MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Regional Mass Marketing Campaign**	**6116/6137**
Month:	February 2004 FY04	
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	March 31, 2004	

Background Activities

- Met with WMATA on Feb 2nd regarding the availability of Commuter Connections funds to promote WMATA's Limited English Translation service.
- Radio and TV spots aired during weeks of Feb 16th and 23rd.
- Hispanic radio spot aired starting Feb 9th and ran for remainder of the month.
- Feb 19th met with Frederick Keys baseball team to discuss promotional opportunities.
- Regional TDM Marketing Meeting held on Feb 3rd. Topics included:
    - America Walks Conference
    - Maryland Transit Administration Update
    - Pedestrian Safety Education Campaign
    - Prince George's County Vanpool CD
    - Telework and GRH Marketing Update
    - Wilson Bridge Project
    - WMATA Marketing Update

Products

- Various meetings, presentations and conference calls
- Radio / TV advertising and public relation activities

Problems Encountered

None

Future Activities

- March 9th meet with VDOT to discuss BikeWalk Virginia Conference Sponsorship.
- Radio spots to continue to air weeks of March 1st.
- TV spot to continue to air weeks of March 1st and 8th.
- Hispanic radio spot continues to air weeks of March 1st and 8th.

- March 24th meet with Dudnyk and Pathways regarding FY05 contracts.
- March 25th meet with Access For All Committee along with WMATA to discuss Hispanic marketing.
- Park & Ride map development.
- Finalize yellow pages contracts with Verizon, YellowBook USA and Comprint.
- Employer Awards Selection Committee meeting at COG March 23rd.
- The next Regional TDM Marketing Group meeting is on April 6th.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Commuter Operations Center 6131**
Month:	February 2004 **FY04**
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	March 31, 2004

Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG mailed bi-weekly reports to all clients during the weeks of March 9, and 23. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Alexandria – COG staff notified Alexandria's rideshare staff on February 4th that they had left their ping connection to COG's rideshare server going all day (since 8:10am) and that this could cause problems if the left the connection open all night.

Baltimore City – COG staff assisted Baltimore City rideshare staff when City staff reported a problem with the CCRS program. The problem was solved by having City staff close all programs and restart the computer.

Fairfax County – COG staff responded to the County's notification that the data in one of the records they entered is now "nonsense characters." The records will have to be deleted and the information re-entered.

Howard County – On February 5th Howard staff reported a problem with printing the matchletters. COG staff provided information to correct the problem, in which file permissions for the matchletter files were set to "read only." However, the problem reoccurred and could not be fixed. County staff installed the CCRS software on another computer and there were no permission problems. The used for the CCRS system was also having similar problems with another program. COG staff thinks this is a Windows operating system problem and will investigate and provide as much assistance as possible. In the meantime, county staff is asking their IT staff for assistance. County staff then used the old rideshare computer without notifying COG and this caused several duplicate records. After leaning of this, COG instructed the county's rideshare staff to use only the old rideshare computer until the matter is resolved.

Loudoun County – Loudoun rideshare staff reported hearing a "beep" when trying to work in a particular record. COG staff investigated the situation and the problem was due to an incomplete

telephone number. The problem was resolved when the phone number was completed or deleted.

North Bethesda Transportation Center – NBTC staff reported that they were experiencing a problem with entering a particular record. After closing the CCRS application and then going back to the record, there were no problems.

Prince Georges County – COG staff explained how GRH applications are processed to new county staff.

Rappahanock-Rapidan Regional Commission – RRRC staff contacted COG on February 4th to report that they could not access a record for a commuter that applied through the Commuter Connections Web site. COG staff checked the application and the information was rejected by the CCRS system because the commuter did not enter a recognizable work address. COG corrected the data and re-imported the record into CCRS and RRRC staff reported that they could not access the record.

Invoices for matchletter and purge notice postage were sent to member clients on February 23rd.

The Winter edition of the Commuter Connections newsletter was produced and distributed during February. Staff and the contractor began reviewing nomination submissions for the FY04 Employer Recognition awards.

Work also continued on preparing the results from the FY04 Placement Rate Survey. Work also began on the implementation of the regional State of the Commute survey. A TDM Evaluation Group meeting was held on February 17th. Highlights from the meeting included a discussion on the updated Evaluation Framework Methodology document, a discussion on the final results of the FY04 Placement Rate Study and draft report, a status report on the 2004 State of the Commute survey, and a discussion on the GRH Applicant survey.

Staff presented the FY05 draft Commuter Connections Work Program and Appendix to the TPB Technical Committee on February 6th and to the TPB on February 18th. The document was released for public comment by the TPB. The draft document was approved by the Commuter Connections Subcommittee on February 17th.

Staff organized Best Workplaces for Commuters Coalition meeting on February 11th. Coalition members include:

- Greater Washington Board of Trade
- Metropolitan Washington Council of Governments
- Metropolitan Washington Work/Life Coalition
- National Capital Planning Commission
- U.S. Department of Transportation
- U.S. Environmental Protection Agency
- U.S. General Services Administration
- Washington Metropolitan Area Transit Authority

Staff participated in a Best Workplaces for Commuters tele-seminar on February 26th.

Products

February monthly performance report.
Second quarter invoices to clients.
Winter Commuter Connections newsletter.
February 11th Best Workplaces for Commuters meeting.
February 17th TDM Evaluation Group meeting.

Problems Encountered

Funding commitments from the Maryland Department of Transportation (MDOT) for the current years Commuter Connections Work Program have not been fully received.

The CCRS FTP server experienced a problem on February 2nd. The problem was fixed the same day and FTP upload/download service was restored.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute 2nd quarter invoices.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for March 16, 2004.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections Website.
- Coordinate additional Federal ETC training workshops.
- Finalize and distribute the FY05 Commuter Connections Work Program
- Finalize and distribute the FY04 Placement Rate Study
- Finalize and distribute the 2002-2005 Evaluation Framework Methodology document.
- Complete the 2004 State of the Commute Survey
- Complete selection process for 2004 Employer Recognition awards

Table 1

Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary

Month of FEBRUARY 2004

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	2,910	1,839	16,414
Rideshare applicants	2,829	1,755	15,683
Matchlists sent	937	1,657	8,800
Transit applicants/info sent	11	67	512
GRH applicants	780	842	5,884
Telework info requests	5	3	14
Kiosk users	3,375	3,428	25,153
Kiosk applicants	0	7	25
Internet users	7,135	8,076	64,022
Internet applicants	1,680	1,824	12,347
New employer clients	25	19	300
Employee applicants	0	1	464

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	815	515	4,596
Temporary/one-time placements	515	326	2,905
Daily vehicle trips reduced	485	307	2,736
Daily VMT reduced	16,575	10,475	93,492
Daily tons NOx reduced	0.0235	0.0148	0.1324
Daily tons VOC reduced	0.0110	0.0070	0.0623
Daily gallons of gas saved	767	485	4,328
Daily commuter costs saved	$3,191	$2,016	$17,997

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 commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips from work to home.

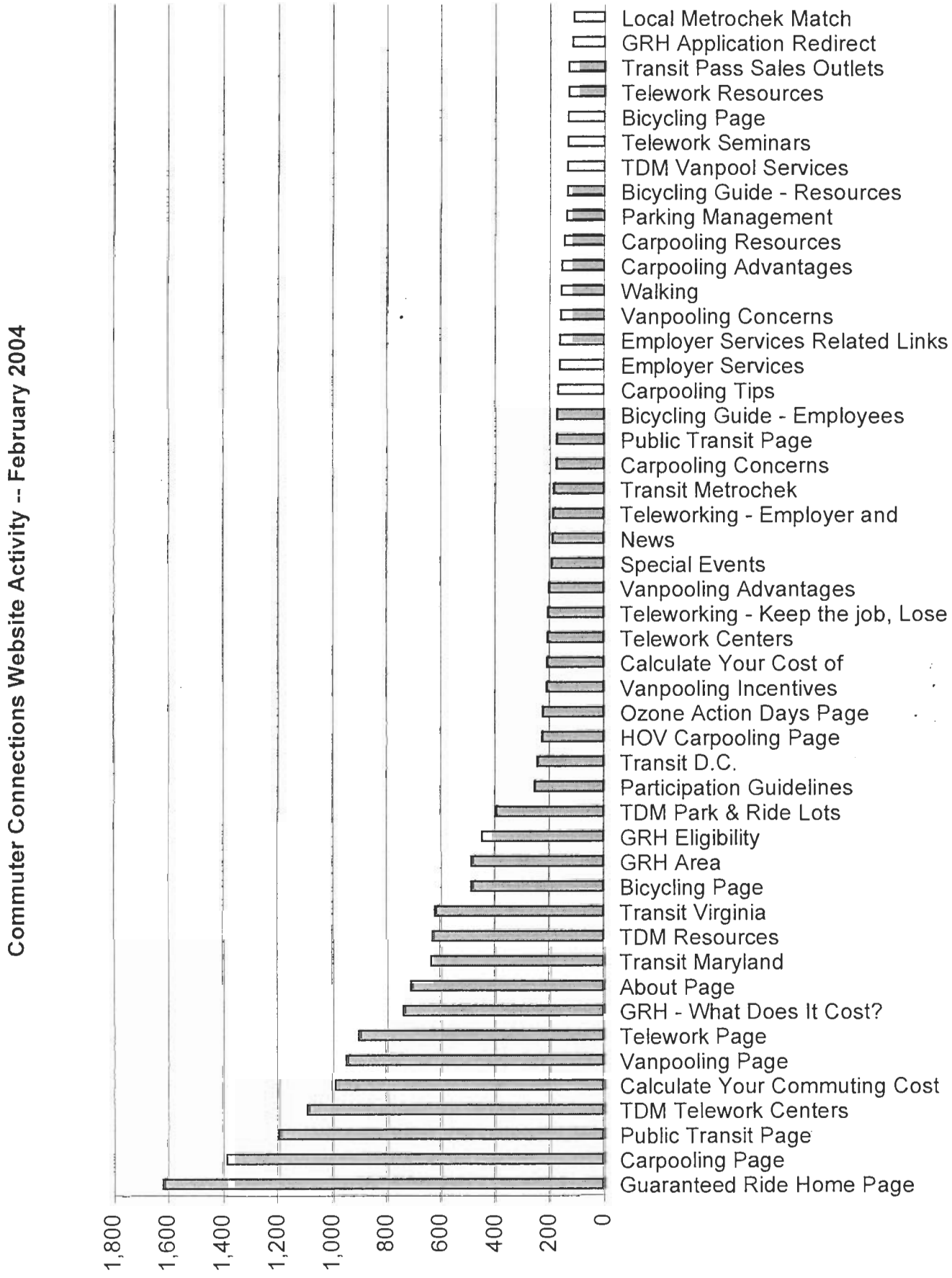
Commuter Connections Website Activity -- February 2004

	Accesses
Total Accesses of MWCOG Web Site Pages	2,287,707
Total Accesses of Commuter Connections Home Page	7,135

Breakdown of BDY Sub-page accesses	Accesses	% of Total
Guaranteed Ride Home Page	1,614	8.61%
Carpooling Page	1,382	7.37%
Public Transit Page	1,193	6.36%
TDM Telework Centers	1,089	5.81%
Calculate Your Commuting Cost	986	5.26%
Vanpooling Page	946	5.05%
Telework Page	900	4.80%
GRH - What Does It Cost?	735	3.92%
About Page	707	3.77%
Transit Maryland	631	3.37%
TDM Resources	626	3.34%
Transit Virginia	618	3.30%
Bicycling Page	484	2.58%
GRH Area	484	2.58%
GRH Eligibility	445	2.37%
TDM Park & Ride Lots	394	2.10%
Participation Guidelines	252	1.34%
Transit D.C.	242	1.29%
HOV Carpooling Page	226	1.21%
Ozone Action Days Page	223	1.19%
Vanpooling Incentives	209	1.11%
Calculate Your Cost of Commuting	207	1.10%
Telework Centers	205	1.09%
Teleworking - Keep the job, Lose the Commute	204	1.09%
Vanpooling Advantages	200	1.07%
Special Events	191	1.02%
News	188	1.00%
Teleworking - Employer and Employee Benefits	187	1.00%
Transit Metrochek	184	0.98%
Carpooling Concerns	174	0.93%
Public Transit Page	173	0.92%

Commuter Connections Website Activity -- February 2004

Bicycling Guide - Employees		172	0.92%
Carpooling Tips		168	0.90%
Employer Services		162	0.86%
Employer Services Related Links		162	0.86%
Vanpooling Concerns		159	0.85%
Walking		157	0.84%
Carpooling Advantages		155	0.83%
Carpooling Resources		147	0.78%
Parking Management		138	0.74%
Bicycling Guide - Resources		136	0.73%
TDM Vanpool Services		136	0.73%
Telework Seminars		134	0.71%
Bicycling Page		133	0.71%
Telework Resources		131	0.70%
Transit Pass Sales Outlets		131	0.70%
GRH Application Redirect		117	0.62%
Local Metrochek Match Programs		113	0.60%
	Total	18,750	100.00%


Commuter Connections Website Activity -- February 2004
Local Metrochek Match
GRH Application Redirect
Transit Pass Sales Outlets
Telework Resources
Bicycling Page
Telework Seminars
TDM Vanpool Services
Bicycling Guide - Resources
Parking Management
Carpooling Resources
Carpooling Advantages
Walking
Vanpooling Concerns
Employer Services Related Links
Employer Services
Carpooling Tips
Bicycling Guide - Employees
Public Transit Page
Carpooling Concerns
Transit Metrochek
Teleworking - Employer and
News
Special Events
Vanpooling Advantages
Teleworking - Keep the job, Lose
Telework Centers
Calculate Your Cost of
Vanpooling Incentives
Ozone Action Days Page
HOV Carpooling Page
Transit D.C.
Participation Guidelines
TDM Park & Ride Lots
GRH Eligibility
GRH Area
Bicycling Page
Transit Virginia
TDM Resources
Transit Maryland
About Page
GRH - What Does It Cost?
Telework Page
Vanpooling Page
Calculate Your Commuting Cost
TDM Telework Centers
Public Transit Page
Carpooling Page
Guaranteed Ride Home Page
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

FEBRUARY 2004

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

TABLE 2

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
FEBRUARY 2004

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	12	1	21	34
ARLINGTON (COG)	0	0	5	5
ARTMA	47	0	86	133
BALTIMORE CITY	2	0	1	3
BMC	17	0	40	57
COG - MD	242	2	173	417
COG - VA	272	4	141	417
COG - Other	20	0	20	40
DISTRICT OF COLUMBIA	17	0	11	28
DOD	0	0	0	0
FAIRFAX COUNTY	168	9	54	231
FREDERICK	3	40	2	45
HARFORD	2	0	43	45
HOWARD	40	0	12	52
LINK	0	0	6	6
LOUDOUN	45	1	117	163
MTA	0	0	3	3
MONTGOMERY COUNTY	393	94	516	1,003
Bethesda Transportation Solutions	36	57	290	383
Countywide	83	11	0	94
Friendship Heights/Rockville	10	0	0	10
North Bethesda TMD	236	26	226	488
Silver Spring	28	0	0	28
NIH	30	17	50	97
NORTHERN NECK	1	0	0	1
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	0	0	49	49
PRTC	124	1	323	448
RADCO	157	0	495	652
RAPPAHANNOCK-RAPIDAN	27	10	38	75
TRI - COUNTY	24	33	13	70
USDOE				0
TOTAL INPUT	**2,429**	**400**	**3,251**	**6,080**

TOTAL NEW & RE-APPLICANTS **2,829**

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004

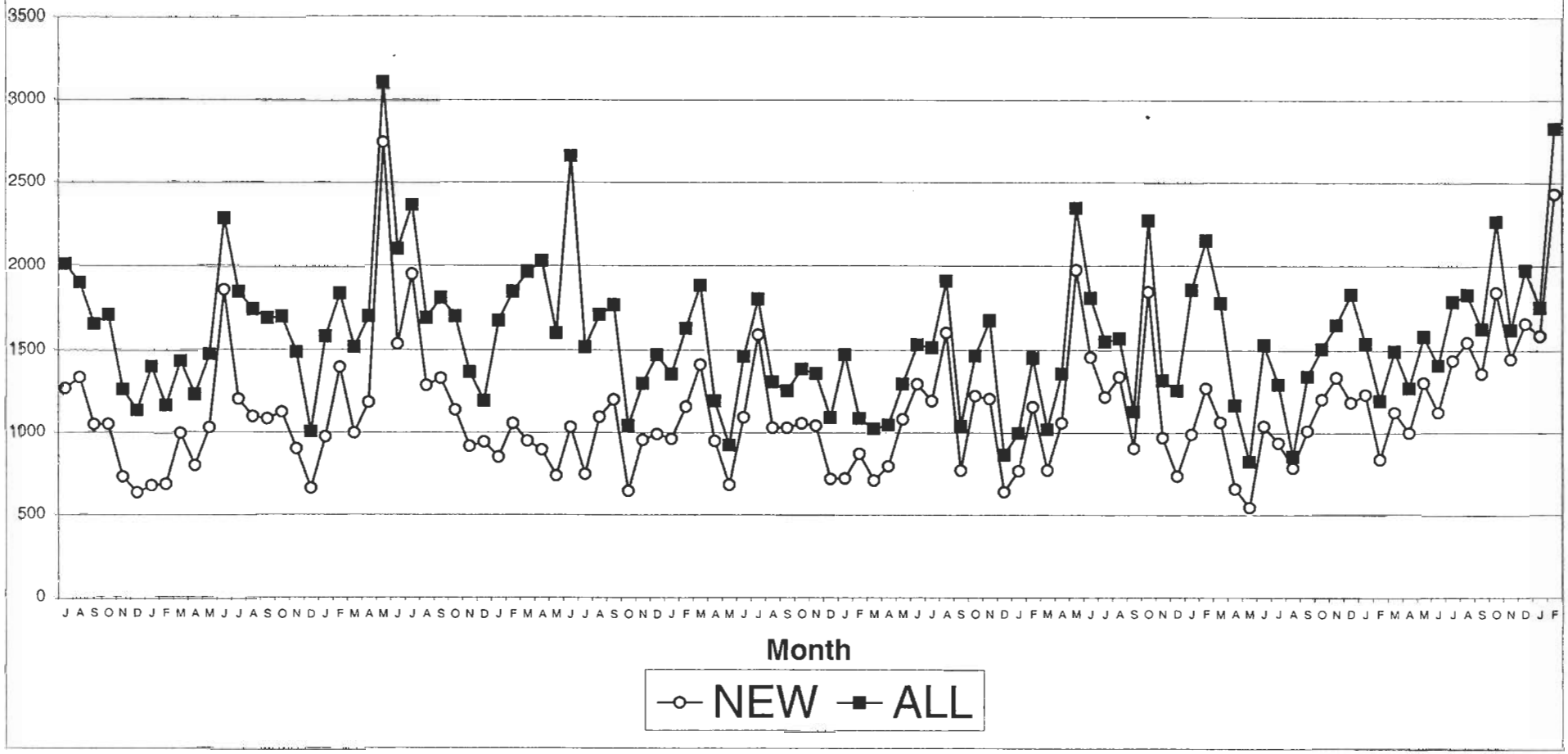


TABLE 3

COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
FEBRUARY 2004

ALEXANDRIA	128
ARLINGTON (COG)	88
ARTMA	337
BALTIMORE CITY	18
BMC	167
COG	3,184
DISTRICT OF COLUMBIA	110
DOD	0
DOE	1
FAIRFAX COUNTY	1,480
FREDERICK	336
HARFORD COUNTY	105
HOWARD COUNTY	349
LINK/RESTON	21
LOUDOUN COUNTY	515
MONTGOMERY COUNTY	6,818
Bethesda Transportation Solutions	1,721
Countywide	1,127
Friendship Heights/Rockville	484
North Bethesda Transportation Ctr	2,436
Silver Spring	1,050
MTA	25
NIH	233
NORTHERN NECK	45
NORTHERN SHENANDOAH VALLEY	83
PRINCE GEORGE'S COUNTY	369
PRTC	1,260
RADCO	2,323
RAPPAHANNOCK-RAPIDAN	196
TRI - COUNTY	692
OTHER	
TOTAL	18,883

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

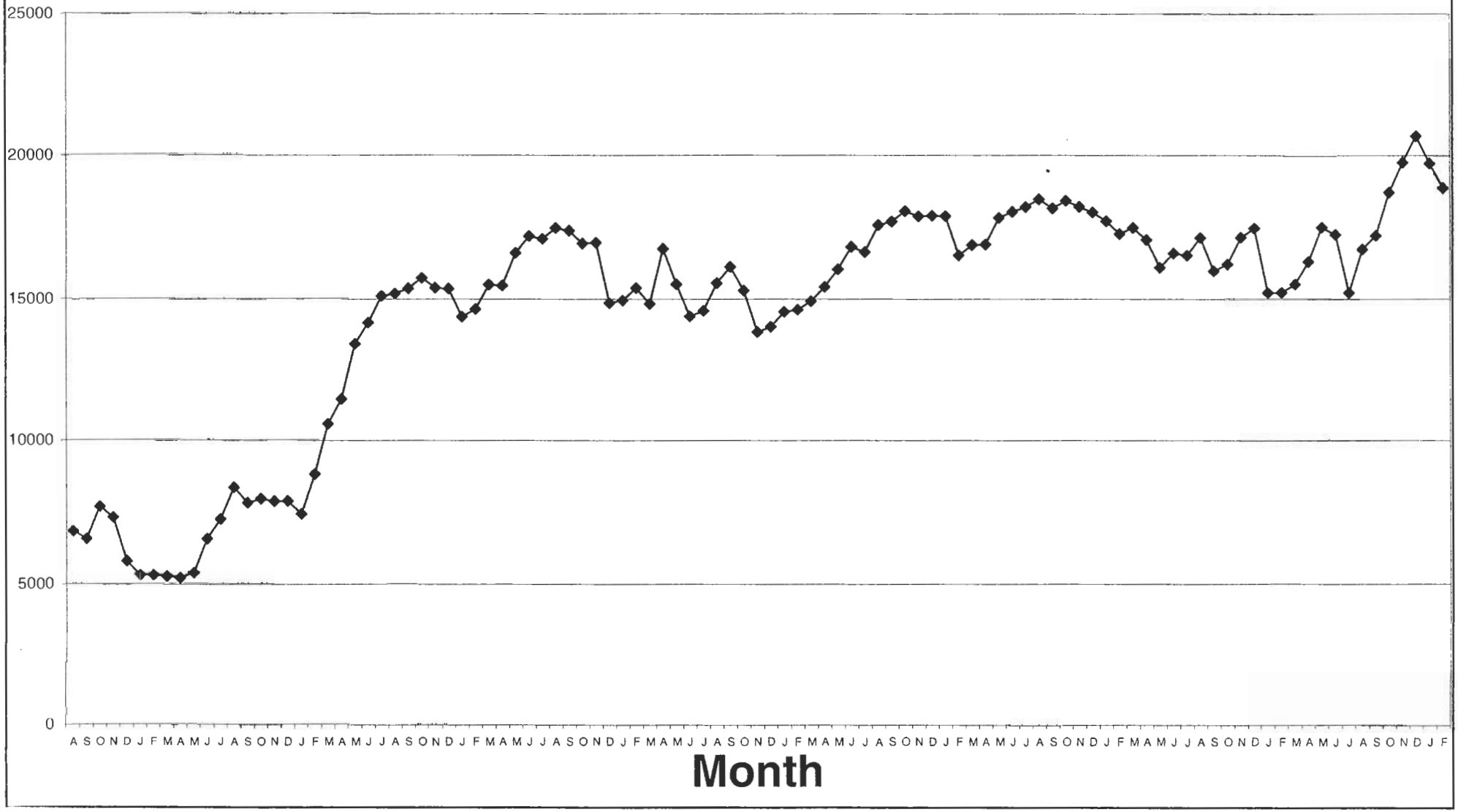


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
FEBRUARY 2004

	HOME	WORK
ALEXANDRIA	259	469
ANNE ARUNDEL COUNTY	673	61
ARLINGTON COUNTY	254	2,465
BALTIMORE CITY	144	119
BALTIMORE COUNTY	308	100
CALVERT COUNTY	50	2
CARROLL COUNTY	7	0
CECIL COUNTY	16	6
CHARLES COUNTY	497	21
CLARKE COUNTY	15	0
CULPEPER COUNTY	64	0
DISTRICT OF COLUMBIA	327	6,961
FAIRFAX COUNTY *	2,180	1,457
FAUQUIER COUNTY	193	0
FREDERICK COUNTY, MD	912	41
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	220	11
HARFORD COUNTY	1	64
HOWARD COUNTY	746	60
KING GEORGE COUNTY	52	25
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	662	132
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,467	6,355
ORANGE COUNTY	68	0
PAGE COUNTY	2	0
PRINCE GEORGE'S COUNTY	1,860	380
PRINCE WILLIAM COUNTY **	2,061	89
RAPPAHANNOCK COUNTY	11	0
RICHMOND COUNTY	15	0
SHENANDOAH COUNTY	21	0
SPOTSYLVANIA COUNTY	1,043	7
STAFFORD COUNTY	1,541	29
ST. MARY'S COUNTY	105	29
WARREN COUNTY	61	0
WESTMORELAND COUNTY	0	0
WINCHESTER	43	0
OTHERS		
TOTAL	18,883	18,883

* Fairfax County includes City of Fairfax and Falls Church.

TABLE 5
TERM/COMMUTE INFORMATION
FEBRUARY 2004

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	24	N/A	N/A	N/A	7	N/A	
Internet	N/A	756	N/A	N/A	N/A	924	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	780	N/A	N/A	N/A	931	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		5		3		12	1	21
Bus/Train Schedule		2		1		2	1	6
Bus/Train Sign				6				6
Direct Mail						2		2
Employer								0
Employer Survey			1	1				2
Fair/On Site Event								0
Government Office								0
Highway Sign		2			7	10		19
Information (411)								0
Internet	2	18			2	30	3	55
Library								0
Mobile Billboard								0
Newsletter		2	1					3
Newspaper						1	1	2
Newspaper (Local)								0
Other Ridesharing Org						1		1
Park-and-Ride Lot Sign						1		1
Post Card (COG)								0
Presentation								0
Radio	2	12			7	36	1	58
Real Estate/WelcomeWagon	1							1
Referral from Transit Org								0
Theatre Slide								0
TV		5			1	19		25
Van Sign								0
Was/Is Applicant		175			6	57	1	239
White Pages		1				2		3
Word of Mouth		17	1		12	47	1	78
Yellow Pages - Verizon					4	4		8
Yellow Pages - Yellow Book					3	1		4
Yellow Pages - Other								0
Voice Mail Messages		29			7	40		76
Other/Unknown		2			4	5		11
TOTAL CALLS	5	270	3	11	53	270	9	621

TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
FEBRUARY 2004

	TOTAL	COG	ALX	ARL	ARTMA	BALT	BETH	BMC	DOD	DOE	FFX	FRED	HAR	HOW	LINK	LFX	LDN	MC	MTA	NIH	NNECK	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TRANS	TOTAL
Calls Transfrd by COG	N/A	N/A	1	0	4	0	**	3	0	0	18	3	3	1	0	0	3	4	0	0	0	17	10	27	3	**	**	9	14	120
How they heard...																														
Brochure/Promo Matrls	21	18	2								1	1		1			3	13							2	1	15		3	57
Bus/Train Schedule	6	4										1					68	27							2	17	12			131
Bus/Train Sign	6	0															2	2											3	4
Direct Mail	2	1																												1
Employer	0	0	4														3													7
Employer Survey	2	1									2																11			14
Fair/On Site Event	0	0																									55			55
Government Office	0	0	3								6														2					11
GRH Program	0	0															2	16				•			3					21
Highway Sign	19	12									2			9				8							6				2	37
Information (411)	0	0												6			21	1												28
Internet	55	43	2								3			3			30	3							11		2		1	97
Library	0	0																												0
Mobile Billboard	0	0																												0
Newsletter	3	3																												3
Newspaper	2	0																												0
Newspaper (Local)	0	0												1			3													4
Other Ridesharing Org	1	1	1								3			16			65										3			89
Park-and-Ride Sign	1	0																												0
Post Card (COG)	0	0																												0
Presentation	0	0																8												8
Radio	58	45															1								1				2	47
Real Estate/WelcomeW	1	1																												1
Refferal from Transit Org	0	0															26													26
Theatre Slide	0	0	1																											1
TV	25	16									2							2												20
Van Sign	0	0																												0
Was/Is Applicant	239	204									49	2		4				15							13	5			1	292
White Pages	3	2																												2
Word of Mouth	78	66	7								1			3			22	25							3	26	17		2	170
Yellow Pgs-Verizon	8	4									2																			6
Yellow Pgs-Yellow Book	4	3															3													6
Yellow Pages-Other	0	0	2									15																		17
Voice Mail Messages	76	70									73						10									23				176
Other	11	7									51			8			8	44												118
Total	**621**	**501**	**22**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**195**	**19**	**0**	**51**	**0**	**0**	**267**	**164**	**0**	**0**	**0**	**0**	**0**	**0**	**43**	**72**	**115**	**0**	**14**	**1449**

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

TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
FEBRUARY 2004

	COG	ALX	ARTMA	BALT	BETH	BMC	DOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MC	MTA	NIH	NNECK	NSHEN	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matrls	67									1											73						141
Bus/Train Schedule	32									1																	33
Bus/Train Sign	34																										34
Direct Mail	10																										10
Employer	61																							3			64
Employer Survey	3								2															7			12
Fair/On Site Event	1																										1
Government Office	19								3	14													1				37
GRH Program	0	1							54	26		23		26	21								3	1			155
Highway Sign	11								2												3		5				21
Information (411)	2																										2
Internet	62	12							4			1		27	57						111		11	3			288
Library	1	1																									2
Mobile Billboard	0																										0
Newsletter	12																										12
Newspaper	3																										3
Newspaper (Local)	1																				1						2
Other Ridesharing Org	8								1	1		8															18
Park-and-Ride Sign	0																										0
Post Card (COG)	6														5												11
Presentation	1														9												10
Radio	224																						1				225
Real Estate/WelcomeW	2																										2
Refferal from Transit Org	0								91																		91
Theatre Slide	0																										0
TV	33								2						4						1						40
Van Sign	3																										3
Was/Is Applicant	19								6	2		12			2								3				44
White Pages	0																										0
Word of Mouth	84	1							1						5						31		3	14			139
Yellow Pgs-Verizon	2								2																		4
Yellow Pgs-Yellow Bk	10																										10
Yellow Pages-Local	0																				1						1
Voice Mail Messages	0																										0
Other	62											8		6	1						4				262		343
Total	**773**	**15**	**0**	**0**	**0**	**0**	**0**	**0**	**168**	**45**	**0**	**52**	**0**	**59**	**104**	**0**	**0**	**0**	**0**	**0**	**225**	**0**	**27**	**28**	**262**	**0**	**1758**

TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
FEBRUARY 2004

	TOCOG	ONLY	ALX	ARL	ARTMA	BALT	BETH	BMC	DOD	DOE	FFX	FRED	HAR	HOW	LINK	LFFX	LDN	MC	MTA	NIH	NNECK	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TRANS	TOTAL
Calls Transfrd by COG	N/A	N/A	1	0	4	0	**	3	0	0	18	3	3	1	0	0	3	4	0	0	0	17	10	27	3	**	**	9	14	120
How they heard...																														
Brochure/Promo Matrls	21	18	2								1	1		1			3	13							2	1	15		3	57
Bus/Train Schedule	6	4										1					68	27							2	17	12			131
Bus/Train Sign	6	0															2	2											3	4
Direct Mail	2	1																												1
Employer	0	0	4														3													7
Employer Survey	2	1									2																11			14
Fair/On Site Event	0	0																									55			55
Government Office	0	0	3								6														2					11
GRH Program	0	0															2	16							3					21
Highway Sign	19	12									2			9				8							6				2	37
Information (411)	0	0												6			21	1												28
Internet	55	43	2								3			3			30	3							11		2		1	97
Library	0	0																												0
Mobile Billboard	0	0																												0
Newsletter	3	3																												3
Newspaper	2	0																												0
Newspaper (Local)	0	0												1			3													4
Other Ridesharing Org	1	1	1								3			16			65										3			89
Park-and-Ride Sign	1	0																												0
Post Card (COG)	0	0																												0
Presentation	0	0																8												8
Radio	58	45															1								1				2	47
Real Estate/WelcomeW	1	1																												1
Refferal from Transit Org	0	0															26													26
Theatre Slide	0	0	1																											1
TV	25	16									2							2												20
Van Sign	0	0																												0
Was/Is Applicant	239	204									49	2		4				15							13	5			1	292
White Pages	3	2																												2
Word of Mouth	78	66	7								1			3			22	25							3	26	17		2	170
Yellow Pgs-Verizon	8	4									2																			6
Yellow Pgs-Yellow Book	4	3															3													6
Yellow Pages-Other	0	0	2									15																		17
Voice Mail Messages	76	70									73						10									23				176
Other	11	7									51			8			8	44												118
Total	**621**	**501**	**22**	**0**	**0**	**0**	**0**	**0**	**0**	**0**	**195**	**19**	**0**	**51**	**0**	**0**	**267**	**164**	**0**	**0**	**0**	**0**	**0**	**0**	**43**	**72**	**115**	**0**	**14**	**1449**

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

TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
FEBRUARY 2004

	COG	ALX	ARTMA	BALT	BETH	BMC	DOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MC	MTA	NIH	NNECK	NSHEN	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matrls	67									1											73						141
Bus/Train Schedule	32									1																	33
Bus/Train Sign	34																										34
Direct Mail	10																										10
Employer	61																							3			64
Employer Survey	3								2															7			12
Fair/On Site Event	1																										1
Government Office	19								3	14													1				37
GRH Program	0	1							54	26		23		26	21								3	1			155
Highway Sign	11								2												3		5				21
Information (411)	2																										2
Internet	62	12							4			1		27	57						111		11	3			288
Library	1	1																									2
Mobile Billboard	0																										0
Newsletter	12																										12
Newspaper	3																										3
Newspaper (Local)	1																				1						2
Other Ridesharing Org	8								1	1		8															18
Park-and-Ride Sign	0																										0
Post Card (COG)	6														5												11
Presentation	1														9												10
Radio	224																						1				225
Real Estate/WelcomeW	2																										2
Refferal from Transit Org	0								91																		91
Theatre Slide	0																										0
TV	33								2						4						1						40
Van Sign	3																										3
Was/Is Applicant	19								6	2		12			2								3				44
White Pages	0																										0
Word of Mouth	84	1							1						5						31		3	14			139
Yellow Pgs-Verizon	2								2																		4
Yellow Pgs-Yellow Bk	10																										10
Yellow Pages-Local	0																				1						1
Voice Mail Messages	0																										0
Other	62											8		6	1						4				262		343
Total	773	15	0	0	0	0	0	0	168	45	0	52	0	59	104	0	0	0	0	0	225	0	27	28	262	0	1758

MONTHLY PROGRESS REPORT

PROJECT ELEMENT:	**Metropolitan Washington Telework Resource Center 6132**
Month:	**February 2004** **FY04**
Staff Contact:	Danette Campbell
Edited By:	Nicholas Ramfos
Today's Date:	March 31, 2004

Background Activities

Major activities in February included:

- Finalizing FY04 Employer Telework Workshops curriculum and conducting walk-through with consultant.
- Finalizing Telework Center Utilization Survey.
- Moderating panel discussion for Montgomery County Government Telework event which included Discovery Communications, NIH, and City of Rockville.
- Moderating Fairfax County Department of Rehabilitative Services Telework event which included MHz Networks, Calibre, and JDB Associates on February 26th.
- Meeting with Joint Venture to discuss telework opportunities in Prince George's County.
- Attending the Workplace Excellence Awards ceremony at the University of Maryland.
- Participating in a conference call with Inova Healthcare and Telecommuting Advantage Group.
- Attending a kick-off meeting at Interstate Commission on the Potomac River Basin with the selected project consultant.
- Attending the Telework Coordinators' meeting at OPM and presenting information on the Expanded Telework TERM.
- Finalizing logistics and implementing the Expanded Telework TERM Press Event at KPMG.
- Attending the Commuter Connections Subcommittee meeting.
- Coordinating the Steering Committee Structure and logistics for the 2004 WACOT event that will be hosted by Fairfax County.
- Marketing activities included the following:
  - Email for Telework Workshops sent out first week of February.
  - Final planning activities, logistics and press kits made for joint COG / Board of Trade Telework Press Briefing held on Feb10th.
  - Radio spots promoting Telework Workshops aired during weeks of Feb 16th and 23rd.
  - Telework value-added interviews with radio stations began (WTOP, WGMS & WBIG). The following companies have been included in the segments.
    - AT&T
    - Calibre
    - City of Rockville
    - Discovery Communications

- JDB Associates, Ltd.
- Montgomery County Government
- U.S. Patent and Trademark

➢ Expanded TERM activities included the following:
  ➢ Additional modifications were made to the outreach materials.
  ➢ Materials were sent to the organizations that have been contacted by Telecommuting Advantage Group.
  ➢ **Employers Contacted**

  The following employers were contacted again in February, 2004:
  - Booz Allen & Hamilton
  - Arlington County Government
  - Washington Gas
  - INOVA Alexandria Hospital
  - KPMG Peat Marwick LLP
  - MITRE
  - Verizon Wireless
  - BTG

  On-Site Meetings

  TAG met with the following organizations:
- City of Alexandria; Gold ranking. Have already drafted a first draft of policies. Working with them on finalizing the policies and a pilot program.
- County of Arlington; Gold ranking. Need to implement telework for red alert days or face the loss of federal funding. Will be working with them on their policies and implementing.
- Verizon Wireless
- Computer Sciences Corporation; No ranking. They are not interested in formalizing their program.

➢ February 4 Conference call with Virginia Department of Rehabilitative Services, Service Source, and Northern Virginia Community College to finalize marketing materials for February 26 event.
➢ February 4 Meeting to review Worklife Performance materials for FY04 Employer Telework Workshops.
➢ February 5 Met with Fairfax County staff and co-chair of the Steering Committee on WACOT.
➢ February 10 Telework Coordinators' meeting at OPM.
Press event at KPMG.
➢ February 12 Workplace Excellence Award Ceremony at the University of Maryland.
➢ February 17 Commuter Connections Subcommittee Meeting.
➢ February 19 Meeting at ICPRB to kick-off telework program.
➢ February 26 "Telework, Good Business Sense," at the Annandale Campus of Northern Virginia Community College.
➢ February 27 WACOT Steering Committee meeting.

"Let's Talk Telework" event at the University of Maryland Shady Grove campus.

Products

- Draft letter from Congressional representatives to federal agency heads.
- Placed or responded to 136 calls regarding the Telework Resource Center.
- Telework Center utilization at 56%.
- Disbursed 52 Telework Resource Center kits and 40 TPE CDs.

Problems Encountered

- None at this time.

Future Activities

- Telecommuting Advantage Group will be conducting a "dry-run" of the first Foundation. II workshop in March at the Metropolitan Washington Council of Governments.
- The next round of in-person meetings for the Expanded TERM is scheduled for March.
- Finalize federal letter for the Expanded TERM; The Telecommuting Advantage Group's federal outreach efforts will begin when the letter is sent out to federal agency heads.
- Meeting with TLA Associates in Alexandria.
- Internal meeting to discuss progress of the Telework Virginia pilot program
- Employer workshops:
  - Managing Teleworkers and Remote Teams.
  - Choosing the Right Telework Technology.
  - Training Your Workers for Anywhere, Anytime Performance.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Integrated Ridesharing 6133**
Month:	**February** 2004 **FY04**
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	March 31, 2004

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Ballston Common Mall. InfoExpress hardware systems were replaced at Ballston Common Mall, Fair Oaks Mall, Union Station, Dulles Town Center and La Promenade @ L'Enfant Plaza. InfoExpress kiosk system monitors were replaced at Union Station, La Promenade, and Tysons Corner Center.

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff continued to work with the host site facility to identify a back up location while renovations are completed.

Staff continued to sent out letters to various public and private facilities to identify a location for the InfoExpress kiosk previously located at the Wal Mart in Woodbridge. The kiosk was moved to a temporary location while the new site is identified. Staff is currently working with the Arlington County and the Employer Outreach representatives in Prince William County to identify the new site.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Logistical problems delayed the deployment of the kiosk at these locations. Staff is working with local vendors to resolve some technical and communication problems. Staff also worked with the marketing contractor to develop a new kiosk brochure and associated marketing materials for the new kiosks.

A new park n ride lot map was designed. Staff is working on gathering the data and automate the update process for park n ride lot data updates. The updates are then deployed onto Commuter Connections Ridesharing system and Commuter Connections interactive park n ride web application.

Staff continued its effort to analyze the integration effort of current Commuter Connections Software System and Guaranteed Ride Home Software System. System flow diagrams were developed and a process flow document is currently being developed to identify the milestones for this effort. Staff is currently working on a functional specification document.

FTP server modifications were made to enhance the data transfer functionality for the Commuter Connections Ridesharing Software System. Staff continued to make modifications on the server software to further streamline the process.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator software enhancements were identified and user requirements were documented for future upgrades.

Products

- January monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- InfoExpress kiosk system was replaced at Union Station, La Promenade @ L'Enfant Plaza, USDA, and Fair Oaks Mall.
- InfoExpress kiosk system monitor was replaced at Tysons Corner Center.

Future Activities

- Deploy the integrated CCRS & GRH web-based system.
- Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- Evaluate effectiveness of Integrated Rideshare measure.
- Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.
- Locate as new facility for the Wal-Mart kiosk in Prince William County.

INFOEXPRESS KIOSK USAGE RATES
Month: February 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall #2	620	6325	Tysons Mall	603
			Maps & Guides	421
			Weather	392
			Commuter Connections	194
			Transit	150
La Promenade	571	6924	La Promenade	936
			Transit	421
			Maps & Guides	361
			Commuter Connections	220
			Metro	147
Springfield Mall #2	510	5127	Springfield Mall	476
			Weather	305
			Maps & Guides	243
			Commuter Connections	167
			Metro	121
Springfield Mall #1	473	4925	Springfield Mall	568
			Maps & Guides	245
			Commuter Connections	173
			Weather	156
			Metro	101
Tysons Mall #1	387	4128	Tysons Mall	369
			Maps & Guides	238
			Weather	194
			Commuter Connections	138
			Traffic	97
Union Station	274	5238	Weather	281
			Maps & Guides	176
			Commuter Connections	159
			Transit	142
			Metro	123

Fair Oaks Mall	208	3157	Weather	197
			Commuter Connections	158
			Fair Oaks Mall	139
			Maps & Guides	91
			Transit	82
Reston Town Center	163	2458	Weather	168
			Reston Town Center	121
			Maps & Guides	97
			Commuter Connections	68
			VRE	43
Ballston Common Mall	97	2186	Weather	148
			Maps & Guides	91
			Commuter Connections	88
			Transit	43
			Ballston Common Mall	29
USDA	17	654	Weather	34
			Metro	19
			Ride Guide	19
			Commuter Connections	18
			Maps & Guides	11
Pentagon	4	167	Weather	19
			Transit	15
			Maps & Guides	9
			VRE	6
			Commuter Connections	6
Reeves Center	N/A	N/A	N/A	N/A
Wal - Mart	N/A	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	2	9
George Mason Library	3	18
Chantilly	1	11
Kings Town	9	48
Mason Govt Center	1	2
Kings Park	3	18
Reston Library	1	5
Tysons Transit	0	0
Centreville	2	9
DolleyMadison	6	49
Inova	11	57
Pohick	3	15
John Marshall	2	17
Tysons Pimmit	1	7
Pennino	3	17
Govt. Center	2	8
Fairfax Library	1	4
Warranton	0	0

February 2004

NUMBER OF APPLICATIONS RECIEVED FROM KIOSKS

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
American Red Cross	0
USDA	0
Total	0

MONTHLY REPORT

PROJECT ELEMENT:	**Employer Outreach 6134**
Month:	February 2004 **FY04**
Staff Contact:	M. Hersey
Edited By:	N. Ramfos
Today's Date:	March 31, 2004

Background Activities

Monthly synchronizations from nine of the employer outreach jurisdictions were received from nine of the jurisdictions without any problems.

Staff attended and presented information to the Commuter Connections Subcommittee on Bike to Work Day 2004 and current Employer Outreach activities.

Staff continued research on new CRM software application for the Employer Outreach effort.

Staff completed the quarterly conformity report. Staff conducted sales support phone calls.

Coordinated with the US Department of the Treasury for an informal ETC training event for an undetermined future date. Coordinated with the DC Marketing Center for a lunch time training session to be held at COG in early March.

Met with Frederick County Employer Outreach Representative and Frederick County program overseer to discuss ongoing and future efforts in the county.

Collected additional information on prospective companies to attend the upcoming WACOT conference in the Spring of 2004.

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

Products

February monthly sales activities
Draft Conformity Statement 2nd Quarter FY2003

Problems Encountered

Arlington County has not submitted their FY04 Budget worksheet for the FY04 Scope of Work has not submitted their January or February reports.

Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process

- Continue maintenance of regional employer database
- New CRM software application research and strategic implementation.

Month:
February 2004

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri – County	Metro	Telework
Employers Contacted (new)	1	0	0	0	7	0	11	4	0	2	0	6
Employers Contacted (follow-up)	4	0	2	5	108	21	337	200	49	1	0	11
Total Broadcast Contacts	20	0	0	0	0	0	2757	116	0	0	0	30
Total Sales Meetings	1	0	1	0	1	7	47	5	1	2	0	9
Total Employers Contacted	26	0	3	5	116	28	3152	325	50	5	0	56
New Level 1 TDM Programs	0	0	0	0	0	0	63	2	1	2	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	16	1	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	1	5	1	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	1	0	0	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY04

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	87	15	15	16	7	4	118	40	0	77	0	54
Employers Contacted (follow-up)	91	345	17	26	108	79	1936	2372	52	14	0	387
Total Broadcast Contacts	1055	1938	0	0	0	0	19112	1519	0	250	0	128
Total Sales Meetings	11	17	7	13	1	19	309	82	1	44	0	38
Total Employers Contacted	1244	2315	39	55	116	102	21475	4013	53	385	0	607
New Level 1 TDM Programs	0	9	14	3	0	2	151	37	2	75	0	0
New Level 2 TDM Programs	0	0	0	0	0	2	95	5	0	0	0	0
New Level 3 TDM Programs	2	6	0	4	0	2	56	11	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	1	0	4	0	0	0	0	0

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

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

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)

B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).

C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)**NEW

D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)

E. Total Employers Contacted: A + B + C+ D

F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.

G. New Level 2 TDM Programs: same as above

H. New Level 3 TDM Programs: same as above

I. New Level 4 TDM Programs: same as above

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

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

LEVEL 2 (SILVER)

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

LEVEL 3 (GOLD)

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

LEVEL 4 (PLATINUM)

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

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Guaranteed Ride Home 6135**
Month:	**February 2004 FY04**
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	March 31, 2004

Background Activities

During February, COG received 780 applications for the GRH program. A total of 455 new applicants were registered (445 new applicants and 10 previous "one-time exception" users) and 514 commuters were re-registered. The GRH program provided 267 GRH trips. Thirty-seven (37) of these trips were "One-Time Exceptions" accounting for fourteen percent (14%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 30,089 commuters are currently registered for GRH.

COG met with its operations/trip reservations contractor, Diamond Transportation Services, Inc. on February 18. At the meeting, the following items were discussed; storage and removal of old GRH trip Intake Sheets and Daily Logs, follow up on the January Customer Service Training, software system training for new Diamond staff, customer service issues, and price quotes for improvements of Diamonds GRH phone system.

On February 24, COG staff provided GRH software system and general GRH program training to a new staff person at Diamond.

Marketing activities included the following:

- GRH Radio spots aired during first week of February.
- Presented marketing materials to the Bike To Work Day Steering Committee (BTWD) on February 20th. The marketing message for BTWD will center around GRH.

Products

Provided 267 GRH trips.
Received 780 applications.
Registered 455 new applicants, including 10 "one-time exceptions."
Re-registered 514 commuters.
Received 270 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management.
GRH server maintenance.
Processes invoices from transportation providers and reservations/dispatching contractor, and

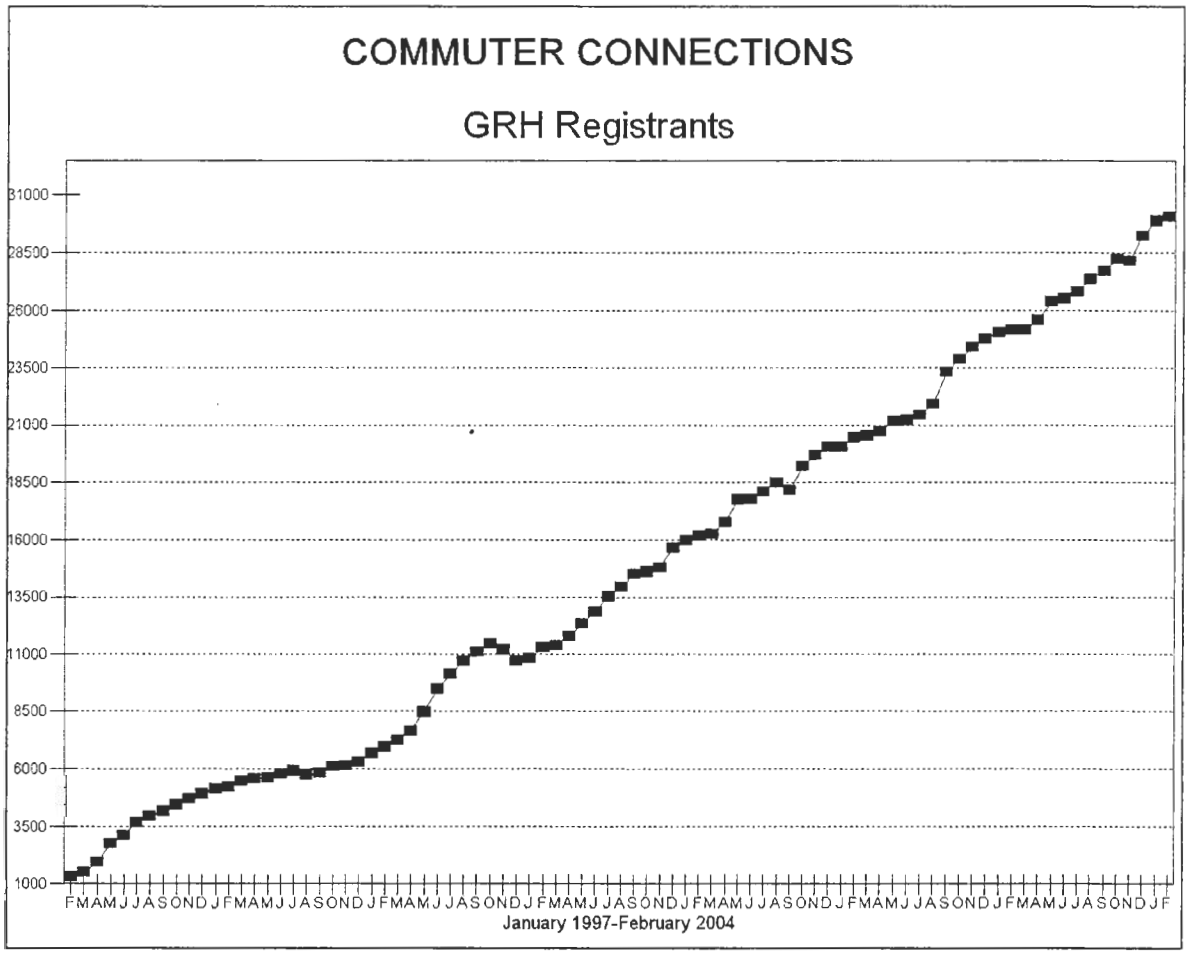
processed Transit Reimbursement Vouchers.
February monthly performance report.

Problems Encountered

None.

Future Activities

- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Conduct GRH Applicant Survey.
- Evaluate spring regional marketing campaign.


COMMUTER CONNECTIONS
GRH Registrants
31000
28500
26000
23500
21000
18500
16000
13500
11000
8500
6000
3500
1000
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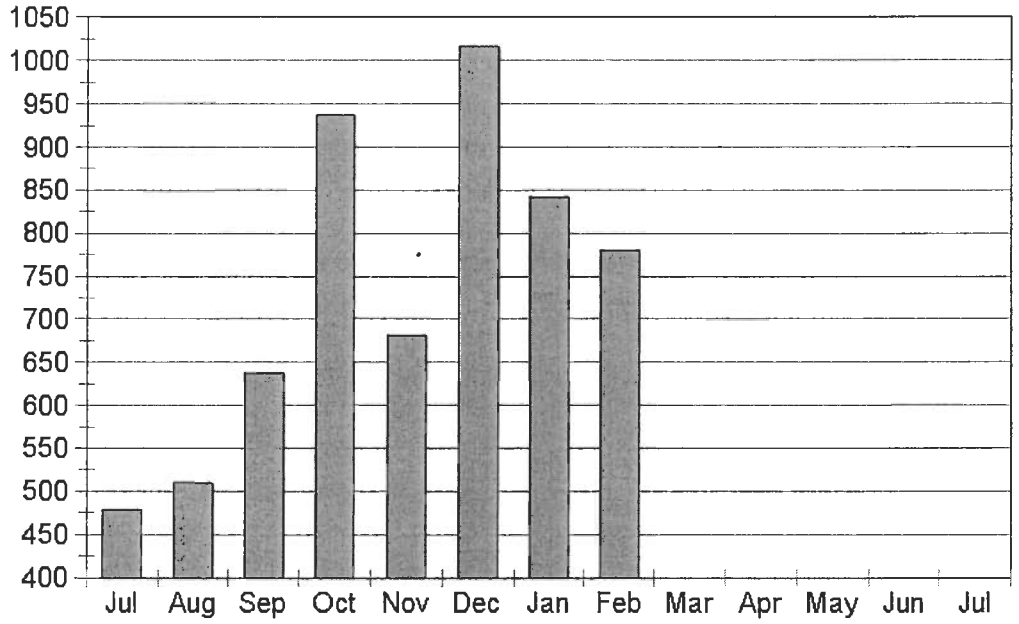
January 1997-February 2004

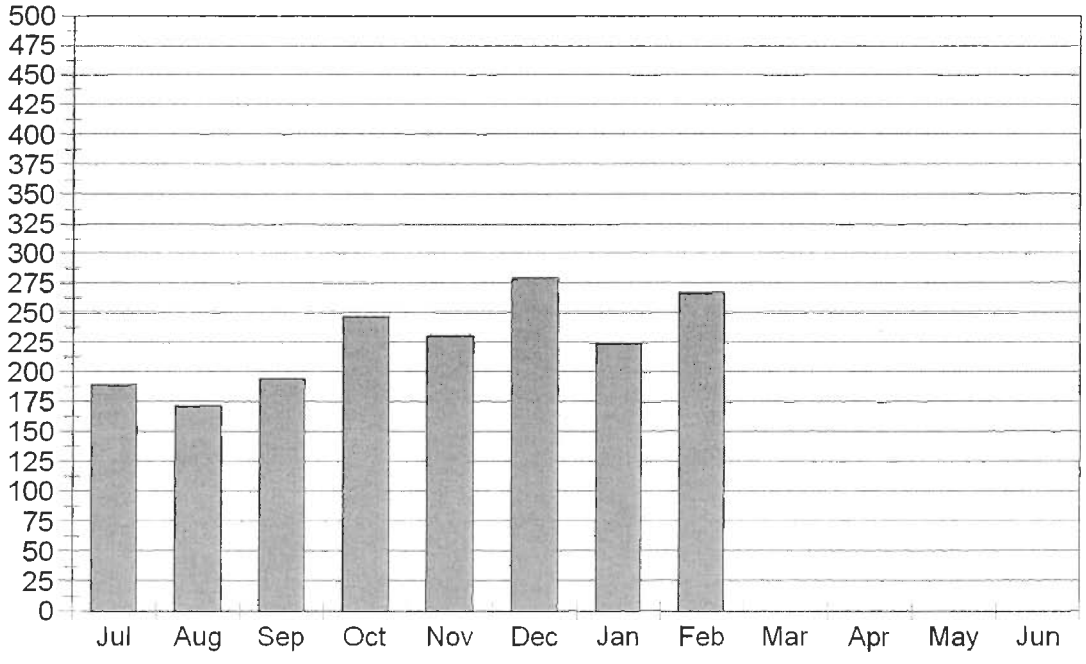
COMMUTER CONNECTIONS

GRH Applications Received FY04



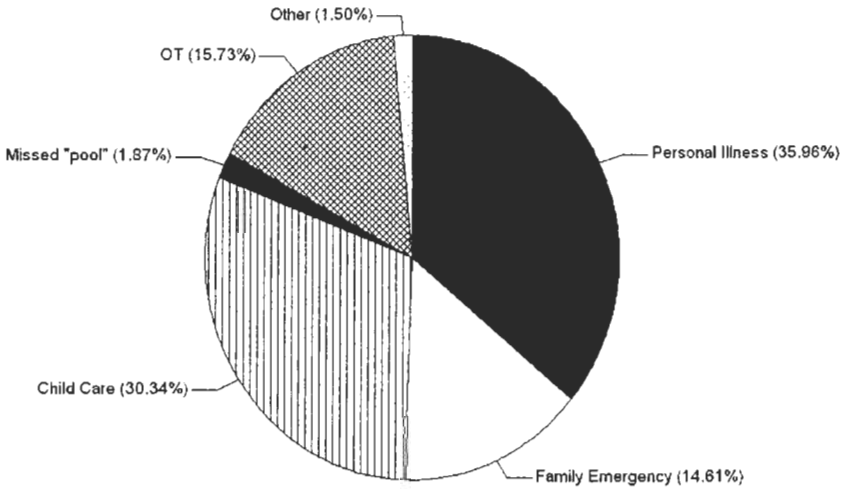
COMMUTER CONNECTIONS

FY04 Trips Provided 1569 as of Feb. 04



COMMUTER CONNECTIONS

GRH Trip Reasons for February 2004



MONTHLY REPORT

PROJECT ELEMENT:	**Employer Outreach for Bicycling 6136**
Month:	February 2004 **FY04**
Staff Contact:	M. Hersey & M. Farrell
Edited By:	N. Ramfos
Today's Date:	March 31, 2004

Background Activities

Finalized the Bike to Work Day 2003 Draft Report and presented it to the Commuter Connections Subcommittee.

Attended and led the Bike to Work Day 2004 Steering Committee meeting on February 20th. Highlights from the meeting included:

- Preliminary printed materials (brochures and posters) for the event
- Free media opportunities to promote the event
- Coordination with sponsorships regionally and for local pit stops
- Next meeting to be held on March 18th

Products

More copies of the Bike to Work Guides.
Bike to Work 2003 Final Report
Bike to Work Day Steering Committee Agenda and Meeting Minutes.

Problems Encountered

None.

Future Activities

- Distribute guides to WABA, DDOT, other users upon request.
- Finalize and print BTWD marketing materials including banners, T-Shirts, brochures and posters. Write copy for web page and HTML email. Edit and approve copy for newspaper ads, radio spots and PSA's.
- Radio spots to pick up again beginning March 15th and continue through the remainder of the month.
- March 17th Bike to Work Day proclamation at the TPB meeting.
- March 18th Bike to Work Day Steering Committee Meeting.
- Clear Channel Infomercials recording March 24th.