COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

PROPOSED WORK ACTIVITIES FOR FY2026 CCWP

I. <mark>COMMUTER PROGRAMS OPERATIONS</mark>
Budget: TBD

A. <u>RIDEMATCHING COORDINATION, TECHNICAL ASSISTANCE, AND ADMINISTRATIVE SUPPORT</u>

- Technical support and training to local rideshare agencies for the regional Commuter Connections TDM System.
- Provide customer service and software training for network members, as needed.
- Documentation of specific technical support actions taken as well as daily Commuter Support given to network members.
- Review and distribution of received ridematching applications from the general public (i.e., appform assignments).
- <mark>Maintain and monitor VanHoppr activity in the TDM System. Provide support to network members utilizing the service.</mark>
- Distribute monthly commuter renewal notices as part of the purge process.
- Update and distribute TDM System Training Manual, as needed.
- Matchlist and account renewal notice generation and distribution services.
- Produce member reports and fulfill member data requests.
- <mark>Update and maintain listing of Regional TDM Resources on commuterconnections.org.</mark>
- <mark>Archival maintenance of Federal Agency Employee Transportation Coordinator resources.</mark>
- Staff the Commuter Connections Subcommittee, Ridematching Committee, and STDM Work Group.
- Monitor and update the CCWP Master Agreement as needed.
- Produce the annual FY 2026 Commuter Connections Work Program.

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

- Provide commuter traveler information on alternatives to driving alone to the general public by telephone, website, mobile app, or printed information.
- Process applications from the general public.
- Provide general customer service by answering the regional 1-800-745-RIDE line and TDD line in English and Spanish; respond to e-mails sent to the general intake email inbox (ridematching@mwcog.org).

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

- Provide daily routine monitoring and maintenance of the TDM System for approximately <mark>25</mark> client member locations in the region.

- Maintain and update Postgres database, software, modules, web apps, and applications comprising the Commuter Connections TDM System.
- Maintain and update mobile applications associated with the Commuter Connections program, such as CommuterCash and the Commuter Connections Mobile Application.
- Host, maintain, and protect web servers containing Commuter Connections assets.
- Management and oversight of TDM System Software Development Contractor.

D. COMMUTER INFORMATION SYSTEM

- Update local and regional information for transit, telework and co-working center locations, park and ride lots, and bicycle route information. Some components will be integrated into the TDM System, others will be statically updated on commuterconnections.org.

E. COMMUTER INCENTIVE PROGRAMS

- Monitor participation in CommuterCash and associated sub-programs, including the Commuter Connections Rewards Program, 'Pool Rewards Carpool Incentive Program and Flextime Rewards Program.
- Update the program's Terms and Conditions and Participation Guidelines as determined by the STDM Work Group or Commuter Connections Subcommittee.
- Review trip logs, registered carpools, and other activities to validate and authorize incentive payments in the form of cash or transportation credits. (Max per commuter: $600/year).
- Work with TDM Software Development Contractor on any technical issues and/or upgrades.
- Coordinate and implement technical updates.
- Provide targeted customer service and support to program participants.

F. 'POOL REWARDS VANPOOL SUBSIDY PROGRAM

- Monitor participation and logging of trips in accordance with the program's Terms and Conditions, and Participation Guidelines.
- Update the program's Terms and Conditions and Participation Guidelines as determined by the STDM Work Group or Commuter Connections Subcommittee.
- Review and enroll vanpools into the program.
- Report vanpool data to the FTA's National Transit Database (NTD).
- Management and oversight of Vanpool Operator Contractor(s).
- Provide targeted customer service and support to program participants.

G. MDOT COMMUTER INCENTIVE PROGRAM FOR KEY BRIDGE EMERGENCY TDM

- Monitor participation and logging of trips in accordance with the program's Terms and Conditions, and Participation Guidelines.
- Update the program's Terms and Conditions and Participation Guidelines as determined by MDOT.
- Review and enroll carpools and vanpools into the program.
- Review trip logs and other activities to validate incentive payments.

- CARPOOLS: Authorize incentive payments in the form of cash or transportation credits. (Max per commuter: $600/year).
- VANPOOLS: Authorize subsidy payments directly to vanpool operators.
- Report vanpool data to the FTA's National Transit Database (NTD).
- Maintain BaltimoreCommutes.org "microsite" and report analytics to MDOT.
- Management and oversight of Vanpool Operator Contractor(s).

II. REGIONAL GUARANTEED RIDE HOME PROGRAM
Budget: TBD

A. GENERAL OPERATIONS AND MAINTENANCE

- Process requests from the general public for registration and re-registration to the program. Notify commuters when registration is about to expire.
- Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.
- Monitor and update GRH applicant database.
- Update and maintain program participation guidelines.

B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS

- Process GRH trip requests, approve/deny requests, and arrange rides.
- Management and monitoring of contract services for day-to-day operations, and ride providers this includes processing invoices for payment for contractors and for the general public for transit vouchers.
- Customer service training for GRH call center agents as needed.

III. MARKETING
Budget: TBD

A. TDM MARKETING AND ADVERTISING

- Preparation of Marketing Communications Plan and a corresponding implementation schedule.
- Update and publish the Regional TDM Strategic Marketing Plan and Resource Guide.
- Convene the Annual Marketing Workgroup to identify messaging themes for regional TDM marketing campaigns.
- Develop and implement creative materials for the regional TDM Marketing campaigns.
- Production and placement of print and electronic advertisements using the Commuter Connections marketing themes for all TDM program services (ridesharing, transit, GRH, telecommuting, employer outreach, etc.). This includes website advertisement through social

and digital media, banner ads and placement of keyword search engine sponsorships, radio, and television as well as value-added spots.

- Monitoring the implementation of regional marketing campaigns and make adjustments to marketing campaigns, as needed. <mark>Include limited material related for Vanhoppr and the 'Pool Rewards Vanpool Incentive programs.</mark>
- Production of a newsletter for employers and Federal Employee Transportation Coordinators.
- Update and implement earned media plan.
- Maintain pertinent documents in the SharePoint repository for archival purposes and stakeholder access.
- Track the effectiveness of advertising campaigns through call volumes, and the Internet.
- Process media placement invoices.
- Update and maintain printed regional marketing materials for ridematching, GRH, park and ride lots, and regional bicycling map.
- Update and maintain the Commuter Connections website and social marketing sites such as Facebook, Twitter, YouTube, Instagram, and other sites as needed.
- Attend and participate in commuter promotional events and other special events.
- Management and oversight of Regional TDM Marketing Contractor(s).
- Staff the Regional TDM Marketing Group

B. BIKE TO WORK DAY

- Implement regional Bike To Work Day event and promote to employers and to the public.
- Staff regional Bike To Work Day Steering Committee.
- Develop and implement an earned media plan.
- Media outreach and coordination of interviews.
- Develop and implement creative materials for Bike To Work Day.
- Coordination and management of the event website and social media page updates.
- Develop and issue a regional Bike To Work Day Proclamation.
- Coordinate a new pit stop manager orientation session.
- Coordinate regional pit stops for Bike To Work Day event.
- Design and distribute collateral materials to employers and the general public.
- Placement of advertisements; including but not limited to social media and digital ads, banner ads on the web, placement of keyword search engine sponsorships, radio, and print, and value-added spots.
- Solicitation of regional corporate sponsorships.
- Coordination of the Employer Challenge event.
- Coordinate and host an orientation session for new pit stop managers.
- Processing media placement invoices.
- Management and oversight of Regional TDM Marketing project contractor(s).

C. **CAR FREE DAY**

- Implement regional Car Free Day event in September 2023 and promote event to the general public, employers, the retail community and to the media.
- Staff the regional Car Free Day Steering Committee
- Develop and implement earned media plan.
- Develop and distribute collateral materials for the Car Free Day event.
- Produce a radio advertisement, internet ads, social media and digital ads, text messages, and e-mail blasts for marketing purposes.
- Media placements on radio and web and negotiation of value-added placements.
- Process media placement invoices.
- Update and maintain website and social media sites.
- Management and oversight of Regional TDM Marketing project contractor(s).

D. **EMPLOYER AWARDS**

- Produce and distribute awards nomination packet and coordinate award submissions with local jurisdictions.
- Coordinate logistics for awards selection committee, including meeting facilitation.
- Coordinate development and distribution of awards booklet, giveaway item, video briefs, trophies, and event photography.
- Develop and place print ad.
- Coordinate awards submissions with local jurisdictions.
- Identify and coordinate earned media opportunities.
- Process media placement invoices.
- Coordinate event logistics including recruitment of speakers, writing speaker remarks, securing event venue, and staffing the event.
- Management and oversight of Regional TDM marketing project contractor(s).

E. **COMMUTERCASH**

- Enroll participants in the CommuterCash program and associated sub-programs, including the Commuter Connections Rewards Program, 'Pool Rewards Carpool Incentive Program and Flextime Rewards Program.
- Coordinate with Regional TDM Marketing Contractor to develop media plan and messaging strategies.
- Develop and implement creative materials for the regional CommuterCash campaigns.
- Place media on the radio, television, and web and use of digital and social media marketing to advertise the program (e.g. Twitter, Facebook, Instagram, etc.).
- Secure value-added spots.
- Process media placement invoices.
- Management and oversight of Regional TDM marketing project contractor(s).

- Enrolling participants in the CommuterCash program.
- Coordinate with Regional TDM Marketing Contractor to develop media plan and messaging strategies.
- Develop and implement creative materials for the MDOT CommuterCash campaigns.
- Place media on the radio, television, and web and use of digital and social media marketing to advertise the program (e.g. Twitter, Facebook, Instagram, etc.).
- Process media placement invoices.
- Management and oversight of Regional TDM marketing project contractor(s).

IV. MONITORING AND EVALUATION
Budget: TBD

A. DATA COLLECTION TDM ANALYSIS

- Finalize 2025 GRH Applicant Survey Report.
- Finalize 2025 State of the Commute Technical Report and produce the general report.
- Survey Bike to Work Day and Car Free Day participants. Produce reports using data collected from surveys.
- Conduct Employer Outreach database analysis.
- Prepare a draft 2026 TDM Analysis Report.
- Review of employer database records.
- Classification of employer records into levels of participation.
- Collection of monthly Employer Outreach data from local jurisdictions.
- Fulfillment of data requests.
- Employer site survey coordination.
- Management and oversight of regional TDM Evaluation contractor(s).

B. PROGRAM MONITORING AND TRACKING ACTIVITIES

- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual report based on feedback from program users.
- Production of monthly Employer Outreach progress report and level of effort tracking sheet listing results of each local sales jurisdiction. Annual Employer Outreach analysis document with project recommendations.
- 1st and 2nd Half of the Year regional TDM Marketing Campaign Summary and Lead Analysis Document.
- Production of Bike To Work Day event report.
- Production of FY 2024 Car Free Day Event report.
- Survey reports to Employer Outreach representatives from Employer Commute Survey results.
- Update and maintain Employer Commute Survey archived database.

- Management and oversight of Employer Survey contract.
- Quarterly Employer Outreach sales contact data and conformity verification statements for 10 local jurisdiction sales territories.
- Produce quarterly and annual progress reports.
- Staff the TDM Evaluation Work Group.

V. EMPLOYER OUTREACH
Budget: TBD

<u>Regional Component Project Tasks</u>

A. <u>REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING</u>

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

B. <u>EMPLOYER OUTREACH FOR BICYCLING</u>

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

<u>Jurisdictional Component Project Tasks</u>

A. <u>DC, MD, AND VA PROGRAM ADMINISTRATION</u>

- Electronic and printed updates of sales materials and case studies for DC, Maryland, and Virginia. These include, but are not limited to, a resource listing on commuterconnections.org, and print/electronic materials related to Commuter Connections Employer Outreach services, Alternative Work Schedules, and policy templates for telework and alternative work schedules.
- Annual sales support conference calls for DC and Maryland jurisdictions.
- Staff the Employer Outreach Committee for DC, Maryland, and Virginia Employer Outreach representatives.
- Regional sales training sessions for Employer Outreach representatives.

B. <mark><u>REGIONAL EMPLOYER COMMUTER CHALLENGE</u></mark>

- Facilitate working group sessions to plan and prepare for an annual regional employer commuter challenge.
- In conjunction with regional partners, develop and disseminate outreach and support materials for employers/employees at participating worksites.
- Provide on-site support to participating employers.
- Adapt/enhance necessary software and technology to support regional needs.

- Solicit regional awards and prizes for participants.
- Operate the Challenge by registering and assisting employer teams and commuters, reviewing prize redemptions, conducting raffles, etc.

C. MARYLAND LOCAL AGENCY FUNDING AND SUPPORT

- New or expanded employer-based TDM programs in Maryland. Provide oversight and assistance to local jurisdictions for implementation of voluntary transportation demand management strategies at private sector employment sites.
- Provide general telework information to the public, local agencies, and employers. Work with employers in Maryland to establish new or expand existing telework programs.
- Employer site visits by COG/TPB staff as requested or needed by Maryland jurisdictions.
- Contractual oversight of MDOT pass-thru funds for employer outreach efforts in Calvert, Charles, Frederick, Montgomery, and Prince George's Counties.

D. MDOT STATEWIDE EMPLOYER OUTREACH

- Management and monitoring of Employer Outreach regional database outside of the Washington DC non-attainment region and provision of sales representative database training as needed.
- Maintenance and update of regional contact management database.
- Sales training offered for sales and service representatives.
- Support to MDOT and local sales jurisdictions in Maryland to implement voluntary transportation demand management strategies at employment sites.
- Staff the regional Employer Outreach Committee for MDOT and Maryland local jurisdictions outside of the Washington DC non-attainment region.

VI. GRH BALTIMORE
Budget: TBD

A. GENERAL OPERATIONS AND MAINTENANCE

- Process requests from the general public for registration and re-registration to the program. Notify commuters when registration is about to expire.
- Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.
- Monitor and update GRH applicant database.
- Update and maintain program participation guidelines.
- Marketing and advertising in the Baltimore metropolitan region.
- Collect and analyze data from monthly GRH customer satisfaction survey for program users. Produce annual customer satisfaction survey.

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

- Process GRH trip requests, approve/deny requests, and arrange rides.
- Management and monitoring of contract services for day-to-day operations, and ride providers this includes processing invoices for payment for contractors and for the general public for transit vouchers.
- Customer service training for GRH call center agents as needed.