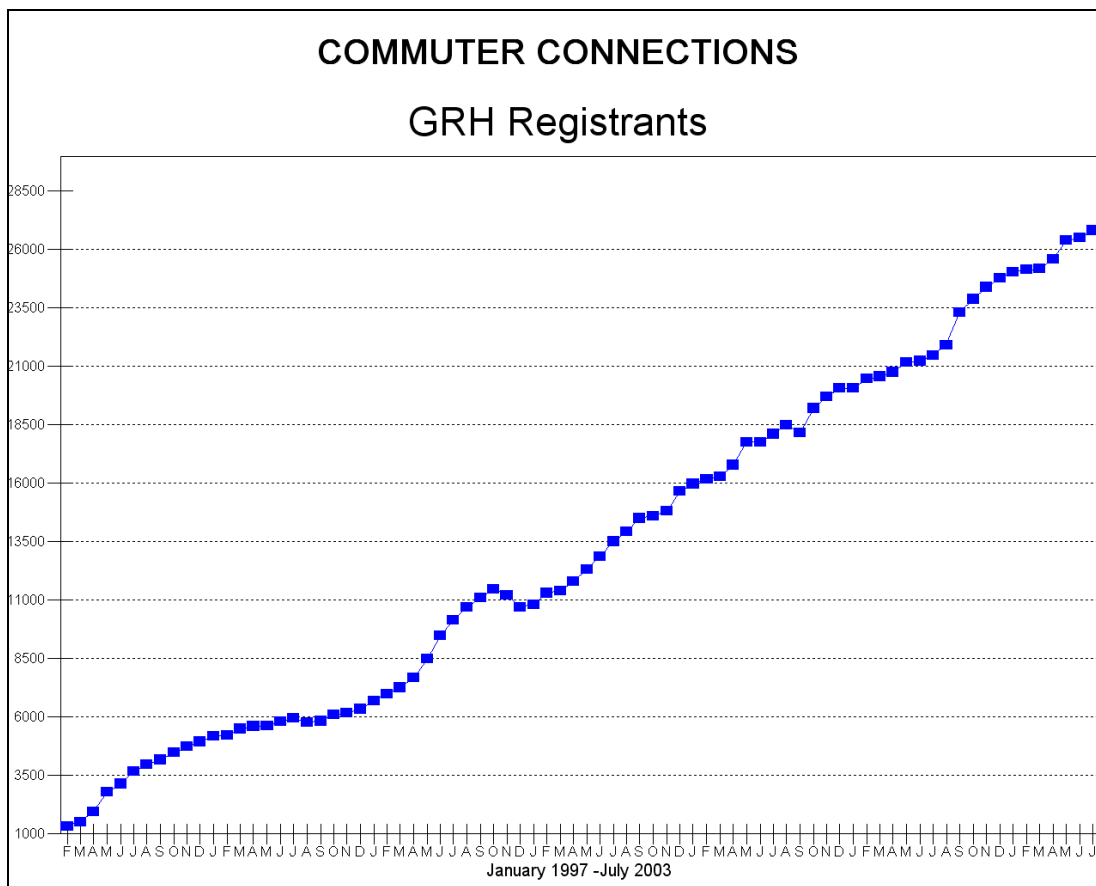
Problems Encountered

None.

Future Activities

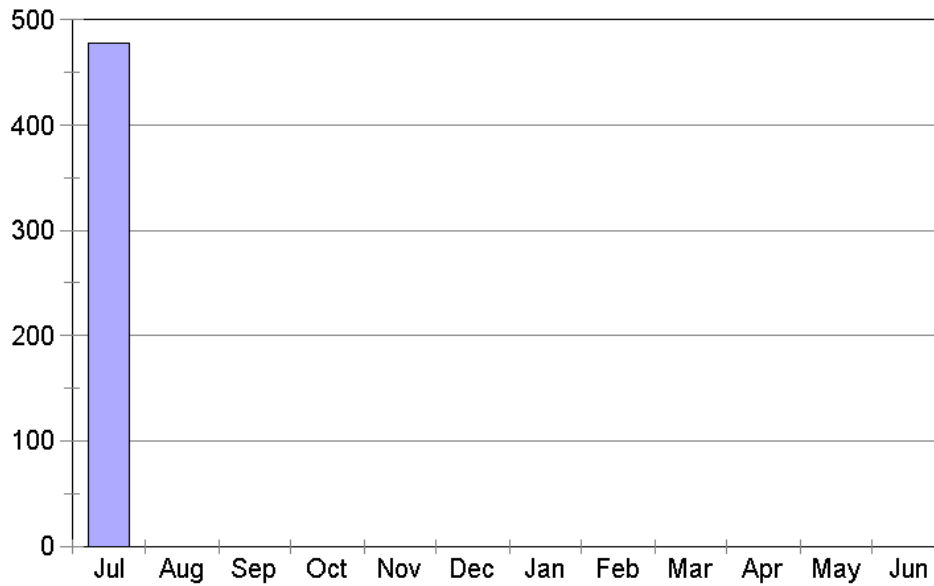
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.

- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate Spring Regional TDM Marketing Campaign to promote GRH.
- Produce FY03 progress report.



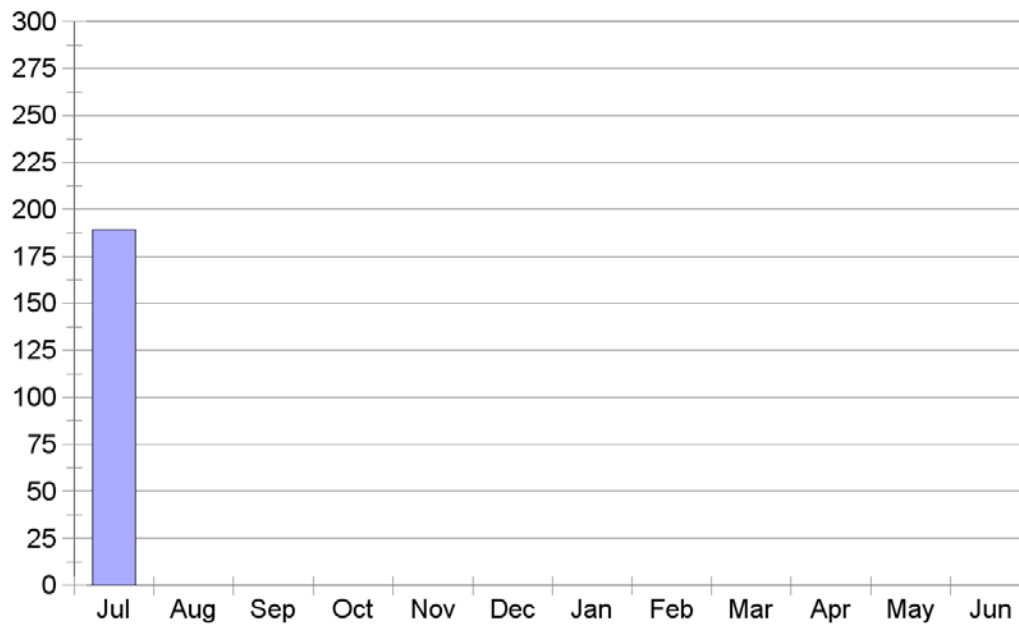
COMMUTER CONNECTIONS

GRH Applications Received FY04



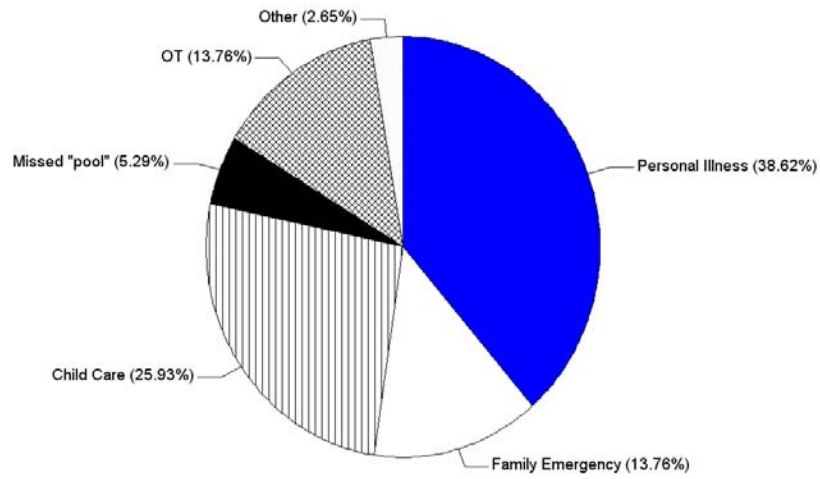
COMMUTER CONNECTIONS

FY04 GRH Trips Provided-189 as of July



COMMUTER CONNECTIONS

GRH Trip Reasons for July 2003



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: July 2003 FY04
Staff Contact: M. Hersey/M. Farrell
Edited By: N. Ramfos
Today's Date: July 23, 2003

Background Activities

Staff met with Mass Marketing Coordinator to map out marketing efforts and logistics for Bike to Work Day 2004.

Products

None.

Problems Encountered

None.

Future Activities

Update the current Guide by Fall 2003.
Review possibility and options of providing the Guide in Spanish.
Hold employer-based outreach seminars with WABA.
Update ADC map for publication by December.
Prepare and distribute 2003 Bike To Work Day Final Report.
Begin planning for 2004 Bike To Work Day event.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6137
Month:	July 2003	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	September 8, 2003	

Background Activities

- ▶ Made final edits and distributed binder of FY03 Regional Mass Marketing Campaign deliverables completed by Dudnyk Advertising & Public Relations. The report contained the following sections:
 - Review Previous Marketing Efforts
 - Review Existing Market Research
 - Stakeholder Research
 - Proposed Integrated Marketing Plan
 - Evaluation Plan
- ▶ Sent out mailing for Strategic Marketing Plan / Resource Guide FY04 updates to local jurisdictions, TMA's and transit agencies.
- ▶ Summarized feedback on six radio spot concepts gathered from the Commuter Connections Subcommittee and Regional TDM Marketing Group. Overall feedback narrowed the concepts down to the following three to be developed and tested:
 - Change Your Day
 - Emergency Commuter Technicians
 - Testimonial
- ▶ Radio spot concepts were developed into scripts and feedback was solicited from State TDM Work Group. As a result, adjustments were made to the script verbiage.
- ▶ Developed screener and discussion guide for radio spot focus group research.
- ▶ Rough-cut radio spots produced for top three campaign themes on July 7th for use in focus group testing.
- ▶ Held creative focus groups on July 9th in Fairfax, VA and July 10th in Gaithersburg, MD.

- ▶ Summarized qualitative findings of Creative focus group research.

Methodology -

SOV commuters between the ages of 18 and 55 were recruited and screened for an even distribution of age, gender, likelihood of considering an alternative to SOV, and length of commute. The participants were interviewed in mini-groups of 4-5 individuals. Participants were asked to listen to each commercial, record their impressions and discuss them. To compensate for order bias, commercials were rotated for each session. At the end of each mini-group, participants ranked the three radio spots in terms of appeal.

Findings -

There was clear consensus on the following points:

- Commuters very closely identify with the commuter depicted in each execution, specifically with the negative emotions of frustration.
- It is important to present a solution to the frustration of the daily commute, as over-emphasis on the frustration can cause commuters to “turn off.”
- Humor is generally appreciated, but not at the expense of the commuter.
- The most compelling messages were those that offered a broad range of alternative mode options and where one need not make an every day commitment; SOV commuters do not want to lose the flexibility to drive on occasion.
- Mentioning both website and telephone is important, and most commuters indicated they would go to the website.

Overall, the “Testimonial” campaign was the strongest of the three, as it most closely reflected the findings listed above. Participants’ comments about this execution revealed how strongly they identified with the title character and were pleased that she found a solution that worked for her. In this commercial, Commuter Connections was very clearly positioned as a solution to the frustration of commuting.

- ▶ Staff and Dudnyk presented a Mass Marketing update and audio tracks of tested radio spots at the July 15th Commuter Connections Subcommittee meeting.
- ▶ Staff and Dudnyk presented an update of the Mass Marketing campaign to the Transportation Planning Board at a work session held on July 16th. The general consensus from the work session was in line with the focus group feedback, in favor of the Testimonial concept. The TPB asked that staff and contractor come back again in September for another follow up Work Session, just prior to campaign launch.

TPB endorsed further expansion of the Testimonial campaign to include similar radio spots with variations to include a diversity of commuters in terms of gender, age, and ethnicity. A request was also made to examine the current tag line and to research others that may be more suitable for communicating the benefit of Commuter Connections.

- ▶ Met with COG Staff on July 17th regarding Telework Marketing. Learned that unlike previous years, 2004 seminars will be staggered over four months and take on different formats to address more advanced training needs required for the region.

- ▶ Held conference call with Dudnyk Interactive Team and Commuter Connections IT staff regarding framework and requirements of extranet site. The site will be password protected and will allow stakeholders to comment on posted marketing materials and information.
- ▶ Held conference call with State TDM Workgroup on July 31st to discuss tag lines to be tested. State Funders provided feedback on tag lines, and adjustments were made to one of the tags prior to quantitative testing.
- ▶ Staff began work on producing the Commuter Connections summer newsletter.

Products

- ▶ Final Report of FY03 contractor deliverables
- ▶ Strategic Marketing Plan update mailing
- ▶ Radio concepts narrowed, scripts developed, scratch audio tracks produced, focus groups conducted and findings gathered
- ▶ Presentation of Mass Marketing update to TPB and Commuter Connections Subcommittee
- ▶ Development of alternative Tag Lines for testing purposes
- ▶ Began Extranet Discussions

Problems Encountered

None

Future Activities

- ▶ Begin development of Extranet
- ▶ Meet with Operations Center Manager and Dudnyk regarding PRIZM profiling of database
- ▶ Strategic Planning meeting at MAYA to discuss advertising and PR plans and mass media scheduling time table
- ▶ Further quantitative research on “Testimonial” campaign as well as tag lines
- ▶ The next Regional TDM Marketing Group meeting will be held on August 5th.
- ▶ Produce FY03 End of Year Progress Report
- ▶ Collaborate with Pathways on further editing and refinement of 2003 Strategic Marketing Plan
- ▶ Distribution of SMP draft