COMMUTER CONNECTIONS
PROPOSED WORK ACTIVITIES FOR FY 2018
(July 1, 2017 to June 30, 2018)

I. COMMUTER OPERATIONS CENTER ($584,250) (*Note: includes $64,800 for client member fees for hardware and software maintenance*)

A. <u>RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE</u>

- Technical support and training to local ridehshare agencies for the regional Commuter Connections ridematching software system.

- Provide customer service training for network members, as needed.

- Documentation of specific technical support actions taken as well as daily Help Desk support given to network members.

- Review and distribution of received ridematching applications from employers and the general public.

- Distribute monthly commuter renewal notices as part of the purge process.

- Update and distribution of TDM Web-based System Training Manual, as needed.

- Matchlist and renewal notice generation and distribution services.

- Produce member reports, and fulfill member data requests.

- Update and distribution of bi-annual TDM Resources Directory.

- Federal Agency Employee Transportation Coordinator training and maintenance of the Federal ETC web site.

- Staff the Commuter Connections Subcommittee, Ridematching Committee, and STDM Work Group.

- Monitor and update the CCWP Master Agreement as needed.

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- Monitor and Update the Emergency Management and Contingency Plan.

- Produce the annual FY 2019 Commuter Connections Work Program.

B. <u>TRANSPORTATION INFORMATION SERVICES</u>

- Provide commuter traveler information on alternatives to driving alone to the general public by telephone, web site, electronically, mobile, app, or printed information.

- Process applications from the general public and answer the regional "800" line and TDD line and respond to e-mails from the Commuter Connections web site.

- Provide general public customer service.

C. <u>TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE</u>

- Provide daily routine monitoring and maintenance of the TDM Rideshare Software system for approximately 30 client member locations in the region.

- Maintain and update TDM system servers and software programming code and web hosting.

D. <u>COMMUTER INFORMATION SYSTEM</u>

- Update local and regional information for transit, telework center locations, park and ride lots, and bicycling information which will be used in the web based TDM system.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM ($790,958)

A. <u>GENERAL OPERATIONS AND MAINTENANCE</u>

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- Process requests from the general public for registration and re-registration to the program. Notify commuters when registration is about to expire.

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

- Monitor and update GRH applicant database.

- Update and maintain program participation guidelines.

B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS

- Process GRH trip requests, approve/deny requests, and arrange rides.

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

- Customer service training for GRH call center agents as needed.

- Provide GRH Rides.

III. **MARKETING** ($3,054,429)

A. TDM MARKETING AND ADVERTISING

- Regularly update and maintain SharePoint for posting marketing and advertising materials for review by workgroup members and all other Commuter Connections committees.

- Track the effectiveness of advertising campaigns through call volumes, and the Internet.

- Process media placement invoices.

- Update and implement earned media plan.

- Develop and implement creative materials for the regional TDM Marketing campaigns.

- Production of a quarterly newsletter for employers and Federal agency Employee Transportation Coordinators.

- Update and maintain printed regional marketing materials for rideshare matching, GRH, park and ride lots,

- Update and maintain the Commuter Connections web site and social marketing sites such as Facebook, Twitter, YouTube and other sites as needed.

- Update the Regional TDM Strategic Marketing Plan and Resource Guide.

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

- Production and placement of print and 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, radio, and television as well as value-added spots.

- Placement of advertisements in printed and electronic telephone directories.

- Create and place bus and rail advertising.

- Create and place special event advertising.

- Management and oversight of regional TDM Marketing project contractor(s).

- Monitoring the implementation of regional marketing campaigns and make adjustments to marketing campaigns, as needed.

- Preparation of Marketing Communications Plan and a corresponding implementation schedule.

- Staff the Regional TDM Marketing Group.

B. <u>BIKE TO WORK DAY</u>

- Implement regional Bike To Work Day event and promote to employers and to the general public.

- Staff regional Bike To Work Day Steering Committee

- Develop and implement an earned media plan.

- Develop and implement creative materials for Bike To Work Day.

- Develop and issue a regional Bike To Work Day Proclamation.

- Coordinate regional pit stops for Bike To Work Day event.

- Design and distribute collateral materials to employers and the general public.

- Placement of advertisements; including but not limited to banner ads on the web, placement of keyword search engine sponsorships, radio, and print, and value-added spots

- Solicitation of corporate sponsorships.

- Coordination of the Employer Challenge event.

- Processing media placement invoices.

- Management and oversight of regional TDM Marketing project contractor(s).

C. <u>EMPLOYER RECOGNITION AWARDS</u>

- Produce and distribute awards nomination packet and coordinate award submissions with local jurisdictions.

- Coordinate logistics for awards selection committee.

- Coordinate development and distribution of awards booklet, giveaway item, video briefs, trophy's, and event photography.

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- Develop and place print ad.

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- Coordinate awards submissions with local jurisdictions.

- Coordinate logistics for awards selection committee, including meeting facilitation.

- Identify and coordinate earned media opportunities.

- Process media placement invoices.

- Coordinate event logistics including recruitment of speakers, writing speaker remarks, securing event venue, and staffing the event.

- Management and oversight of regional TDM marketing project contractor(s).

D. 'POOL REWARDS

- Enrolling participants in the 'Pool Rewards program.

- Monitoring program participation and logging of trips in accordance with established program terms and conditions and participation guidelines.

- Coordinate with WMATA on reporting vanpool data to the FTA's National Transit Database (NTD).

- Updating program terms and conditions and participation guidelines as needed.

- Administering program surveys and obtaining supervisor verification.

- Design and distribute collateral materials for distribution to employers and the general public.

- Place media on the radio, television, and web and use of social marketing to advertise the program (e.g. Twitter, Facebook, Instagram, etc.) as well as value added spots.

- Process media placement invoices.

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- Management and oversight of regional TDM Marketing project contractor(s).

E. CAR FREE DAY

- Implement regional Car Free Day event in September 2017 and promote event to the general public, employers, the retail community and to the media.

- Staff the regional Car Free Day Steering Committee

- Develop and implement earned media plan.

- Develop and distribute collateral materials for the Car Free Day event.

- Produce a radio advertisement, internet ads, text messages, and e-mail blasts for marketing purposes.

- Media placements on radio and web and negotiation of value-added placements.

- Process media placement invoices.

- Update and maintain web site and social media sites.

- Management and oversight of regional TDM Marketing project contractor(s).

IV. MONITORING AND EVALUATION ($490,000)

A. TERM DATA COLLECTION AND ANALYSIS

- Print and distribute the 2016 State of the Commute general public report, finalize and distribute the FY2015 – 2017 TERM Analysis Report, and conduct the FY 2018 Placement Rate Survey and issue a report.

- Review of employer database records.

- Classification of employer records into levels of participation.

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- Collection of monthly Employer Outreach data from local jurisdictions.

- Fulfillment of data requests.

- Employer site survey coordination.

- Management and oversight of regional TDM Evaluation contractor(s).

B. PROGRAM MONITORING AND TRACKING ACTIVITIES

- Produce FY 2017 annual progress report.

- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual customer satisfaction survey from FY 2017 and report based on feedback from program users.

- Production of monthly Employer Outreach progress report and level of effort tracking sheet listing results of each local sales jurisdiction. Annual Employer Outreach analysis document with project recommendations.

- 1st and 2nd Half of the Year regional TDM Marketing Campaign Summary and Lead Analysis Document.

- Production of FY 2016 Bike To Work Day event report.

- Survey reports to Employer Outreach representatives from Employer Commute Survey results.

- Updating and maintaining Employer Commute Survey archived database.

- Management and oversight of Employer Survey contract.

- Quarterly Employer Outreach sales contact data and conformity verification statements for 10 local jurisdiction sales territories.

- Staff the TDM Evaluation Work Group.

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V. EMPLOYER OUTREACH ($1,648,677)
(Note: This budget amount includes Northern Virginia pass-thru dollars to local jurisdictions and Administration Costs, DDOT Pass-Thru dollars, as well as MD and VA Telework dollars for this TERM)

Regional Component Project Tasks

A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING

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

B. EMPLOYER OUTREACH FOR BICYCLING

- Employer assistance and seminars and bicycling and walking and regional Bicycling to Work Guide updates.

Jurisdictional Component Project Tasks

A. MARYLAND LOCAL AGENCY FUNDING AND SUPPORT

- New or expanded employer-based TDM programs in DC and Maryland.

- Provide general telework information to the general public, local agencies, and employers. Work with employers in Maryland to establish new or expand existing telework programs.

B. DC, MARYLAND, and VIRGINIA PROGRAM ADMINISTRATION

- Electronic and printed updates of sales materials and case studies for DC, Maryland, and Virginia that includes general Commuter Connections brochure, Live Near Your Work, LEED, Telework, Alternative Work Schedules, Emergency Commute Preparedness, and Climate Change brochures.

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- Oversight to local sales jurisdictions in Maryland to implement voluntary transportation demand management strategies at private sector employment sites.

- Employer site visits by COG/TPB staff as requested or needed by Maryland jurisdictions.

- Bi-Annual sales support conference calls for DC and Maryland jurisdictions.

- Staff the Employer Outreach Committee for DC, Maryland, and Virginia Employer Outreach representatives.

- Regional sales training sessions for Employer Outreach representatives.

VI. GRH BALTIMORE ($200,000)

Jurisdictional Components

A. GENERAL OPERATIONS AND MAINTENANCE

- Process requests from the general public for registration and re-registration to the program. Notify commuters when registration is about to expire.

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

- Monitor and update GRH applicant database.

- Update and maintain program participation guidelines.

- Marketing and advertising in the Baltimore metropolitan region.

- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual customer satisfaction survey from FY 2017 and report based on feedback from program users.

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B. <u>PROCESS TRIP REQUESTS AND PROVIDE TRIPS</u>

- Process GRH trip requests, approve/deny requests, and arrange rides.

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

- Customer service training for GRH call center agents as needed.

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