

**ITEM 9 - Action**  
March 19, 2008

Approval of  
FY 2009 Commuter Connections Work Program (CCWP)

**Staff**

**Recommendation:** Adopt Resolution R20-2008 to approve the final FY 2009 CCWP.

**Issues:** None

**Background:** The Board will be briefed on the enclosed final version of the FY 2009 CCWP. The document was recommended for approval by the TPB Technical Committee on March 7, 2008. The draft FY 2009 CCWP was released for public comment on February 14.

**TPB R20-2008  
March 19, 2008**

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
777 North Capitol Street, N.E.  
Washington, D.C. 20002**

**RESOLUTION APPROVING  
THE FY 2009 COMMUTER CONNECTIONS WORK PROGRAM**

**WHEREAS**, the National Capital Region Transportation Planning Board (TPB) has been designated by the Governors of Maryland and Virginia and the Mayor of the District of Columbia as the Metropolitan Planning Organization (MPO) for the Washington Metropolitan Area; and

**WHEREAS**, on April 21, 2007, the TPB approved the FY 2008 Commuter Connections Work Program (CCWP); and

**WHEREAS**, the FY 2009 CCWP was reviewed by the Commuter Connections Subcommittee of the TPB Technical Committee on January 15 and February 19, 2008; and

**WHEREAS**, comments on the draft FY 2009 CCWP provided by District of Columbia Department of Transportation (DDOT), the Maryland Department of Transportation (MDOT), the Virginia Department of Transportation (VDOT), and the Virginia Department of Rail and Public Transportation (VDRPT) were addressed in the preparation of the final version; and

**WHEREAS**, the Draft FY 2009 CCWP was released for public comment at the TPB Citizens Advisory Committee meeting on February 14; and

**WHEREAS**, the TPB Technical Committee reviewed the work program at its meeting on February 1 and recommended approval of the FY 2009 CCWP at its meeting on March 7;

**NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD** approves the FY 2009 Commuter Connections Work Program for the Metropolitan Washington Region.

**ITEM #9**

**WORK PROGRAM FOR THE  
COMMUTER CONNECTIONS PROGRAM  
FOR THE GREATER WASHINGTON  
METROPOLITAN REGION**

**FISCAL YEAR  
2009**

**March 19, 2008**

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



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## SUMMARY

### Program Overview

The Fiscal Year 2009 Commuter Connections Work Program (CCWP) consists of a core program of regional transportation demand management operational activities funded jointly by state and local jurisdictions, plus jurisdictional programs that are conducted at the discretion of individual state funding agencies.

The regional state funding shares for the program elements are defined using a formula agreed to by the state funding agencies. Funding agencies include: District Department of Transportation, Maryland Department of Transportation, Virginia Department of Transportation, Maryland Transit Administration, and Virginia Department of Rail and Public Transportation. The costs of the jurisdictional activities are allocated directly to the jurisdiction or jurisdictions that choose to conduct them. This ensures that the regional activities upon which all other activities depend will be conducted regionally, and that the costs are allocated to the participating jurisdictions according to the agreed upon formula. At the same time, considerable flexibility is available to the state funding agencies and other agencies to define and fund discretionary activities that respond to their individual policy and funding priorities.

The FY 2009 Commuter Connections program elements are classified as follows:

<b>REGIONAL PROGRAMS</b>	<b>JURISDICTIONAL PROGRAMS</b>
Commuter Operations Center	Employer Outreach*
Guaranteed Ride Home	Maryland and Virginia Telework
Marketing	DC Kiosks
Monitoring and Evaluation	

*\*Includes both a Regional and Jurisdictional Component*

The CCWP was re-structured and streamlined in FY 2006 to clarify and simplify funding responsibilities. The FY 2009 CCWP continues this effort aimed at streamlining the administration and oversight processes for the program. Commuter Connections has expanded incrementally since its inception in 1974 as the Commuter Club, with different program elements having different jurisdictional participation and funding shares. As the program became more complex, it became increasingly difficult to track how much each state funding agency was participating in and paying for each program element.

During FY 2009, the State TDM Work Group will meet monthly and continue to provide administrative and programmatic oversight of the core program elements by the state funding agencies in the District of Columbia, Maryland and Virginia. The Commuter Connections Subcommittee will continue to provide overall technical review of the regional program elements and meet every other month. The Commuter Connections Ridematching Committee will also continue to meet quarterly on technical issues regarding the regional TDM software system. Oversight for jurisdictional program elements will be provided by the states and agencies that are funding them. Specialized project work groups will continue to meet as needed to address

particular implementation issues, such as the development of marketing campaigns, the new regional TDM web-based system, and special new initiatives like the Carpool Incentive Demonstration project. A Strategic Plan was adopted in November 2007 that serves as a framework regarding the roles and responsibilities of the Commuter Connections stakeholders.

The TPB is required by federal regulations to approve a congestion management process which includes travel demand management as part of the metropolitan transportation plan. Commuter Connections constitutes the major demand management component of the congestion management process to be approved by the TPB. Commuter Connections also provides transportation emission reduction measure benefits for inclusion in the air quality conformity determination, which must be approved by the TPB as part of the annual update of the Constrained Long Range Plan and Transportation Improvement Program.

The State TDM Work Group will assist in defining the program content and budget for each fiscal year and in developing a detailed annual work program in cooperation with COG/TPB staff and the Commuter Connections Subcommittee. The draft work program will be reviewed by program stakeholders and the Commuter Connections Subcommittee. The final work program will be reviewed by the TPB Technical Committee and approved by the TPB.

The State TDM Work Group will also review all RFP's and RFQ's as part of the work program and serve as the selection committee. The State TDM Work Group will review and approve all CCWP work products with input from the Commuter Connections Subcommittee.

The key elements and highlights of the FY 2008 Commuter Connections Work Program are summarized as follows:

- The Commuter Operations Center will provide ridematching services to commuters through a central toll free number "1-800-745-RIDE" and [www.commuterconnections.org](http://www.commuterconnections.org) web site, and support to commuter assistance programs operated by local jurisdiction, transportation management associations, and employer-based commuter assistance programs.
- The new regional TDM web-based system will include new modules for evaluation and surveys, special events and regional incentive tracking. The Employer Outreach and Telework database modules will be tested and implemented.
- Guaranteed Ride Home (GRH) will provide users of alternative commute modes up to four free rides home per year in a taxi or rental car in the event of an unexpected personal or family emergency or unscheduled overtime.
- Marketing will provide frequent regional promotion of alternative commute options, including; car/vanpooling, teleworking, mass transit, bicycling, walking; and support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services and Bike to Work Day. The Marketing program aims to raise awareness of alternative commute options, and support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of

single-occupant vehicles, and persuading commuters currently using alternative commute modes to continue to use those modes. A new carpool incentive demonstration project proposal will also be developed for one or two congested corridors in the region. A new effort will also be implemented to promote a Car-Free/Car-Light Day event in the region. The event would encourage commuters and the general population to leave their cars home or to use alternative forms of transportation such as carpools, vanpools, public transit, bicycles, or walking.

- Monitoring and Evaluation provides data collection and analysis activities as well as program tracking and monitoring reports for each program area. The regional TERM Analysis Report will be finalized and a regional Placement Rate Study will be conducted.
- Employer Outreach will support outreach and marketing to the region's employers to encourage use by their employees of alternative commute modes such as ridesharing, transit, telecommuting, bicycling, and walking; including assisting employers to hold bicycling seminars for employees, maintaining an up-to-date regional Bicycling Guide, providing information on workforce housing programs to promote "Live Near Your Work," and offering car-sharing information to lower employers' fleet management costs.
- Maryland and Virginia Telework will provide information and resources to employers in Maryland and Virginia on the benefits of teleworking and assist them in setting up telework programs for their employees. An on-call consultant was hired in FY 2007 to provide this assistance to both employers and Employer Outreach sales representatives in Maryland and Virginia.
- DC Kiosks will provide commuting information to the general public. These will be located at selected areas associated with Business Improvement Districts. Infrastructure improvements will continue to be made by installing new static kiosk displays.

Monitoring and evaluation activities are used extensively to determine the program's effectiveness. Evaluation results have been used in the past to make program adjustments: for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home Program guidelines based on participant survey feedback; and the InfoExpress Kiosk program was eliminated in Virginia and changed in the District of Columbia during FY 2007.

Figure 1 on page 7 of this document illustrates that the Commuter Connections service area is much larger than the Washington 8-hour ozone nonattainment area for workers eligible for the GRH program, and larger still for workers who can access the Commuter Connections ridesharing services. The total Commuter Connections service area has approximately 10 million residents.

### **Program Background**

Commuter Connections is a continuing commuter assistance program for the Washington region which encourages commuters to use alternatives to driving alone in a private automobile,



including ridesharing, transit, telecommuting, bicycling, and walking. The program has evolved and expanded over the past three decades following its inception in 1974 as the Commuter Club. In the mid-1980s, in an effort to better share regional ridesharing information the Commuter Club was expanded into the Ride Finders Network, which included Alexandria, Fairfax County, Montgomery County, Prince William County and the Northern Virginia Transportation Commission. By 1996, after steady growth in both size and strength, the Ride Finders Network became Commuter Connections, the commuter transportation network serving the Washington metropolitan region, encompassing twelve counties, four cities, and eight federal agencies. The Commuter Operations Center component of the current Commuter Connections Program represents the evolution of the earlier Commuter Club and Ride Finders Network programs.

In the mid-1990s, several new elements were added to the Commuter Connections Program as Transportation Emissions Reduction Measures (TERMs) to help meet regional air quality conformity requirements. All of these measures were designed to produce specific reductions in Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) by reducing vehicle trips and vehicle miles of travel associated with commuting. The measures were developed by the Travel Management Subcommittee of the TPB Technical Committee, and adopted into the regional Transportation Improvement Program (TIP) by the Transportation Planning Board (TPB). These measures were funded jointly by the District of Columbia, Maryland, and Virginia Departments of Transportation, with some variation in funding shares for the different measures.

<u>Measure</u>	<u>Date Implemented</u>
Commuter Operations Center	1974
Metropolitan Washington Telework Resource Center	1996
Integrated Ridesharing	1996
Employer Outreach	1997
Guaranteed Ride Home	1997
Employer Outreach for Bicycling	1998
Mass Marketing of Alternative Commute Options	2003

As the program elements shown above were implemented, their performance was evaluated over time. In FY 2006, the measures were revised to focus resources on the most effective program components. The total daily impacts of the Commuter Connections program were calculated in FY 2005 to be:

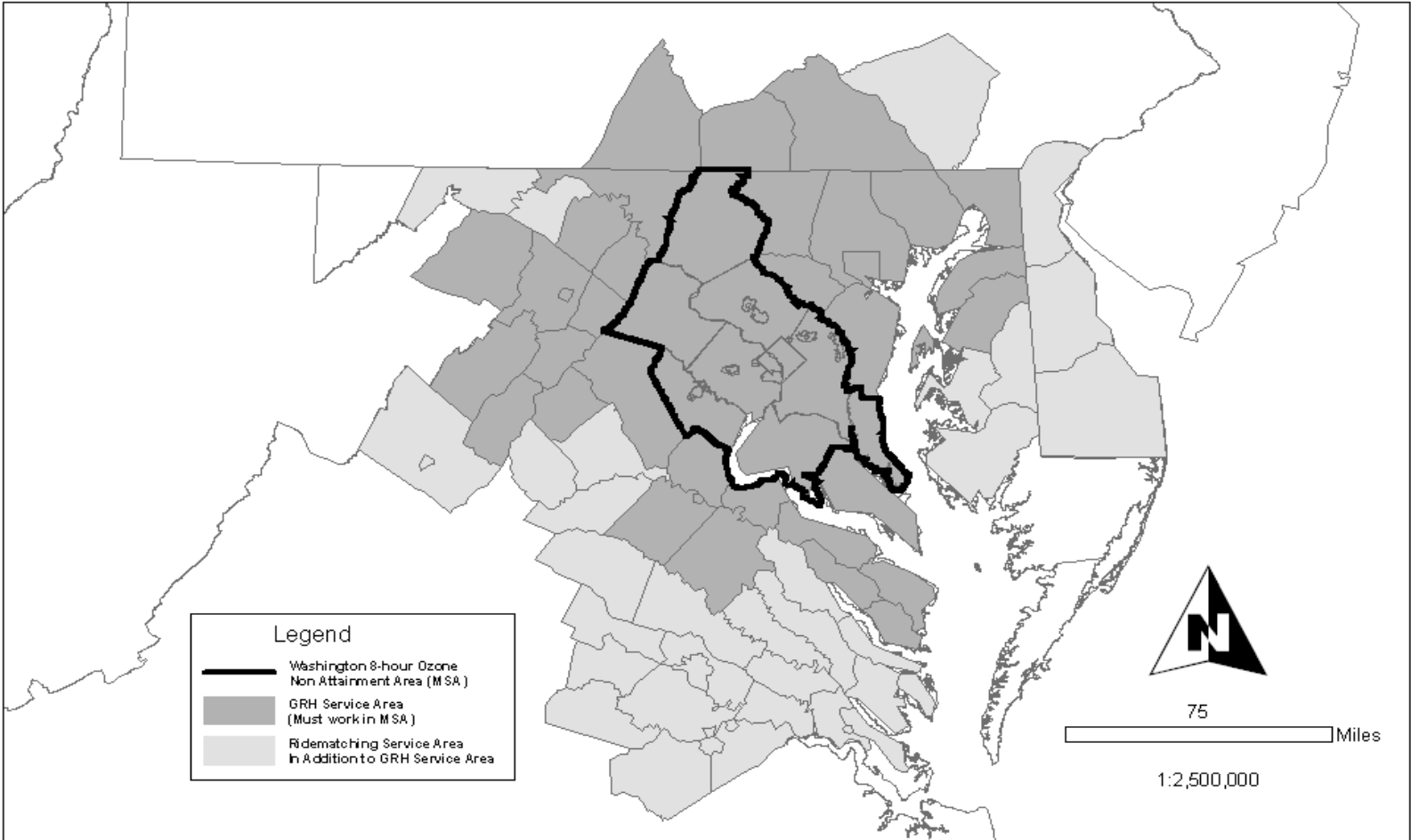
	<b><u>Daily Impacts</u></b>
VT Reductions:	130,000
VMT Reductions:	2,500,000
NOx Reductions (Tons):	1.9
VOC Reductions (Tons):	0.9

Extensive monitoring and evaluation have been carried out for the Commuter Connections Program over the past several years, and comprehensive data sets are available for reviewing the performance of individual program elements and identifying areas for both strengthening the performance of the program and streamlining the oversight and management procedures. The Program has been shown through the FY 2003 – 2005 TERM Analysis Report to be a highly cost-effective way to reduce vehicle trips (VT), vehicle miles of travel (VMT), and vehicle emissions associated with commuting. The following overall cost-effectiveness measures for the Commuter Connections Program are based on the results of the FY 2003 – 2005 TERM Analysis Report that was released on January 17, 2006:

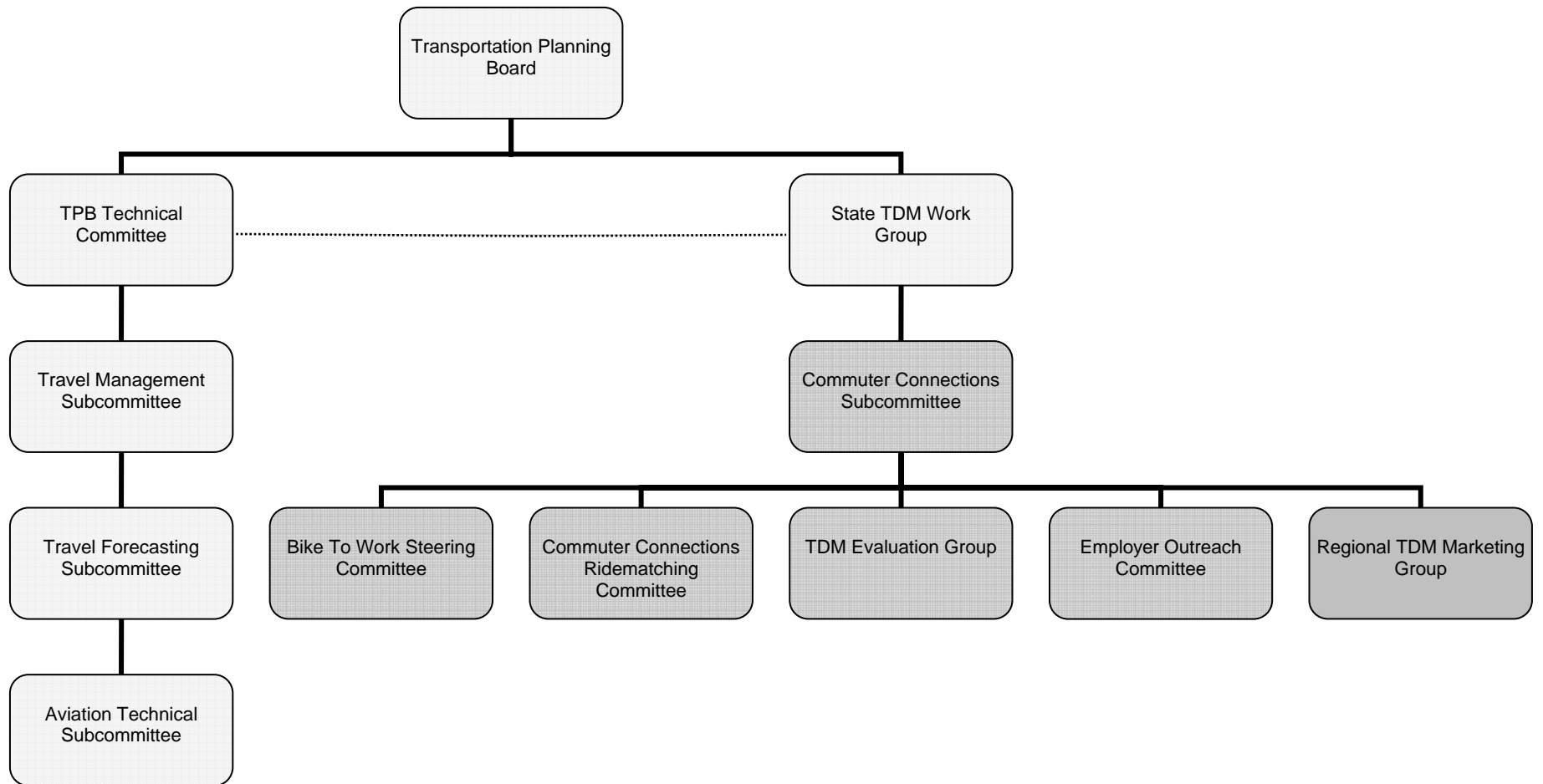
	<b><u>Daily Impacts</u></b>
Cost per VT reduced:	\$0.15
Cost per VMT reduced:	\$0.01
Cost per ton of NOx reduced:	\$10,000
Cost per ton of VOC reduced:	\$20,000

The Commuter Connections Program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reductions effected in vehicle trips and vehicle miles of travel. Existing data collected on Commuter Connections program performance has been used to refine and enhance the program and to streamline procedures for program oversight and administration.

Figure 1: Geographic Areas Serviced by Commuter Connections



## COMMUTER CONNECTIONS STRUCTURE



**Table 1  
FY 2009 COMMUTER CONNECTIONS BUDGET AND WORK PROGRAM EXPENDITURES**

<b>WORK ACTIVITY</b>	<b>DIRECT SALARIES STAFF</b>	<b>M&amp; A 26%</b>	<b>LEAVE BENEFITS 18%</b>	<b>FRINGE BENEFITS 20%</b>	<b>INDIRECT COSTS 36 %</b>	<b>DATA &amp; PC COSTS</b>	<b>CONTRACT SERVICES</b>	<b>DIRECT COSTS</b>	<b>TOTAL</b>
<b>Commuter Operations Center</b>	\$139,421	\$36,249	\$31,621	\$41,458	\$90,090	\$49,500	\$150,000	\$18,197	\$556,536
<b>Guaranteed Ride Home</b>	\$94,658	\$24,611	\$21,468	\$28,147	\$61,338	\$3,500	\$121,487	\$209,470	\$564,679
<b>Marketing</b>	\$155,376	\$40,397	\$34,519	\$45,258	\$99,199	\$3,000	\$600,000	\$1,422,428	\$2,400,177
<b>Monitoring and Evaluation</b>	\$106,575	\$27,710	\$24,171	\$31,691	\$68,453	\$0	\$130,130	\$33,000	\$421,730
<b>Employer Outreach</b>	\$64,570	\$16,788	\$14,644	\$19,200	\$41,473	\$8,000	\$15,000	\$868,188	\$1,047,863
<b>MD &amp; VA Telework</b>	\$13,066	\$3,397	\$2,963	\$3,885	\$8,392	\$0	\$120,000	\$10,423	\$162,126
<b>DC Kiosks</b>	\$2,211	\$575	\$501	\$657	\$1,420	\$0	\$25,000	\$667	\$31,031
<b>TOTAL</b>	<b>\$575,877</b>	<b>\$149,727</b>	<b>\$129,887</b>	<b>\$170,296</b>	<b>\$370,365</b>	<b>\$64,000</b>	<b>\$1,161,617</b>	<b>\$2,562,373</b>	<b>\$5,184,142</b>

**Table 2  
COMMUTER CONNECTIONS FISCAL YEAR 2009 BUDGET  
BY STATE FUNDING AGENCY AND PROGRAM ELEMENT**

FUNDS SOURCE	Commuter Operations Center	Guaranteed Ride Home	Marketing	Monitoring & Evaluation	Employer Outreach	MD & VA Telework	DC Kiosks	TOTALS
District of Columbia	\$59,323	\$66,067	\$313,271 **	\$49,342	\$111,991	\$0	\$31,031	\$631,025
State of Maryland	\$230,701	\$256,930	\$1,073,830**	\$191,888	\$435,526	\$81,063	\$0	\$2,269,938
Commonwealth of Virginia	\$217,012*	\$241,682	\$1,013,076 **	\$180,500	\$500,346	\$81,063	\$0	\$2,233,679
Other***	\$49,500							\$49,500
<b>TOTAL</b>	<b>\$556,536</b>	<b>\$564,679</b>	<b>\$2,400,177</b>	<b>\$421,730</b>	<b>\$1,047,863</b>	<b>\$162,126</b>	<b>\$31,031</b>	<b>\$5,184,142</b>

\* Commuter Operations Center measure shown for FY 2009 for the Commonwealth of Virginia includes \$64,200 provided by the Virginia Department of Rail and Public Transportation.

\*\*State funding agencies plan to use \$50,000 each in FY 2008 CCWP underrun funds to fund the Car Free Day in the Marketing program.

\*\*\*Software User Fees

## Detailed Task Descriptions and Cost Estimates for the FY 2009 Commuter Connections Work Program

### I. COMMUTER OPERATIONS CENTER

The Commuter Operations Center has been in existence since 1974 and provides local jurisdictions, Transportation Management Associations (TMAs), and federal government agencies a centralized database for commuting information. As part of the program, COG/TPB staff provides local agency coordination, training, and technical assistance; transportation information services to the general public; maintenance of the regional commuter database system; evaluation services; and a wide array of commuter transportation information and reports.

The Commuter Operations Center is a regional program that comprises the five project areas listed below. The total annual budget for the Commuter Operations Center regional program is \$556,536.

#### A. RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

Each month, COG receives several hundred applications for ridematching and transit information. More than 90% of these applications are received through the Commuter Connections Web site. COG staff reviews and processes all applications received through the Web site. Matchlists for carpool and vanpool information are sent daily by mail or email (depending on the applicant's preference). Each local Commuter Connections network member receives an electronic alert when a commuter application is received through the Commuter Connections Web site, from a commuter living in that network member's jurisdiction. The alert serves as notification that the network member staff should follow up with the commuter to provide additional assistance, as needed. Applications received at COG through the mail and fax are forwarded to the network member serving the applicant's home jurisdiction for entry into the rideshare database.

The following local jurisdictions, transportation agencies, transportation management associations, and federal government agencies deliver program services through the Commuter Connections network to their residents and workers:

District of Columbia	Maryland	Virginia
COG/TPB	ARTMA	City of Alexandria
	Baltimore City	Arlington County
	The BWI Partnership	Dulles Area Transportation Association
	Baltimore Metropolitan Council	Fairfax County

<b>District of Columbia</b>	<b>Maryland</b>	<b>Virginia</b>
	Bethesda Transportation Solutions	George Washington Regional Commission
	Food and Drug Administration	LINK – Reston Transportation Management Association
	Frederick County	Loudoun County
	Harford County	Northern Neck Planning District Commission
	Howard County	Northern Shenandoah Regional Valley Commission
	Maryland Transit Administration	Potomac and Rappahannock Regional Commission
	Montgomery County	Rappahannock – Rapidan Regional Commission
	National Institutes of Health	
	North Bethesda Transportation Center	
	Prince George’s County	
	Tri-County Council for Southern Maryland	

COG/TPB staff administers ridematching services on behalf of the District of Columbia and Arlington County. The local jurisdiction programs listed in Maryland and Virginia receive separate grants from the Maryland Transit Administration and the Virginia Department of Rail and Public Transportation to provide local services and to help support regional TDM program activities.

As part of the new TDM system project, the ridematching database was expanded to include all of Virginia. In doing so the ridematching databases from five commuter assistance programs in southern Virginia were incorporated into the TDM system’s database to provide improved commuter ridematching through a single database for Virginia, Maryland and the District. These programs are; RideShare (serving the Charlottesville region); TRAFFIX (serving the Hampton Roads region); MidPen Rideshare (serving the Middle Peninsula area); RideFinders (serving the Richmond region); and RIDE Solutions (serving the Roanoke region). The staff from these programs and the commuters they serve will now access the new TDM system for matching in carpools and vanpools. Incorporating the databases for these programs into one database was necessary because more and more workers are commuting between the regions served by these programs and the Metropolitan Washington region. COG/TPB staff will be providing technical assistance to these five programs.

During FY 2009, COG/TPB staff will continue to provide technical support and training to Commuter Connections network member agencies for the regional Commuter



Connections TDM software system. Staff will continue to review and distribute ridematching applications received from employers and the general public. Matchlist and renewal notice generation and distribution services will also be provided through COG. COG/TPB staff will produce network member technical assistance reports from the Commuter Connections TDM system, and provide staff support and coordination to the Commuter Connections State TDM Work Group, the Commuter Connections Subcommittee, and the Commuter Connections Ridematching Committee. COG/TPB staff will also fulfill daily network member data requests. Federal Agency Employee Transportation Coordinator training will be coordinated and in some instances given by COG/TPB staff. Staff will also produce an annual Commuter Connections Work Program for FY 2010.

**Cost Estimate:** \$102,858

**Products:** Database documentation of specific technical support actions taken, documentation of all Subcommittee and Ridematching Committee meetings, daily technical support and documentation, daily matchlist generation and distribution, TDM software system training for network members, training manual updates, monthly commuter renewal notices generation and distribution, monitoring and updating existing Emergency Management Continuity of Operations Plan for the TDM system, update the Transportation Demand Management Resources Directory twice per fiscal year, maintenance and updates to the Federal ETC Web site, and production of the FY 2010 Commuter Connections Work Program.

**Services:** Member technical support and software training, and Federal agency ETC training.

**Schedule:** July 1, 2008 - June 30, 2009

B. TRANSPORTATION INFORMATION SERVICES

COG has provided transportation information services for more than 30 years in the Washington Metropolitan region. The Commuter Operations Center provides basic carpool/vanpool, transit, telecommuting, bicycling, and walking information. Specialized transportation information is also provided in support of Air Quality Action Days, Job Access Reverse Commute, and other regional commuter service programs.

COG staffs the regional commute information telephone number 1-800-745-RIDE. Calls received at COG are transferred to the local Commuter Connections network member site (based on jurisdiction of residence of the caller) where applicable.

COG/TPB staff provides transportation information services to those commuters who cannot be assigned to a client member site, including residents of the District of Columbia. COG receives several hundred calls per week through the 800 number. COG staff also responds to daily requests and questions received by email.

During FY 2009, COG/TPB staff will continue to provide traveler information on alternatives to driving alone to the general public by telephone, Web site, electronically, and through printed information. Staff will continue processing applications from the general public and/or from Commuter Connections network members who request the service on a permanent or temporary basis based on information requests received. COG/TPB staff will answer the regional "800" telephone line and respond to e-mails on information requests from the Commuter Connections Web site. Over 90% of requests for transportation information are received through the Web site, compared to less than 10% by telephone.

**Cost Estimate:** \$74,103

**Products:** Provide commuter traveler information on alternatives to driving alone to the general public through the Web site, electronically, or printed information.

**Services:** Provide commuter traveler information on alternatives to driving alone to the general public by telephone.

Process applications from the general public, answer the regional "800" line, respond to e-mails from the Commuter Connections Web site, and provide general public customer service.

**Schedule:** July 1, 2008 - June 30, 2009

C. TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

The regional Transportation Demand Management (TDM) software system is provided as a regional database resource with secure online access to over 30 commuter assistance programs that include local rideshare agencies, Transportation Management Associations, and federal government agencies. The commuter assistance programs use the TDM software system to service their local commuters' transportation needs for alternative commuting information.

This project includes the daily routine monitoring and maintenance of the TDM software system. Tasks include: daily backup of the TDM database, maintenance of the TDM system servers, and the maintenance of the rideshare database, software files and

server.

This project will also include the review and development of Phase III of the new Web-based TDM system that would include the testing of the Employer Outreach and Telework databases, system documentation, and the development and testing of the modules for evaluation and surveys, special events and regional incentive tracking. This project will be coordinated with Commuter Connections local jurisdictions and funding agencies.

**Cost Estimate:** \$56,270

**Services:** Provide daily routine monitoring and maintenance of the TDM system and database for approximately 30 commuter assistance programs.

Maintain and update TDM system servers.

**Schedule:** July 1, 2008 - June 30, 2009

#### D. COMMUTER INFORMATION SYSTEM

The Commuter Information System project provides the TDM system with a GIS based information system that includes transit stop data, telework center locations, park and ride lot locations, and bicycling information as part of the ridematching functionality.

During FY 2009, COG/TPB staff will continue integration activities of new transit, telework center, and park and ride lot data into the TDM system server. Staff will also continue to obtain updated transit data, street centerline information and park-and-ride lot data from local jurisdictions and transit properties and reformat this data as necessary to the proper GIS format for use on the regional TDM system. Updates to the park-and-ride and telework center datasets for use on the TDM system will continue as will updates to the interactive GIS-based Web site application to include updated local and regional information for 11,000 plus transit, telework center, park-and-ride lots, and bicycle lanes/paths records.

**Cost Estimate:** \$46,459

**Services:** Updated local and regional information for transit, telework center locations, park and ride lots, and bicycling information which will be used in the TDM system.

**Schedule:** July 1, 2008 - June 30, 2009

#### E. TDM SOFTWARE SYSTEM PROJECT

The new state-of-the-art TDM system application was developed to replace the decade old ridematching and Guaranteed Ride Home application software. The new system also integrated access to both the Employer Outreach and Telework databases. The new system has on-line reporting and data tracking capabilities and allows general public users to maintain their own commuter record.

During FY 2007, Phase I of the development of this project began which included the migration of the ridematching and Guaranteed Ride Home databases into one single database, for use by the general public, client members, and COG/TPB staff.

Phase II of the project was implemented in FY 2008 and included testing and training on the new system, access to the Employer Outreach and Telework databases, and integration of the ridematching databases, landmarks, transit data and park-and-ride data of the separate Virginia commuter assistance programs that serve the Charlottesville, Hampton Roads, Middle Peninsula, Richmond and Roanoke regions.

During FY 2009, this project will include the testing of the Employer Outreach and Telework database access, system documentation, and the development and testing of the modules for evaluation and surveys, special events and regional incentive tracking. This project will be coordinated with Commuter Connections local jurisdictions and funding agencies.

<b>Cost Estimate:</b>	TDM Software System Project Consultant:	\$249,00
	<i>(Estimated Cost Includes \$49,500 from Software User Fees)</i>	
	COG/TPB Staff Oversight:	\$ 27,846
	<b>Total Project Cost:</b>	<b>\$276,846</b>

**Products:** Complete Phase III of the TDM Software System project.

**Schedule:** July 1, 2008 - June 30, 2009

## II. REGIONAL GUARANTEED RIDE HOME PROGRAM

The regional Guaranteed Ride Home (GRH) program eliminates a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Studies have shown that a commuter's fear of being "stranded" at work if they or a family member become ill, or if they must work unexpected overtime, is one of the most compelling reasons commuters do not rideshare or use transit to travel to work. The regional GRH program eliminates this barrier by providing a free ride home in the event of an unexpected personal emergency or unscheduled overtime. The GRH program's free ride home is offered only to commuters that carpool, vanpool, use transit, bicycle, or walk to work at least two days per work week. As a result of the GRH program, some single occupant vehicle drivers will switch to a ridesharing or transit commuting alternative, and current ridesharing and transit users will increase the usage of these alternative commute modes. The GRH program is an insurance program for those commuters who do not drive alone to their worksite.

The Guaranteed Ride Home program is a regional program and consists of the project area previously outlined in Figure 1. The annual budget for the Guaranteed Ride Home program for the two project areas outlined below is \$564,679.

A. GENERAL OPERATIONS AND MAINTENANCE

COG staff processes all GRH applications received by mail, fax, and the Commuter Connections Web site. Using the GRH software system, COG registers qualifying applicants, produces GRH registration ID cards, and sends ID card and participation guidelines to new registrants. Commuters can obtain information about the GRH program and complete an application on the Commuter Connections Web site, [www.commuterconnections.org](http://www.commuterconnections.org). Commuters may also call COG's Commuter Connections 800 telephone number, 1-800-745-RIDE, to ask questions about the GRH program and/or request information and an application. The 800 number is equipped with a menu so that callers can choose the menu item that best fits their needs. All GRH questions and requests for information and applications are taken by COG staff.

COG staff also mails GRH applications to GRH users who have used the GRH program without formally registering. GRH guidelines permit a commuter to use the GRH service one time as a "one-time exception" before they register. Also, COG staff mails transit vouchers to GRH users who used transit as part of their GRH trip. All vouchers and invoices from transportation service providers are processed by COG staff.

In the event the commuter has not supplied an e-mail address, COG/TPB staff mails a re-registration notice to commuters who could not be contacted by telephone. The notice contains an application which the commuter can complete and send to COG to re-register. The commuter can also call Commuter Connections or visit the Commuter Connections Web site to re-register.

During FY 2009, staff will assist the Commuter Connections Subcommittee in reviewing the GRH participation guidelines for any recommended changes. These recommendations will be presented to the Commuter Connections Subcommittee for their final review and approval. In the past, recommendations have been made to modify and add participation guidelines to better convey the GRH trip authorization, GRH re-registration, and one-time exception rules and restrictions.

COG/TPB staff will continue to respond to the general public and to GRH applicants for registrations and re-registrations to the program. Registered commuters will be notified when their GRH registration is about to expire. Staff will continue to prepare and send new and re-registration GRH ID cards, registration letters, and participation guidelines on a weekly basis. Staff will also continue to monitor and maintain the GRH applicant database and server. COG/TPB staff will continue to update and maintain program participation guidelines, and provide annual customer service training to the daily operations contractor and COG/TPB staff assigned to the project.

**Cost Estimate:** Direct Costs (Telephone, Copies, etc): \$ 21,647

COG/TPB Staff Oversight: \$156,841

**Total Cost: \$178,488**

**Products:** Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.

Update and maintain program participation guidelines.

**Services:** Process application requests from the general public for registration and re-registration to the program.

Notify commuters when registration is about to expire.

Monitor and update GRH applicant database.

**Schedule:** July 1, 2008 - June 30, 2009

**B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS**

GRH transportation service is provided by several taxi companies, a rental car company, and a paratransit company, all under contract with COG. Commuters make their GRH trip request through a menu option provided on COG's Commuter Connections 800 telephone number. This menu option transfers calls for GRH trips directly to an operations contractor. This contractor reviews and assesses the trip request and approves or denies the request based on the GRH Participation Guidelines. The contractor then arranges the approved trips with the appropriate transportation providers.

The operations contractor contacts, by telephone, GRH registrants without e-mail addresses whose registration is near expiration and re-registers the qualifying commuters. While the system of calling commuters has been successful, many messages left on commuters' voice mail are not returned. In such cases, re-registration is facilitated by COG staff as described in the previous section.

During FY 2009, COG/TPB staff will continue management and monitoring of contract services for day-to-day operations services. Day to day operations include confirming ride request eligibility; dispatching rides through the ten ride service providers; tracking ride requests in the GRH database; and processing invoices for payment for ride service providers, the daily operations contractor and for the general public for transit vouchers.

Customer service training will be provided to all Guaranteed Ride Home call center agents.

**Cost Estimate:** Daily Operations Contractor: \$121,487  
Cab and Car Rental Rides: \$187,850  
Customer Service Training: \$ 4,500  
COG/TPB Staff Oversight: \$ 72,354

**Total Project Cost: \$386,191**

**Services:** Process GRH trip requests, approve/deny requests, and arrange rides.

Call participants whose registration is due to expire to obtain re-registration information.

Management and monitoring of contract services for day-to-day operations, and ten service providers. This includes processing invoices for payment for contractors and for the general public for transit vouchers.

Annual customer service training for GRH call center agents.

**Schedule:** July 1, 2008 - June 30, 2009

### III. MARKETING

The Marketing program includes the use of media and other forms of communication at high reach and frequency levels to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel. The campaign delivers a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region. Regional TDM marketing campaigns also aim to encourage current non-SOV populations to continue using alternative transportation modes for commuting. In addition, Commuter Connections marketing initiatives encourage employers to provide alternative commuting benefits to their employees. Regional TDM marketing campaigns complement other on-going Commuter Connections program efforts that have been implemented in the region, increasing their overall efficiency and effectiveness. The program includes TDM marketing on ridesharing, transit, Guaranteed Ride Home, telecommuting, bicycling/walking, car-sharing, Live Near Your Work, and Employer Outreach program activities.

Specialized expertise is obtained through competitive procurement to develop a regional marketing campaign, with input from the state funding agencies and the Marketing Planning Workgroup. The program builds upon current regional TDM marketing efforts by state, regional and local agencies to establish continuous year round marketing for regional TDM programs.

Commuter Connections regional marketing campaigns include direct mail promotion of the TDM programs and incentives to several hundred thousand households and to employers, radio, television, and Web site advertisements. Other promotion of TDM programs includes on-site promotions at employment sites. The direct mail piece is different for each campaign in order to attract attention, and periodically, new radio advertisements are produced to keep the message "fresh." Partnerships between COG and area transit agencies have enabled the promotion of incentives such as the GRH program to transit riders and automobile drivers.

Marketing is a regional program and consists of three project areas listed below. The total annual project cost for the program tasks is \$2,400,177.

A. TDM MARKETING AND ADVERTISING

Commuter Connections Web site advertisements will be provided through banner ads and placement of keyword search engine sponsorships. Regional on-line yellow pages advertising will be provided. Bus and rail advertising will be negotiated. Staff will update and implement a public relations plan and continuously update the Extranet for posting marketing and advertising materials for review by the regional marketing planning workgroup members. The Extranet also includes an interactive communications and management tool for use for and by Commuter Connections committee groups. Staff will maintain an electronic discussion group forum through the Commuter Connections Extranet that will allow network members to pose questions and receive information from either COG/TPB staff or other network members regarding all TDM program services provided through Commuter Connections.

COG/TPB staff will coordinate marketing and promotional activities through the Regional TDM Marketing Group which consists of transit, ridesharing, and other transportation demand management agencies. A regional commute alternatives newsletter, *Commuter Connections*, will be published quarterly and distributed to several thousand employers. In addition, COG/TPB staff works with the General Services Administration to produce a quarterly Employee Transportation Coordinator (ETC) newsletter insertion into the Commuter Connections newsletter, for distribution to more than 100 Federal ETC's. The regional Resource Guide and Strategic Marketing Plan will also be updated with input from member agencies.

This project includes the production of radio spots to promote alternative mode use, the use of the regional GRH program, teleworking, the implementation of employer-based commuter benefit programs, and incentive based programs. The overall objective of the project will be to continue to brand Commuter Connections. A marketing/advertising/public relations contractor will be used to produce the creative, copywriting, and public relations plan. COG/TPB staff also will review and participate in special event advertising (e.g. baseball games or other events that will help boost the Commuter Connections brand). This project also includes day to day monitoring and management of the marketing/advertising/public relations contractor and the processing of media placement orders.

COG/TPB staff will also place advertisements for Commuter Connections in printed and



electronic telephone directories.

COG/TPB staff will coordinate and participate in on-site commuter promotions at employment sites (public and private sector), retail centers, transit centers, and special events sponsored by client members and other organizations throughout the year. On average COG staff attends six to ten events a year.

COG/TPB staff will continue to maintain and update all Commuter Connections collateral materials and Web based information.

<b>Cost Estimate:</b>	Consultant Support :	\$455,000
	Media Buy:	\$941,778
	Postage/Printing:	\$325,000
	COG/TPB Staff Oversight:	\$318,784
	<b>Total Project Costs:</b>	<b>\$2,040,562</b>

**Products:** Regularly update and maintain the Extranet for posting marketing and advertising materials for review by workgroup members and all other Commuter Connections committees.

Update and implement earned media plan.

Produce a quarterly newsletter for employers and Federal agency Employee Transportation Coordinators.

Update and maintain marketing materials and the Commuter Connections Web Site.

Update the Regional TDM Strategic Marketing Plan and Resource Guide.

Production and placement of electronic advertisements using the Commuter Connections marketing themes for all TDM program services (ridesharing, transit, GRH, telecommuting, employer outreach, etc). This includes Web site advertisement through banner ads and placement of keyword search engine sponsorships.

Placement of advertisements in printed and electronic telephone directories.

Bus and rail advertising.

Conducting advertising that tailors the Commuter Connections messages to special events.

**Services:**

Staff the Regional TDM Marketing Group.

Track the effectiveness of advertising campaigns through call volumes and internet hits.

Monitor and manage advertising contract and process media placement invoices.

Monitor the implementation of regional marketing campaigns.

Attend and participate in commuter promotional events and other special events.

Management and oversight of marketing/advertising/public relations contractor(s).

**Schedule:**

July 1, 2008 - June 30, 2009

Marketing Communications Brief: August 2008

2008 Strategic Marketing Plan and Resource Guide: December 2008

1<sup>st</sup> Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: December 2008

2<sup>nd</sup> Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: June 2009

**B. BIKE TO WORK DAY**

A major activity with regard to employer outreach for bicycling is the annual Bike to Work day event. Participation in this event has grown steadily each year and includes bicyclists from all jurisdictions in the region. Commuter Connections participation in Bike to Work day includes support for the planning and promotion of the event, and assistance at the various "pit stops" on the day of the event.

COG/TPB staff will continue to support and implement a regional Bike To Work Day event and promote the event to employers. This will be accomplished through media placements and marketing coordination activities with the marketing/advertising/public relations contractor.

<b>Cost Estimate:</b>	Consultant Support:	\$60,000
	Postage/Printing:	\$ 3,000
	Media Buy:	\$25,000
	COG/TPB Staff Oversight:	\$16,000
	<b>Total Cost:</b>	<b>\$104,000</b>

**Services:** Implement regional Bike To Work Day event in May 2009 and promote to employers and to the general public.

Staff regional Bike To Work Day Steering Committee

**Schedule:** July 1, 2008 - June 30, 2009

C. EMPLOYER RECOGNITION AWARDS

COG/TPB staff will coordinate the annual Commuter Connections Employer Recognition Awards for employers showing commitment towards voluntarily implementing commute alternative programs and telecommuting at their respective worksite(s). COG/TPB staff will also explore additional public relations opportunities for the award winning agencies to be profiled or highlighted.

Coordination activities will include developing and distributing an awards nomination packet and soliciting nominations from employers through local jurisdictions, Chambers of Commerce and from the employers themselves. Staff will also work with the marketing contractor to review and classify the award submissions. A selection committee of objective transportation industry professionals will be recruited for the awards selection committee. The selection committee will be chaired by a member of the TPB.

The marketing contractor will facilitate the selection committee process. Once the selection committee makes its recommendations, the award winners will be notified and a short video will be produced on each winning category. An awards booklet and giveaway will be produced for the awards ceremony. The awards ceremony will be held towards the end of the fiscal year. Staff will coordinate all logistics for the event. Additionally, COG's Office of Public Affairs along with the marketing contractor will identify media opportunities to highlight the winners.

<b>Cost Estimate:</b>	Consultant Support:	\$60,000
	COG/TPB Staff Oversight:	\$20,615
	<b>Total Project Cost:</b>	<b>\$80,615</b>

**Products:** Produce and distribute awards nomination packet

and coordinate award submissions with local jurisdictions.

Coordinate event logistics including awards booklet, giveaway item, video briefs, and event photography.

**Services:** Coordinate logistics for awards selection committee.

Identify earned media opportunities.

**Schedule:** July 1, 2008 - June 30, 2009

#### D. CARPOOL INCENTIVE DEMONSTRATION PROJECT STUDY

During FY 2009 COG/TPB staff will work on the development of a carpool incentive demonstration project preliminary study to be implemented in FY 2010. The purpose of the carpool incentive demonstration project would be to recruit and retain commuters in a carpool through cash or other incentives. Similar programs are in operation in major metropolitan areas such as Los Angeles and Atlanta. Research has shown that commuters who are paid to carpool tend to stay in a carpooling arrangement longer than those carpoolers who are not paid. Commuters who currently take transit or a vanpool to work are eligible to receive \$115 per month under the IRS Qualified Transportation Fringe benefit provisions. Carpoolers are not eligible to participate. This type of a program has been used in a limited fashion in the Washington metropolitan region during large-scale construction projects such as the Wilson Bridge where the program was named "Bridge Bucks." The program proved to be extremely successful in convincing commuters to use an alternative form of transportation other than driving alone during the construction period.

During FY 2009, COG/TPB staff and a volunteer committee of Commuter Connections network members will review the top ten congested areas in the MSA with the goal of choosing one or two of the corridors for implementing the incentive and recommending the feasibility of implementing a demonstration program.

**Cost Estimate:** COG/TPB Staff Oversight: \$25,000

**Total Project Cost:** \$25,000

**Products:** Produce Carpool Incentive Demonstration Project Proposal with recommendations on feasibility of program and location recommendations.

**Schedule:** July 1, 2008 - June 30, 2009

Carpool Incentive Demonstration Project Proposal:  
November 2008

## E. CAR-FREE DAY

During FY 2009 COG/TPB staff will coordinate with local jurisdictions to develop a regional Car Free Day campaign that will encourage residents to leave their cars behind or to take alternative forms of transportation such as public transit, carpools, vanpools, telework, bicycling or walking. A marketing campaign along with public outreach efforts will be developed to coincide with this worldwide celebrated event. A more detailed scope of activities and products associated with this event will be developed in the spring, 2008 through collaboration with a subgroup of Commuter Connections network members.

<b>Cost Estimate:</b>	COG/TPB Staff Oversight:	\$15,000
	Consultant Support:	\$25,000
	Postage/Printing:	\$5,000
	Media Buy:	\$105,000
	<b>Total Project Cost:</b>	<b>Up To \$150,000*</b>
<b>Services:</b>	Implement regional Car Free Day event in September 2008 and promote event to the general public.	
	Staff regional Car Free Day Steering Committee	
<b>Schedule:</b>	July 1, 2008 - June 30, 2009	

\*(Note: To the extent possible, project funds will come from FY 2008 CCWP underrun dollars from DDOT, MDOT and VDOT and will be re-programmed into this Work Program).

## IV. MONITORING AND EVALUATION

The Monitoring and Evaluation program will provide overall program and individual project results when appropriate for the various projects in the CCWP that will be used to track progress for the regionally adopted Transportation Emission Reduction Measures (TERMS). One project will solely focus on those activities directly related to data collection and analysis for the TERMS. Results from this project will directly impact the FY 2009 – FY 2011 TERM Analysis report for Commuter Connections and the final results will be used to update the regional TERM Tracking Sheet.

The second project area will include the ongoing tracking and monitoring activities for each of the CCWP program areas, including the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, and Marketing. In some instances, direct customer satisfaction surveys will be performed to gauge the level of satisfaction for program areas such as Guaranteed Ride Home and Employer Outreach. Monthly data collection and quarterly progress reports and an annual progress report will also be produced by COG/TPB staff.

The Monitoring and Evaluation program is a regional program and consists of the two project areas outlined below. The total annual project cost for the program tasks is \$421,730.

A. TERM DATA COLLECTION AND ANALYSIS

During FY 2009, COG/TPB staff will distribute the 2007 State of the Commute Survey report, will finalize and distribute the 2008 TERM Analysis Report, will conduct the FY 2009 Applicant Placement Rate survey and produce and distribute the report. COG/TPB staff will also be reporting the impacts of each of the TERMS in the regional TERM Tracking Sheet that is used as part of the regional air quality conformity determination process. A new Evaluation Schedule will also be prepared for the next reporting period which will be July 1, 2008 – June 30, 2011. Various presentations on the survey projects will be prepared and given to the Commuter Connections TDM Evaluation Group, the Commuter Connections Subcommittee, the TPB Technical Committee, and the TPB, if warranted. The evaluation contractor will also be fulfilling data requests that are received or needed by COG/TPB staff during the course of the fiscal year.

COG/TPB staff will also provide day to day management and monitoring of evaluation contract services and will report results through monthly data collection activities and quarterly progress reports and an annual progress report.

During FY 2009, data collection activities from local sales territories will continue as will the review of employer database records and the classification of employer records into levels of participation. Quarterly level of effort verification statements will be produced by COG/TPB staff.

Contract oversight for employer database tabulation and reporting will be provided by COG/TPB staff. Results from the employer database tabulated surveys are used to estimate the participation rates and impacts for employer-based TDM programs reported from the local sales jurisdictions. COG/TPB staff will begin using the revised regional web-based Employer Commute Survey.

<b>Cost Estimate:</b>	Employer Survey Data Tabulation Contractor:	\$60,000
	TDM Evaluation Project Consultant:	\$45,000
	COG/TPB Staff Oversight:	\$129,058
	<b>Total Project Cost:</b>	<b>\$234,058</b>

<b>Products:</b>	2007 State of the Commute general public report.
	2008 regional TERM Analysis Report.
	FY 2009 Applicant Placement Rate Survey and Report.
	Review and classification of employer database records into levels of participation which will be used to produce quarterly level of effort verification statements.

**Services:** Fulfillment of data requests.  
Data collection from activity reports from ten local sales territories.

**Schedule:** July 1, 2008 - June 30, 2009  
2007 State of the Commute Survey General Public Report  
Printing and Distribution: July 2008  
2008 Draft TERM Analysis Report: December 2008  
FY 2009 Applicant Placement Rate Report: May 2009

B. PROGRAM MONITORING AND TRACKING ACTIVITIES

COG/TPB staff will collect monthly program statistics, produce quarterly progress reports, and produce a FY 2008 annual summary of program statistics of the number and type of commuter traveler requests filled by COG and other client member program sites. Staff will collect and analyze data from the monthly customer satisfaction survey for GRH program users, and produce a customer satisfaction survey report based on the findings. Survey results will be used to change program guidelines and/or policies as needed.

COG/TPB staff will also monitor monthly progress for local Employer Outreach sales jurisdictions based on their approved Scopes of Work and contract project goals. Quarterly progress reports and level of effort tracking sheets listing results of each local sales jurisdiction will be prepared. An annual detailed snapshot of overall progress will be provided to appropriate DOT funding agencies for their respective jurisdictions.

COG/TPB staff will conduct the annual Employer Customer Satisfaction Survey and report.

COG/TPB staff will oversee a regional monitoring and evaluation program for Employer Outreach which includes data collection activities from local employer outreach sales territories. Local jurisdiction contract performance monitoring for Employer Outreach goals will also be a part of this activity.

Results from local employer telework sales calls and outreach services will be documented in terms of level of effort and progress and shown in quarterly progress reports.

Formal quarterly documentation will also be provided on level of participation and effectiveness and results from sales and outreach activities for employer-based telework programs. Overall monitoring and evaluating employer-based telework programs throughout the region will continue.

Staff will also evaluate effectiveness of advertising campaigns through call volumes,

internet hits, and the annual placement rate study. Marketing campaigns will be monitored through lead analysis and detailed campaign summary results. An event summary report will also be produced for the FY 2008 regional Bike To Work Day event.

Monthly program statistics will be collected and quarterly progress reports will be provided for all program areas in the FY 2009 CCWP and an annual progress report for FY 2008 will be produced.

<b>Cost Estimate:</b>	Consultant Costs:	\$25,130
	COG/TPB Staff Oversight:	\$162,542
	<b>TOTAL COST:</b>	<b>\$187,672</b>

**Products:** Collect monthly program data and produce quarterly progress reports for the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, Marketing, and Evaluation programs.

Produce FY 2008 annual progress report.

Collect and analyze data from monthly GRH customer satisfaction survey for FY 2008 program users, and produce a report showing results.

Production of quarterly Employer Outreach progress report and level of effort tracking sheet listing results for each local jurisdiction outreach agency.

Employer Outreach Customer Satisfaction Survey.

Produce marketing lead analysis and campaign summary results.

**Schedule:** July 1, 2008 - June 30, 2009

FY 2008 4<sup>th</sup> Quarterly Progress Report: July 2008

FY 2008 Marketing Campaign Lead Analysis and Results: September 2008

FY 2008 Annual Progress Report: September 2008

FY 2009 1st Quarter Progress Report: October 2008

FY 2009 2<sup>nd</sup> Quarter Progress Report: January 2009

FY 2008 Employer Customer Satisfaction Survey Report: February 2009



## V. EMPLOYER OUTREACH

The Employer Outreach program is designed to provide outreach efforts in ten jurisdictions located in the region's MSA. This program contains regional and jurisdictional components. COG's Commuter Connections staff provides overall administration and arranges for sales training and support as well as technical training on the regional sales contact management database. Local jurisdictions provide outreach to employers and work with employers to develop and implement new, or expand existing employer-based alternative commute programs.

The following local jurisdictions provide employer outreach services and are part of the Commuter Connections Employer Outreach network:

District of Columbia
Tri-County Council for Southern Maryland
Frederick County
Montgomery County
Prince George's County
City of Alexandria
Arlington County
Fairfax County
Loudoun County
Prince William County

Most employers who promote commute alternatives do so for practical reasons associated with the operation of their businesses. But the community as a whole benefits from commute alternatives programs, which improve air quality, reduce traffic congestion, and support economic development. For this reason, many local governments in the region continue to offer programs that encourage commute options at the employment site. These programs range from marketing efforts and incentive programs conducted through ridesharing programs to "adequate public facilities ordinances" that have trip reduction requirements for affected employers.

The Commuter Connections program's ongoing goal has been to weave existing local employer and government programs into a coherent, voluntary regional network, and to promote ways in which worksite commute alternatives programs may grow, without imposing burdensome mandates upon employers.

Regional Components of the Employer Outreach Program include:

- 1) Maintaining and updating a web-based regional employer/employee sales contact database to facilitate local efforts and avoid duplication.
- 2) Providing coordinated marketing materials for the program.
- 3) Coordinating technical training and offering sales support and training for the sales and service representatives in each of the participating jurisdictions.
- 4) Supporting the Employer Outreach Committee of the Commuter Connections Subcommittee which provides guidance to the program.
- 5) Coordination with WMATA's Metrochek/SmartBenefits program sales staff, and/or their assigned consultant(s).
- 6) Providing information on voluntary commuting actions that can be taken by employers and the general public to reduce mobile source emissions, particularly on Air Quality Action days, through the Clean Air Partners program.
- 7) Review of individual local sales contact databases on a continuing basis to ensure quality control.
- 8) Providing bicycling information to area employers to help and support bicycling to work by their employees.
- 9) Providing a regional "Live Near Your Work" program to assist both employers and prospective employees with information regarding housing near their respective work location.
- 10) COG/TPB support for overseeing pass-thru funding to local sales jurisdictions for the implementation of voluntary transportation demand management strategies at private sector employment sites.
- 11) COG/TPB staff support for updating and printing customized sales materials and employer case studies both in hard copy and for inclusion on the Commuter Connections Web site.

The regional components of the program are listed in the three project tasks below. The total annual cost for the regional components of the Employer Outreach program is \$276,199.

Jurisdictional Components of the Employer Outreach Program include:

- 1) Contacting individual employers in each locality, (carried out by the local sales and service representatives) through the regional contact sales database which Commuter Connections maintains and updates.

- 2) Accomplishing local program goals via staff, contractors, TMA's, or other entities. A scope of work is submitted to COG to expedite an annual program contract for each locality, and funding is allocated to localities based upon guidance to COG from the state funding agencies.

The jurisdictional components of the program are outlined in the project task below. The total annual costs for the jurisdictional components of the Employer Outreach program are \$771,664.

### **Regional Component Project Tasks**

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

During FY 2009, COG/TPB staff will continue to maintain and update the hardware and software for the computerized regional employer outreach database and monitor the regional web-based database installed during FY 2007. In addition, COG/TPB staff will coordinate training and provide technical assistance to local sales jurisdictions upon request.

**Cost Estimate:** \$47,561

**Services:** Management and monitoring of Employer Outreach regional database and provision of sales representative database training as needed, maintenance and update of regional contact management database.

**Schedule:** July 1, 2008 - June 30, 2009

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

The Employer Outreach for Bicycling program provides information to area employers to help support and encourage bicycling to work by their employees. This information is included in the Employer Outreach materials provided to employers under the Employer Outreach Program.

Specific activities under the Employer Outreach for Bicycling Program include the update of a guide on biking to work ("Biking to Work in the Washington Area: A Guide for Employers and Employees), and incorporation of WABA bike mentors into the ridematching database. (WABA's Web site now provides users with 24-hour matching to WABA bike mentors, automating a service that previously consumed considerable staff time, and which was available only during office hours).

COG/TPB staff also provides support and facilitation for other bike-to-work outreach

activities including lunch time seminars, association meetings and strategic mailings.

<b>Cost Estimate:</b>	Printing/Postage:	\$ 4,500
	COG/TPB Staff Oversight:	\$10,500

<b>Total Cost:</b>	<b>\$15,000</b>
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**Products:** Regional Bicycling to Work Guide updates.

**Services:** Employer assistance and seminars.

**Schedule:** July 1, 2008 - June 30, 2009

C. LIVE NEAR YOUR WORK PROGRAM

This project will encompass necessary updates to the comprehensive set of collateral materials for employers that were developed during FY 2007 both in print and electronically to provide employers with information to give to their employees to encourage them to live closer to work.

COG/TPB staff will continue to distribute pertinent information on workforce housing incentives and programs available throughout the metropolitan region and will coordinate with federal, state, and local jurisdictions on any additional information regarding transit-oriented housing developments that could be incorporated into the information.

Additionally, COG/TPB staff will coordinate with local Employer Outreach sales representatives in offering "Live Near Your Work" briefing sessions with employer groups, Chambers and Employee Transportation Coordinators. Local jurisdictions will have the opportunity to submit a proposal to COG/TPB staff to receive funds to conduct the briefing event. During FY 2009, there will be \$80,000 in funds available for these types of briefing sessions.

COG/TPB staff will include workforce housing resource information for employers in the Washington metropolitan region to use for those seeking employment at their respective worksite(s). This information can be included by employers in new hire orientation packages or job offers made to employees who are living outside of the jurisdiction where they accepted the job offer.

<b>Cost Estimate:</b>	Program Materials:	\$15,000
	Local Jurisdiction Briefing Session Grants:	\$80,000
	COG/TPB Staff Oversight:	\$30,000
	<b>Total Project Cost:</b>	<b>\$125,000</b>

**Products:** Update regional Live Near Your Work collateral materials.

**Services:** Briefing sessions in coordination with local jurisdictions to employer groups, Chambers of Commerce, and Employee Transportation Coordinators.

**Schedule:** July 1, 2008 - June 30, 2009

D. PROGRAM ADMINISTRATION

This project task includes the management and monitoring of pass-thru funding by COG/TPB staff to local sales jurisdictions for contract compliance. It also includes support to local jurisdictions, consultants, or TMA staff in implementing voluntary transportation demand management strategies at private and/or non-profit sector employment sites. This task also involves the review and approval of an annual Scope of Work by COG/TPB staff for each of the ten sales jurisdictions and day to day contract management. This task also includes COG/TPB staff support for updating and printing sales materials and employer case studies.

<b>Cost Estimate:</b>	Printing/Postage:	\$ 18,131
	COG/TPB Staff Oversight:	\$ 70,507
	<b>Total Project Budget:</b>	<b>\$88,638</b>

**Products:** Electronic and printed updates of sales materials and case studies.

**Services:** Oversight to local sales jurisdictions to implement voluntary transportation demand management strategies at private sector employment sites.

Bi-annual sales support conference calls. Employer site visits by COG/TPB staff as requested or needed by the local jurisdictions.

Staff the Employer Outreach Committee

**Schedule:** July 1, 2008 - June 30, 2009

**Jurisdictional Component Project Tasks**

A. LOCAL AGENCY FUNDING AND SUPPORT

Local jurisdictions work with employers to develop and implement new, or expand existing employer-based commuter benefit programs such as transit and vanpool benefits, preferential parking for carpools and vanpools, carpool and vanpool formation, and telework and flexible work schedules. Results from these efforts are recorded in the regional employer database.

**Cost Estimate:** Pass-thru to Local Jurisdictions: \$771,664

**Total Project Budget:** \$771,664

**Services:** New or expanded employer-based TDM programs.

**Schedule:** July 1, 2008 - June 30, 2009

## VI. MARYLAND AND VIRGINIA TELEWORK

The Telework program provides information, training, and assistance to Employer Outreach jurisdictional representatives, individuals and businesses to further telework programs in Maryland and Virginia. Activities include development of case studies, and provision of consultant assistance and training for Employer Outreach jurisdictional representatives.

### Jurisdictional Components of Telework:

- 1) Educating employers and their employees in Maryland and Virginia on the benefits of teleworking through telemarketing and sales outreach activities.
- 2) Monitoring local, state and federal telecommuting and telework initiatives in Maryland and Virginia.
- 3) Exchanging information with other telework and telecommuting programs around the nation and the world to ensure that the most effective new concepts and approaches are fully known and utilized in the Washington metropolitan region.
- 4) Assisting local Employer Outreach representatives in Maryland and Virginia to develop formal Telework policies, and to initiate or expand telework programs.
- 5) Providing information on available Telework Centers.

This program's jurisdictional component is outlined below and the total annual cost is \$162,126.

#### A. GENERAL ASSISTANCE AND INFORMATION

During FY 2009, COG/TPB staff will continue to provide information on teleworking to

the general public, local agencies, and employers from Maryland and Virginia contacting Commuter Connections through its 800-745-RIDE toll free number and through the Commuter Connections Web site. Interested employers will be referred to local Employer Outreach sales representatives. COG/TPB staff will also provide two half-day or all-day training sessions to the Employer Services representatives from Maryland and Virginia to strengthen sales skills relating to selling telework to employers. Employer Telework Case studies will also be updated.

Direct work with employers will be undertaken by local Employer Outreach jurisdiction staff in both Maryland and Virginia. The local Employer Outreach sales representatives will receive and review employer leads received at Commuter Connections and elect whether or not to use the on-call consultant. The local employer outreach sales representatives will submit requests to COG/TPB staff to use the on-call consultant. The on-call consultant can be used to assist employers in all aspects of starting or expanding telework programs, specific on-site training assistance, participating in seminars or workshops, or providing information on IT solutions. Local employer outreach sales representatives will document follow-up activities in conducting employer site visits and follow-up visits, developing or updating formal Telework policies, or starting or expanding a telework program. Documentation of these activities will be recorded in the regional Employer Outreach database.

Additional program services will be provided by the local jurisdictions to enable employers to start or expand telecommute programs in conjunction with Maryland's Telework Partnership with Employers (TPE) and Virginia's Telework!VA incentive programs with guidance by the on-call consultant and COG/TPB staff, if required. COG/TPB staff will monitor this work with employers in Maryland and Virginia by the local jurisdictions and on-call consultant.

<b>Cost Estimate:</b>	On-Call Telework Consultant:	\$120,000
	COG/TPB Staff Oversight:	\$ 42,126
	<b>Total Project Budget:</b>	<b>\$162,126</b>

**Products:**

Two half-day telework sales training sessions.

Update employer Telework case studies.

**Services:**

Provide as requested, general telework information to the general public, local agencies, and employers. Pass employer sales outreach activity leads to appropriate local sales representatives and requests from local representatives for assistance to on-call consultant to work with employers in Maryland and Virginia to establish new or expand existing telework programs.

COG/TPB staff to monitor project progress for both employer services representatives and on-call consultant.

**Schedule:** July 1, 2008 - June 30, 2009

## VII. DC INFORMATION KIOSKS

The District of Columbia information kiosks will promote traveler information and other alternative transportation services to employers and to the general public.

This program's annual budget is \$31,031.

### A. IMPLEMENTATION OF DC INFORMATION KIOSKS

During FY 2009, COG/TPB staff will continue to work on installing static kiosk displays as needed in conjunction with DDOT and Business Improvement Districts. The kiosks will be maintained and updated by Business Improvement District representatives.

During FY 2009, COG/TPB staff will also provide recommendations on kiosk structures for placement at the Business Improvement Districts, as needed.

<b>Cost Estimate:</b>	Purchase 3 to 5 static kiosks:	\$25,000
	COG/TPB Staff Oversight:	\$ 6,031

<b>Total Project Cost:</b>	<b>\$31,031</b>
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<b>Services:</b>	Selection and recommendations of kiosk enclosures, and any additional structural hardware needed. Purchase and installation of the kiosk static structures in conjunction with DDOT and BID staffs.
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**Schedule:** July 1, 2008 - June 30, 2009