

# FY 2023 ANNUAL PROGRESS REPORT

## Commuter Connections

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

September 19, 2023



National Capital Region  
**Transportation Planning Board**



## **ANNUAL PROGRESS REPORT**

Prepared by Commuter Connections staff.

September 19, 2023

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

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## INTRODUCTION

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

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

# COMMUTER OPERATIONS CENTER

## Ridematching Coordination and Technical Assistance

### WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff continued coordinated system administration functions for all Commuter Connections network members. Staff provided, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email. Additionally, staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise. To help keep a high level of data integrity within the ridematching database, staff distributed the Follow-up Reports and commenced with the purge process early in the following month. Commuters may first be contacted by telephone by the local ridematching agency. COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff provided technical support to local agencies utilizing the TDM System. Staff conducted TDM System trainings for the following agencies:

- OmniRide – August 2<sup>nd</sup>
- Harford County and North Bethesda – October 11<sup>th</sup>
- Harford County (supplemental session) – October 17<sup>th</sup>
- Rappahannock-Rapidan Regional Commission – December 9<sup>th</sup>
- Prince George’s County, Frederick County, MDOT, and WHS-DOD – April 28<sup>th</sup>
- A voluntary TDM System – Supplemental Vanpool Module software training was conducted with rideshare coordinators via Microsoft Teams on July 21<sup>st</sup>. An additional Supplemental Vanpool Module training session was conducted with GWRideConnect on February 9<sup>th</sup>.

SchoolPool trainings were held for goDCgo on August 16<sup>th</sup> and May 5<sup>th</sup>.

Commuter Connections updated and published two TDM Resource Directories in FY2023, a July version and a January version. Each were presented at the subsequent Ridematching Committee meetings and distributed to network members electronically.

STDM Work Group meetings were coordinated and held in 2022 on July 19<sup>th</sup>, September 13<sup>th</sup>, October 11<sup>th</sup>, November 9<sup>th</sup>, December 13<sup>th</sup>; and in 2023 on January 10<sup>th</sup>, February 14<sup>th</sup>, March 14<sup>th</sup>, April 11<sup>th</sup>, May 9<sup>th</sup>, and June 13<sup>th</sup>.

A Commuter Connections Vice Chair Nominating Committee conference call meeting was held on August 5, 2022 to secure a new Vice Chair for the Subcommittee. Janiece Timmons, WMATA, was nominated.

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



- July 19, 2022
  - Appointment of the FY2023 Vice Chair Nominating Committee
  - Endorsement of the FY2022 Car Free Day Event Draft Report
  - Briefing on the status of Clean Air Partners
  - Presentation on the draft highlights of the 2022 State of the Commute Survey
  - Presentation on the draft highlights of the 2022 GRH Survey
  - Briefing on the 2022 Car Free Day event
  - Briefing on the preliminary FY2022 4th Quarter CCWP Budget Report
- September 20, 2022
  - Judy Galen, Loudoun County, was announced as the new Chairperson for FY2023. Janiece Timmons, WMATA, was announced and approved as the new FY2023 Vice Chair.
  - Endorsement of the 2022 State of the Commute Survey Technical Report
  - Endorsement of the 2022 GRH Survey Reports
  - Briefing on the Regional TDM Evaluation Project
  - Update on the status of Clean Air Partners activities
  - Briefing on the 2022 Car Free Day Event
  - Update on the Congestion Management Technical Report
  - Briefing on the FY2024 CCWP and Commuter Connections Strategic Plan development
  - Briefing on FY2022 4th Quarter CCWP Budget Report, FY2022 4th Quarter CCWP Progress Report, and FY2022 CCWP Annual Report
- November 15, 2022
  - Presentation on the 2022 Bike to Work Day Draft Event Report
  - Briefing on the 2022 Car Free Day event results
  - Briefing on the Visualize 2045 Update
  - Briefing on the Regional TDM Evaluation Project for FY2023
  - Update on the ATCMTD Project
  - Briefing on the FY2024 CCWP and Strategic Plan
  - Briefing on the 1st Quarter CCWP Budget Report and Progress Report
- January 17, 2023
  - Endorsement of the 2022 Bike to Work Day Event Report

- Endorsement of the FY2024 CCWP and 2022-2023 Strategic Plan
- Briefing on highlights from the FY2023 Bike to Work Day Survey
- Briefing on highlights from the FY2023 Car Free Day Survey
- Progress update on the TDM Evaluation Project for FY2023
- Briefing on the FY2022 GRH Customer Satisfaction Surveys for Washington, DC and Baltimore
- Briefing on the 2nd Quarter CCWP Budget Report
- March 21, 2023
  - Endorsement of the FY2022 GRH Customer Satisfaction Survey Memorandums for the Washington, DC and Baltimore Regions
  - Briefing on results from the Regional Twelve-Year Bottleneck Analysis
  - Progress update on the Regional TDM Evaluation Project
  - Report on a recent analysis of bicycle and pedestrian volumes before and after the pandemic
  - Briefing on the FY2023 Bike to Work Day Draft Survey Report
  - Status briefing on the 2023 Bike To Work Day Event
  - Progress update on the FY2024 CCWP and 2022-2023 Commuter Connection Strategic Plan
  - Briefing on the 2nd Quarter CCWP Progress Report
- May 16, 2023
  - Endorsement of the FY2022 Bike to Work Day Survey Report
  - Presentation of the FY2023 Car Free Day Event Draft Report
  - Update on Clean Air Partners activities
  - Guest presentation on Metro Orange Line Summer 2023 Work
  - Briefing on the 2023 Bike to Work Day Event
  - Update on the ATCMTD Project
  - Briefing on the 2023 Car Free Day Event
  - Briefing on the FY2023 3<sup>rd</sup> Quarter CCWP Progress and Budget Reports

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

- September 20, 2022

- Kristin Lam Peraza, RRRC, was announced as the new Chairperson for FY2023, however, Ms. Lam Peraza would be supplanted at the next Ridematching Committee meeting by another representative from RRRC, Lindsey Morris. Maritza De La Vega, MCDOT, was announced as the new FY2023 Vice Chair.
- Update on the Commuter Connections Mobile Application
- Review of the Flexible Vanpool FAQ
- Refresher on the SchoolPool Module
- Discussion on the TDM Resource Directory
- Highlights from the FY2022 4th Quarter CCWP Progress Report
- December 20, 2022
  - Briefing on recent incentive program updates
  - Overview of the new Realtime Flexible Vanpool program in CarpoolNow
  - Update on the TDM System Database Migration process
  - Call for updates for the January 2023 edition of the TDM Resource Directory
  - Highlights from the FY2023 1<sup>st</sup> Quarter Progress Report
- March 21, 2023
  - Briefing on the new Enhancing Mobility Innovation Grant project
  - Update on the Commuter Connections Mobile Application
  - Discussion on the TDM System Purge Process
  - Announcement of the January 2023 TDM Resource Directory publication
  - Highlights from the FY2023 2<sup>nd</sup> Quarter Progress Report
- June 20, 2023
  - Refresher on the SchoolPool program
  - Guest presentation on Re-App and Follow-up Best Practices
  - Update on Commuter Connections Mobile Applications
  - Demonstration on how to produce and submit Table 6A
  - Request for updated information as part of the July 2023 TDM Resource Directory
  - Highlights from the FY2023 3<sup>rd</sup> Quarter Progress Report

The FY2024 Commuter Connections Work Program and the 2022 - 2023 Commuter Connections Strategic Plan were drafted by staff, reviewed by stakeholders, approved by the state funding agencies, and adopted by the TPB. In commencing work on the documents, a draft timeline, budget, and program highlights were presented to the STDM Work Group and to the Commuter Connections

Subcommittee in September. Drafts of both documents were then developed by COG/TPB staff and presented to the STDM Work Group on October 11<sup>th</sup> and November 9<sup>th</sup>. Staff integrated comments from the STDM Work Group and presented the updated documents to the Commuter Connections Subcommittee on November 15<sup>th</sup> and established a comment period through December 5<sup>th</sup>. Staff worked on updates to the documents during December. The documents were finalized and approved by the state funding agencies at the January 10<sup>th</sup> STDM meeting and endorsed for release at the January 17<sup>th</sup> Commuter Connections Subcommittee meeting. Staff then presented the FY2024 draft CCWP to the TPB Technical Committee on February 3<sup>rd</sup> and the TPB on February 15<sup>th</sup> for comment. Staff then integrated comments, when appropriate, into the work program following the comment period. One modification to the draft FY2024 CCWP included an update to Flextime Rewards corridors based on new data produced by the Congestion Management Process analysis. Staff presented the final version of the work program to the TPB Technical Committee on March 3<sup>rd</sup> and the TPB on March 15<sup>th</sup>. The TPB voted to approve the work program as documented in Resolution TPB R8-2023. Staff posted the final documents to the Publications section of the Commuter Connections website. Hard copies were produced for distribution to stakeholders upon request. TIP funding schedules were reviewed; funding commitment letters were sent to the state funding agencies.

Commuter Connections continued work on the \$5.95 million Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD) project awarded by FHWA. Administrative and milestone accomplishments include:

- Successful completion of administrative tasks including creating quarterly project progress reports, maintaining a project evaluation plan, updating a data management plan, generating quarterly invoices, processing subcontractor invoices, and hosting quarterly ATCMTD Stakeholder Group meetings. Staff drafted an Annual Progress Report for Year 2 of the project and submitted the report to FHWA.
- Hosting quarterly ATCMTD Stakeholder Group meetings on August 3<sup>rd</sup>, November 3<sup>rd</sup>, February 1<sup>st</sup>, and May 3<sup>rd</sup>. The Stakeholder group is comprised of public and private partners identified in the project application, such as the District, Maryland, and Virginia Departments of Transportation, and the Greater Washington Partnership. The group provided detailed feedback on the direction of project deliverables that staff subsequently incorporated into work specifications for the project's software development team.
- A MOU was executed between COG and the Virginia Department of Transportation (VDOT) to administer fulfillment processes for E-ZPass account holders who own a transponder issued by VDOT. E-ZPass credits were released to incenTrip commuters with a VDOT-issued E-ZPass transponder as an incentive option on September 30<sup>th</sup>.
- Task D: *TDM Deployment for Non-Recurrent Congestion Mitigation* and Task E: *Corridor-level TDM Deployment* were finalized and released to the public on December 19<sup>th</sup>. Task F: *Employer Rewards Program* was finalized and released to the public on May 19<sup>th</sup>. Significant progress was made on Task G: *Specialized Transportation Referral*. A Statement of Work was completed for Task K: *Technology Transfer*.

ATCMTD accomplishments related to technology development are located in "Transportation Information Software, Hardware, and Database Maintenance" (page 9) and marketing

accomplishments can be found in either the “Marketing – incenTrip” (page 34) or “Marketing – incenTrip MDOT” (page 34) sections.

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

- COG/TPB staff organized and updated internal files related to the EMI project, which included obtaining a final copy of the TIP Amendment “TPB SR19-2023.” The amendment authorized the project’s inclusion in the TIP. The amendment was approved by the Transportation Planning Board (TPB) Steering Committee on March 3<sup>rd</sup>.
- COG/TPB staff assembled a stakeholder group comprised of regional vanpool stakeholders, such as local jurisdictions’ transportation staff, vanpool operators, and state funding agencies. The group met for a kickoff meeting on May 2<sup>nd</sup>.
- COG/TPB staff finalized the project’s Work Plan and Statement of Work following receipt of FTA feedback on May 8<sup>th</sup>. The document was uploaded to TrAMS on May 16<sup>th</sup>.
- COG/TPB staff fully executed a contract amendment with Media Beef, the primary software developer for the project, on May 3<sup>rd</sup>. MWCOC met with Media Beef on May 23<sup>rd</sup> to discuss initial development tasks.
- COG/TPB staff completed administrative elements for the project. The April and May 2023 Project Update summaries were drafted and submitted to FTA. Invoices for contractor work completed in April and May were processed. An initial draft of the project’s Data Management Plan was completed and submitted to FTA for review and comment.

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

- COG/TPB staff met with Moovit representatives on July 13<sup>th</sup> to discuss first mile/last mile solutions and COG’s recent ICAM 3 grant award for flexible vanpooling.
- Attended the Association for Commuter Transportation’s (ACT’s) annual conference in Chicago, IL from July 31<sup>st</sup> – August 3<sup>rd</sup> and participated on a panel titled “The Evolving Nature of Bike to Work Day” which was presented at the conference on August 2<sup>nd</sup>.
- Participated in TDMI Board meetings on August 12<sup>th</sup> and May 30<sup>th</sup>
- Participated in WMATA Blue Line/Yellow Line Major Construction PIO Communications Meetings on August 16<sup>th</sup>, September 13<sup>th</sup>, October 25<sup>th</sup>, and November 22<sup>nd</sup>.
- Facilitated and participated in the National MPO Peer Exchange Group on August 24<sup>th</sup>, November 30<sup>th</sup>, February 22<sup>nd</sup>, and May 24<sup>th</sup>.
- Met with representatives from Autorite Regionale de Transport Metropolitan in Quebec on September 2<sup>nd</sup> to discuss the overall TDM software structure and best practices for Commuter Connections.
- Met with UrbanTrans representatives on February 6<sup>th</sup> to discuss and answer questions on Commuter Connections program best practices.

- Participated in an I-495 Transit/TDM Study meeting on February 9<sup>th</sup>.
- Participated in WMATA Orange Line Summer 2023 Work, Yellow Line Tunnel/Bridge, and Potomac Yard Coordination meetings on February 28<sup>th</sup> and March 28<sup>th</sup>.
- Participated in a Vanpool Workshop facilitated by GWRideConnect on March 7<sup>th</sup>.
- Participated in a Route 1 Multimodal Improvement Study – Transit/TDM Stakeholder Meeting on April 25<sup>th</sup>
- Participated in a 495NEXT TMP Transit & TDM Technical Committee Meeting on May 3<sup>rd</sup>.
- Met with GWRideConnect to discuss database management procedures on June 27<sup>th</sup>.
- COG/TPB staff participated in a Title VI training on March 16<sup>th</sup>.

## **Transportation Information Services**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff provided commuter travel information on alternatives to the public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address (ridematching@mwkog.org) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

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

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

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

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

At the start of the fiscal year, COG and its members were serving 13,361 ridematching commuters. COG and its members were serving 12,825 ridematching commuters at the end of the fiscal year. This amounts to a decline of 536 participants from July 1, 2022 thru June 30, 2023. Commuter Connections experienced a decrease of 88 registrants in the first quarter, an increase of 138 in the second quarter, a decrease of 88 in the third quarter, and a decrease of 635 in the fourth quarter.

COG/TPB worked closely with the TDM Technology Contractor, Media Beef, to enhance and maintain the TDM System and associated Commuter Connections applications. A scope of work for Media Beef was developed and adopted; priority levels were assigned. A contract amendment for FY2023

work was fully executed in October. Staff met with Media Beef representatives biweekly for TDM Technology Development updates over the course of the fiscal year. Notable work items included:

- Commuter Connections Mobile Application Update: Media Beef developed enhancements for the mobile app with guidance from COG/TPB staff. Updates included a re-designed ridematching feature, biometric login, revamped commute calendar, and all-around design/UI update.
- Geocoding: COG/TPB staff called Media Beef's attention to a problem with error handling during geocoding. The error handler needed to provide more information than in order for certain geocoding problems to be addressed. The problem is expected to be resolved in FY2024.
- GRH Satisfaction Survey: Media Beef completed work to fix a bug that affected the GRH satisfaction survey. Commuter Connections asks customers who have taken a GRH trip to complete a survey about their travel experience for quality control purposes. The TDM software puts up a link to the survey on the first page the user sees after logging in. This link now appears on a commuter's dashboard for the GRH trips taken within the last 180 days. To make things even clearer to the commuter who has taken more than one trip, the survey shows the GRH trip date. Doing this tells the commuter which trip is being surveyed. The software displays this link for no longer than six months after the trip was taken.
- Flexible Vanpool + Traditional Vanpool Enhancements: This is a new concept Commuter Connections developed and tested during much of FY2022 and released to TDM System Network Members in June 2022. Beginning in July, Media Beef performed several updates requested by COG/TPB staff to improve the usability of the module in. The Flexible Vanpool component of CarpoolNow was launched on the Android version of the app in July and the iOS version in August.
- Flextime Rewards Corridor Update: COG/TPB staff completed backend work on new corridors for Flextime Rewards. Staff furnished GIS data to UMD for the new corridors, which are expected to be available to the public in early FY2024.
- Linux: Media Beef fully setup a Linux instance of the TDM System on a beta server, [tdmclone.commuterconnections.org](http://tdmclone.commuterconnections.org). The software had previously been hosted on a Windows server. Final testing commenced. The TDM test server was transferred to Linux in June. COG/TPB staff began testing it using live work.
- Matchletter Program Updates: COG/TPB staff provided Media Beef with updated programmatic information to be included in the re-designed matchletters. Media Beef received this information on September 15<sup>th</sup> and integrated it into matchletter templates.
- 'Pool Rewards: COG/TPB staff worked with Media Beef to troubleshoot and fix a 'Pool Rewards invitation message for establishing new carpools. A separate fix was also identified for the 'Pool Rewards Carpool Incentive Program post-participation survey.
- Postgres Conversion & AWS Cloud Migration: COG/TPB staff researched the processes involved in migrating the Oracle database to Postgres and hosting it on Amazon Web Services (AWS). As part of the preliminary research and testing period, staff moved an unrelated web app and a Postgres database to the AWS Cloud and everything worked as expected. In October, staff began work on determining computer resource requirements for migrating the TDM System to AWS cloud. This required migrating the web server software and operating systems into a new Postgres database that is provided by a different vendor, so there was considerable work in getting all the

components running and communicating with one another. It was determined that reports will have to be managed with a different workflow because the database will be a hosted service as opposed to an installation on a server managed by COG/TPB staff.

- In November, Media Beef and staff reviewed the original plan for computer resource requirements and made some adjustments. Media Beef reported successful results from their testing of database migration tools. In December, Media Beef completed migration tasks for all the Commuter Connections websites and prepared the assets for final COG testing on December 23<sup>rd</sup>. In January, Media Beef set up test servers for the TDM System, Vanpool Module, CarpoolNow, and SchoolPool in the AWS cloud and used the Postgres database. Staff commenced testing by running routine operations tasks on the test servers. Following the testing period, staff authorized the transfer of Commuter Connections web applications to the AWS cloud in February. COG/TPB staff continued testing the cloud-based production version of the TDM System and reporting bugs to Media Beef. Media Beef fixed several issues and deployed new code to the servers.
- By the beginning of March, the appearance of new bugs had declined considerably; COG/TPB staff nonetheless continued testing and worked with Media Beef to continue tweaking the system and fixing minor bugs that were occasionally presented. The system is stable and operates smoothly. Following the successful conversion and migration, COG/TPB staff began assessing the database backup plan provided by AWS and considered improvements.

COG/TPB staff requested members of the Ridematching Committee identify reports to retain in the TDM System at the December 20th Commuter Connections Ridematching Committee meeting by January 17<sup>th</sup>. COG/TPB staff used the feedback to update the reporting function as part of the TDM System migration to AWS and conversion to Postgres.

Media Beef fixed a couple small problems in the TDM System and SchoolPool. In the TDM System, an issue with domain names in the “from” and “to” fields caused emailing pool rewards invitations to fail. Media Beef fixed a broken link on a SchoolPool web page so users can contact MWCOG from the page.

COG/TPB staff continued moved the monthly purge process, purge reports, and the biweekly reports to the new cloud database. The purge process and reports were successfully deployed using the new Postgres database in March.

The Commuter Connections mobile apps continued to gain popularity. The Commuter Connections mobile app was downloaded nearly 438 times in FY2023, bringing total downloads to 6,819.

COG/TPB staff worked closely with the University of Maryland – Maryland Transportation Institute and the TDM Technology Contractor, Media Beef, to accomplish work tasks related to the ATCMTD project. The project team assembled a technology group that met biweekly to discuss progress on project goals. Notable accomplishments include:

- Work progressed on *Task C: Multimodal Reward and Payment Integration*. Media Beef deployed software upgrades in the Commuter Connections TDM System for E-ZPass and SmarTrip incenTrip rewards fulfillment. E-ZPass credits were programmed into incenTrip. UMD added SmarTrip to the incenTrip dashboard, which permits administrative processing capabilities.
- The project team continued to develop and update programs related to *Task D: TDM Deployment for Non-Recurrent Congestion Mitigation*. COG/TPB staff provided feedback throughout the coding



process to guide program requirements. UMD completed coding the Flextrip Module and Flextime Module. The project team finalized a model type for projecting congestion and established a method for returning Flextime data between the TDM System and incenTrip. UMD released a beta version in August and the project team completed testing. The feature was fully deployed when a new version of incenTrip was released in the Apple App Store and Google Play on December 19<sup>th</sup>.

- The project team continued to develop and enhance application software related to Task E: *Corridor-Level TDM Deployment for Multimodal ICM and TSM&O*, which includes corridor challenges along I-270 and I-66. COG/TPB staff helped UMD fine-tune GIS data for corridor challenges. The project team finalized the workflow and began programming the improved carpool trip logging into a beta version of the incenTrip application. COG/TPB staff provided UMD developers with newly updated park and ride geographic data to support the Corridor Challenges functionality. Following a successful beta testing period, the feature was fully deployed when a new version of incenTrip was released in the Apple App Store and Google Play on December 19<sup>th</sup>.
- The project team began exploring initial designs for Task F: *Employer Rewards Program* in November. Work specifications were drafted, revised, and finalized by the project team. UMD and Media Beef subsequently commenced programming and software development, which included the creation of APIs to facilitate data transfer between the TDM System and incenTrip for the Employer Rewards Program. The incenTrip application was enhanced to permit the new reward program. The Employer Rewards Program is implemented primarily as a software module in incenTrip, although some functions are part of the TDM System. This program enables employers to implement and operate their own employee commuter challenges. It is a gamification effort designed to offer rewards to employees who accept and satisfy a commuting challenge to try alternative transportation to travel to and from their work sites. The project team finished testing the new features and released the Employer Rewards Program to the public on May 19<sup>th</sup>.
- The technical project team commenced work on Task G: *Specialized Transportation Referrals*. The initial design and work specifications were drafted, modified and finalized following the ATCMTD Stakeholder Group meeting in May. It was determined the service will leverage an existing COG owned and maintained clearinghouse of specialized transportation providers to integrate into the incenTrip application. incenTrip will pull data from the clearinghouse via a web service that will handle queries between the two databases. Software development work commenced in June.

COG/TPB staff oversaw Media Beef as work commenced technical items related to the Enhancing Mobility Innovation (EMI) grant. Work completed throughout the quarter lays the groundwork for Core System Development. Accomplishments include:

- Completion of a Notification Module for the mobile application.
- Commence programming of a vanpool tracking module.
- Enhance mobile application commute logging capabilities.
- Mobile application design edits to accommodate new features.
- Backend network development for testing purposes.

Additionally, staff coordinated and held a technology development meeting for the EMI project with Media Beef on June 5<sup>th</sup>. Updates to the workflow chart and technical work specifications were

discussed. Initial drafts are expected to be completed in July. The drafts will be presented to the project's stakeholder group in August and finalized after receiving feedback from the group.

## Commuter Information System

### WORK ACCOMPLISHED ON ALL SERVICES PROVIDED:

COG/TPB staff began to research ESRI StreetMap Premium as an alternative to the HERE data files received quarterly from Tetrad in July. Meetings with ESRI were held on August 5<sup>th</sup>, August 25<sup>th</sup>, and September 14<sup>th</sup> to better understand their package. Staff elected to continue with Tetrad for the current fiscal year due to notable differences in datasets, licensing, and price; however, staff opted to continue evaluating ESRI StreetMap Premium as an option for the future.

COG/TPB staff gathered data from local agencies' GIS servers and processed it to use for geocoding and routing in the TDM System. This includes data for building footprints from Montgomery County in Maryland, which was processed into point addresses for the geocoding service.

COG/TPB staff began work on a new address locator. It will be deployed to the ArcGIS Server and provide geocoding services to the TDM system.

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

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. New Park and Ride lots were added to the map. One new lot was the Balls Ford Road Park & Ride Lot at 7100 Century Park Drive, Manassas, VA, 20109 and parking is free. Another lot was in Spotsylvania County, VA named "Commonwealth Drive Park and Ride Lot". Staff removed the Purcellville lot in Loudoun County, VA. Additionally, staff overhauled data for the park and ride lot locations and attributes including number of spaces, bike amenities, address information, transit service, and the like for facilities in Loudoun County. The current version of the map is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, users can visit

<https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c503038a8b36e2>, or use the Commuter Connections website to navigate to it.

COG/TPB staff completed work on new data and web maps for the Flextime Rewards program. These maps are used by incenTrip, the TDM system, and the Commuter Connections website to encourage commuters to adjust their travel times during periods of unusual congestion on certain highway corridors. The map is viewable on the Commuter Connections website: <https://www.commuterconnections.org/flextime-rewards-eligible-corridors/>. The new map will be available starting July 1, 2023.

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

# **REGIONAL GUARANTEED RIDE HOME PROGRAM**

## **General Operations and Maintenance**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

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

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

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

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff fully executed a FY2023 contract amendment with Diamond Transportation, Inc – National Express Transit, LLC for daily GRH operations.

COG/TPB staff collected information necessary for contract renewals from ride providers. Coverage for the entire region was secured. Ride providers for FY2023 included Red Top, Barwood/Regency, Enterprise, Yellow Cab of DC, Smart Ride and Uber.

COG/TPB staff monitored and maintained the GRH database and server. Between the months of July 2022 and June 2023, there were 916 new GRH applications received. A total of 818 applicants were registered (796 new applicants and 22 previous “one-time exception” users). 1,426 commuters were re-registered. During the same time, the GRH program provided 630 GRH trips. The average trip cost for FY2023 was \$70.98. “Personal Illness” and “Family Emergency” accounted for the largest portions of the GRH trip reasons with each tallying 27% of total trips. As of June 30, 2023, a total of 2,138 commuters are currently registered in the GRH database, a year-over-year increase of 292 accounts.

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

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

COG/TPB staff met with Diamond Transportation staff on September 28<sup>th</sup>, January 25<sup>th</sup>, and May 31<sup>st</sup> to discuss GRH program operations.

COG/TPB staff drafted a SOW and RFQ to identify GRH trip providers who could provide services beginning July 1<sup>st</sup>. The RFQ was released in May. Responses were collected. COG/TPB staff assembled a technical review group to review qualifications received from potential trip providers. In order to accommodate the transition to new contracts, current GRH trip provider contracts were extended through September 30, 2023.

# MARKETING

## TDM Marketing and Advertising

### WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

A new contract was signed and executed with Odonnell Company and their subcontractors, Arch Street Communications and The Media Network, for the Commuter Connections TDM Mass Marketing Project based on the firm's selection from the RFP issued in the spring. Upon contract award, COG/TPB staff oversaw work by coordinating biweekly conference calls and processing media invoices. Staff guided Odonnell Company as they prepared an initial draft of the FY2023 Marketing Communications Plan and Schedule. The schedule was finalized and distributed at the September 20<sup>th</sup> Regional TDM Marketing Group meeting.

COG/TPB staff formed the FY2023 Marketing Workgroup. The workgroup helps guide decision making on regional TDM marketing messages.

A media plan for the fall 2022 Rideshare/GRH "Look Again" umbrella campaign was developed. As part of the plan development process, COG/TPB staff provided feedback and guidance to Odonnell Company on plan content and creative assets. Insertion orders for the campaign were processed following plan approval by staff. The Look Again campaign ran through most of the fall. Staff placed several boosted posts on Instagram. A video was also boosted on YouTube. Other media outlets where the Look Again message was featured included radio, digital/web, podcasts, Waze, internet radio, LinkedIn, and influencer social media. A direct mailer was developed, procured, and sent to approximately 500,000 households within the region to promote ridematching services and the GRH program. The mailing was sent to a 60/40 split of equity emphasis area households and general audience households.

COG/TPB staff prepared and distributed a FY2023 Regional TDM Marketing Creative Input Survey to collect stakeholder feedback on marketing messaging for the spring 2023 marketing campaign. Responses were collected on August 29<sup>th</sup>. Staff presented new creative concepts developed by the marketing contractor to the State TDM Work Group in December for feedback. Staff subsequently coordinated with the Marketing Work Group to obtain feedback on the new creative concepts. The theme "Better Together" was selected as the marketing messaging for the spring regional TDM marketing campaign. Creative assets for the "Better Together" spring regional TDM marketing campaign and the associated media plan were finalized in early January. The Better Together campaign launched in February for GRH and Rideshare. COG/TPB staff placed several boosted posts on Instagram and Facebook. A video was also boosted on YouTube. Other media outlets where the Better Together message was featured included radio, digital/web, LinkedIn, streaming services, Gas Pump Toppers, in-store ads, Waze, and influencer social media. The campaign ran through April. A direct mailer with the "Better Together" messaging was developed, procured, and sent to approximately 500,000 households in June.

COG/TPB staff met with WTOP radio representatives on May 24<sup>th</sup> to discuss marketing and advertising tactics for Commuter Connections.

The chart below reflects FY2023 general earned media coverage for Commuter Connections where Commuter Connections or one of its programs/services are mentioned, staff has been quoted within an article, or interviewed for an on-air broadcast.

### Commuter Connections FY23 Media Coverage

Date	Media Outlet	Headline
8/13/2022	Washington Post	<a href="#">Commuter apps trying to cut emissions, boost equity, get federal funding</a>
9/9/2022	Washington Business Journal	<a href="#">D.C.-area transit commuting collapsed three-fold compared to pre-pandemic weekdays, new survey finds</a>
9/9/2022	WMAL	<a href="#">State of the Commute</a>
9/26/2022	Loudoun Times-Mirror	<a href="#">Region's employees opting to work remotely instead of going into work</a>
10/3/2022	Frederick News-Post	<a href="#">More commuters working remotely, but also driving alone, survey finds</a>
10/8/2022	Frederick News-Post	<a href="#">Telecommuting helps ease congestion; solo driving doesn't</a>
10/19/2022	Washington Post	<a href="#">How the pandemic has shaped commuting in the D.C. area</a>
10/11/2022	Maryland Association of Counties	<a href="#">Competing Trends Pose Problems for Commuters and Planners</a>
10/20/2022	WTOP	<a href="#">More than 40% of DC area workforce teleworks on a typical day, report shows</a>
12/19/2022	Mass Transit Magazine	<a href="#">US: Remote Work Flipped the Commuting Script. Now Transit Must Adapt</a>
12/28//2022	Baltimore Sun	<a href="#">Pandemic has Altered Baltimore-area commuting patterns. But for how long?</a>
1/14/2023	Washington Post	<a href="#">'Slugging' culture in D.C. region threatened by commuting shifts</a>
2/3/2023	I Hate Politics Podcast	<a href="#">How Working from Home is Reshaping the Economy</a>

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

COG/TPB staff attended the following fairs and promotions:

- August 2<sup>nd</sup> – Carlyle neighborhood event in Alexandria, VA
- September 16<sup>th</sup> – Mill Run neighborhood event in Alexandria, VA
- October 20<sup>th</sup> – Alexandria Renew Enterprises Transportation Fair in Alexandria, VA
- April 19<sup>th</sup> – USPTO Virtual Green Fair in Alexandria, VA
- May 17<sup>th</sup> – Pentagon in Arlington, VA

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

- September 20, 2022
  - Kendall Tiffany, Frederick County Transit Services, was announced as the new Chairperson for FY2023. Subsequent to Kendall's departure from Frederick County, Jamie McKay assumed the Chair position. Robin Geiger, Fairfax County DOT, was announced as the new FY2023 Vice Chair
  - Review of the Final FY2022 Second Half Marketing Campaign Summary Report
  - Guest presentation on Transform I-66
  - Review of the FY2023 Final Marketing Communications Plan and Schedule document
  - Overview of Commuter Connections FY2023 Marketing Activity
  - Review of the FY2023 Draft Regional TDM Resource Guide and Strategic Marketing Plan document
  - Guest presentation on NVTC Marketing
- December 20, 2022
  - Review of the Final FY2023 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)
  - Guest presentation on Southern Maryland Marketing
  - Overview of Commuter Connections FY2023 Marketing Activities and distribution of the FY2023 First Half Marketing Campaign Summary draft report
  - Guest presentation on goDCgo marketing
  - Briefing on the results of the FY2022 Guaranteed Ride Home Customer Satisfaction Surveys
- March 21, 2023
  - Presentation of the FY2023 First Half Marketing Campaign Summary final report
  - Guest presentation on Virginia Railway Express' recent marketing campaign
  - Presentation on Commuter Connections FY2023 Commuter Connections marketing activity and distribution of the FY2023 Second Half Marketing Campaign Summary draft report

- Guest presentation on Arlington County’s recent marketing campaign
- June 20, 2023
  - Overview of Commuter Connections FY2023 Marketing Activity
  - Briefing on the update process for the FY2024 Regional TDM Resource Guide and Strategic Marketing Plan (SMP)
  - Guest presentation on Loudoun County marketing

COG/TPB staff prepared the FY2023 Draft TDM Resource Guide and Strategic Marketing Plan (SMP) document and prepared the document for distribution at the September 20<sup>th</sup> Regional TDM Marketing Group meeting. The final draft was endorsed for release at the December 20<sup>th</sup> Regional TDM Marketing Group meeting.

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

- Transform66 project information
- Hybrid Telework Guidance
- Updated the Cost of Commuting Calculator with new factors
- Built and launched the Flexible Vanpool page
- Flextime Rewards page updates
- New Bike Guide on the Brochures page
- New 2023 Employer recognition Awards page
- Plugin updates

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

- Car Free Day 2021 Event Report
- 2022 GRH Applicant Survey Report for the Washington, DC Region
- 2022 GRH Applicant Survey Report for the Baltimore Region
- FY2022 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan
- Bike to Work Day 2022 Event Report
- 2022 Bike to Work Survey Analysis Report
- Commuter Connections Strategic Plan Update (2023)
- FY2024 Commuter Connections Work Program

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

Commuter Connections' social media presence was maintained through page updates and postings on Facebook, Instagram, YouTube, and Twitter. New content was posted periodically, including updates with associated hashtags. Partner content was leveraged. Staff monitored and reported analytics data from the paid social media campaigns. This included the monthly generation of Cyfe analytics reports. Data compiled from Google Analytics was also reported.

## **Bike to Work Day**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff requested that the Bike to Work Day Steering Committee members submit May 2022 event recap write-ups for the draft Bike to Work Day 2022 Event Report and to send photos for the event slideshow.

A Bike to Work Day Steering Committee meeting was held on September 14<sup>th</sup>. Cindy Roeder, Town of Herndon, was recognized with a plaque for her service as the 2022 event Committee Chairperson. Daniel Hoagland, NoMa BID, was selected as Chairperson for the 2023 Steering Committee. Agenda topics for the meeting included 2022 event recaps from Pit Stop Managers, a presentation of the draft Bike to Work Day 2022 Event Report, a determination of Friday, May 19, 2023 as the region's official Bike to Work Day, and a discussion on sponsorships for 2023.

The Bike to Work Day sponsor declaration form was updated for the 2023 event and solicitation letters were sent out to perspective sponsors. The Bike to Work Day sponsor drive was held from October 2022 through January 2023. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The sponsor drive netted \$38,550 in cash. Invoices were generated and sent to sponsors.

A Bike to Work Day Steering Committee meeting was held on November 9<sup>th</sup>. In preparation for the meeting, staff prepared meeting notes from the prior committee meeting, generated an agenda, secured guest speakers, and created presentation materials. Highlights from the meeting included a presentation of the draft Bike to Work Day 2022 Event Report, an update on 2023 pit stop commitments, new pit stops, and the orientation session; the establishment of the 2023 event rider goal (14,000), the selection of the 2023 event color theme (green), and a discussion on sponsorships for 2023.

An Invitation for Bid for Bike to Work Day 2023 event T-shirts was drafted and posted in November. COG/TPB staff monitored responses and questions regarding the bid.

An online questionnaire for pit stop managers was created in SurveyMonkey and distributed in November. The questionnaire gathered information about each pit stop, including pit stop manager contact information, T-shirt orders, etc. The marketing contractor, Odonnell Company, updated poster concepts for the event in preparation for the January Steering Committee meeting.

A Bike to Work Day Steering Committee meeting was held on January 11<sup>th</sup>. COG/TPB staff prepared meeting notes from the prior committee meeting and generated an agenda. Highlights from the meeting included an update on the 2022 Event Report, a t-shirt update, a Regional Sponsor Drive update, review of poster concepts, review of the Pit Stop Manager Questionnaire, and an announcement of the New Pit Stops Update/Orientation Session scheduled for February.



COG/TPB staff coordinated with new pit stop locations to bring them onboard. A New Pit Stop Manger Orientation Session was coordinated and held on February 7<sup>th</sup>.

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

A Bike to Work Day Steering Committee meeting was held on March 8<sup>th</sup>. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an update on the regional sponsor drive, a recap of the New Pit Stop Orientation Session, an announcement of the website launch and registration reports, and a review of marketing materials.

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

COG/TPB staff and Odonnell Company crafted and sent a press release announcing registration opening for the event on March 28<sup>th</sup>. An earned media plan was drafted. The event was added to various calendar listings across the region. SurveyMonkey questionnaires were developed by staff and distributed to pit stop managers to gather various sets of information. Staff updated and maintained the Bike to Work Day website. Pit stop locations and specifics were updated. Staff coordinated with the Washington Area Bicyclist Association to test the 2023 online registration form; registration was launched on March 1<sup>st</sup>.

In early April, staff managed Odonnell Company in finalizing creative assets for the event. A promotional toolkit for sponsors was developed to help promote their sponsorship of the event. Purchase orders were processed for the media buy. The marketing team executed the paid media plan and earned media plan. An email blast was sent to past Bike to Work Day participants, employers, and other stakeholders encouraging them to sign up for the event. Press releases for the event were drafted and distributed.

COG/TPB staff created a social media calendar and made daily posts to Twitter, Facebook, and Instagram promoting the event. Facebook and Instagram posts began on May 1<sup>st</sup> and continued through the day of the event; 125,382 people were reached. A YouTube video was posted on May 1<sup>st</sup> and was boosted through the day of the event; 49,321 views were accumulated. Staff also responded to general questions asked on social media pages. Staff recorded a t-shirt reveal video and posted the video and images to social media.

COG/TPB staff made a presentation on Bike to Work Day at the April 7<sup>th</sup> TPB Technical Committee meeting. Staff coordinated the Bike to Work Day Proclamation signing on April 19<sup>th</sup> by TPB Chair and

Charles County Commissioner, Reuben Collins. An email was sent to TPB members inviting them to participate in the event in May.

The BikeToWorkMetroDC.org website was updated to include information relevant to the 2023 event; the color scheme was updated to match the 2023 colors. PDF versions of the flyer and rack cards were uploaded. The masthead was updated. The sponsor declaration form was replaced with a new version. All of the pit stop locations, names, GIS coordinates, and primary contacts were confirmed and updated. The new 2023 video was added. New logos were added to the home page, sponsor page, and corresponding pit stop pages; logos were removed for sponsors who were no longer participating in the event. Press releases and news stories were added to the website. The 2023 Regional Proclamation was added. Convoy information and updated the associated map were updated. Other text and links were also updated.

A Bike to Work Day Steering Committee meeting was held on May 10<sup>th</sup>. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included logistics review for t-shirt pickup, an update on marketing for the event, a presentation of the regional proclamation, earned media review, overview of registration lists, and a roundtable discussion on Pit Stop Manager Progress Reports.

COG/TPB staff coordinated with a team of volunteers regarding the sorting of Bike to Work Day T-shirts. COG/TPB staff facilitated t-shirt distribution at COG’s office building.

COG/TPB staff updated the Commuter Connections Subcommittee at its May 16<sup>th</sup> meeting about the upcoming Bike to Work Day 2023 event.

The regional Bike to Work Day event took place on May 19<sup>th</sup> with 14,617 participants at 107 pit stops throughout the region.

Following the event, COG/TPB staff coordinated the distribution of prizes as part of the 2023 event for the region raffle. Staff coordinated a luncheon at the National Institutes of Health on June 27<sup>th</sup> for the Bike to Work Day Employer Challenge. Social media posts were published congratulating the National Institutes of Health.

COG/TPB staff met with WABA’s new Executive Director, Elizabeth Kiker, on June 13<sup>th</sup> to discuss coordination of the regional Bike to Work day event between WABA and COG.

**Bike to Work Day 2023 Media Coverage**

Television Interviews		
05/19/23	WUSA9	<a href="https://www.wusa9.com/news/local/cycling-surges-worldwide-thanks-to-pandemic">Cycling surges worldwide thanks to pandemic   wusa9.com</a>
Additional Radio/Television Coverage		
05/19/23	WUSA9	<a href="#">(Bike to Work Day: How you can celebrate the environmentally friendly way to commute -</a>
05/18/23	WUSA9	<a href="https://www.wusa9.com/news/local/yes-protected-bicycle-lanes-make-streets-safer-for-cyclists">Yes, protected bicycle lanes make streets safer for cyclists   wusa9.com</a>
05/19/23	Key 103 Radio	<a href="#">Bike to Work Day - Live Remote - WAFY - Myersville, MD</a>
05/19/23	Fox 5 DC	-

Print/Online Coverage		
03/21/23	ActioNet	<a href="#">Join Us for Bike to Work Day 2023 - ActioNet</a>
03/03/23	Active Rain	<a href="#">Bike to Work Day, Friday, May 19, 2023</a>
05/02/23	Anacostia BID	<a href="#">Registration open for Bike To Work Day Anacostia Pitstop on May 19 – ANACOSTIA BID</a>
05/02/23	Anacostia BID	<a href="#">DDOT Releases 2023 DC Bike Map in Celebration of National Bike Month – ANACOSTIA BID</a>
04/07/23	Arlington Transportation Partners	<a href="#">Bike to Work Day 2023   Arlington Transportation Partners</a>
03/31/23	Arlington VA	<a href="#">Earth Day 2023: Spring E-CARE, Sustainability Programs and More – Official Website of Arlington County Virginia Government</a>
04/24/23	Axios	<a href="#">Bike to Work Day is back in D.C. - Axios Washington D.C.</a>
05/11/23	Bell Ringer	<a href="#">Bike to Work Day 101 · BellRinger</a>
05/09/23	Bristow Beat	<a href="#">OmniRide Encourages Residents to Bike to Work on May 19 - Bristow Beat</a>
05/02/23	City of Alexandria	<a href="#">Bike to Work Day is Friday, May 19   City of Alexandria, VA</a>
05/02/23	City of College Park	<a href="#">  City of College Park, Maryland (collegetparkmd.gov)</a>
05/02/23	City of Takoma Park	<a href="#">Biking to Work on Friday, May 19 – TKPK Staff Will Be At Two Pit Stops – Starting at 6:30 am.   City of Takoma Park</a>
05/18/23	DCist	<a href="#">16 Things To Do Around DC This Festival-tastic Weekend   DCist</a>
05/02/23	District Department of Transportation	<a href="#">DDOT Releases 2023 DC Bike Map in Celebration of National Bike Month   ddot</a>
05/12/23	DMV Climate Partners	<a href="#">Resource for Residents: Bike to Work Day   DMV Climate Partners</a>
05/02/23	Downtown DC	<a href="#">DowntownDC   Bike to Work Day 2023</a>
04/04/23	Extra Space	<a href="#">Moving to Arlington? Here Are 11 Things to Know   Extra Space Storage</a>
05/02/23	Fairfax County VA	<a href="#">Bike to Work Day 2023   Transportation</a>
05/08/23	Fair Lakes	<a href="#">Bike To Work Day   Fair Lakes</a>
05/15/23	Greater Greater Washington	<a href="#">Events: Celebrate the annual Anacostia River Festival – Greater Greater Washington</a>
05/23/23	Loudoun County Transit and Commuter Services	<a href="#">Bike to Work Day   Loudoun County, VA - Official Website</a>
04/18/23	Loudoun Now	<a href="#">Loudoun to Host Pit Stops for Bike to Work Day   Local News   loudounnow.com</a>
05/02/23	MCDOT	<a href="#">Maryland Marks Bike to Work Day - MDOT</a>
05/02/23	Meet up - NoVA CBG	<a href="#">[FYI - NON CBG] Bike To Work Day - 2023</a>
05/02/23	Meet up - Rockville Bike Hub	<a href="#">National Bike to Work Day, Fri, May 19, 2023.</a>
05/02/23	Meet up - Vélocity	<a href="#">Volunteer at Velocity's Bike to Work Day Pit Stop, Fri, May 19, 2023</a>
04/27/23	MidCityDC	<a href="#">Register for Bike to Work Day - MidCity DC News</a>
03/29/23	Montgomery County Updates	<a href="#">Montgomery County Updates: County to Sponsor Seven Pit Stops During Washington Region's Annual 'Bike to Work Day' on Friday, May 19</a>

05/04/23	Montgomery Parks	<a href="#">Montgomery Parks welcoming cyclists to a pit stop in downtown Wheaton on Bike to Work Day - Montgomery Parks</a>
05/12/23	MSN	<a href="#">Bike To Work Day 2023 Includes 10 Arlington Stops</a>
05/17/23	My MCM	<a href="#">Friday's Bike to Work Day Features Raffles - Montgomery Community Media</a>
03/27/23	My MCM	<a href="#">Registration Open for Bike to Work Day; County Home to 13 Pit Stops - Montgomery Community Media</a>
05/09/23	Northern Virginia	<a href="#">Bike to Work Day – What You Need to Know</a>
05/11/23	Patch - Alexandria	<a href="#">Bike To Work Day 2023 Includes City Of Alexandria Stops   Old Town Alexandria, VA Patch</a>
05/12/23	Patch - Bethesda-Chevy Chase	<a href="#">Bike To Work Day 2023 Includes Stops In And Around Bethesda   Bethesda, MD Patch</a>
05/11/23	Patch - Falls Church	<a href="#">Bike To Work Day 2023 Includes Falls Church Area Stops   Falls Church, VA Patch</a>
05/12/23	Patch - Gaithersburg	<a href="#">Bike To Work Day 2023 Includes Stops In, Near Gaithersburg   Gaithersburg, MD Patch</a>
05/11/23	Patch - Greater Alexandria	<a href="#">Bike To Work Day 2023 Includes Greater Alexandria Stops   Greater Alexandria, VA Patch</a>
05/12/23	Patch - Herndon	<a href="#">Bike To Work Day 2023 Includes Stops In And Around Herndon   Herndon, VA Patch</a>
05/12/23	Patch - Kingstowne-Rose Hill	<a href="#">Bike To Work Day 2023 Includes Springfield Stops   Kingstowne, VA Patch</a>
05/11/23	Patch - Ashburn	<a href="#">Bike To Work Day 2023 Includes Loudoun County Stops   Leesburg, VA Patch</a>
05/11/23	Patch - Manassas	<a href="#">Bike To Work Day 2023 Includes Prince William, Manassas Stops   Manassas, VA Patch</a>
05/12/23	Patch - McLean	<a href="#">Bike To Work Day 2023 Includes Stops In And Around McLean   McLean, VA Patch</a>
05/12/23	Patch - Prince George's County	<a href="#">Bike To Work Day 2023 Includes Stops In Prince George's County   Bowie, MD Patch</a>
05/12/23	Patch - Reston	<a href="#">Bike To Work Day 2023 Includes Stops In And Around Reston   Reston, VA Patch</a>
05/12/23	Patch - Rockville	<a href="#">Bike To Work Day 2023 Includes Stops In And Around Rockville   Rockville, MD Patch</a>
05/11/23	Patch - Vienna	<a href="#">Bike To Work Day 2023 Includes Vienna Area Stops   Vienna, VA Patch</a>
05/12/23	Potomac Local News	<a href="#">OmniRide says ditch your car and ride your bike to work (potomaclocal.com)</a>
05/02/23	Prince George's County, MD	<a href="#">Bike to Work Day   Prince George's County, MD</a>
05/17/23	Prince William Virginia	<a href="#">Celebrating Bike to Work Day on May 19</a>
05/02/23	Stay Happening	<a href="#">Bike to Work Day, Alexandria City Hall, 19 May 2023</a>
03/29/23	The Connection	<a href="#">'Bike to Work Day', Friday, May 19</a>
04/12/23	The Connection	<a href="#">Montgomery County to Sponsor 7 Pit Stops During Bike to Work Day</a>
05/18/23	The Georgetown Dish	<a href="#">Weekend Roundup, May 18 - 21   The Georgetowner</a>
04/12/23	The Hill is Home	<a href="#">The Hill is Home   The To Do List, Week of April 28, 2023   The Hill is Home</a>

04/26/23	The Moco Show	<a href="#">Montgomery County to Sponsor Seven Pit Stops During Washington Region's Annual 'Bike to Work Day' on Friday, May 19 - The MoCo Show</a>
05/08/23	The Zebra Press	<a href="#">Alexandria Registration and Information About Bike to Work Day, Friday, May 19</a>
05/25/23	Thrillist	<a href="#">Things to Do in DC This Weekend: May 19-21, 2023 - Thrillist</a>
-	Town of Herndon	<a href="#">Bike to Work Day   Town of Herndon, VA</a>
05/17/23	Washingtonian	<a href="#">Nervous About Biking in DC? These Tips From an Expert Cyclist Can Help. - Washingtonian</a>
05/18/23	Washington Post	<a href="#">The 28 best things to do in D.C. this weekend and next week - The Washington Post</a>
05/03/2023	WTOP	<a href="#">Get in gear for bike to work day 2023 - WTOP News</a>
05/19/23	WUSA 9	<a href="#">Cycling surges worldwide thanks to pandemic   wusa9.com</a>
05/19/23	WTOP	<a href="#">Millions ditched cars for bikes during the pandemic. These cities want the habit to stick - WTOP News</a>
Social Media		
05/10/23	Facebook - Adams Morgan	<a href="#">Adams Morgan Facebook</a>
05/15/23	Facebook - All About Burger	<a href="#">All About Burger Facebook</a>
05/11/23	Facebook - Ashburn Patch	<a href="#">Ashburn   Facebook</a>
05/18/23	Facebook - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners Facebook</a>
05/09/23	Facebook - Arch Street Communications	<a href="#">Arch Street Communications Facebook</a>
05/19/23	Facebook - BicycleSPACE	<a href="#">BicycleSPACE - Facebook</a>
05/11/23	Facebook - Bike Arlington	<a href="#">Bike Arlington Facebook</a>
04/26/23	Facebook - Bike Arlington	<a href="#">Bike Arlington Facebook</a>
04/03/23	Facebook - Bike Arlington	<a href="#">Bike Arlington Facebook</a>
03/24/23	Facebook - Bike Arlington	<a href="#">Bike Arlington Facebook</a>
-	Facebook - Bike to Work Day	<a href="#">Bike to Work Day Facebook</a>
03/04/23	Facebook - Bikes@Vienna	<a href="#">Bikes@Vienna Facebook</a>
04/03/23	Facebook - Capitol Hill BID	<a href="#">Capitol Hill BID   Facebook</a>
05/01/23	Facebook - Carlyle Council	<a href="#">Carlyle Council Facebook</a>
05/03/23	Facebook - City of College Park	<a href="#">City of College Park Facebook</a>
04/28/23	Facebook - Council Member Christopher Vigliotti	<a href="#">Council Member Christopher Vigliotti   Facebook</a>

05/02/23	Facebook - Department of Public Works and Transportation	<a href="#">Department of Public Works and Transportation Facebook</a>
-	Facebook - DowntownDC	<a href="#">DowntownDC Facebook.com</a>
05/10/23	Facebook - City of Greenbelt	<a href="#">City of Greenbelt Facebook</a>
05/16/23	Facebook - goDCgo	<a href="#">goDCgo Facebook</a>
05/05/23	Facebook - Langston Boulevard Alliance	<a href="#">Langston Boulevard Alliance Facebook</a>
05/03/23	Facebook - Loudoun County Commuter Services	<a href="#">Loudoun County Commuter Services Facebook</a>
05/18/23	Facebook - MDOT, State Highway Administration	<a href="#">MDOT, State Highway Administration Facebook</a>
05/09/23	Facebook - MidCityDC	<a href="#">MidCityDC Facebook</a>
05/16/23	Facebook - Pedego Alexandria	<a href="#">Pedego Alexandria Facebook</a>
05/01/23	Facebook - Pedego Alexandria	<a href="#">Pedego Alexandria Facebook</a>
05/18/23	Facebook - Pedego Bethesda	<a href="#">Pedego Bethesda Facebook</a>
05/03/23	Facebook - Pedego Bethesda	<a href="#">Pedego Bethesda Facebook</a>
05/02/23	Facebook - Pedego Bethesda	<a href="#">Pedego Bethesda Facebook</a>
05/17/23	Facebook - Phoenix Bikes	<a href="#">Phoenix Bikes Facebook</a>
04/24/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/19/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/19/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/15/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/12/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/02/23	Facebook - Prince George Vision Zero	<a href="#">Prince George Vision Zero Facebook</a>
05/16/23	Facebook - RideSmart	<a href="#">RideSmart Facebook</a>
05/17/23	Facebook - The Neighborhoods of EYA	<a href="#">The Neighborhoods of EYA   Facebook</a>
05/10/23	Facebook - Virginia Department of Transportation, Northern VA	<a href="#">Virginia Department of Transportation, Northern VA Facebook</a>
05/09/23	Facebook Group - DC Bike Talk	<a href="#">DC Bike Talk   Facebook</a>
05/09/23	Facebook Group - Bike to the Beach	<a href="#">Bike to the Beach DC   Facebook</a>
05/09/23	Facebook Group - Bike More Bmore	<a href="#">Bike More Bmore   Facebook</a>

05/08/23	Instagram - All About Burger	<a href="#">All About Burger Instagram/</a>
04/12/23	Instagram - Adams Morgan	<a href="#">Adams Morgan Partnership /BID on Instagram</a>
03/02/23	Instagram - A1 Cycling	<a href="#">A1 Cycling   Instagram</a>
04/24/23	Instagram - APTA	<a href="#">APTA   Instagram</a>
05/17/23	Instagram - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners   Instagram</a>
05/16/23	Instagram - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners   Instagram</a>
05/19/23	Instagram - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners   Instagram</a>
05/19/23	Instagram - Bikes@Vienna	<a href="#">Bikes@Vienna   Instagram</a>
05/11/23	Instagram - Bike Arlington	<a href="#">Bike Arlington   Instagram</a>
05/05/23	Instagram - Bike Arlington	<a href="#">BikeArlington Instagram</a>
05/08/23	Instagram - Bike Arlington	<a href="#">BikeArlington   Instagram</a>
05/01/23	Instagram - Bike Arlington	<a href="#">BikeArlington   Instagram</a>
04/26/23	Instagram - Bike Arlington	<a href="#">BikeArlington   Instagram</a>
04/10/23	Instagram - Carlyle Council	<a href="#">Carlyle Council   Instagram</a>
05/05/23	Instagram - City of College Park	<a href="#">City of College Park   Instagram</a>
03/22/23	Instagram - DowntownDC BID	<a href="#">Downtown DC BID   Instagram</a>
03/22/23	Instagram - Franklin Park DC	<a href="#">Franklin Park DC   Instagram</a>
05/16/23	Instagram - goDCgo	<a href="#">GoDCgo   Instagram</a>
05/05/23	Instagram - Langston Boulevard Alliance	<a href="#">Langston Boulevard Alliance   Instagram</a>
02/16/23	Instagram - MCDOT	<a href="#">MCDOT   Instagram</a>
05/01/23	Instagram - Pedego Alexandria	<a href="#">Pedego Alexandria   Instagram</a>
05/04/23	Instagram - Pedego Bethesda	<a href="#">Pedego Bethesda   Instagram</a>
05/03/23	Instagram - Pedego Bethesda	<a href="#">Pedego Bethesda   Instagram</a>
05/02/23	Instagram - Prince George Vision Zero	<a href="#">Prince George Vision Zero   Instagram</a>
05/19/23	Instagram - Prince George Vision Zero	<a href="#">Prince George Vision Zero   Instagram</a>
05/19/23	Instagram - Prince George Vision Zero	<a href="#">Prince George Vision Zero   Instagram</a>
05/12/23	Instagram - Prince George Vision Zero	<a href="#">Prince George Vision Zero   Instagram</a>
05/18/23	LinkedIn - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners   LinkedIn</a>
05/17/23	LinkedIn - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners   LinkedIn</a>



05/19/23	LinkedIn – Foursquare Integrated Transportation Planning	<a href="#">Foursquare Integrated Transportation Planning   LinkedIn</a>
05/16/23	LinkedIn - goDCgo	<a href="#">goDCgo   LinkedIn</a>
05/19/23	LinkedIn – Jarred Toups	<a href="#">Jarred Toups   LinkedIn</a>
05/16/23	LinkedIn – Monica Reyes	<a href="#">Monia Reyes   LinkedIn</a>
05/19/23	LinkedIn - Trish Alatorre-Ridings	<a href="#">Trish Alatorre-Ridings   LinkedIn</a>
06/01/23	TikTok - vikonthemove	<a href="#">Vikonthemove   TikTok</a>
05/15/23	TikTok - Your DC Bestie	<a href="#">Your DC Bestie   TikTok</a>
05/21/23	TikTok - webbiefot	<a href="#">Webbiefot   TikTok</a>
05/17/23	TikTok - Arch Street Communications	<a href="#">Arch Street Communications   TikTok</a>
05/19/23	TikTok - defendourfuture	<a href="#">Defendourfuture   TikTok</a>
05/19/23	TikTok - goldsgym_dcmetro	<a href="#">Golds Gym   TikTok</a>
05/19/23	TikTok - The City of Frederick	<a href="#">The City of Frederick   TikTok</a>
05/11/23	Twitter – Alexandria Patch	<a href="#">Alexandria Patch @AlexandriaPatch</a>
04/27/23	Twitter - Alexandria Transportation & Environmental Services	<a href="#">Alexandria Transportation &amp; Environmental Services @AlexandriaVATES</a>
05/03/23	Twitter - Arlington Department of Environmental Services	<a href="#">Arlington Department of Environmental Services @ArlingtonDES</a>
05/04/23	Twitter - Arlington Transportation Partners	<a href="#">Arlington Transportation Partners @ATPcommutes</a>
05/01/23	Twitter - Bike Arlington	<a href="#">Bike Arlington @BikeArlington</a>
05/19/23	Twitter - Bike Arlington	<a href="#">Bike Arlington @BikeArlington</a>
05/19/23	Twitter - Bike Arlington	<a href="#">Bike Arlington @BikeArlington</a>
05/09/23	Twitter - Brian Mitchell	<a href="#">Brian Mitchell @BMitchliveNBCS</a>
05/09/23	Twitter - Capital Community News	<a href="#">Capital Community News @capitalcommnews</a>
05/11/23	Twitter - Carlyle Council	<a href="#">Carlyle Council @carlylecouncil</a>
05/03/23	Twitter – City of College Park	<a href="#">City of College Park @CollegePark_MD</a>
05/10/23	Twitter - City of Greenbelt	<a href="#">City of Greenbelt @CityofGreenbelt</a>
05/19/23	Twitter - Commuter Connections	<a href="#">Commuter Connections @BikeToWorkDay</a>
05/10/23	Twitter - Council Vice-Chair Wala Blegay	<a href="#">Council Vice-Chair Wala Blegay @CMWalaBlegayD6</a>
05/19/23	Twitter - DDOTDC	<a href="#">DDOT DC @DDOTDC</a>
05/11/23	Twitter - Falls Church Patch	<a href="#">Falls Church Patch @FCPatch</a>
05/04/23	Twitter - Franklin Park DC	<a href="#">Franklin Park DC @FranklinPrkDC</a>



05/16/23	Twitter - GoDCGo	<a href="#">GoDCgo @goDCgo</a>
05/19/23	Twitter - Joe_McAndrew	<a href="#">Joe McAndrew @Joe_McAndrew</a>
03/24/23	Twitter - MCDOT	<a href="#">MCDOT @MCDOTNow</a>
05/18/23	Twitter - MDOT, State Highway Administration	<a href="#">MD State Highway Adm @MDSHA</a>
05/19/23	Twitter - MD_MVA	<a href="#">MD_MVA @MD_MVA</a>
05/19/23	Twitter - MDOTMTAHolly	<a href="#">Holly Arnold @MDOTMTAHolly</a>
05/19/23	Twitter - MDOTMTAHolly	<a href="#">Holly Arnold @MDOTMTAHolly</a>
05/20/23	Twitter - MDOTNews	<a href="#">MDTransportationDept @MDOTNews</a>
05/19/23	Twitter - MDOTNews	<a href="#">MDTransportationDept @MDOTNews</a>
05/19/23	Twitter - MDOTNews	<a href="#">MDTransportationDept @MDOTNews</a>
05/19/23	Twitter - MDSHA	<a href="#">MD State Highway Adm @MDSHA</a>
05/19/23	Twitter - MDSHA	<a href="#">MD State Highway Adm @MDSHA</a>
04/13/23	Twitter - Metro Forward	<a href="#">Metro Forward @wmata</a>
05/09/23	Twitter - MidCityDC	<a href="#">MidCityDC News @MidCityNews</a>
05/19/23	Twitter - MTA Maryland	<a href="#">MTA Maryland @mtamaryland</a>
04/12/23	Twitter - MWCOG	<a href="#">COG @MWCOG</a>
05/02/23	Twitter - Prince George Vision Zero	<a href="#">PGCountyDPWT @PGCountyDPWT</a>
05/19/23	Twitter - Prince George Vision Zero	<a href="#">PGCountyDPWT @PGCountyDPWT</a>
05/19/23	Twitter - Prince George Vision Zero	<a href="#">PGCountyDPWT @PGCountyDPWT</a>
05/09/23	Twitter - Prince William County Green Business Council	<a href="#">Prince William County Green Business Council @pwcgbc</a>
05/03/23	Twitter - Sarah for Alexandria	<a href="#">Sarah for Alexandria @SarahforALX</a>
05/09/23	Twitter - South Fairfax Chamber of Commerce	<a href="#">South Fairfax Chamber of Commerce - SFCC @SouthFairfax</a>
04/15/23	Twitter - SR 244	<a href="#">SRtwofourfour @SRtwofourfour</a>
05/11/23	Twitter - TakomaParkMD	<a href="#">TakomaParkMD @TakomaParkMD</a>
05/19/23	Twitter - VDOT Northern VA	<a href="#">VDOT Northern VA @VaDOTNOVA</a>
05/19/23	Twitter - VDOT Northern VA	<a href="#">VDOT Northern VA @VaDOTNOVA</a>
05/16/23	Twitter - VDOT Northern VA	<a href="#">VDOT Northern VA @VaDOTNOVA</a>
05/03/23	Twitter - Vélocity	<a href="#">Vélocity Bicycle Co-op @velocitycoop</a>
05/11/23	Twitter - Vienna Patch	<a href="#">Vienna Patch @ViennaPatch</a>
05/20/23	Twitter - WalkCycleMD	<a href="#">WalkCycleMD @WalkCycleMD</a>

05/05/23	Twitter - WHS Transportation	<a href="#">WHS Transportation @WHS_Transport</a>
05/01/23	YouTube - Commuter Connections	<a href="#">YouTube - Commuter Connections</a>
04/04/23	YouTube - City of Fairfax	<a href="#">YouTube - City of Fairfax</a>
05/19/23	YouTube - DDOT	<a href="#">YouTube - DDOT</a>
05/19/23	YouTube - Downtown DC BID	<a href="#">YouTube - Downtown DC BID</a>
05/18/23	YouTube - WUSA9	<a href="#">YouTube - WUSA9</a>

## Employer Recognition Awards

### WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

There were several planning and preparation activities conducted throughout the first half of FY2023. COG/TPB staff formed the Employer Recognition Awards 2023 workgroup and developed a task schedule timeline for the 2023 Employer Recognition Award deliverables. Work began on the creation of the 2023 Employer Recognition Awards nomination brochure and form. Staff prepared written descriptions of 2023 Employer Recognition Awards winners for inclusion in the 2023 nomination brochure. Staff obtained estimates for printing and distribution of the materials; staff oversaw the marketing contractor, Odonnell Company, in the development of creative concepts for the materials. Staff solicited and received feedback from the Employer Recognition Awards workgroup on the creative concepts and oversaw Odonnell Company in final production of the brochure and form. The brochure was uploaded to the Commuter Connections website. The nomination webpage and online form were also updated. The auto forwarding message was updated and COG/TPB staff compiled a mailing list for nomination brochure which included employers, CEOs, Chambers of Commerce, and Commuter Connections network members, and coordinated the printing and distribution process. Staff placed June 30<sup>th</sup> on hold for the Employer Recognition Awards 2023 ceremony at the National Press Club. Staff sent an email blast to employers and Chambers of Commerce for the Employer Recognition Awards 2023 ‘call for nominations’. An ad was placed on LinkedIn to promote the call for nominations. COG/TPB staff and Odonnell Company created a “tool kit” for Chamber of Commerce’s to promote nomination submittals.

Planning and preparation activities for the event continued into Q3 FY2022. A giveaway item was selected for the event. COG/TPB staff sent a ‘call for nominations’ reminder email blast to level 3 & 4 employee transportation coordinators and C-level executives, and questions were fielded from potential awards nominees. The marketing subcontractor, Arch Street Communications, made reminder phone calls to the Employer Outreach Sales Representatives regarding the call for nominations. A discussion regarding the call for nominations was held at the Employer Outreach Committee meeting on January 17<sup>th</sup>. COG/TPB staff reviewed applications received from award nominees and Odonnell Company contacted nominees for clarification and further data. The Chair and members for the Employer Recognition Awards 2023 Selection Committee meeting were secured, and confirmation letters sent. One-page briefs were developed by Odonnell Company for each awards nominee; the briefs were edited by COG/TPB staff. An agenda and additional meeting materials were prepared for the Selection Committee; remarks for Christina Henderson, TPB’s Vice Chairman, who chaired the Committee, were also prepared. COG/TPB staff met with Odonnell

Company and Arch Street Communications to discuss logistics for the Selection Committee. COG/TPB staff coordinated and held the Selection Committee meeting on March 31<sup>st</sup>. Thank you letters were subsequently drafted and sent to the Selection Committee chair and members. COG/TPB staff coordinated the contractual agreement and deposit to secure the National Press Club for the 2023 Employer Recognition Awards ceremony, to occur on June 30<sup>th</sup>. COG/TPB staff obtained estimates for the Employer Recognition Awards trophies, program booklet printing, photography services, and video production.

Final preparations for the event were made in Q4 FY2023. COG/TPB staff secured vendors for the awards trophies, video services, and printing for the program booklet and invitations. COG/TPB staff notified all winners of the Selection Committee's outcome by phone and via formal letter in May. Winners for the Employer Services awards were selected. COG/TPB staff worked with the marketing contractor, Odonnell Company, to design the awards program booklet, program invitation/envelope, and podium sign. E-invites were created and distributed along with a follow-up reminder to RSVP for the event. Videos were produced featuring each of the winners. A media plan was created in conjunction with the marketing contractor. An agenda for the event was finalized. COG/TPB staff prepared remarks for TPB officers presenting awards at the ceremony.

The Commuter Connections Employer Recognition Awards event was held at the National Press Club on June 30<sup>th</sup>. The in-person event was livestreamed by COG/TPB staff on Facebook. The employer winners were: Incentives Award – George Mason University, Marketing Award – Federal Home Loan Mortgage Company, and Telework Award – Abt Associates. The Employer Services winners were: Sales Team Achievement Award – Montgomery County Commuter Services, and Organization Achievement Award – Reston Town Center Association.

Following the event, a press release was issued. Additionally, a Washington Business Journal award winner ad ran in the paper; the ad was developed by staff and Odonnell Company. Award winners were added to the Commuter Connections website. Staff sent thank you letters to awards presenters.

## **‘Pool Rewards**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff operated the ‘Pool Rewards incentive program, which included routine review, processing, and registering of eligible ‘Pool Rewards applicants for both carpools and vanpools. COG/TPB staff monitored trip logging for program participants and awarded \$200 monthly subsidy payments for vanpools or earned incentive payments for carpools accordingly. A contract amendment was signed in January with Commute by Enterprise to help operate the vanpool program. A total of twelve vanpools operated in FY2023; this includes seven new vanpools that joined the program. A total of seven carpools operated in FY2023, with one carpool properly earning an incentive payment.

COG/TPB staff collected and reported ‘Pool Rewards vanpool data to the National Transit Database (NTD) maintained by FTA. The report was submitted on October 27<sup>th</sup>. At the request of FTA, staff provided additional comments and clarifications to the data in November and December.

A marketing campaign for both the regional 'Pool Rewards program and the VDOT I-66 'Pool Rewards bonus incentive was developed. COG/TPB staff reviewed and approved the media plan developed by the contractor. Ad copy and creative assets were edited, finalized, and placed. Insertion orders were processed. The campaign commenced in November and ran through the end of December. COG/TPB staff placed social media ads and posts as part of the campaign. Campaign analytics were assembled and packaged into the marketing campaign summary reports.

COG/TPB staff met with Enterprise representatives on December 1<sup>st</sup> to discuss the status of the 'Pool Rewards vanpool incentive program.

COG/TPB staff met with VDOT representatives on June 9<sup>th</sup> to discuss the I495 NEXT 'Pool Rewards incentive program.

## **Car Free Day**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

A Car Free Day 2022 Event Steering Committee meeting was coordinated and held on July 13<sup>th</sup>. In preparation for the meeting, COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an overview of the Car Free Day 2021 Event Draft Report, discussion on marketing materials for the event, presentation of the 2022 Event Proclamation, and discussion on prizes and sponsors.

Briefings on Car Free Day 2022 occurred at several COG related committees. COG/TPB staff briefed the Commuter Connections Subcommittee on July 19<sup>th</sup> and September 20<sup>th</sup>. Staff briefed the TPB Technical Committee on July 8<sup>th</sup>. Staff then presented Car Free Day to the TPB on July 20<sup>th</sup> where a regional Car Free Day proclamation was virtually signed by the TPB Chair Pamela Sebesky.

COG/TPB staff managed the marketing and public relations contractors, Odonnell Company / Arch Street Communications, to promote the event. Marketing strategy calls were held to discuss the event. Staff provided feedback and guidance on the media plan, earned media plan, creative assets, and earned media assets (e.g., calendar listing, college toolkit, social media posts) developed by Odonnell Company. Staff participated in Car Free Day media interviews which were scheduled in assistance with Arch Street Communications. The event poster was updated and finalized for the 2022 event; staff coordinated the printing and distribution of the flyer to employers and stakeholders. COG/TPB staff finalized purchase orders for the media campaign. Media buys included broadcast radio, internet radio, webpage banner ads, blogs, and social media influencers. COG/TPB staff edited and sent press releases drafted by Odonnell Company on August 5<sup>th</sup>, September 15<sup>th</sup>, and September 22<sup>nd</sup>. An email blast was sent on August 10<sup>th</sup> and again in September. Prior to sending the e-blasts, email addresses were obtained from the Commuter Connections database and combined with past registrants' email addresses. Text messages were developed and sent to mobile numbers who had opted-in to receiving promotional messages. A series of images and information posts were developed and posted to Car Free Day pages on Twitter, Facebook, and Instagram. A paid spot was placed on YouTube.

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges.

COG/TPB staff provided feedback to Clean Air Partners ahead of its social media ambassador campaign to help promote the Car Free Day 2022 event.

COG/TPB staff worked in conjunction with Odonnell Company to secure sponsors and discuss sponsorship opportunities with various businesses and organizations. Sponsors for the 2022 event included WMATA, the Tri-County Council for Southern Maryland, Nift Gift, Capital Bikeshare, East Coast Greenway Alliance, Little Sesame, VRE, WABA, Nando’s, HipCityVeg, South Block, Lee’s Flower Shop, Shop Made DC, and Busboys and Poets.

The CarFreeMetroDC.org website was prepared for the event. COG/TPB staff updated the pledge form prior to the August 1<sup>st</sup> launch. This included programming of the pledge confirmation email and promo code. The “Thank You” post-pledge webpage was also modified and modernized for the 2023 event. Marketing materials were added, including the 2023 event flyer. The 2023 signed proclamation was uploaded. Imagery was updated to reflect the 2023 event. New sponsor logos were added; prizes were added as sponsors were secured. Press releases were uploaded and released. The pledge count was updated regularly. Staff monitored Car Free Day website activity and computer code to maintain accurate website functionality; plugins were updated. COG/TPB staff composed a new autoresponder email with new promotions for those who took the pledge.

A Car Free Day 2022 Event Steering Committee meeting was coordinated and held on September 14<sup>th</sup>. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Prior to the meeting, COG/TPB staff secured Stacey King, Prince George’s County, as the new Chair for the 2022 event. This was announced at the September 14<sup>th</sup> meeting. Stacey was later replaced with Shawntea Smith, Prince George’s County due to her departure. Other meeting topics included sponsorship, marketing, earned media, and regional proclamation updates.

Car Free Day was promoted to the general public, employers, and the media and was held on September 22<sup>nd</sup>. Just over 4,000 area residents took the pledge to go Car Free or Car-Lite.

Raffle prizes were awarded and sent to winners, and prize recipients were publicized through social media and the event website. A summary of Car Free Day 2022 pledge data and an emissions impacts analysis were prepared and presented at the November 15<sup>th</sup> Commuter Connections Subcommittee meeting. COG/TPB staff managed and oversaw the marketing contractor, Odonnell Company, as they created a debrief report of earned media summarizing press coverage of the Car Free Day event. “Thank you” emails were sent to Car Free Day sponsors and participants. The University of Maryland was announced as the 2022 Capital Area Car Free Day College Campus Challenge winner. Media invoices were processed.

**Car Free Day 2022 Media Placements:**

Date	Outlet	Topic linked to URL
Television Interviews		
9/13/2022	WJLA	<a href="#">World Car Free Day   WJLA</a>
Print/Online Coverage		

9/13/2022	The Moco Show	<a href="#">Car Free Day 2022 Will Take Place on Thursday, September 22 - The MoCo Show</a>
9/22/2022	Arlington Transportation Partners	<a href="#">Car Free Day   Arlington Transportation Partners</a>
9/12/2022	Arlington Transportation Partners	<a href="#">Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)</a>
9/22/2022	Virginia Bicycling Federation	<a href="#">Metro DC's Car Free Day, Thursday, September 22, 2022 - Virginia Bicycling Federation (vabike.org)</a>
9/1/2022	Carlyle Council	<a href="#">Car Free Day 2022 — The Carlyle Council (thecarlylecommunity.com)</a>
9/19/2022	PoPville	<a href="#">Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville</a>
-	Ride Smart Commuter Solutions	<a href="#">Three Ways to Win Car Free Day!</a>
9/20/2022	Prince William County	<a href="#">Board Proclaims Sept. 22 as Car Free Day in Prince William County (pwcva.gov)</a>
9/16/2022	Potomac Local News	<a href="#">OmniRide Asks Residents to Pledge to Go Car Free on September 22 - Potomac Local News (Press Release)</a>
9/12/2022	University of Maryland	<a href="#">2022 Car Free Day &amp; Group Bike Commute to UMD   UMD DOTS</a>
9/21/2022	City of Takoma Park	<a href="#">Proclamation of Car Free Day - September 21, 2022 (takomaparkmd.gov)</a>
9/21/2022	WUSA	<a href="#">Montgomery Co. celebrates Car-Free Day with raffles for residents   wusa9.com</a>
8/5/2022	Tri-County Council for Southern Maryland	<a href="#">Car Free Day 2022 Registration Opens: Take Your Foot off the Gas and Take the Pledge to go Car Free - Tri County Council for Southern Maryland (tccsmd.org)</a>
9/19/2022	Head Topics	<a href="#">Park It and Win Prizes! Revving Up for 'Car Free Day' - PoPville (headtopics.com)</a>
8/31/2022	Omni Ride	<a href="#">Car-Free-Day 2022 Interactive-Bingo-Card 08-31-22.pdf (omniride.com)</a>
9/12/2022	Arlington Transportation Partners	<a href="#">Celebrate Car Free Day on September 22 (arlingtontransportationpartners.com)</a>
9/20/2022	Patch	<a href="#">MoCo Residents Can Join 'Car-Free Day' On Sept. 22   Gaithersburg, MD Patch</a>
9/20/2022	Montgomery Community Media	<a href="#">What is Car Free Day? - Montgomery Community Media (mymcmedia.org)</a>
9/15/2022	WJLA	<a href="#">Changing commuting habits doesn't mean traffic is getting better in the DMV   WJLA</a>
-	Charles County	<a href="#">2022-59 Car Free Day.pdf (legistarweb-production.s3.amazonaws.com)</a>
9/12/2022	Fairfax Alliance for Better Bicycling	<a href="#">Car Free Day: Take the Pledge   Fairfax Alliance for Better Bicycling (fabb-bikes.org)</a>
<b>Soial Media</b>		
9/22/2022	Instagram - Ride Smart	<a href="#">RideSmart (@ridesmartva) • Instagram photos and videos</a>
9/22/2022	Twitter - FOVNDRY	<a href="#">FOVNDRY (formerly Van Eperen) on Twitter: "It's</a>

9/19/2022	Twitter Arlington DES	<a href="#">Arlington Department of Environmental Services on Twitter:</a>
9/20/2022	Twitter - County Executive Angela Alsobrooks	<a href="#">County Executive Angela Alsobrooks on Twitter</a>
9/21/2022	Twitter – Rockville Chamber of Commerce	<a href="#">Rockville Chamber (@chamberrock) / Twitter</a>
9/07/2022	Twitter - Walk Arlington	<a href="#">WalkArlington on Twitter: "Car Free Day is Sept. 22.</a>
9/14/2022	Twitter - Brian Mitchell	<a href="#">Brian Mitchell on Twitter: "-Car Free Day</a>
9/9/2022	Twitter – Prince George’s County DPW&T	<a href="#">PGCountyDPWT on Twitter</a>
9/20/2022	Instagram – Ride Smart	<a href="#">#carfreemetrodc hashtag on Instagram • Photos and videos</a>
9/14/2022	Instagram - PgcounyDPWT	<a href="#">PGCountyDPWT on Instagram</a>
9/19/2022	Instagram – Brian Mitchell	<a href="#">Brian Mitchell on Instagram: “-Car Free Day</a>
9/20/2022	Instagram - Jennythehenry	<a href="#">Instagram • Direct</a>
9/20/2022	Instagram – Arch Street Communications	<a href="#">Instagram • Direct</a>
9/20/2022	Instagram - County Executive Alsobrooks	<a href="#">Instagram • Direct</a>
9/13/2022	Instagram - Foodfitnessflights	<a href="#">@foodfitnessflights on Instagram:</a>
9/19/2022	TikTok - ItsYaGirlSarahD	<a href="#">Find 'car free day' on TikTok   TikTok Search</a>
9/20/2022	TikTok – Dana Marlowe	<a href="#">Find 'car free day' on TikTok   TikTok Search</a> <a href="#">Find 'car free day metro dc' on TikTok   TikTok Search</a> <a href="#">Find 'car free day metro dc' on TikTok   TikTok Search</a> <a href="#">Find 'car free day metro dc' on TikTok   TikTok Search</a>
9/21/2022	TikTok - Foodfitnessflights	<a href="#">Find 'car free day' on TikTok   TikTok Search</a>
9/14/2022	Instagram – Prince George’s County DPW&T	<a href="#">#carfreemetrodc hashtag on Instagram • Photos and videos</a>
9/22/2022	Facebook – Loudoun County	<a href="#">(3) car free day metro dc - Search Results   Facebook</a>
9/22/2022	Facebook – City Rockville Government	<a href="#">(3) car free day metro dc - Search Results   Facebook</a>

9/20/2022	Facebook - Reston Station	<a href="#">Reston Station   Facebook</a>
9/20/2022	Twitter - MCDOT	<a href="#">MCDOT on Twitter: "Reduce your Carbon Footprint</a>

**Car Free Day 2022 Calendar Listings:**

Adams Morgan BID	<a href="#">Car Free Day 2022 - Adams Morgan Partnership BID</a>
Greenbelt AllEvents (Link expired after event)	<a href="https://allevents.in/washington/car-free-day">https://allevents.in/washington/car-free-day</a>
Baltimore Sun	<a href="#">Car Free Day 2022 - Baltimore Sun Calendar</a>
Capital Gazette	<a href="#">Car Free Day 2022 - Capital Gazette Calendar</a>
Capital Hill BID	<a href="#">Car Free Day 2022   Capitol Hill BID   Washington, DC</a>
Central Fairfax Chamber of Commerce	<a href="#">Car Free Day (cfcc.org)</a>
Charles County Chamber of Commerce	<a href="#">Car Free Day 2022 - Sep 22, 2022</a>
DC Inno (Link expired after event)	<a href="#">Events   AmericanInno</a>
DC Social Guide	<a href="#">DC Social Guide – DC Event Calendar</a>
Dulles Moms	<a href="#">Car-Free Day 2022 (dullesmoms.com)</a>
The Frederick News Post	<a href="#">Car Free Day 2022   Other   fredericknewspost.com</a>
Georgetown DC	<a href="#">Car Free Day 2022   Georgetown DC</a>
Georgetown Dish	<a href="#">Go Car Free on September 22   The Georgetown Dish</a>
goDCgo	<a href="#">Car Free Day   goDCgo</a>
Greater Greater Washington	-
Inside Nova	<a href="#">Upcoming Events, Concerts, Festivals, Sports &amp; More - Evvnt</a>
Keep Prince Williams Beautiful	<a href="#">Car Free Day 2022 - Keep Prince William Beautiful</a>
Loudoun Chamber of Commerce	<a href="#">Car Free Day 2022 - Loudoun Chamber</a>
Mommy Poppins	<a href="#">Car Free Day 2022   MommyPoppins</a>
Prince William Living Magazine	<a href="#">Car Free Day 2022   Prince William Living</a>
Social in DC (Link expired after event)	<a href="https://discover.events.com/us/washington-d-c/dupont-">https://discover.events.com/us/washington-d-c/dupont-</a>
The Bay Net	<a href="#">Car Free Day 2022 - The BayNet</a>
Patch – Washington DC	<a href="#">Sep 22   Car Free Day 2022   Washington DC, DC Patch</a>
Wash Cycle	<a href="#">TheWashCycle</a>
Washington Family, Reston	<a href="#">Car Free Day 2022 Washington Family Calendar</a>



Washington Informer	<a href="#">Community Events - The Washington Informer</a>
Washington Jewish Week	<a href="#">Car Free Day 2022 Washington Jewish Week Calendar</a>

The first Steering Committee meeting for the 2023 event was held on March 8<sup>th</sup>. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Highlights from the meeting included an overview of the Car Free Day 2022 Draft Event Report, 2023 marketing materials, and a call for sponsors. The Car Free Day 2023 date was set for September 22<sup>nd</sup>. A pledge goal of 5,000 was set.

A Car Free Day Steering Committee meeting was coordinated and held on May 10<sup>th</sup> for the planning of the 2023 Car Free Day event. COG/TPB staff prepared meeting notes from the prior committee meeting, generated an agenda, and created presentation materials. Topics from the meeting included an overview of the 2022 Event Draft Report and updates on marketing materials and prize sponsors.

An update was given to the Commuter Connections Subcommittee on May 16<sup>th</sup> regarding upcoming plans for the 2023 Car Free Day event. The draft 2022 Car Free Day Event Report was also presented to the Subcommittee and a comment period was established.

## **CarpoolNow Mobile Application**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff regularly monitored participation within CarpoolNow. There were no driver incentive claims. 270 new Commuter Connections accounts were created through the app. The CarpoolNow mobile app was downloaded nearly 1,076 times in FY2023, bringing total lifetime downloads to 6,106.

Work continued from FY2022 to integrate Flexible Vanpool into CarpoolNow. COG/TPB staff coordinated and held a Flexible Vanpool Workgroup meeting on August 31<sup>st</sup>. A Flexible Vanpool Operators FAQ was developed and distributed to vanpool stakeholders throughout the region. Staff drafted and sent a Flexible Vanpool recruitment email to vanpool operator stakeholders throughout the region. Staff also developed a Flexible Vanpool flyer for employers to promote at their worksites. Intake forms were sent to interested vanpool operators. Staff briefed the Northern Virginia Vanpool Council on the Flexible Vanpool program on November 7<sup>th</sup>. The Ridematching Committee was briefed on Realtime Flexible Vanpool at their December 20<sup>th</sup> meeting.

COG/TPB staff reviewed and approved the media plan for the regional CarpoolNow fall 2022 marketing campaign developed by the marketing contractor. Staff then reviewed and approved the ad copy and creative assets. The campaign commenced in November and continued through the end of December. Staff placed social media ads and posts as part of the campaign. Campaign analytics were assembled and packaged into the marketing campaign summary reports.

COG/TPB staff held events at Park & Ride Lots with iHeart Radio in Frederick County on November 15<sup>th</sup> with Frederick County TransIT Services and in Prince William County on November 29<sup>th</sup> with OmniRide.

## Flexitime Rewards

### WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff continued monitoring participation within the Flexitime Rewards program. There were no eligible flexed trips logged or payments made throughout the fiscal year.

COG/TPB staff integrated Flexitime Rewards to the incenTrip mobile application and released the program to the public on December 19<sup>th</sup> (see *Section I.C.*).

COG/TPB staff consulted with the marketing contractor, Odonnell Company, to create a media plan and creative assets for the summer 2023 Flexitime Rewards marketing campaign. As part of the campaign, staff followed a social media calendar created by Odonnell Company and made regular posts to Facebook and Instagram. The posts reached 161,346 users and generated 1,027 clicks.

COG/TPB staff prepared GIS files for the new Flexitime Rewards corridors set to be in effect beginning July 2023 (see *Section I.C. and I.D.*). The eligible corridors are DC-295/MD-295 southbound between US-50 and exit 1A (south of Pennsylvania Ave SE); I-95 north and south in Virginia between exits 158 (VA-3000) and 163 (Lorton Rd); I-495 Inner Loop between the George Washington Pkwy (exit 36) in Virginia to Old Georgetown Rd (exit 43) in Maryland; MD-295 northbound from Greenbelt Rd (exit 22) to Laurel Bowie Rd (MD-197); US-301 Crain Hwy southbound in Maryland between MD-381 Brandywine Rd and MD-5 Mattawoman Beantown Rd

## incenTrip Mobile Application

### WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:

COG/TPB staff monitored incenTrip program participation. According to the UMD Agency Dashboard, approximately 3,665 users were registered for the program as of June 30<sup>th</sup>, which is an increase of 451 users since FY2022. There were 203 new Commuter Connections accounts created through the incenTrip app. Staff responded to 93 incenTrip related inquiries. Staff reviewed and processed a total of 515 payment requests throughout FY2023; payment was issued upon approval. A breakdown of incentive categories is in the below table:

Incentive	# Requests
Check	190
PayPal	228
Gift Card	38
Nift Gift	4
SmarTrip	45
E-ZPass	10

COG/TPB staff consulted with the marketing contractor, Odonnell Company, to create a media plan and creative assets for the summer 2023 incenTrip marketing campaign. As part of the campaign,

staff followed a social media calendar created by Odonnell Company and made regular posts to Facebook and Instagram. The posts reached 299,555 users and generated 1,974 clicks.

COG/TPB staff updated project highlights associated with a Volpe Center showcase of the incenTrip ATCMTD project.

## **MDOT incenTrip Mobile Application**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff conducted routine operations of the MDOT incenTrip program following its launch. Biweekly coordination meetings were held with MDOT staff to discuss general operations of the program.

According to the UMD Agency Dashboard, approximately 248 end-users were registered for the program as of June 30<sup>th</sup>, which is an increase of 93users since FY2022. A total of 16 PayPal, 15 check, and two SmarTrip incentive requests were submitted by MDOT incenTrip users.

COG/TPB staff consulted with the marketing contractor, Odonnell Company, to create a media plan and creative assets for the summer 2023 MDOT incenTrip marketing campaign. As part of the campaign, staff followed a social media calendar created by Odonnell Company and made regular posts to Facebook and Instagram. The posts reached 184,502 users and generated 2,114 clicks.

# **MONITORING AND EVALUATION**

## **Regional TDM Data Collection and Analysis**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

A contract for FY2023 was fully executed with the Regional TDM Evaluation Contractor, LDA Consulting, in July 2022. A Regional TDM Evaluation Project Kickoff meeting was held with LDA Consulting and their subcontractors on August 9<sup>th</sup> to plan data collection activities for FY2023.

Work which began in the prior fiscal year continued on the 2022 State of the Commute Draft Technical Report. The draft report was presented at the July 19<sup>th</sup> Commuter Connections Subcommittee meeting. A comment period through August 12<sup>th</sup> was subsequently established to permit Subcommittee members an opportunity to provide feedback on the report. Staff then reviewed the comments and finalized the report in conjunction with LDA Consulting. The report was presented and endorsed at the September 20<sup>th</sup> Commuter Connections Subcommittee Meeting. Staff presented results from the report to the TPB's Technical Committee on September 9<sup>th</sup>, to the TPB Bicycle and Pedestrian Subcommittee on September 20<sup>th</sup>, the Montgomery County Joint TDM Committee on September 28<sup>th</sup>, to COG's Chief Administrative Officers Committee on October 5<sup>th</sup>, to the TPB on October 19<sup>th</sup>, to the Systems Performance, Operations and Technology Subcommittee on November 3<sup>rd</sup>, and to the Metropolitan Washington Air Quality Technical Advisory Group on December 6<sup>th</sup>. Staff participated in several media interviews regarding the results from the report.

Work which began in the prior fiscal year continued on the 2022 GRH Washington Applicant Survey Draft Report. The draft report was presented at the July 19<sup>th</sup> Commuter Connections Subcommittee meeting. A comment period was subsequently established through August 17<sup>th</sup> to permit Subcommittee members an opportunity to provide feedback on the report. Staff then reviewed the comments and finalized the report in conjunction with the LDA Consulting. The report was presented and endorsed at the September 20<sup>th</sup> Commuter Connections Subcommittee Meeting. COG/TPB staff subsequently began preparing the report for publication and distribution.

COG/TPB staff published and distributed the 2022 GRH Washington Applicant Survey Draft Report following its approval at the September 20<sup>th</sup> Commuter Connections Subcommittee Meeting. The report was posted to the Commuter Connections website.

COG/TPB staff conducted the Car Free Day emissions and transportation impact analysis.

The FY2022 Bike to Work Day participant survey questionnaire was developed in conjunction with the Regional TDM Evaluation contractor, LDA Consulting. The survey was tested, programmed, and prepared for distribution in early November. A participant list was generated. The survey questionnaire was distributed to participants on November 4<sup>th</sup>. The survey ended on November 28<sup>th</sup>. Several reminder messages were sent while the survey was open; the response rate was nearly 20%. Data from the survey was examined and trends were identified in a briefing given to the Commuter Connections Subcommittee on January 17<sup>th</sup>. A survey report was drafted and presented to the Commuter Connections Subcommittee on March 21<sup>st</sup>. A comment period for Subcommittee members to offer feedback on the document was established through April 14<sup>th</sup>. The report was then finalized and endorsed for release at the May 16<sup>th</sup> Commuter Connections Subcommittee meeting. Following endorsement, the report was posted to the Publications page of the Commuter Connections website. Staff presented results from the report to TPB's Bicycle Pedestrian

Subcommittee on May 23<sup>rd</sup> and the TPB Technical Committee on June 2<sup>nd</sup>. Staff participated in a TPB State Technical Working Group meeting on May 30<sup>th</sup> to discuss the survey comments received from the survey.

COG/TPB staff programmed and reviewed the Car Free Day participant survey questionnaire. A participant list was generated. The survey was released to potential respondents on December 16<sup>th</sup>. LDA Consulting and staff compiled responses received from survey. Data was examined and trends were identified in a briefing given to the Commuter Connections Subcommittee on January 17<sup>th</sup>.

COG/TPB staff prepared the 2022 State of the Commute general public report. Local jurisdictional data from the report was released. Technical edits were finalized and a final draft was prepared to be sent to the printer. Staff met with United Way representatives on May 3<sup>rd</sup> and June 7<sup>th</sup> to discuss the 2022 State of the Commute survey results.

COG/TPB staff and LDA Consulting prepared a questionnaire and recipient list for the Maryland Employer Telework survey. The questionnaire was updated and finalized; it was released to potential respondents in early February. Reminder messages were sent on February 16<sup>th</sup> and 23<sup>rd</sup>. Findings from the survey will be included in the 2021 – 2023 TDM Analysis Report.

COG/TPB staff oversaw LDA Consulting as an interim 2021 – 2023 TDM Analysis Report was prepared. Staff began a thorough review of the report, which is expected to be shared with the Commuter Connections Subcommittee in July for review and comment.

A questionnaire for the 'Pool Rewards Carpool Incentive Program participant survey was drafted by LDA Consulting and reviewed by COG/TPB staff. Staff prepared a respondent listing, finalized the questionnaire, and programmed the questionnaire into SurveyMonkey. The survey was sent to potential respondents in June.

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

- July: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, the City of Alexandria, Loudoun County, Montgomery County, Prince George's County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.
- August: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, the City of Alexandria, Loudoun County, Montgomery County, Prince George's County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.
- September: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, Loudoun County, Montgomery County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.
- October: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, and Montgomery County. Outstanding reports were pending as of October 31<sup>st</sup> from the City of Alexandria, Loudoun County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.

- November: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, and Montgomery County. Outstanding reports were pending as of November 30th from the City of Alexandria, Loudoun County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.
- December: Employer Outreach sales activity reports were received from the District of Columbia and Montgomery County. Outstanding reports were pending as of December 31st from the City of Alexandria, Arlington County, Loudoun County, Prince William County, Fairfax County, Frederick County, and the Tri-County Council for Southern Maryland.
- January: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, Fairfax County, and Montgomery County. Outstanding reports were pending as of January 31st from the City of Alexandria, Loudoun County, Prince William County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.
- February: Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, Fairfax County, and Montgomery County. Outstanding reports were pending as of February 28th from the City of Alexandria, Loudoun County, Prince William County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.
- March: Monthly Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, Fairfax County, and Montgomery County. Outstanding reports were pending as of March 31st from the City of Alexandria, Loudoun County, Prince William County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.
- April: Employer Outreach sales activity reports were received from the District of Columbia and Arlington County. Outstanding reports were pending as of April 30th from the City of Alexandria, Loudoun County, Fairfax County, Prince William County, Frederick County, Montgomery County, Prince George's County, and the Tri-County Council for Southern Maryland.
- May: Employer Outreach sales activity reports were received from the District of Columbia, Montgomery County, and Arlington County. Outstanding reports were pending from the City of Alexandria, Loudoun County, Fairfax County, Prince William County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.
- June: Employer Outreach sales activity reports were received from the District of Columbia, Montgomery County, and Arlington County. Outstanding reports were pending from the City of Alexandria, Loudoun County, Fairfax County, Prince William County, Frederick County, Prince George's County, and the Tri-County Council for Southern Maryland.

COG/TPB staff conducted and completed data sweeps of the ACT! database during the weeks of July 11<sup>th</sup>, August 15<sup>th</sup>, September 12<sup>th</sup>, October 17<sup>th</sup>, November 14<sup>th</sup>, December 12<sup>th</sup>, January 10<sup>th</sup>, February 7<sup>th</sup>, March 14<sup>th</sup>, and April 10<sup>th</sup>. COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year. COG/TPB staff fulfilled data requests from various local jurisdictions upon request.

## **Program Monitoring and Tracking Activities**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff routinely prepared and reported program data to produce monthly executive summary reports and quarterly progress reports for work activities related to the CCWP. Monthly Executive Summary reports included those from June 2022 through May 2023. Quarterly progress reports included the Fourth Quarter FY2022 as well as the First – Third Quarters of FY2023. The FY2022 CCWP Annual Progress Report was published in September and presented at the September 20<sup>th</sup> Commuter Connections Subcommittee meeting. The report was subsequently distributed to network members.

Advertising campaign effectiveness was tracked through call volumes and internet visits throughout the year. The FY2022 Second Half Regional TDM Marketing Campaign Summary Final Report was finalized and distributed at the September 20<sup>th</sup> Regional TDM Marketing Group meeting and posted to SharePoint. The FY2023 First Half Regional TDM Marketing Campaign Summary report was finalized and issued at the March 21<sup>st</sup> Regional TDM Marketing Group meeting. The draft FY2022 Second Half Regional TDM Marketing Campaign Summary report was drafted and presented to the June 20<sup>th</sup> Regional TDM Marketing Group meeting. These reports contained data showing the degree of effectiveness of the marketing campaigns based on tracked call volumes, internet visits, and GRH and Rideshare applications for the period.

The Regional Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Washington, DC region commuters who took a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2022 was analyzed. Due to a low sample size, a full report was not issued for FY2022. COG/TPB staff created a synopsis documenting the FY2022 GRH Customer Satisfaction Survey results for Washington, DC region trips. Staff presented the limited response from the FY2022 GRH Customer Satisfaction Survey for the Washington, DC region at the December 20<sup>th</sup> Regional TDM Marketing Group meeting and at the January 17<sup>th</sup> Commuter Connections Subcommittee meeting. A comment period was established for the memo through February 21<sup>st</sup>. A final version of the synopsis was updated into a memo and presented and endorsed at the March 21<sup>st</sup> Commuter Connections Subcommittee meeting.

COG/TPB staff continued work on the Car Free Day 2021 Event Report, which was started in FY2022. The report was updated based on comments received from stakeholders during the open comment period. The report was finalized and presented at the July 19<sup>th</sup> Commuter Connections Subcommittee meeting. The Subcommittee endorsed the report. Staff subsequently posted the report to the Commuter Connections website. A notice of the posting was sent to network members. Following the 2022 event, staff prepared the Car Free Day 2022 draft event report. A draft version of the report was completed and presented to the Car Free Day Steering Committee on March 8<sup>th</sup>. The report was subsequently posted to SharePoint and an open comment period was established through April 14<sup>th</sup>. Comments and edits were subsequently integrated into the report and it was presented again to the Car Free Day Steering Committee on May 10<sup>th</sup> and also to the Commuter Connections Subcommittee at its May 16<sup>th</sup> meeting. A final comment period was established through June 15<sup>th</sup>.

COG/TPB staff assembled the Bike to Work Day 2022 Event Report. The report was presented in draft form at the Bike to Work Day Steering Committee on September 14<sup>th</sup>. Staff continued integrating edits submitted by pit stops and presented an updated version of the report at the November 9<sup>th</sup> Bike to Work Day Committee and to the Commuter Connections Subcommittee on November 15<sup>th</sup>. Staff continued incorporating edits suggested by Committee members. The report was finalized and endorsed at the January 17<sup>th</sup> Commuter Connections Subcommittee meeting. The report was posted to the Commuter Connections website.

COG/TPB staff accepted and compiled contributions from pit stop managers for the Bike to Work Day 2023 Event Report.

Throughout the year, COG/TPB staff managed and oversaw contract work on the Employer Survey. A contract amendment was fully executed in September with the Employer Services Data Tabulation Contractor, VHB, to implement updates to the COG survey database. A kickoff meeting for the project was held on September 16<sup>th</sup>. Staff oversaw development of a TDM Analysis Export from the Commuter Connections survey archive database. A mockup design was produced for the contractor. COG/TPB staff coordinated with COG IT to restore the contractor's access to the CCS server. The update was pushed to production on May 10<sup>th</sup>. COG/TPB staff also coordinated with COG IT to transfer the CCS server to AWS. Invoices were processed throughout the duration of the project.

COG/TPB staff screened and fulfilled an order for Employer Commute Surveys on behalf of Arlington County.

COG/TPB staff began preparing the FY2023 Employer Outreach Snapshot Analysis and project recommendations for distribution to the state funding agencies.

Data was collected throughout the fiscal year from jurisdictions to produce the Employer Outreach Conformity Verification Statements. The final third quarter FY2022 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 19<sup>th</sup>. The final fourth quarter FY2022 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on October 18<sup>th</sup>. The final first quarter FY2023 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 17<sup>th</sup>. The final second quarter FY2023 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 18<sup>th</sup>.



# **EMPLOYER OUTREACH**

## **Regional Employer Database Management and Training (Regional Component Project Tasks)**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

Throughout the fiscal year, COG/TPB staff coordinated with COG/IT staff to maintain and update the Act! Regional Employer Database software. Staff renewed the program's licensing for the ACT! database for FY2023. Solutions for streamlining reporting functions were implemented. A discussion with Stewart Technologies occurred on October 13<sup>th</sup>. Additional updates were presented at the April 18<sup>th</sup> Employer Outreach Committee meeting. Staff routinely monitored activity in the system.

COG/TPB staff drafted implemented the purge process for the Act! Regional Employer Database.

COG/TPB staff coordinated and held Act! Database training sessions with the following agencies:

- July 7<sup>th</sup> – PRTC
- July 19<sup>th</sup> – Frederick County
- August 26<sup>th</sup> – DATA
- November 18<sup>th</sup> – Prince George's County
- April 26<sup>th</sup> – Prince George's County

COG/TPB staff coordinated and held one-on-one Act! Database training sessions with Employer Outreach Sales coordinators and Stewart Technologies. These sessions included:

- October 31<sup>st</sup> – Fairfax County
- October 31<sup>st</sup> – Frederick County
- October 31<sup>st</sup> – OmniRide
- November 2<sup>nd</sup> – Friendship Heights
- November 2<sup>nd</sup> – Loudoun County
- November 3<sup>rd</sup> – Montgomery County Commuter Services
- November 7<sup>th</sup> – Bethesda Transportation Solutions

COG/TPB staff coordinated an Act! Database voluntary training session with Employer Outreach Sales coordinators and Capitol Consulting Group. Staff met with Capitol Consulting Group to discuss training topics and logistics on January 10<sup>th</sup> and February 2<sup>nd</sup>. Capitol Consulting Group conducted the end-user training session on February 9<sup>th</sup> at COG. COG/TPB staff then worked with Capital Consulting Group and Stewart Technologies on follow-up items to be addressed in Act! following feedback from the training session.

## **Employer Outreach for Bicycling (Regional Component Project Tasks)**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

The Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was distributed as part of general fulfillment to employers.

An updated to the Guide occurred in Q4 FY2023. Edits in part were provided by the COG/TPB Bicycle and Pedestrian Subcommittee members. Edits were finalized; COG/TPB staff coordinated printing and delivery ahead of the Bike to Work Day event. The guide was made available to pit stop managers during t-shirt pickup at COG.

## **MD Local Agency Funding and Support (Jurisdictional Component Project Tasks)**

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions. Contract amendments for Tri-County Council for Southern Maryland, Frederick County, Prince George's County and Montgomery County were fully executed complete with updated scopes of work and budgets.

## **DC, MD, and VA Program Administration (Jurisdictional Component Project Tasks)**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff completed work on an employer spotlight case study for FY2022 and distributed it to the Employer Outreach Committee on July 19<sup>th</sup>. All FY2022 Employer Case studies (Squire, Patton, Boggs – Washington, DC; Henry M. Jackson Foundation – Bethesda, MD; and Institute for Defense Analyses – Alexandria, VA) were then posted to the Commuter Connections website for use by the Employer Outreach representatives and other interested parties.

Staff began work on new FY2023 case studies prospecting for employer spotlight. Research concluded in March and staff prepared case studies for presentation to the Employer Outreach Committee in April. The case studies were finalized and presented at the April 18<sup>th</sup> Employer Outreach Committee meeting. Each case study (National Realtors Association – Washington, DC; Marriott International – Bethesda, MD; and BAE Systems Inc. – Manassas, VA) was subsequently posted to the Commuter Connections website and distributed to Committee members.

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

COG/TPB staff met with BaseUp representatives on February 28<sup>th</sup> to discuss their program offerings.

Employer Outreach Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared in advance. Highlights from the meetings include:

- July 19, 2022
  - Final Third Quarter FY2022 and Draft Fourth Quarter FY2022 Conformity Verification Statements
  - Guest presentation by Commute with Enterprise on Vanpool Programs and Hybrid Work Schedules
  - Update on Employer Outreach Case Studies for FY2022
  - Discussion on the Employer Survey
  - Recap on the 2022 Employer Recognition Awards Ceremony
  - Sales training review and updates
- October 18, 2022
  - Kendall Tiffany, Frederick County, was announced as the new Chairperson for FY2023. Antoinette Rucker, WMATA, was announced as the new FY2023 Vice Chair.
  - Final Fourth Quarter FY2022 and Draft First Quarter FY2023 Conformity Verification Statements
  - Presentation on the new Commuter Connections Flexible Vanpool program
  - Update on Hybrid Work Guidelines maintained by Commuter Connections
  - Update on the Act! Employer Database
  - Review of FY2023 TDM and Sales Training Sessions
  - Briefing on the FY2023 Employer Outreach Analysis schedule
- January 17, 2023
  - Final First Quarter FY2023 and Draft Second Quarter FY2023 Conformity Verification Statements
  - Review of recent and upcoming Act! Database updates and trainings
  - Discussion on FY2023 TDM and Sales Training Sessions
  - Update on FY2023 Employer Outreach Program Analysis
- April 18, 2023
  - Final Second Quarter FY2023 and Draft Third Quarter FY2023 Conformity Verification Statements
  - Review of FY2023 Employer Outreach Case Studies
  - Update on the Act! CRM Database
  - Update on FY2023 TDM and Sales Training Sessions

COG/TPB staff coordinated and held a sales training session titled “Flexible Rideshare” on September 29<sup>th</sup>. Local stakeholders Ben Matters, Vanpool Alliance, and Dayna Paszkiet, Commute with Enterprise, along with COG/TPB staff moderated the panel and presented at the session.

COG/TPB staff coordinated and held a sales training session titled “Planning a Virtual Event – Effective Marketing Messages and Tactics” on December 1<sup>st</sup>. Session planning meetings were held with the trainer, Gail Cooperman, MLD, BA, on October 12<sup>th</sup> and 21<sup>st</sup>.

COG/TPB staff coordinated and held a TDM sales training session titled “Hybrid Work Schedules” on March 29<sup>th</sup>. The training was conducted by Elham Shirazi of E-Planning.

COG/TPB coordinated and held a sales training session titled “Survey Design and Deployment” on June 8<sup>th</sup>. Trainers Ken Joh, COG/TBP staff, Dan Wheeler, VHB, and Lori Diggins, LDA Consulting, conducted the training.

COG/TPB staff prepared and distributed the bi-annual sales support questionnaires for DC and Maryland sales representatives and reviewed results.

COG/TPB staff built a survey and collected responses from local jurisdictions on sales training topics for FY2024.

# **GUARANTEED RIDE HOME BALTIMORE PROGRAM**

## **General Operations and Maintenance**

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

The Guaranteed Ride Home (GRH) Baltimore program continued to enroll new applicants during FY2023. A total of 27 applicants were registered in FY2023. Applicants whose records were expiring were contacted to update their information. 76 were re-registered in FY2023. As of June 30, 2023, a total of 101 commuters are currently registered in the GRHB program. COG/TPB staff continued sending registration and re-registration cards to Guaranteed Ride Home Baltimore program applicants. Those applicants whose records were expiring were contacted to update their information.

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

The Baltimore Guaranteed Ride Home Customer Satisfaction Survey was sent via email to Baltimore commuters who took a GRH trip. Commuters without an email address were sent a hard copy version of the survey. Data collected from surveys sent in FY2022 was analyzed. COG/TPB staff provided a synopsis regarding the FY2022 GRH Baltimore Customer Satisfaction Survey results for Baltimore and St. Mary's region trips at the December 20<sup>th</sup> Regional TDM Marketing Group meeting. Staff drafted and presented a draft memo at the Commuter Connections Subcommittee meeting on January 17<sup>th</sup> regarding the lack of statistically significant response to the FY2022 GRH Customer Satisfaction Survey for the Baltimore and St. Mary's region due to the global pandemic. A comment period was established for the memo through February 21<sup>st</sup>. A final version of the memo was presented and endorsed at the March 21<sup>st</sup> Commuter Connections Subcommittee meeting.

COG/TPB staff and the Regional TDM Evaluation contractor, LDA Consulting, worked on the 2022 GRH Baltimore Applicant Survey. The draft report was presented at the July 19<sup>th</sup> Commuter Connections Subcommittee meeting. A comment period was subsequently established through August 17<sup>th</sup> to permit Subcommittee members an opportunity to provide feedback on the report. Staff then reviewed the comments and finalized the report in conjunction with LDA Consulting. The report presented and endorsed at the September 20<sup>th</sup> Commuter Connections Subcommittee Meeting. COG/TPB staff subsequently began preparing the report for publication and distribution. The report was posted to the Commuter Connections website.

COG/TPB staff and the marketing contractor, Odonnell Company, finalized the media plan for the 2023 spring marketing campaign for GRHB. The campaign was rolled out in February and continued through April.

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

### **WORK ACCOMPLISHED ON ALL PRODUCTS AND SERVICES:**

COG/TPB staff continued to monitor the Guaranteed Ride Home (GRH) Baltimore project. The GRH Baltimore program provided 63 trips in FY2023. The average trip cost for FY2023 was \$39.31. Staff

regularly provided oversight to Diamond Transportation, Inc., the dispatchers for the GRH Baltimore program. Staff became involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff fully executed a FY2023 contract amendment with Diamond Transportation, Inc – National Express Transit, LLC for daily GRH Baltimore operations.

COG/TPB staff collected information necessary for contract renewals from ride providers. Coverage for the entire region was secured. GRH Baltimore ride provider contract amendments for FY2023 renewals were executed between COG and Enterprise, Smart Ride, TransDev/WHC, and Uber.

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

COG/TPB staff met with Diamond Transportation staff on September 28<sup>th</sup>, January 25<sup>th</sup>, and May 31<sup>st</sup> to discuss GRH program operations and invoicing.

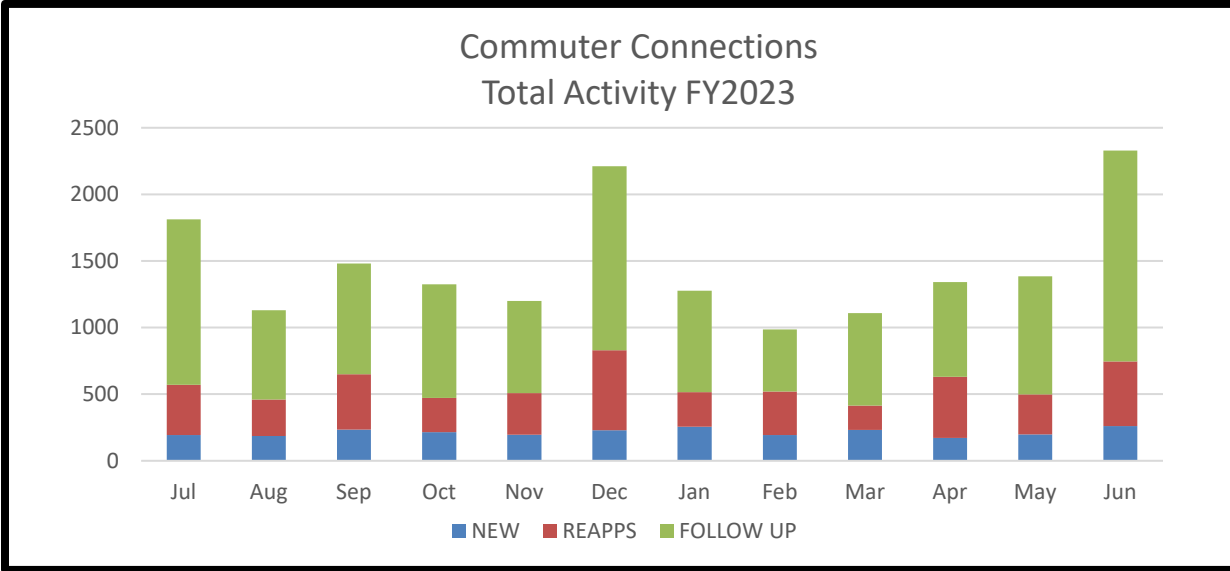
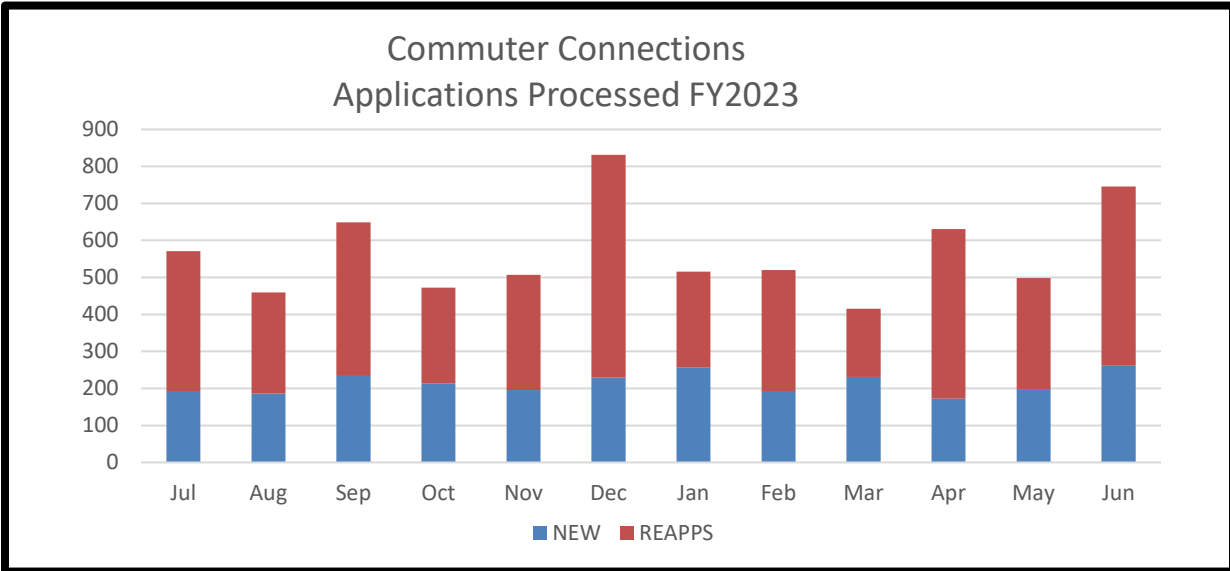
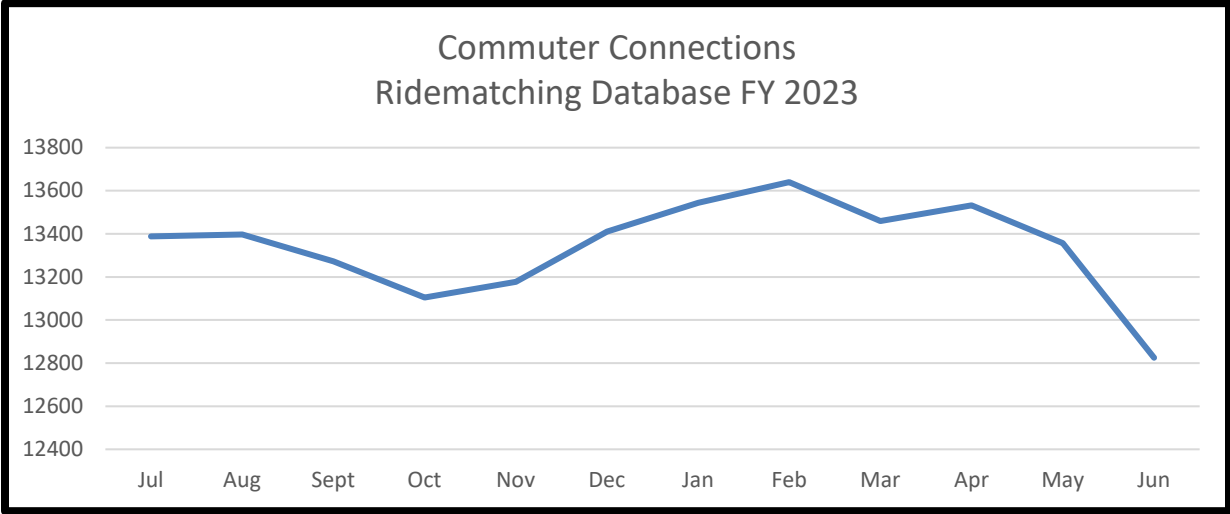
COG/TPB staff drafted a SOW and RFQ to identify GRH Baltimore trip providers who can provide services beginning July 1<sup>st</sup>. The RFQ was released in May. Responses were collected. COG/TPB staff assembled a technical review group to review qualifications received from potential trip providers. In order to accommodate the transition to new contracts, current GRH trip provider contracts were extended through September 30, 2023.

<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
<b>FY 2023 Totals</b>

Commuter Connections Activity	July 1, 2022 - June 30, 2023
<b>Total applicants/info provided:</b>	17,205
Rideshare applicants	6,815
Matchlists sent	14,838
Transit applicants/info sent	125
GRH applicants	2,244
Bike to work info requests	5
Telework info requests	205
<b>Internet users</b>	101,018
Internet applicants	8,901
<b>New employer clients</b>	666
Employee applicants	0

Program Impact Performance Measure	July 1, 2022 - June 30, 2023
<b>Continued placements</b>	2,971
<b>Temporary/one-time placements</b>	868
<b>Daily vehicle trips reduced</b>	825
<b>Daily VMT reduced</b>	19,059
<b>Daily tons NOx reduced</b>	0.0038
<b>Daily tons VOC reduced</b>	0.0026
<b>Daily tons PM2.5 reduced</b>	0.00026
<b>Daily tons PM2.5 NOx reduced</b>	0.0051
<b>Daily tons GHG reduced</b>	7.6299
<b>Daily gallons of gas saved</b>	1,059
<b>Daily commuter costs saved</b>	\$4,384

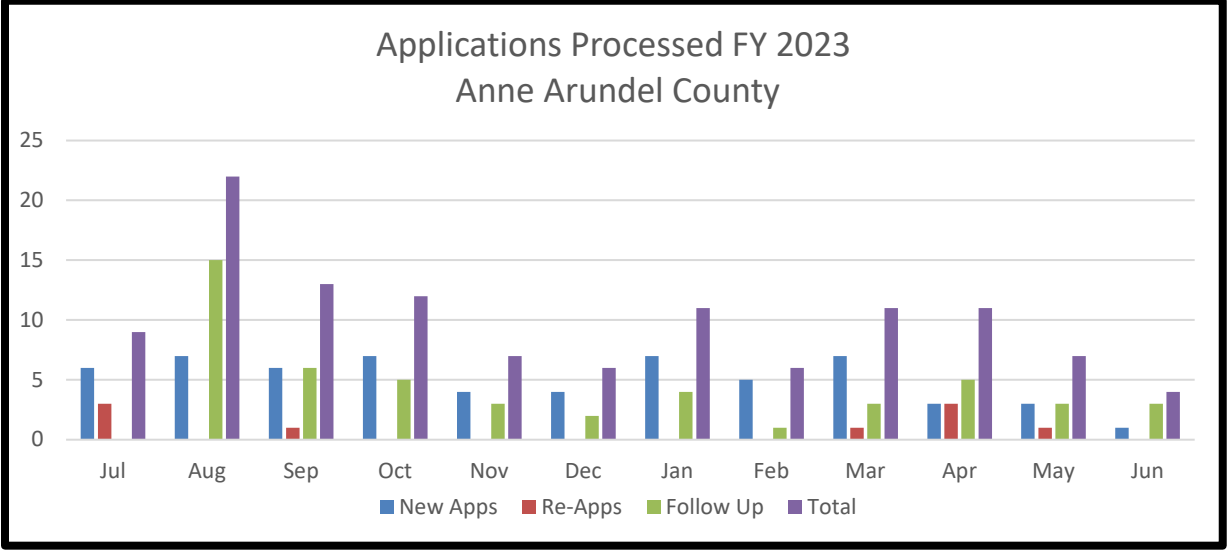
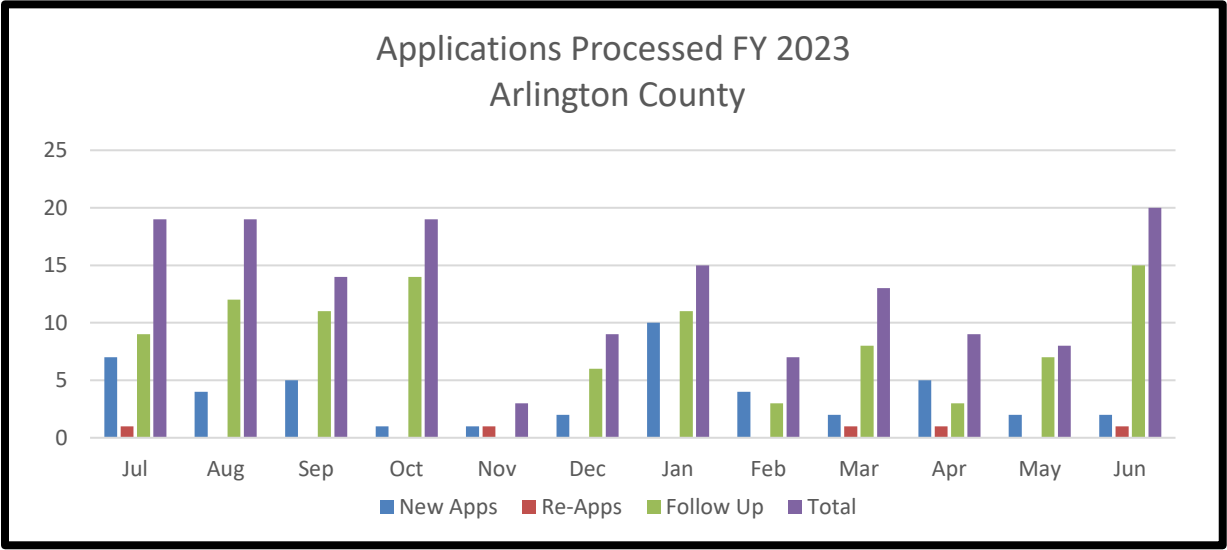
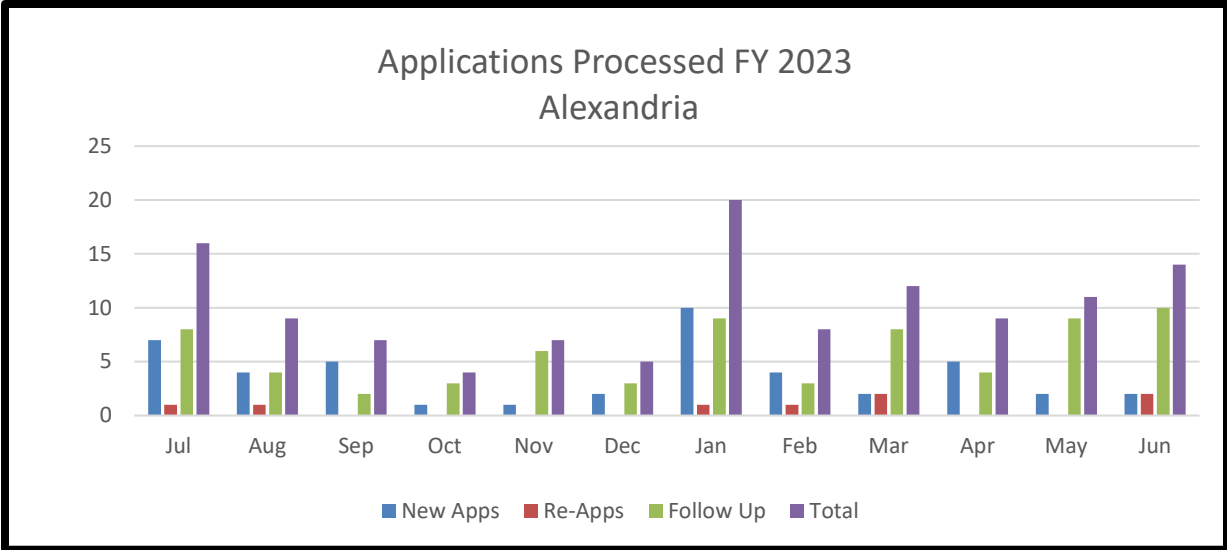
**NOTE:** Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift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

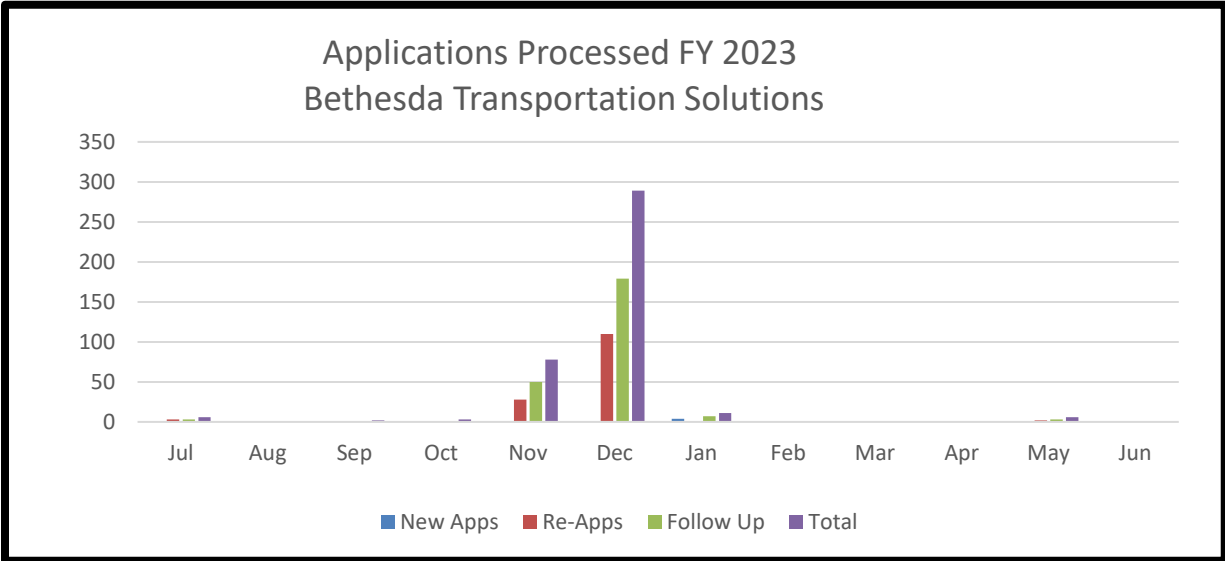
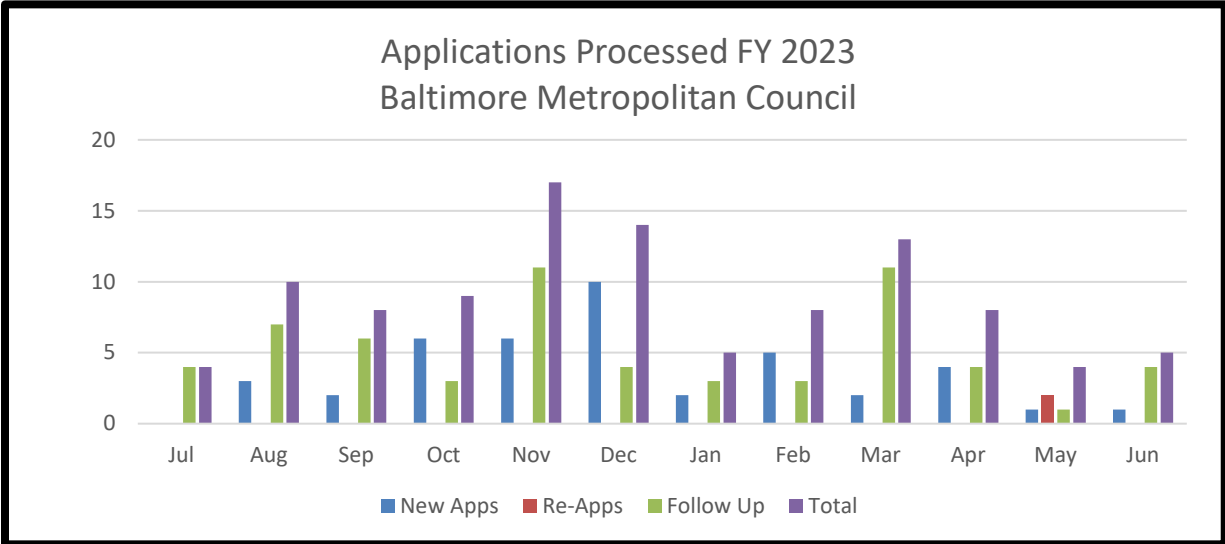
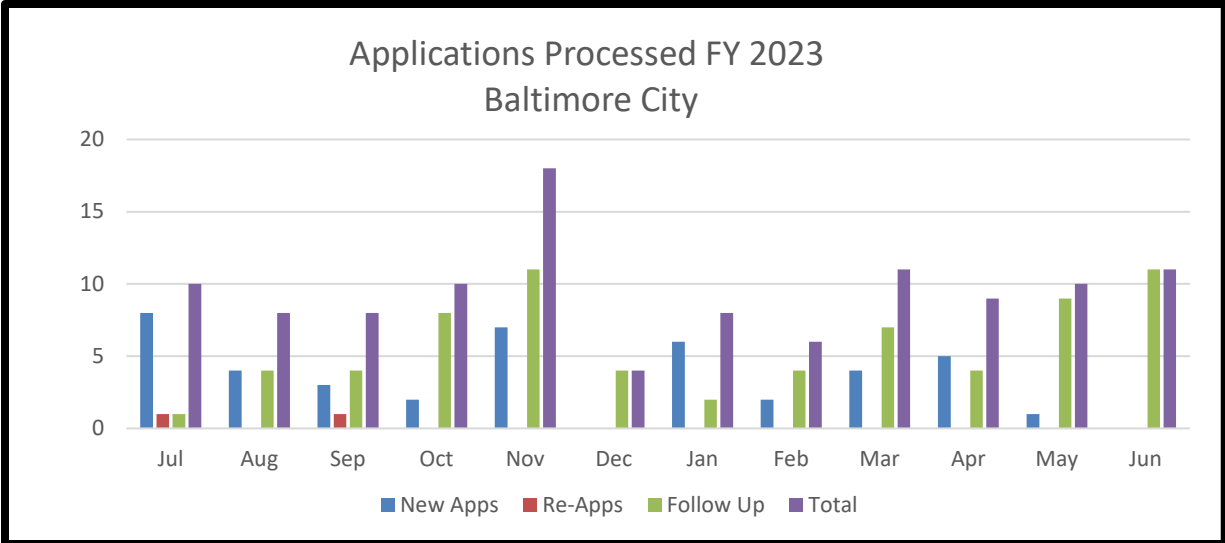


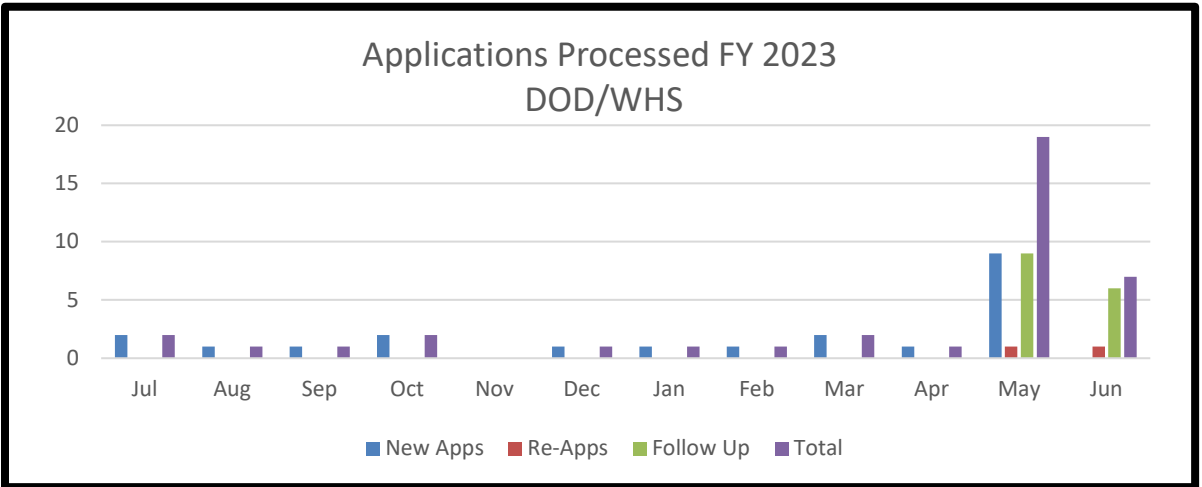
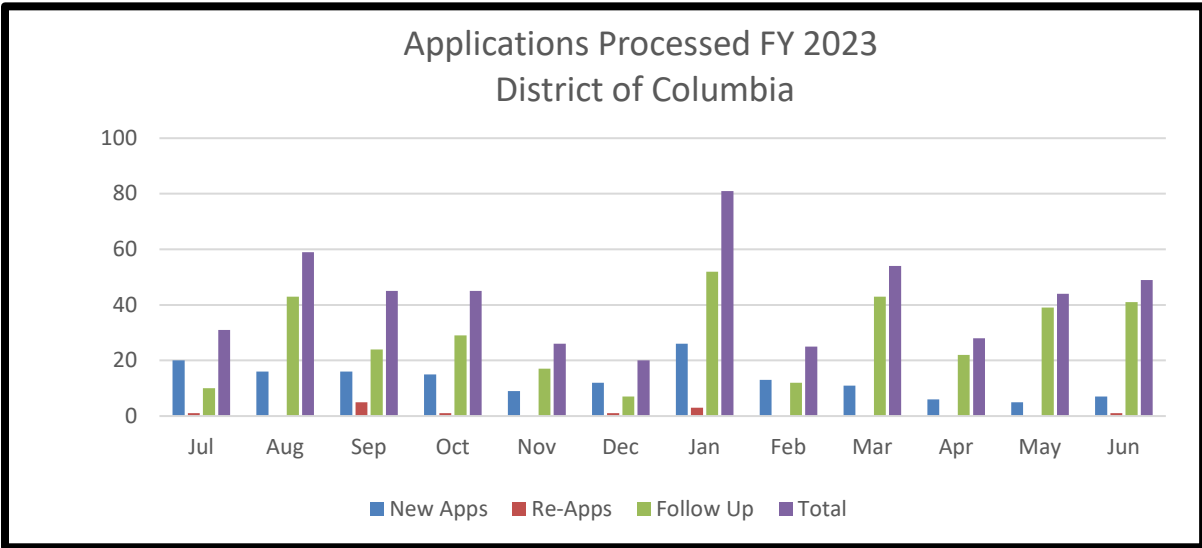
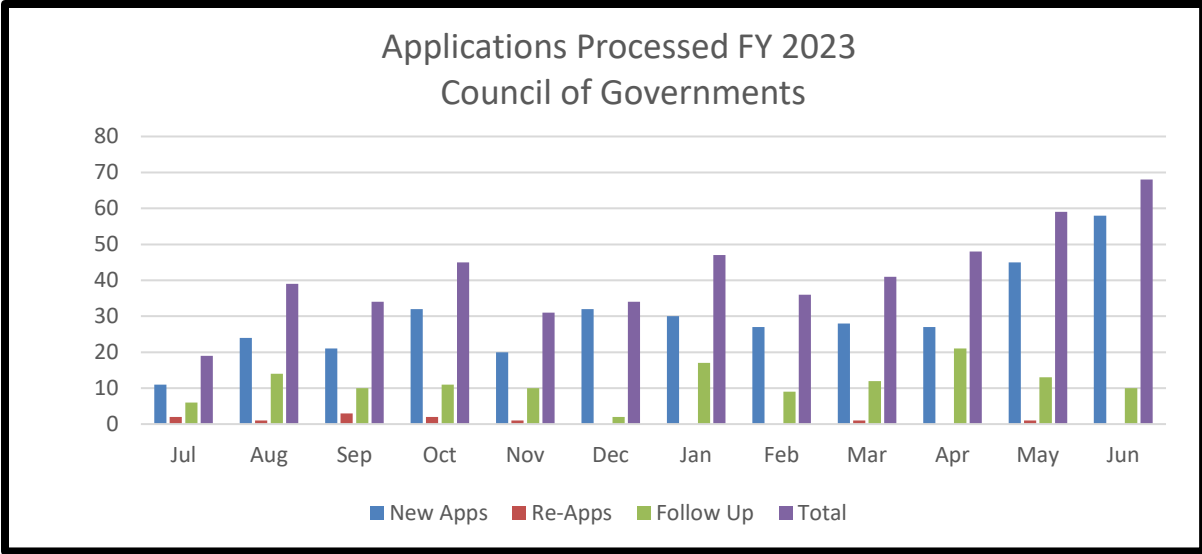


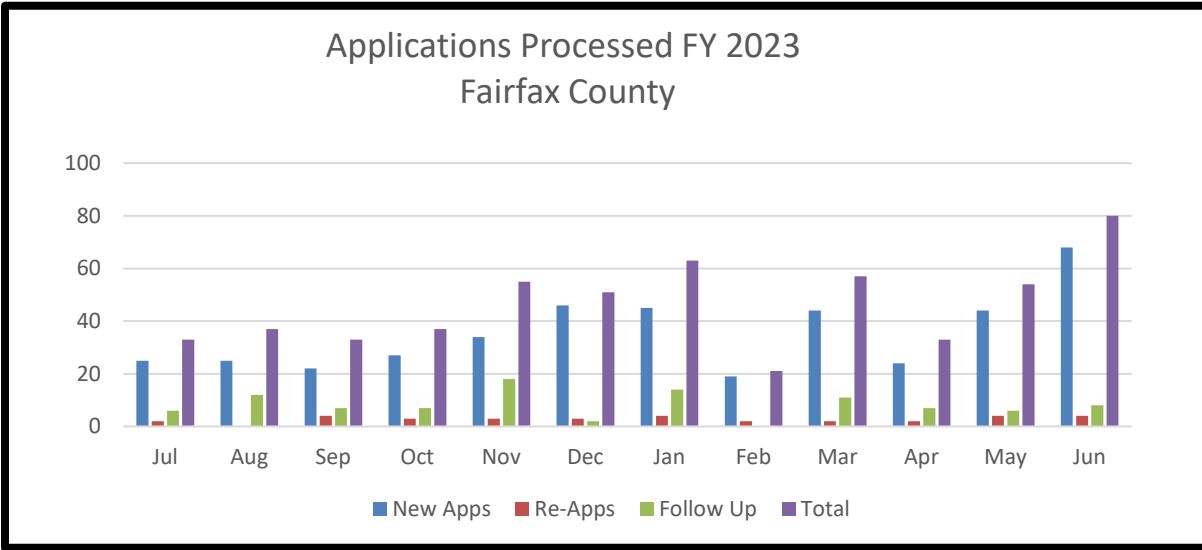
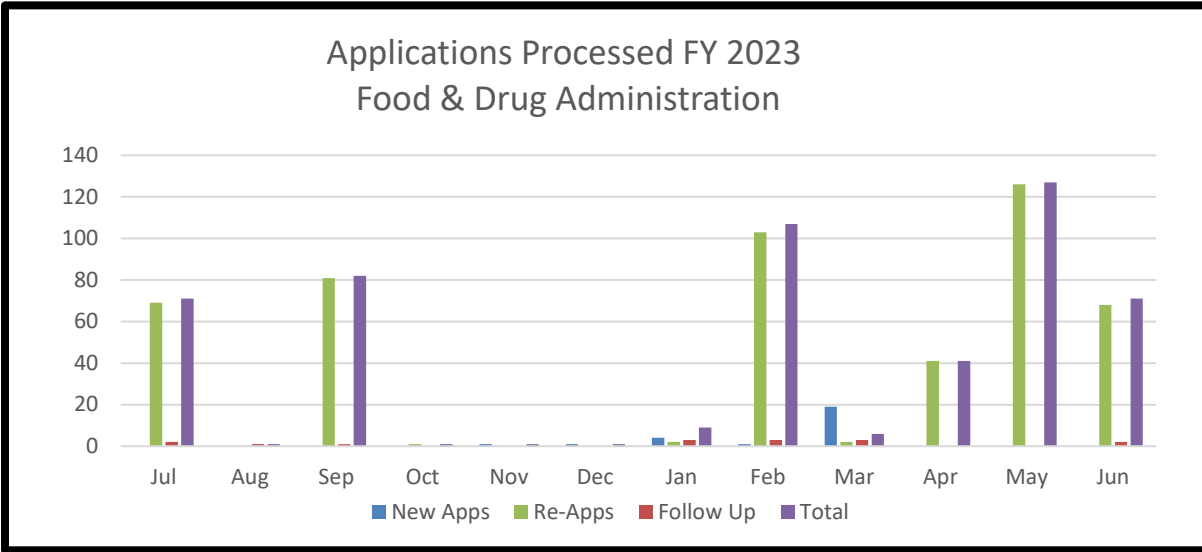
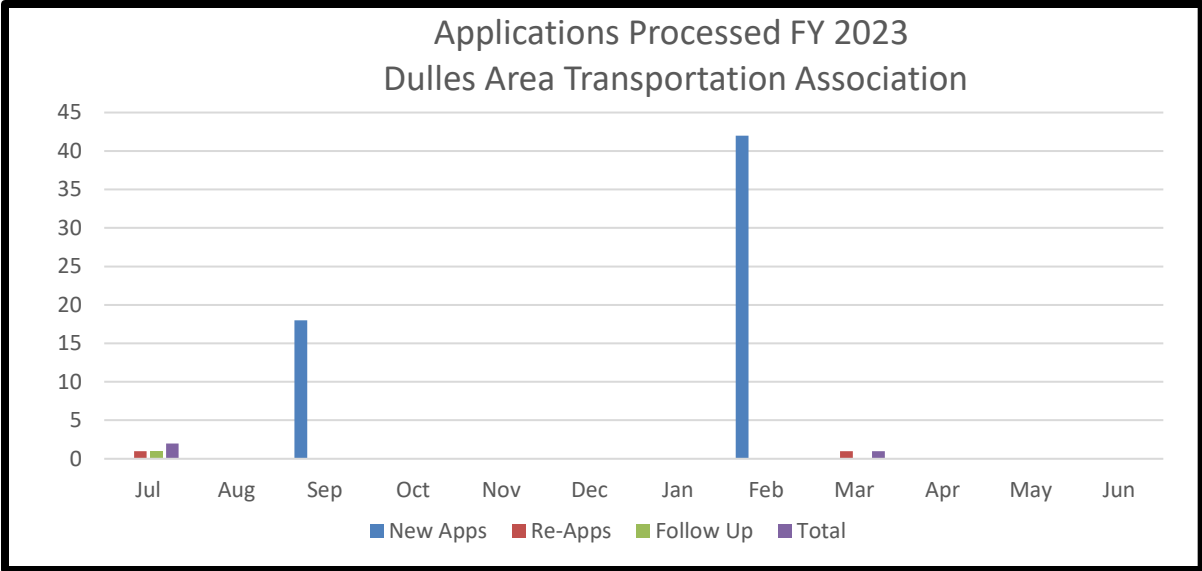
**TABLE 2**  
**COMMUTER CONNECTIONS**  
**APPLICATION ACTIVITY SUMMARY**  
**FY 2023**

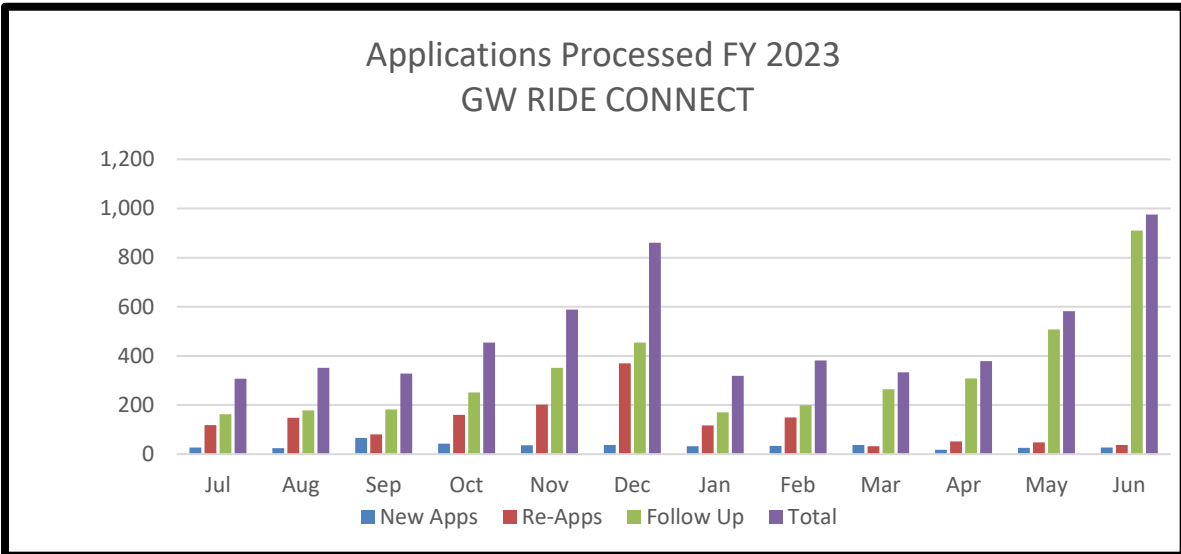
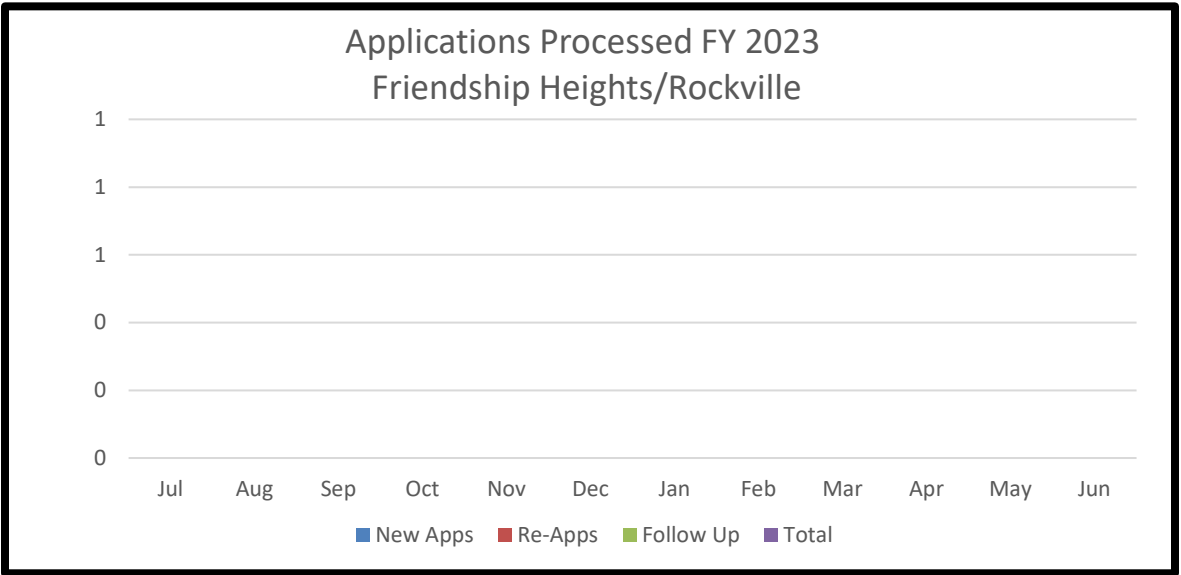
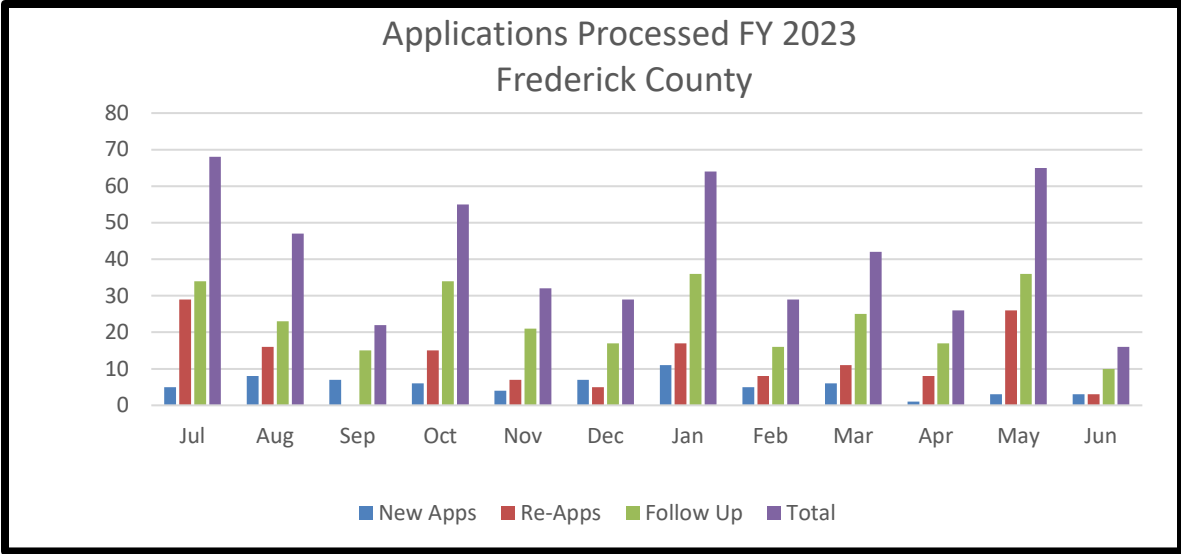
	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	45	8	69	122
ARLINGTON COUNTY	51	5	99	155
ANNE ARUNDEL COUNTY	60	9	50	119
BALTIMORE CITY	42	2	69	113
BALTIMORE METROPOLITAN COUNCIL	42	2	61	105
COUNCIL OF GOVERNMENTS	355	11	135	501
DOD/WHS	14	3	16	33
DULLES AREA TRANSPORTATION ASSOCIATION	0	2	1	3
DISTRICT OF COLUMBIA	156	12	339	507
US FOOD & DRUG ADMINISTRATION	10	493	15	518
FAIRFAX COUNTY	423	33	98	554
FREDERICK COUNTY	66	145	284	495
GW RIDE CONNECT	408	1,513	3,938	5,859
HARFORD COUNTY	16	0	25	41
HOWARD COUNTY	35	2	41	78
LOUDOUN COUNTY	118	24	214	356
MARYLAND TRANSIT ADMINISTRATION	12	3	20	35
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	6	148	244	398
Countywide	78	8	168	254
Friendship Heights/Rockville	0	0	0	0
North Bethesda TMD	33	797	2,215	3,045
Shady Grove	0	0	0	0
Silver Spring	28	3	70	101
NATIONAL INSTITUTES OF HEALTH	0	0	7	7
NORTHERN SHENANDOAH PDC	41	8	28	77
PRINCE GEORGE'S COUNTY	85	20	235	340
POTOMAC & RAPPAHANOCK TC	297	40	562	899
RAPPAHANNOCK-RAPIDAN PDC	40	3	17	60
TRI - COUNTY COUNCIL	95	959	1,105	2,159
<b>TOTAL INPUT COMMUTER CONNECTIONS</b>	<b>2,556</b>	<b>4,253</b>	<b>10,125</b>	<b>16,934</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>6,809</b>		

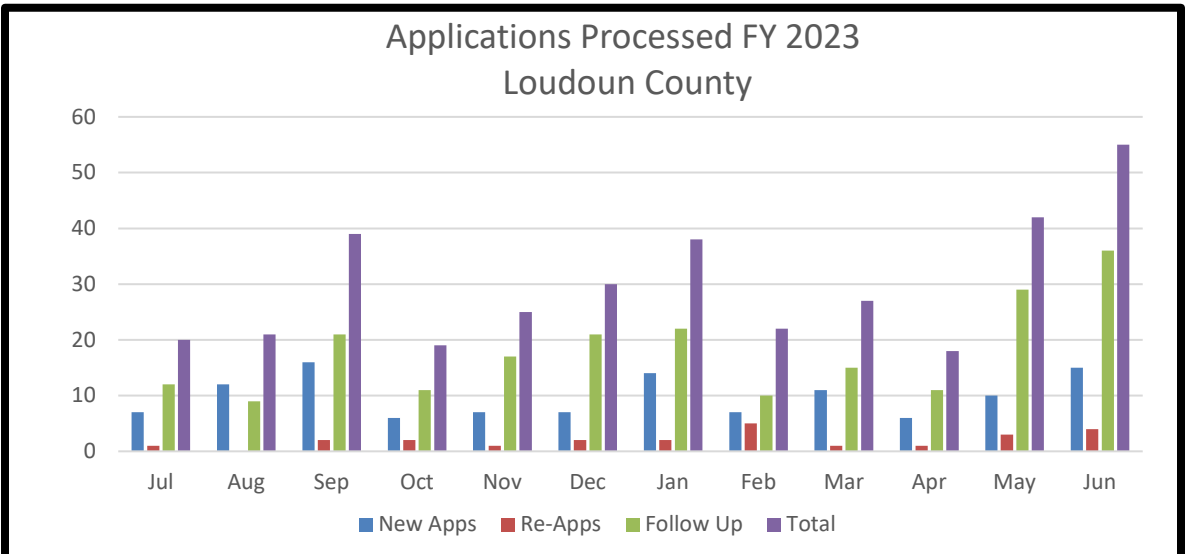
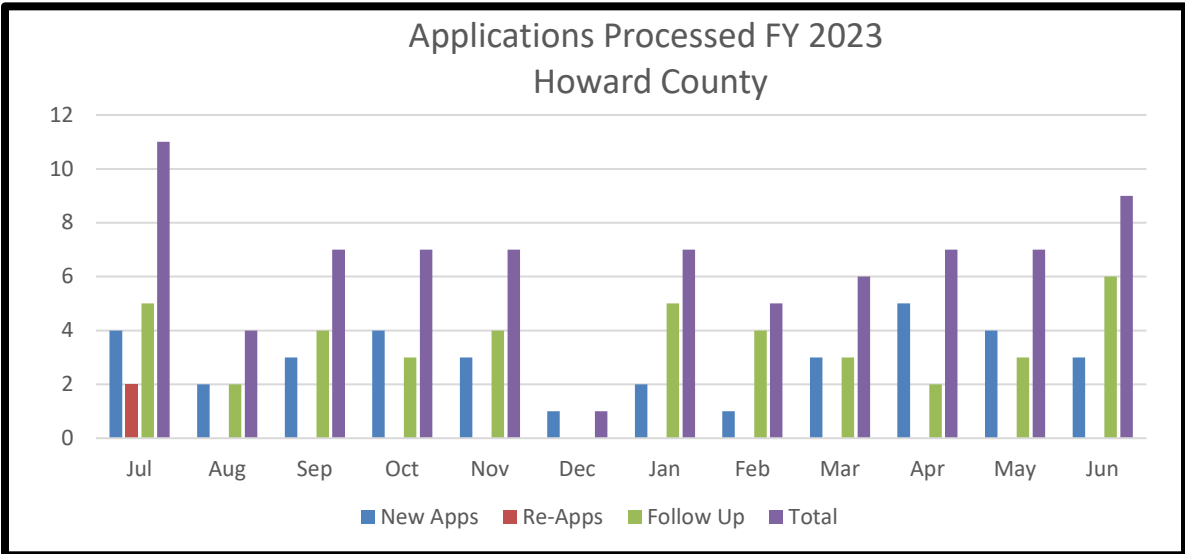
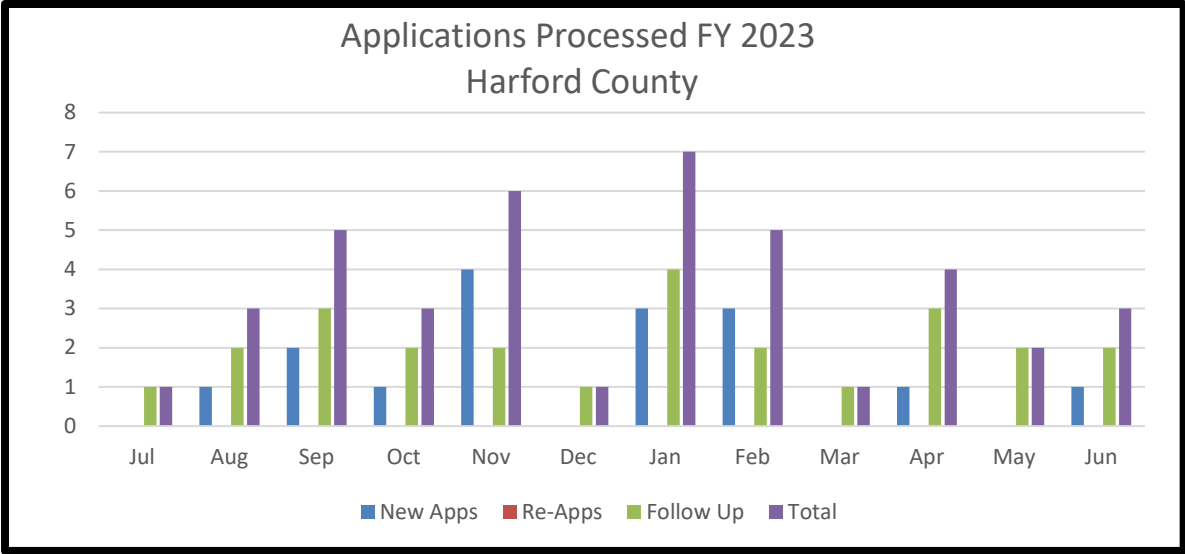


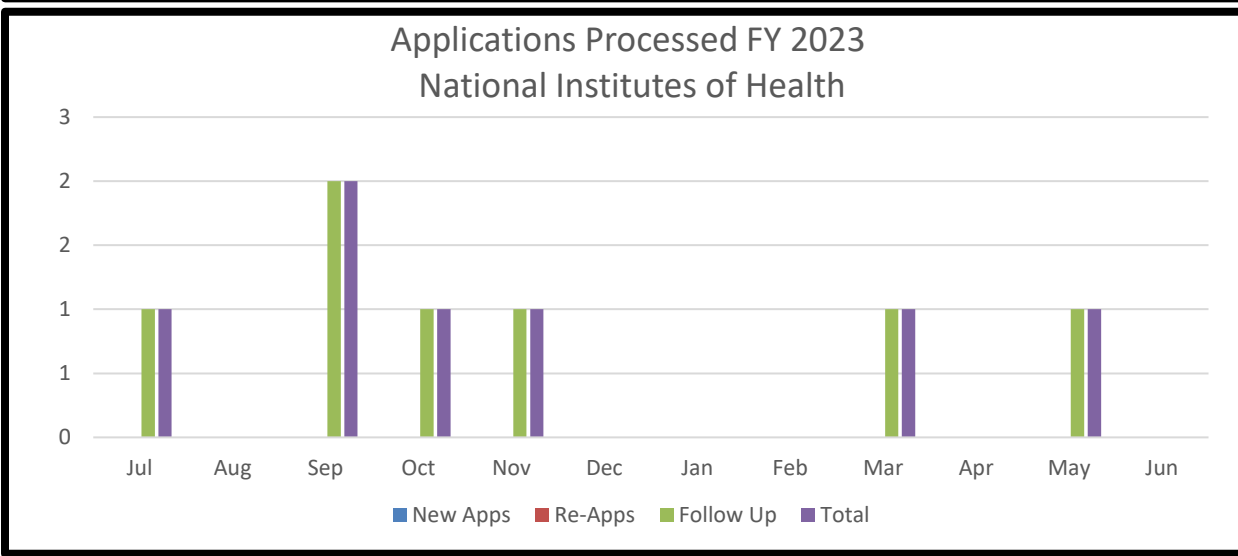
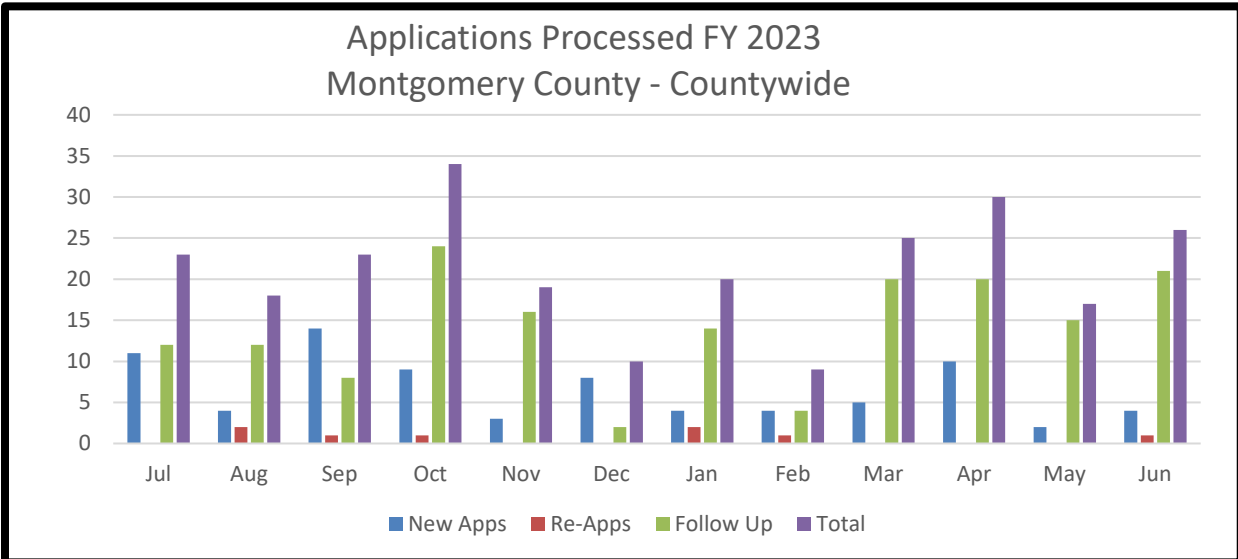
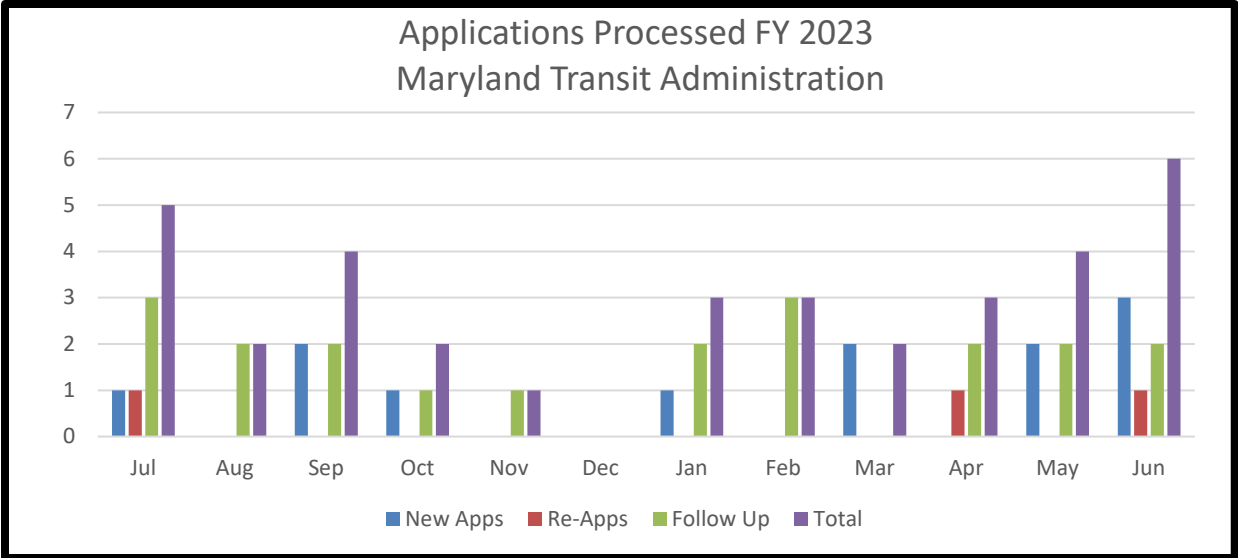




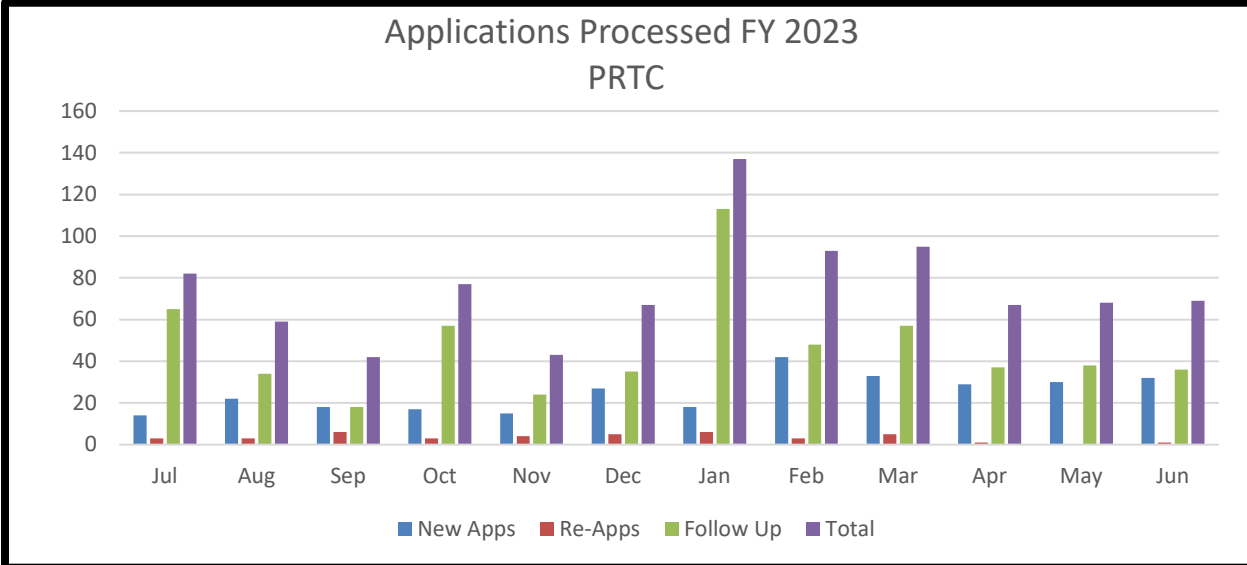
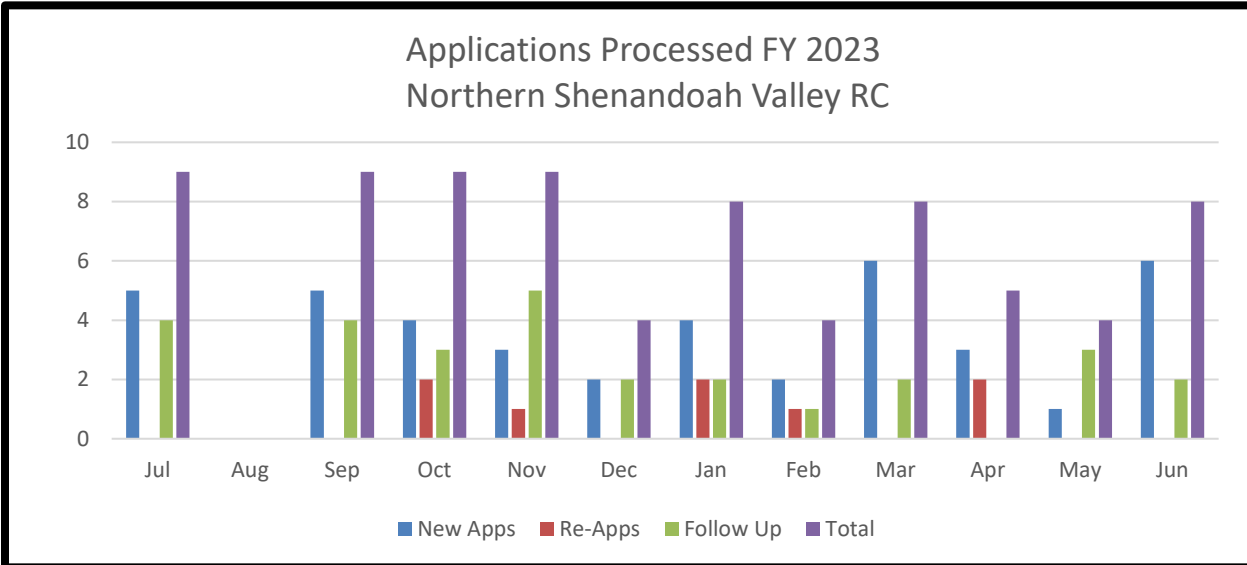
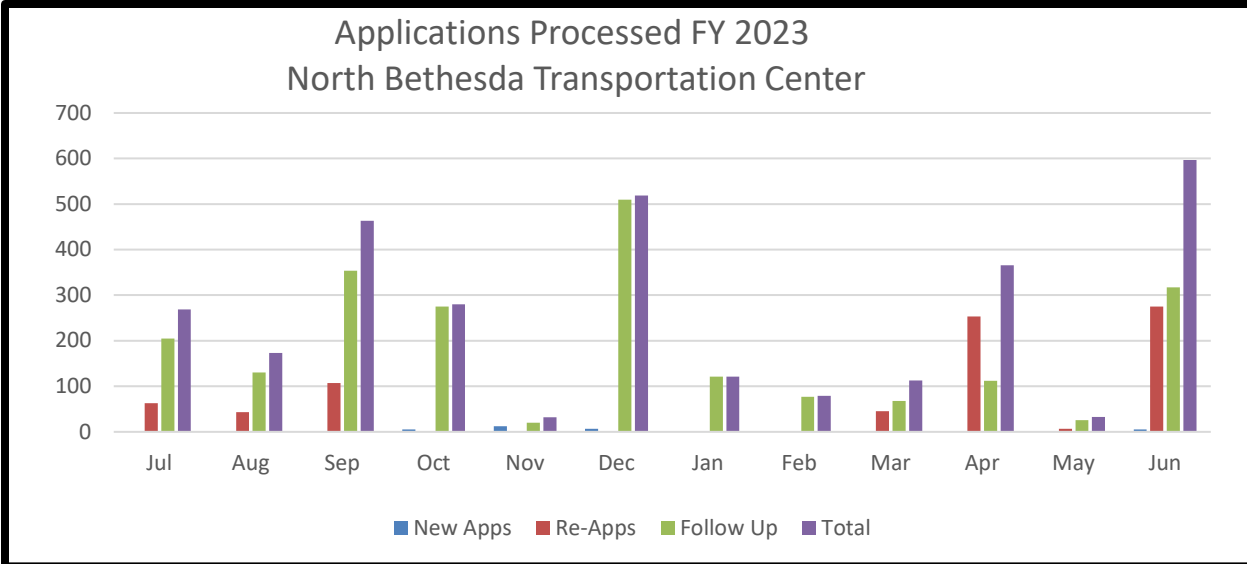


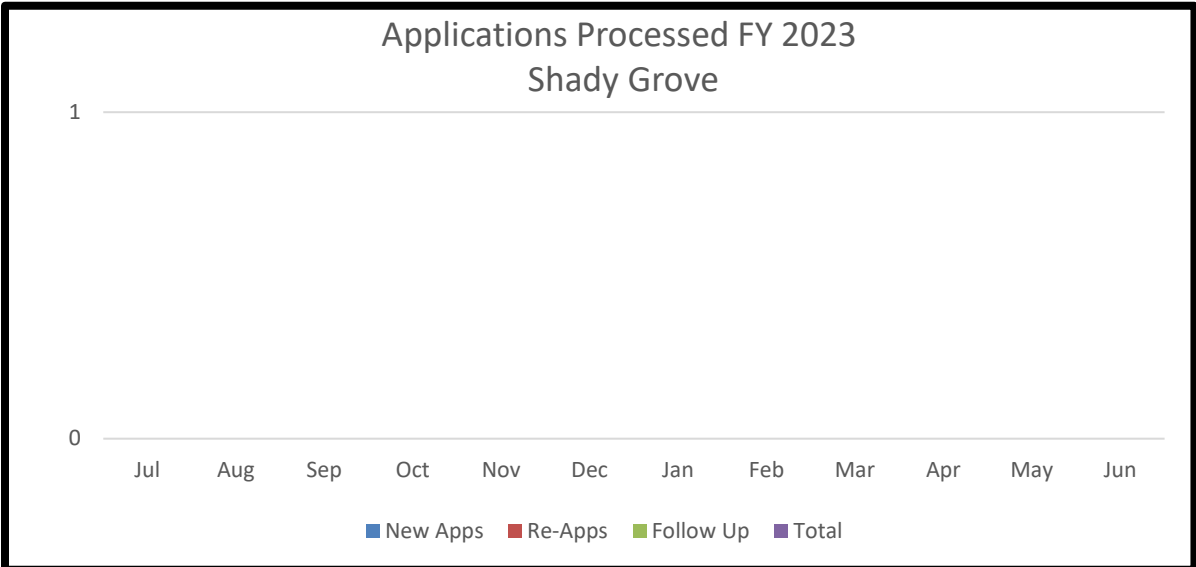
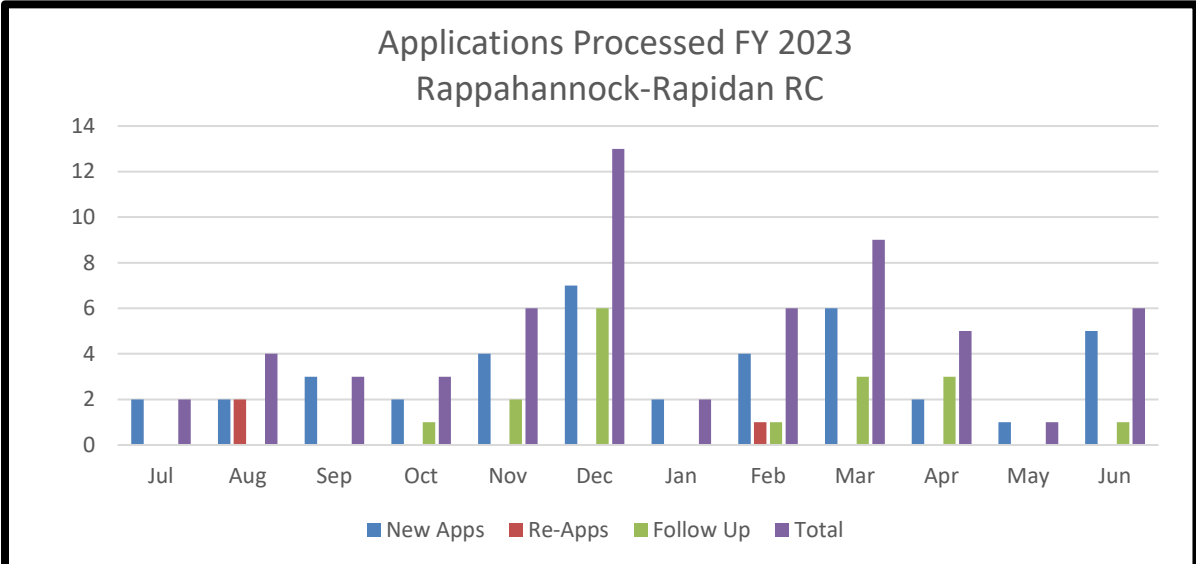
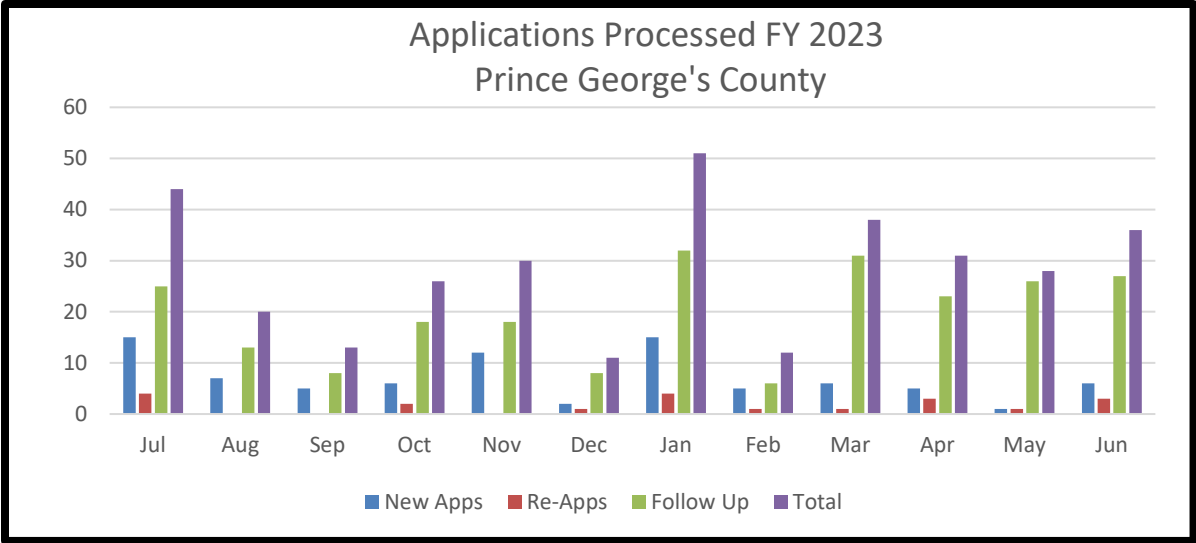












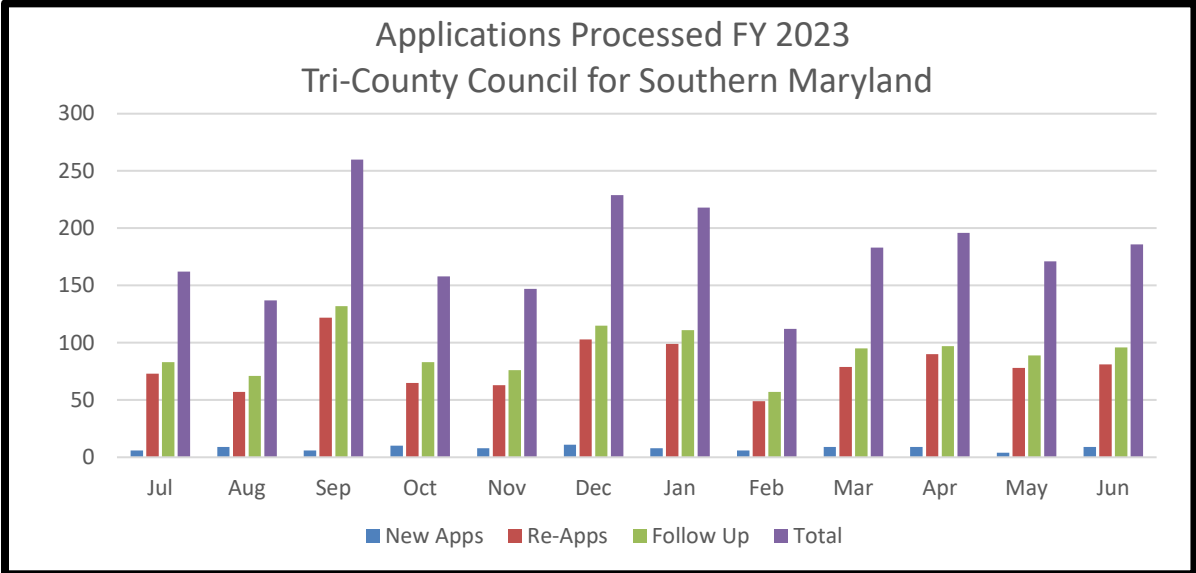
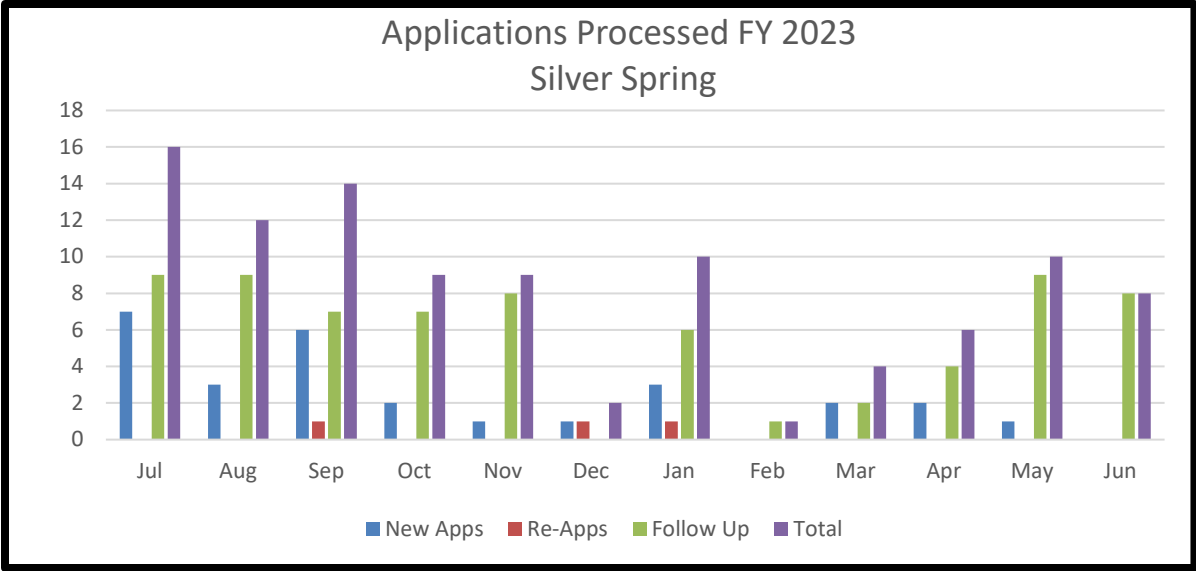


TABLE 5: TDM/COMMUTE INFORMATION

APPLICATIONS	TELEWORK	GRH		EMPLOYER		CARPOOL		
		WASH	BALT	OUTREACH	TRANSIT	BIKE	VANPOOL	OTHER
Mail	N/A	0	0	N/A	N/A	N/A	0	N/A
Internet	N/A	1668	24	N/A	0	9	4702	N/A
Purge Letters	N/A	2	0	N/A	N/A	N/A	634	N/A
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A
From Client	N/A	0	0	N/A	N/A	N/A	0	N/A
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A
Direct Mail	N/A	45	0	N/A	N/A	N/A	28	N/A
<b>TOTAL APPLICATIONS</b>	<b>0</b>	<b>1715</b>	<b>24</b>	<b>N/A</b>	<b>0</b>	<b>9</b>	<b>5364</b>	<b>N/A</b>

PHONE CALLS

									TOTAL
Brochure/Promo Materials	0	0	0	0	14	0	0	0	14
Bus/Train Schedule	0	1	0	0	0	0	0	1	2
Bus/Train Sign	0	0	0	1	0	0	2	4	7
Direct Mail	0	0	0	0	0	0	0	0	0
Employer	0	0	0	0	0	0	0	0	0
Employer Survey	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	1	0	0	13	14
Government Office	0	23	0	0	54	0	24	88	189
Highway Sign	0	2	0	1	15	0	2	22	42
Information (411)	0	0	0	0	0	0	0	0	0
Internet	0	0	0	0	0	0	0	0	0
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	1	0	0	4	5
Other Ridesharing Org	0	0	0	0	0	0	0	1	1
Park-and-Ride Lot Sign	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	1	0	0	0	0	0	0	1
Presentation	0	0	0	0	1	0	0	0	1
Radio	0	2	0	0	3	0	2	7	14
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	0	0	0	0	0
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	558	0	0	2	0	227	12	799
Van Sign	0	0	0	0	0	0	0	0	0
Was/Is Applicant	0	1	0	0	0	0	0	0	1
White Pages	0	0	0	0	0	0	0	0	0
Word of Mouth	0	0	0	0	0	0	0	0	0
Yellow Pages - Verizon	0	0	0	0	0	0	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	0	0	1	0	1
Voice Mail Messages	0	590	0	2	104	0	260	155	1111
Other/Unknown	0	0	0	0	0	0	0	0	0
<b>TOTAL CALLS</b>	<b>0</b>	<b>1178</b>	<b>0</b>	<b>4</b>	<b>195</b>	<b>0</b>	<b>518</b>	<b>307</b>	<b>2202</b>

**TABLE 6A  
CALLS RECEIVED AT CLIENT PROGRAMS  
FY 2023**

	T O C T O A G L	O C N O L G Y	A L X	A R L	A A C	B A L T	B E T H	B M C	D O D	F D A	F F X	F R E D	G W R I D	H A R	H O W	L D N	M C	M T A	N I H	N E C K	P G C	P R T C	R A P	S S	S P A N I	T A P	T R I	D A T A	T R A N S	T O T A L			
Calls Transfrd by COG	N/A	N/A	0	0	0	1	**	0	0	0	3	6	1	0	1	4	0	39	0	0	1	10	4	**	5	**	0	0	0	37	112		
<b>How they heard...</b>																																	
Brochure/Promo Matrils	6	4	0	0	0	0	0	0	0	0	0	0	0	0	0	995	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	999	
Bus/Train Schedule	21	10	0	0	0	0	0	0	0	0	0	70	0	0	0	1887	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1967	
Bus/Train Sign	29	16	0	0	0	0	0	0	0	0	0	9	0	0	0	1013	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1038	
Direct Mail	14	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	17	
Employer	15	15	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	20	
Employer Survey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Fair/On Site Event	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	2	0	0	0	0	10	
Government Office	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Highway Sign	32	29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	29	
Information (411)	419	335	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	335	
Internet	100	71	0	0	0	0	0	0	0	0	0	0	119	0	0	0	0	0	0	0	6	0	0	0	0	0	0	9	0	0	0	1383	
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Newsletter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Newspaper	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	32	
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Other Ridesharing Org	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0	285	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	291	
Park-and-Ride Sign	9	5	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
Post Card (COG)	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	
Radio	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Refferal from Transit Org	24	19	0	0	0	0	0	0	0	0	0	0	3	0	0	261	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	283	
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	
Van Sign	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Was/Is Applicant	1674	1652	0	0	0	0	201	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1853
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Word of Mouth	0	0	0	0	0	0	8	0	0	0	0	1	5	0	0	309	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	323
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	32	
Voice Mail Messages	0	0	0	0	0	0	4	0	0	0	0	1	7	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	
Other	3	3	0	0	0	0	1	0	0	0	0	5	5	0	0	239	0	0	0	0	0	0	0	0	0	0	5	0	0	0	258		
<b>Total</b>	<b>2352</b>	<b>2179</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>216</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>92</b>	<b>142</b>	<b>0</b>	<b>0</b>	<b>6297</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8967</b>		

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

**TABLE 6B  
APPLICATIONS RECEIVED TDM SYSTEM  
FY 2023**

	C O G	D C	A R L	A L X	A A C	B A L T	B E T H	B M C	F D A	F F X	F R E D	G W R I D E	H A R	H O W	L D N	M C	M T A	N I H	N S H E N	D O D	P G C	P R T C	R A P	S S	T A P	T R I	D A T A	T O T A L	
<b>How they heard...</b>																													
Brochure/Promo Matrls	40	53	6	8	3	4	1	5	0	57	7	23	1	11	14	16	2	0	4	8	24	37	6	10	0	12	0	352	
Bus/Train Schedule	21	7	1	2	6	5	1	4	0	8	4	8	4	4	22	2	6	0	1	0	6	29	4	2	0	8	0	155	
Bus/Train Sign	12	7	1	0	12	14	0	5	0	18	5	3	2	2	4	7	2	0	1	0	13	7	0	2	0	6	0	123	
Direct Mail	19	56	13	10	3	0	0	0	0	27	3	23	0	5	9	12	0	0	0	0	25	20	0	14	0	3	0	242	
Employer	52	67	30	20	15	16	4	17	5	76	15	44	5	13	21	32	7	4	6	11	38	57	6	15	2	17	0	595	
Employer Survey	2	1	1	0	0	0	0	1	0	3	0	0	0	0	0	2	0	0	0	0	3	1	0	2	25	0	0	41	
Fair/On Site Event	0	5	0	0	3	2	0	1	0	0	0	2	0	1	7	3	1	1	0	1	1	1	1	2	6	2	0	40	
Government Office	14	8	2	4	11	9	0	7	0	24	7	27	4	4	16	13	2	2	4	1	12	13	2	1	0	11	0	198	
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Highway Sign	9	1	0	0	0	1	0	0	0	4	1	2	1	2	1	1	1	0	4	0	1	3	0	0	0	0	0	32	
Information (411)	33	86	21	7	8	29	0	13	0	23	5	3	3	12	2	10	7	0	0	0	30	2	1	11	0	4	0	310	
Internet	113	84	31	31	40	33	1	46	1	139	45	121	11	30	56	50	7	0	27	0	49	140	19	15	1	33	0	1123	
Incentrip	5	3	0	0	0	1	0	1	0	0	1	0	0	0	0	1	1	0	0	0	1	0	0	1	0	0	0	15	
Library	4	2	1	0	2	0	0	0	0	1	0	2	1	0	1	0	0	0	0	0	2	1	0	0	0	0	0	17	
Mobile Billboard	1	1	0	0	0	1	0	1	0	2	1	0	0	0	0	0	0	0	0	0	1	3	1	1	0	0	0	13	
Newsletter	3	5	1	0	1	0	0	0	0	5	0	4	0	0	4	0	0	0	0	4	5	2	0	0	0	1	0	35	
Newspaper	1	1	0	0	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	8	
Newspaper (Local)	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2	0	0	0	0	0	5	
Other Ridesharing Org	6	5	3	0	2	3	0	0	0	4	0	72	0	1	1	0	1	0	2	0	1	11	1	1	1	0	0	115	
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Post Card (COG)	6	5	0	0	1	0	0	0	0	6	0	4	0	1	1	2	0	0	0	0	2	2	0	1	0	0	0	31	
Presentation	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	1	0	1	0	0	0	5	
Radio	6	8	4	2	7	2	0	3	0	21	12	13	1	5	6	13	1	0	0	0	12	20	2	4	0	6	0	148	
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	2	
Referral from Transit.Org	4	1	0	0	0	2	0	1	0	0	1	0	0	0	1	1	0	0	0	0	2	8	0	0	0	0	0	21	
Theatre Slide	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
TV	2	8	0	0	1	1	0	0	0	2	0	4	0	0	1	0	1	0	0	0	3	2	2	0	0	2	0	29	
Van Sign	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	0	0	0	1	0	5	
Was/Is Applicant	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
White Pages	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Word of Mouth	18	9	5	5	5	2	0	0	0	33	5	94	4	3	7	10	2	0	3	1	9	26	7	5	0	3	0	256	
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pgs-Yellow Bk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Voice Mail Messages	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other	52	45	14	9	15	16	1	6	0	58	13	63	5	8	26	22	4	1	10	2	33	107	9	4	0	15	1	539	
<b>Total</b>	<b>427</b>	<b>471</b>	<b>134</b>	<b>98</b>	<b>135</b>	<b>142</b>	<b>8</b>	<b>111</b>	<b>6</b>	<b>513</b>	<b>125</b>	<b>514</b>	<b>42</b>	<b>102</b>	<b>201</b>	<b>198</b>	<b>45</b>	<b>8</b>	<b>64</b>	<b>28</b>	<b>274</b>	<b>500</b>	<b>61</b>	<b>93</b>	<b>35</b>	<b>124</b>	<b>1</b>	<b>4460</b>	

FY2023 Commuter Connections Employer Outreach Summary											
Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/Charles	Metro
Employers Contacted (new) Site Visits (prospects)	0	17	107	266	16	28	163	52	141	67	0
Telework contacted -new	0	0	0	0	1	0	1	46	0	4	0
Employers Contacted (follow-up)	0	4,062	655	1,186	657	436	7,628	58	0	35	0
Telework contacted - follow up	0	0	2	0	0	2	111	31	3	5	0
Total Broadcast Contacts Letters, Flyers, Newsletter	0	26,430	33,896	0	1,814	393	71,204	16,342	2,126	72	0
Total Sales Meetings	0	197	299	273	4	27	211	2	19	44	0
Total Employers Contacted	0	30,706	34,959	1,725	2,492	886	79,318	16,531	2,289	227	0
New Level 1 TDM Programs	0	2	21	25	7	3	0	0	0	30	0
New Level 2 TDM Programs	0	3	33	79	0	2	16	0	0	17	0
New Level 3 TDM Programs	0	2	24	86	2	4	0	0	0	0	6
New Level 4 TDM Programs	0	11	6	2	0	0	0	0	0	0	0
New Telework Programs	0	0	0	0	0	0	0	0	0	2	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0

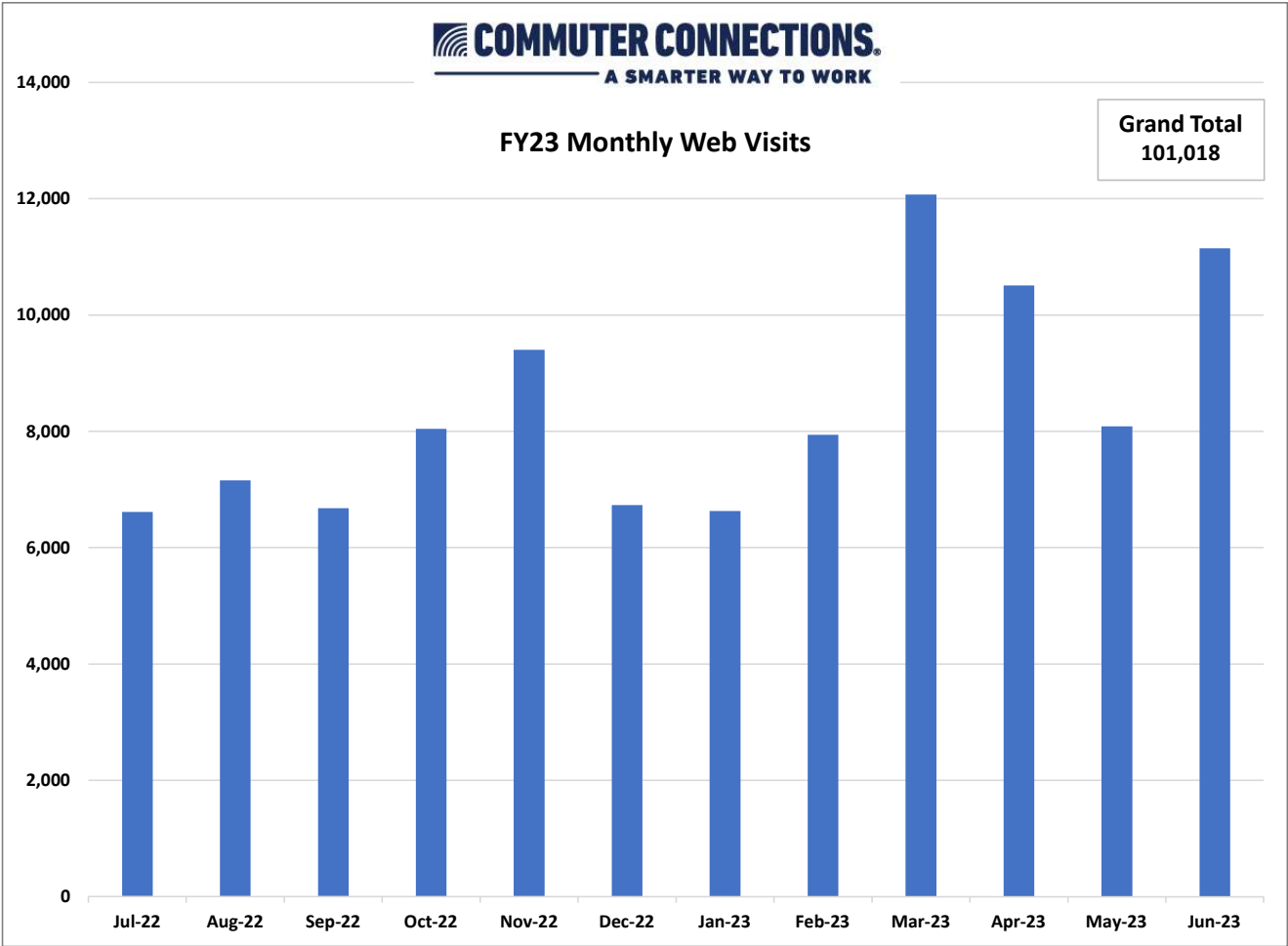




FIGURE 35

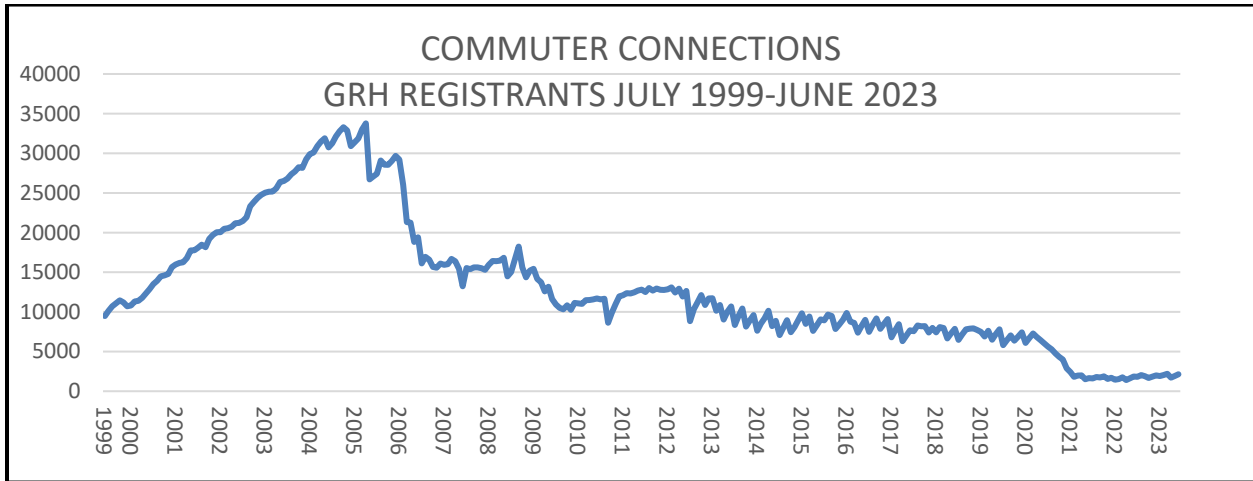


FIGURE 36

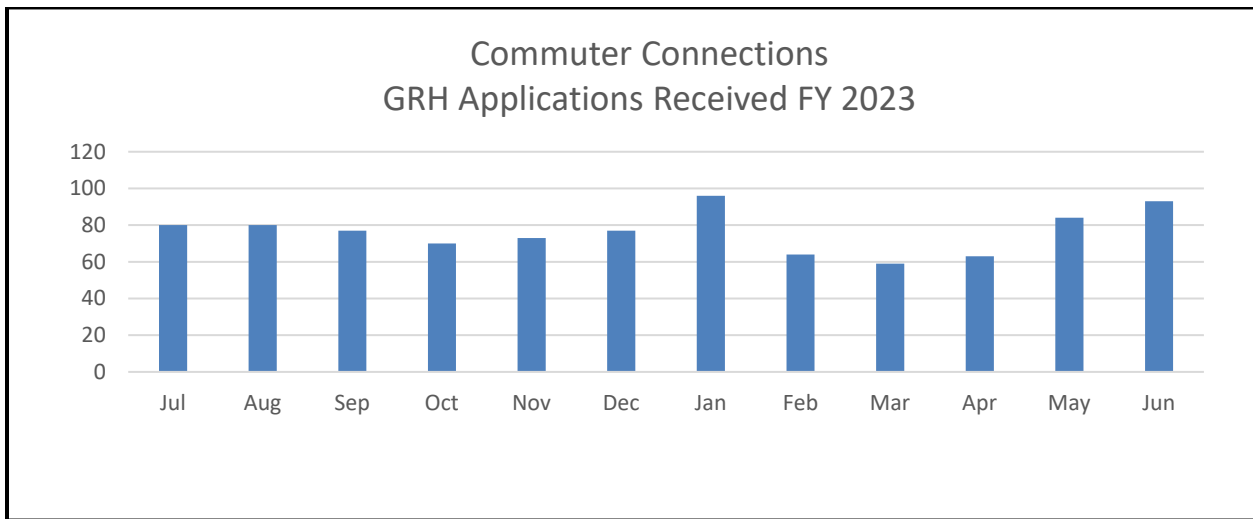


FIGURE 37

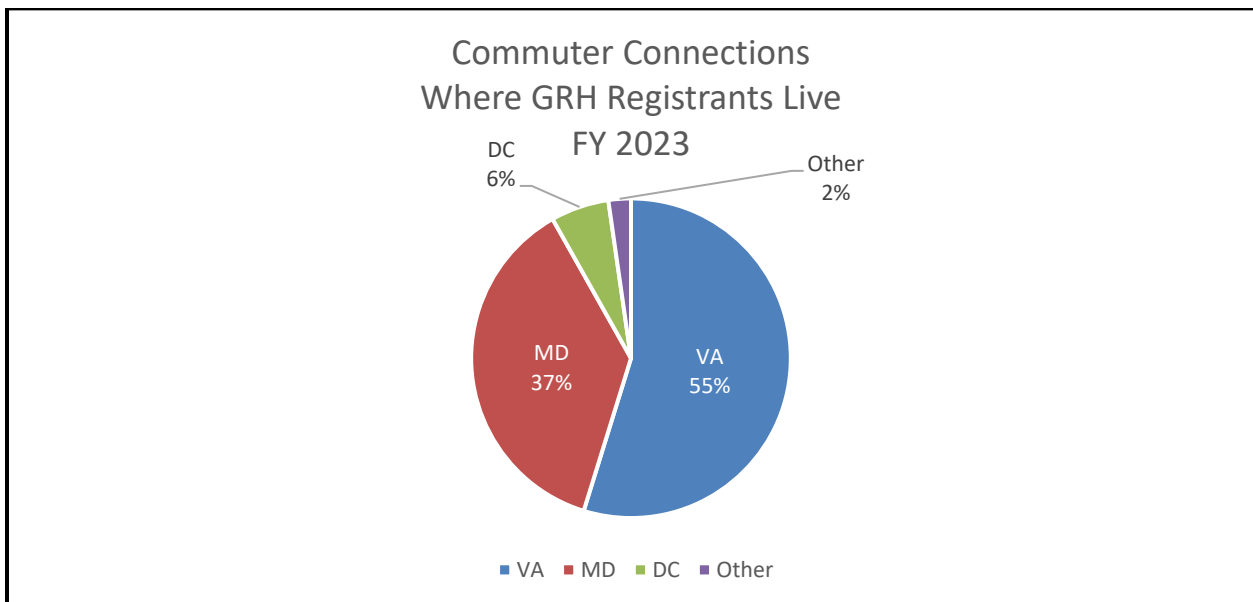


FIGURE 38

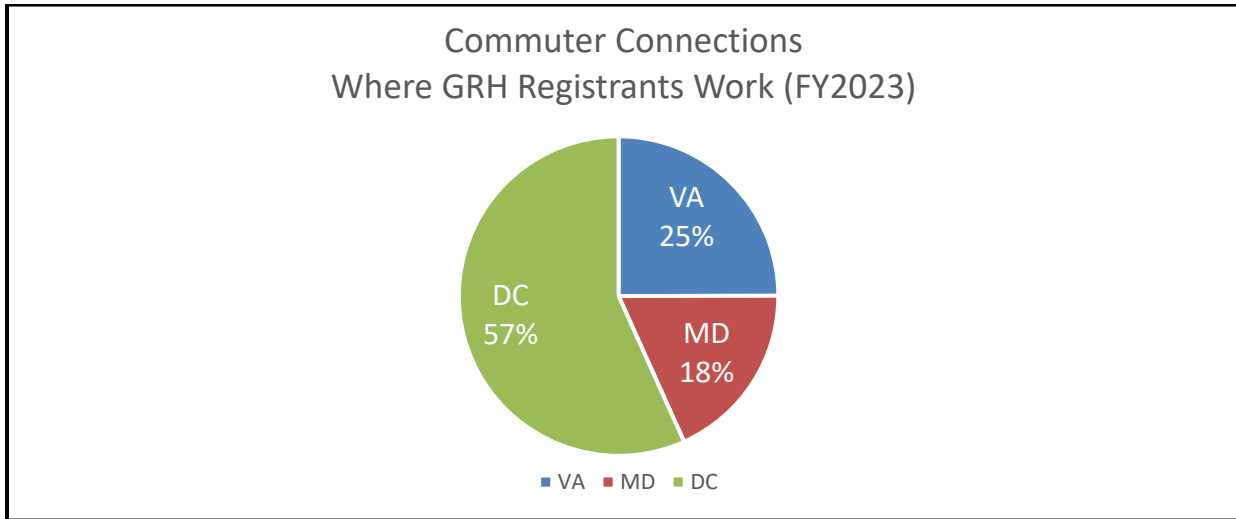


FIGURE 39

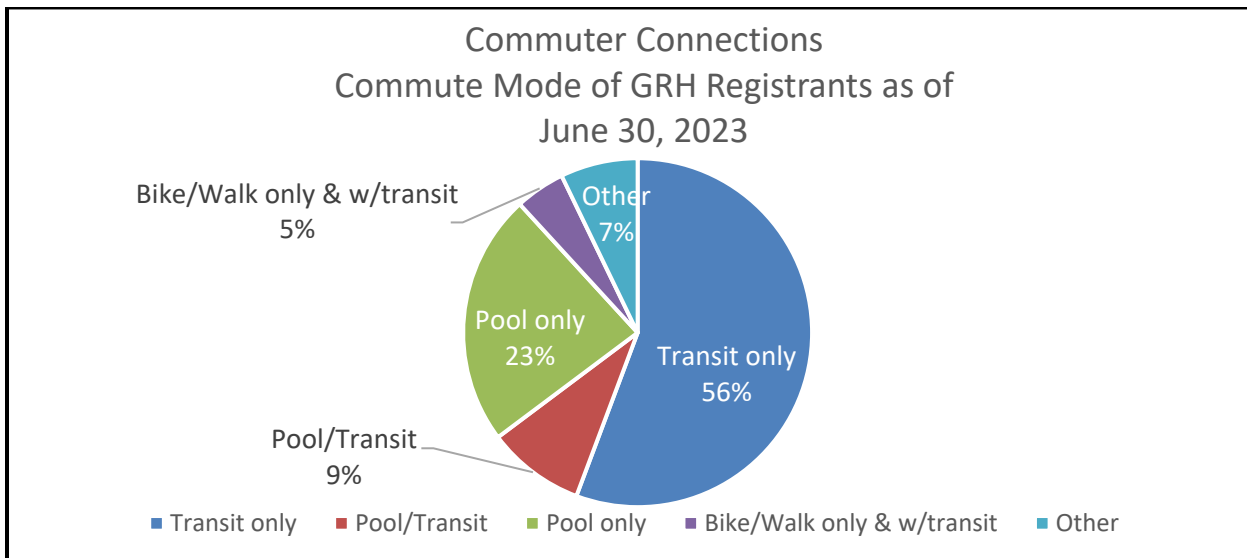


FIGURE 40

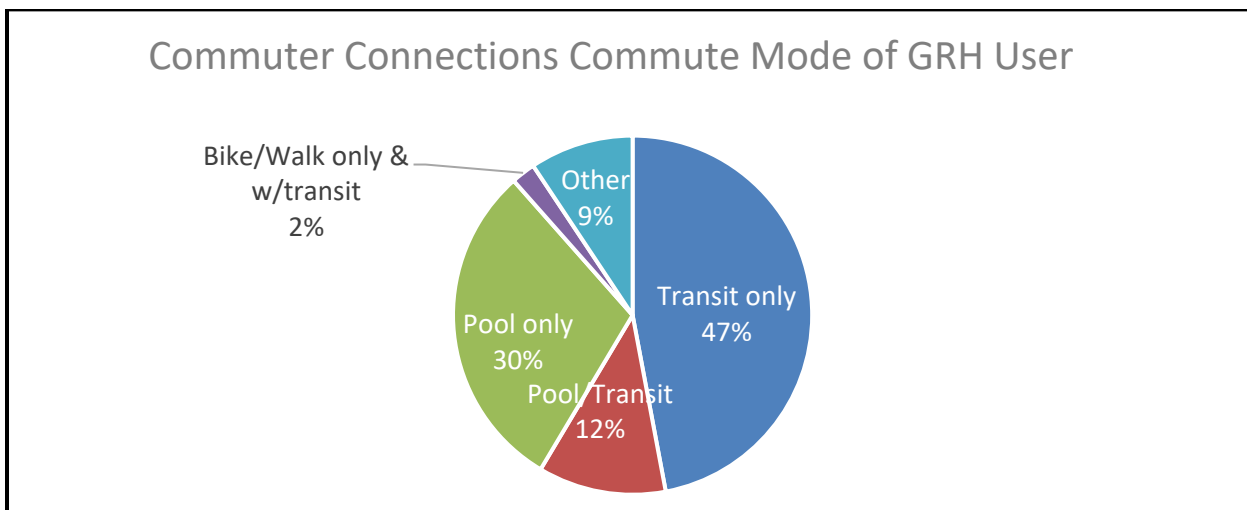


FIGURE 41

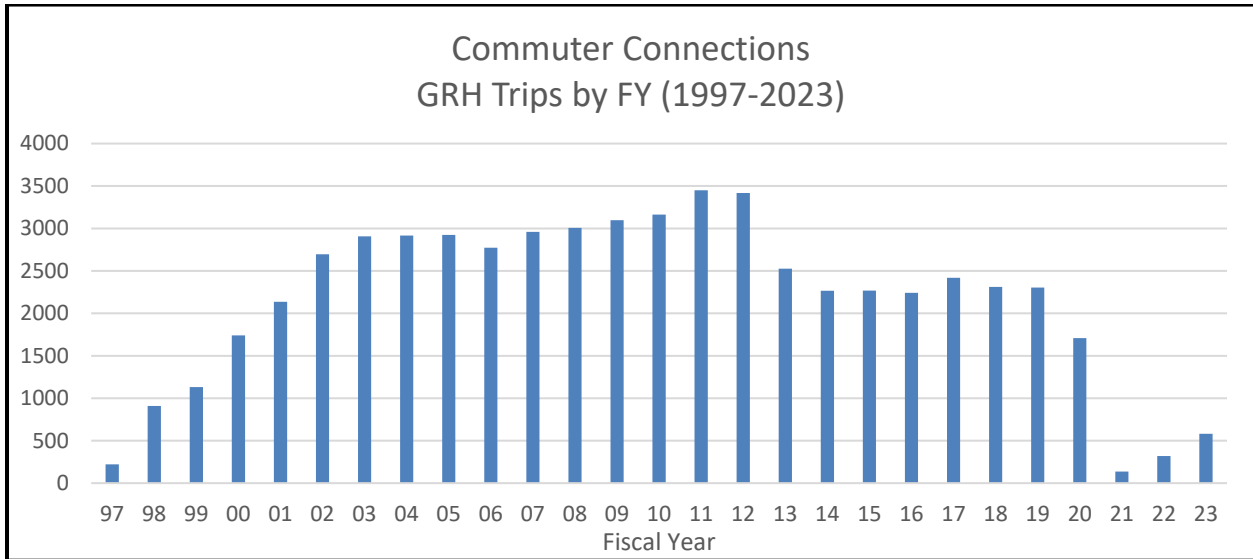


FIGURE 42

