

Commuter Connections Work Program Progress Report

November 2005

PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Local Agency Technical Assistance

Client member assistance included the following:

The End User client reports were sent out to all client members the weeks of November 14th and 28th.

All client member programs were running.

Staff began reviewing all comments received from the client member collaborative session on the development of a new TDM software management software system on October 28th and worked with the facilitator to finalize a draft report on the session.

B. Transportation Information Services

Staff provided commuter traveler information on alternatives to the general public by telephone, Web site, electronically, and through printed information. Statistics on this project are available by viewing the October Commuter Operations Performance Report at the end of this document.

C. Transportation Information Software, Hardware, and Database Maintenance

Staff continued daily back-up processes for the Commuter Connections Ridematching Software system and FTP server.

D. Commuter Information System

No program activity to report for the month of October.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Commuter Connections Work Program Progress Report

November 2005

Staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

Staff monitored and maintained the GRH database and server.

Staff processed cab and car rental invoices, and transit vouchers.

During the month of November, there were 574 GRH applications received. A total of 400 applicants were registered (398 new applicants and 2 previous “one-time exception” users) and 721 commuters were re-registered. The GRH program provided 210 GRH trips. Twenty-four (24) of these trips were “one-time” exceptions accounting for ten percent (11%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of the GRH trip reasons followed by child care. A total of 29,057 commuters are currently registered in the GRH database.

III. MARKETING

A. TDM Marketing and Advertising

Sixty-second radio spots continued to air during the first three weeks in November. In total, the fall campaign extended over a five-week period which began the previous month. Two of the three spots were also fitted for 30-second slots, to air on Clear Channel stations. The FY06 radio campaign ran on eight stations covering a wide array of formats to reach the desired demographic. Ads included those in support of GRH, Carpooling and a general mass marketing message regarding all alternative modes.

Transit fairs attended by Commuter Connections in November included INOVA Hospital in Alexandria, Wiley Rein & Fielding LLP in D.C., and MITRE Corporation in McLean.

Distributed the Commuter Connections fall 2005 newsletter. Stories included:

- Soaring Gas Prices
- DC Carsharing Spaces
- Commuter Connections Contest Winner
- ETC Coordinator Case Study - Alexandria
- Employer Transportation Fairs

Commuter Connections Work Program Progress Report

November 2005

- Rosslyn Commuter Store
- Metro Advisory Council
- Downloading Metro Maps on IPOD's
- New Kiosk at MITRE Corporation

Monthly conference call was held with the marketing contractor.

Developed strategy for 2006 direct mail campaign and obtained feedback from marketing workgroup regarding creative concepts. The direct mail campaign will promote the fact that Commuter Connections facilitates the matching of partners for carpools/vanpools with a supporting message of Guaranteed Ride Home.

Key Messages of Direct Mail Campaign:

- Finding a potential rideshare partner through Commuter Connections, it's free, quick and easy.
- Emphasize it just takes two to benefit from cost savings.
- Guaranteed Ride Home provides assurance that car/vanpoolers will get a ride home in case of an emergency or due to unscheduled overtime.

Planned logistics and agenda for the December 6th Regional TDM Marketing meeting.

Revised format of GRH survey cards to include two new questions pertaining to wait time and reason for trip. Also changed comment question "What suggestions do you have to improve our GRH service?" to simply "Comments". This was done in order to provide a more open ended forum for any type of comments, whether positive or negative.

Final edits were made to FY06 Regional TDM Resource Guide and Strategic Marketing Plan.

Developed First Half FY06 Marketing Campaign Summary draft report.

Printed 2006 Commuter Connections Employer Recognition Awards application and brochure and prepared for distribution.

Secured month-long free internet banner test on TrafficLand.com for the month of December.

Commuter Connections Work Program Progress Report

November 2005

Posted commuter news links to web site along with other routine maintenance and enhancements to site and Bulletin Board.

Continued development and editing of three new brochures for GRH, Ridematching and a general services piece.

B. Bike to Work Day

Held Bike to Work Day Steering Committee meeting on November 9th. Highlights from the meeting included the discussion of sponsorships, pit stop locations, and collateral materials.

The marketing contractor continues to call potential sponsors for the event.

A page was developed for www.commuterconnections.org regarding BTWD sponsorship opportunities. Potential sponsors can access information about the event, view the various sponsorship levels available and download a sponsorship form.

A "Save the Date" flyer was created for future electronic distribution.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Staff and the consultant continued reviewing the draft 2005 TERM Analysis report and presented the draft report for comments to the Commuter Connections Subcommittee on November 15th. A comment period was established until December 16th.

Staff collected monthly sales data from the 10 Employer Outreach sales territories and reviewed the employer database records in the regional ACT! Database.

Staff coordinated with BMISG on the Employer Outreach commuter survey processing project.

The final draft of the FY 2006 1st quarter Employer Outreach report was completed and presented to the Commuter Connections Subcommittee. Staff also

Commuter Connections Work Program Progress Report

November 2005

worked on general maintenance and updates for the regional Employer Outreach database.

Staff reviewed the contacts in the ACT! Database to determine appropriate Telework program sales leads in Virginia and Maryland. Staff also reviewed the ACT! Database to add/delete employer Telework contacts.

B. Program Monitoring and Tracking Activities

Monthly progress reports were produced for all of the program elements adopted in the FY 2006 CCWP.

Staff completed the final drafts of the FY2005 Bike to Work Day report and the FY2005 Employer Services Satisfaction Survey report. Both reports were presented to the Commuter Connections Subcommittee on November 15th and a comment period was established until December 2nd for the Bike To Work Day report and December 12th for the Employer Customers Satisfaction Survey report.

GRH customer satisfaction survey cards were mailed to program users.

The 2005 Expanded Telecommuting final draft report was presented to the Commuter Connections Subcommittee and a comment period of November 29th was established. The 2005 Employer Telework Workshops final draft report was presented and endorsed for release by the Commuter Connections Subcommittee on November 15th.

V. EMPLOYER OUTREACH

1. Regional Component Project Tasks

A. Regional Employer Database Management and Training

Monthly synchronizations from five of the employer outreach jurisdictions were received without any problems. Tri-County Council, Fairfax County, Prince George's County, Loudoun County, and Montgomery County have not submitted their monthly reports and synchronizations as of the deadline for this report.

Commuter Connections Work Program Progress Report

November 2005

Staff moderated and conducted a Survey Training Session on November 8, 2005. Attendance was good and training session participants were asked to complete an evaluation form.

Staff coordinated with the Washington DC Economic Partnership for software update for Customer Referral Action Email system and maintained client contacts list.

Staff maintained and updated the regional Employer Outreach ACT! Contact management database.

B. Employer Outreach for Bicycling

There were no activities to report for November.

2. Jurisdictional Component Project Tasks

A. Local Agency Funding and Support

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

Three jurisdictions are still outstanding in submitting their monthly reports for September.

There were still nine sales territories who do not have a FY 2006 Scope of Work and budget submitted to COG for review.

Staff fulfilled customer requests for information from J. Hickman.

VI. TELEWORK

Jurisdictional Component Project Tasks

A. General Technical Assistance and Information

Staff met with the Fairfax County Federal Credit Union and DATA. Staff delivered a telework handbook tailored to meet the telework needs of the

Commuter Connections Work Program Progress Report

November 2005

organization. This handbook included Commuter Connections case studies, sample telework policies, current telework articles, and information from previous employer telework workshops. Staff also delivered five Commuter Connections Telework Resource Center kits.

Staff met with the American Trucking Association and Arlington Transportation Partners to promote telework. Staff prepared a telework handbook for meeting participants and discussed the organizational benefits of telework.

Staff assisted Alexandria Rideshare staff with the Alexandria Telework Grant by reviewing employer telework policies, procedures, safety checklists, scopes of work, and budgets. Staff also assisted Alexandria Rideshare staff by providing telework information for an Alexandria Rideshare newsletter article.

Staff made a telework presentation to the Executive Staff at Southern Maryland Electric Co-op in Hughesville, Maryland. This presentation included disseminating telework handbooks with Commuter Connections case studies, sample telework policies, current telework articles, and information from previous employer telework workshops. Staff also handed out ten Commuter Connections Telework Resource Center kits for this presentation.

Staff responded to 27 calls regarding the Telework Resource Center. Staff distributed 12 Commuter Connections Employer Telework kits.

Staff contacted the following employers during the month of November:

Aset International
EM Business Holdings, Inc.
QED
American Trucking
DAI
Capital Area Workforce Center
R2 Group
Washington CORE
Southern Maryland Electric Cooperative
KEMA
National Rifle Association
Prentiss Properties
The College Fund

Commuter Connections Work Program Progress Report

November 2005

B. Program Coordination

The Telework Center utilization rate is currently at 56%. There are currently 426 federal workers using the centers and 177 non federal workers using the centers. *(See graph in Charts section of this report).*

C. Telework Outreach and Follow-Up to Local Employers

Staff utilized information from the ACT! Data base and employer outreach representatives to determine telework leads.

Staff continued to work with Alexandria Employer Outreach to secure companies for participation in Alexandria telework initiative and review grant applicant telework policies, procedures, safety checklists, scopes of work, and budgets.

Staff made a telework presentation to Executive Staff at Southern Maryland Electric Co-op and provided telework handbooks as a reference for their telework pilot start-up.

Staff continued to work with Arlington Employer Outreach, Fairfax County Employer Outreach, and Dulles Area Transportation Association to secure employer telework leads. Examples of these leads are: QED, American Trucking Association, Burgess and Niple, Equant, and Fairfax County Federal Credit Union.

- November 1: Meeting with Fairfax County Federal Credit Union
- November 2: Meeting with American Trucking Association
- November 10: Meeting with Equant
- November 21: Presentation to SMECO Executive Staff
- November 22: Meeting at Calvert Jones
- November 29: Telework Coordinator's Meeting at OPM

VII. INFOEXPRESS KIOSKS

Jurisdictional Project Component Tasks

A. Maintenance and Operation of Regional InfoEpxress Kiosks

Commuter Connections Work Program Progress Report

November 2005

The InfoExpress kiosks located in the District of Columbia and Northern Virginia were maintained and updated as needed by COG's contractor.

There were 662 kiosk users during the month of November.

November 2005



PERFORMANCE STATISTICS

November 2005

**Commuter Operations Center
Guaranteed Ride Home
Telecenter Use Data
Employer Outreach
InfoExpress Kiosks**

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

NOVEMBER 2005



NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD

TABLE 2A

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
NOVEMBER 2005**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	11	2	44	57
ARLINGTON (COG)	0	0	0	0
ARTMA	8	0	188	196
BALTIMORE CITY	8	0	10	18
BMC	0	0	27	27
COG - MD	167	0	324	491
COG - VA	126	1	271	398
COG - Other	16	0	25	41
DISTRICT OF COLUMBIA	20	0	33	53
FAIRFAX COUNTY	85	86	441	612
FREDERICK	0	0	33	33
HARFORD	2	0	5	7
HOWARD	11	0	48	59
LINK	7	1	13	21
LOUDOUN	28	0	205	233
MTA	0	0	1	1
MONTGOMERY COUNTY	139	57	780	976
Bethesda Transportation Solutions	63	2	107	172
Countywide	50	1	191	242
Friendship Heights/Rockville	17	1	133	151
North Bethesda TMD	8	53	276	337
Silver Spring	1	0	73	74
NIH	57	0	320	377
NORTHERN NECK	3	5	4	12
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	10	2	112	124
PRTC	81	0	431	512
RADCO	151	1	883	1,035
RAPPAHANNOCK-RAPIDAN	17	0	80	97
TRI - COUNTY	23	76	85	184
USDOE	0	0	1	1
TOTAL INPUT	970	231	4,364	5,565

TOTAL NEW & RE-APPLICANTS 1,201

TABLE 2B

**APPLICATIONS RECEIVED THROUGH THE COMMUTER CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
NOVEMBER 2005**

	HOME
ALEXANDRIA	14
ANNE ARUNDEL COUNTY	24
ARLINGTON COUNTY	6
BALTIMORE CITY	1
BALTIMORE COUNTY	6
CALVERT COUNTY	5
CARROLL COUNTY	2
CECIL COUNTY	1
CHARLES COUNTY	25
CLARKE COUNTY	0
CULPEPER COUNTY	3
DISTRICT OF COLUMBIA	13
FAIRFAX COUNTY *	96
FAUQUIER COUNTY	6
FREDERICK COUNTY, MD	17
FREDERICK COUNTY, VA	1
FREDERICKSBURG	8
HARFORD COUNTY	5
HOWARD COUNTY	21
KING GEORGE COUNTY	3
LANCASTER COUNTY	0
LOUDOUN COUNTY	34
MADISON COUNTY	0
MONTGOMERY COUNTY	32
ORANGE COUNTY	3
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	41
PRINCE WILLIAM COUNTY **	98
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	0
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	46
STAFFORD COUNTY	56
ST. MARY'S COUNTY	11
WARREN COUNTY	3
WESTMORELAND COUNTY	4
WINCHESTER	1
OTHERS	31
TOTAL	617

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 NOVEMBER 2005

ALEXANDRIA	231
ARLINGTON (COG)	2
ARTMA	915
BALTIMORE CITY	82
BMC	166
COG	6,044
DISTRICT OF COLUMBIA	10
DOE	1
FAIRFAX COUNTY	2,334
FREDERICK	234
HARFORD COUNTY	155
HOWARD COUNTY	204
LINK/RESTON	60
LOUDOUN COUNTY	912
MONTGOMERY COUNTY	6,287
Bethesda Transportation Solutions	771
Countywide	1,247
Friendship Heights/Rockville	987
North Bethesda Transportation Ctr	2,596
Silver Spring	686
MTA	8
NIH	426
NORTHERN NECK	63
NORTHERN SHENANDOAH VALLEY	3
PRINCE GEORGE'S COUNTY	600
PRTC	2,069
RADCO	3,897
RAPPAHANNOCK-RAPIDAN	264
TRI - COUNTY	760
OTHER	
TOTAL	25,727

TABLE 4A

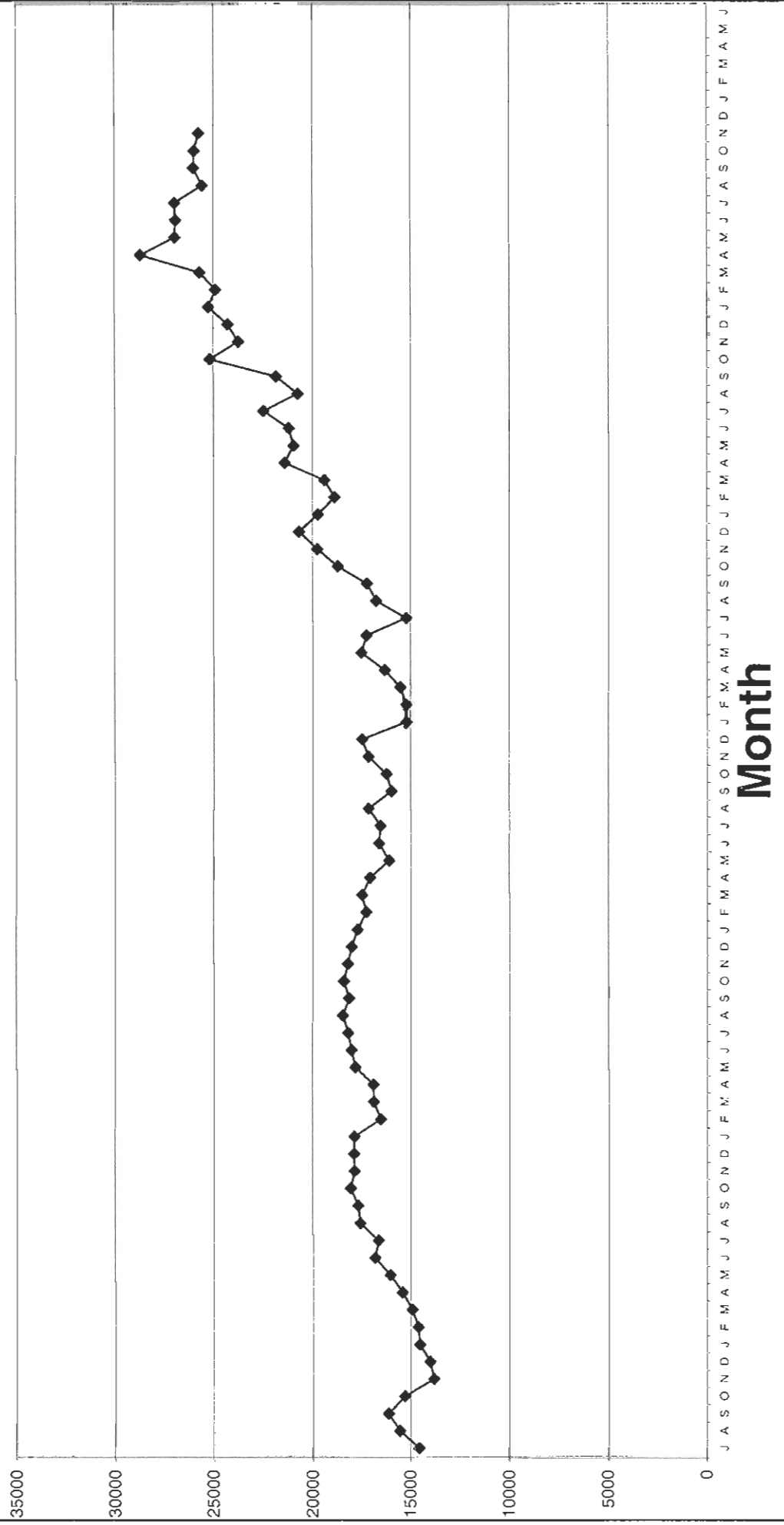
COMMUTER CONNECTIONS RIDESHARE DATABASE
 SORTED BY HOME AND WORK JURISDICTIONS
 NOVEMBER 2005

	HOME	WORK
ALEXANDRIA	334	869
ANNE ARUNDEL COUNTY	1,115	182
ARLINGTON COUNTY	305	3,580
BALTIMORE CITY	245	217
BALTIMORE COUNTY	333	132
CALVERT COUNTY	325	7
CARROLL COUNTY	138	6
CECIL COUNTY	28	3
CHARLES COUNTY	703	24
CLARKE COUNTY	15	0
CULPEPER COUNTY	121	1
DISTRICT OF COLUMBIA	666	9,648
FAIRFAX COUNTY *	2,717	2,499
FAUQUIER COUNTY	271	6
FREDERICK COUNTY, MD	1,087	88
FREDERICK COUNTY, VA	50	0
FREDERICKSBURG	217	8
HARFORD COUNTY	191	97
HOWARD COUNTY	701	146
KING GEORGE COUNTY	101	35
LANCASTER COUNTY	4	0
LOUDOUN COUNTY	1,113	271
MADISON COUNTY	3	0
MONTGOMERY COUNTY	4,276	7,123
ORANGE COUNTY	114	1
PAGE COUNTY	7	0
PRINCE GEORGE'S COUNTY	2,062	492
PRINCE WILLIAM COUNTY **	3,386	166
RAPPAHANNOCK COUNTY	14	0
RICHMOND COUNTY	15	1
SHENANDOAH COUNTY	24	0
SPOTSYLVANIA COUNTY	1,558	6
STAFFORD COUNTY	2,301	24
ST. MARY'S COUNTY	150	35
WARREN COUNTY	101	1
WESTMORELAND COUNTY	53	0
WINCHESTER	46	2
OTHERS	867	87
TOTAL	25,757	25,757

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

COMMUTER CONNECTIONS CCRS DATABASE FY2000 - FY2006



Commuter Connections CCRS Database FY 2006

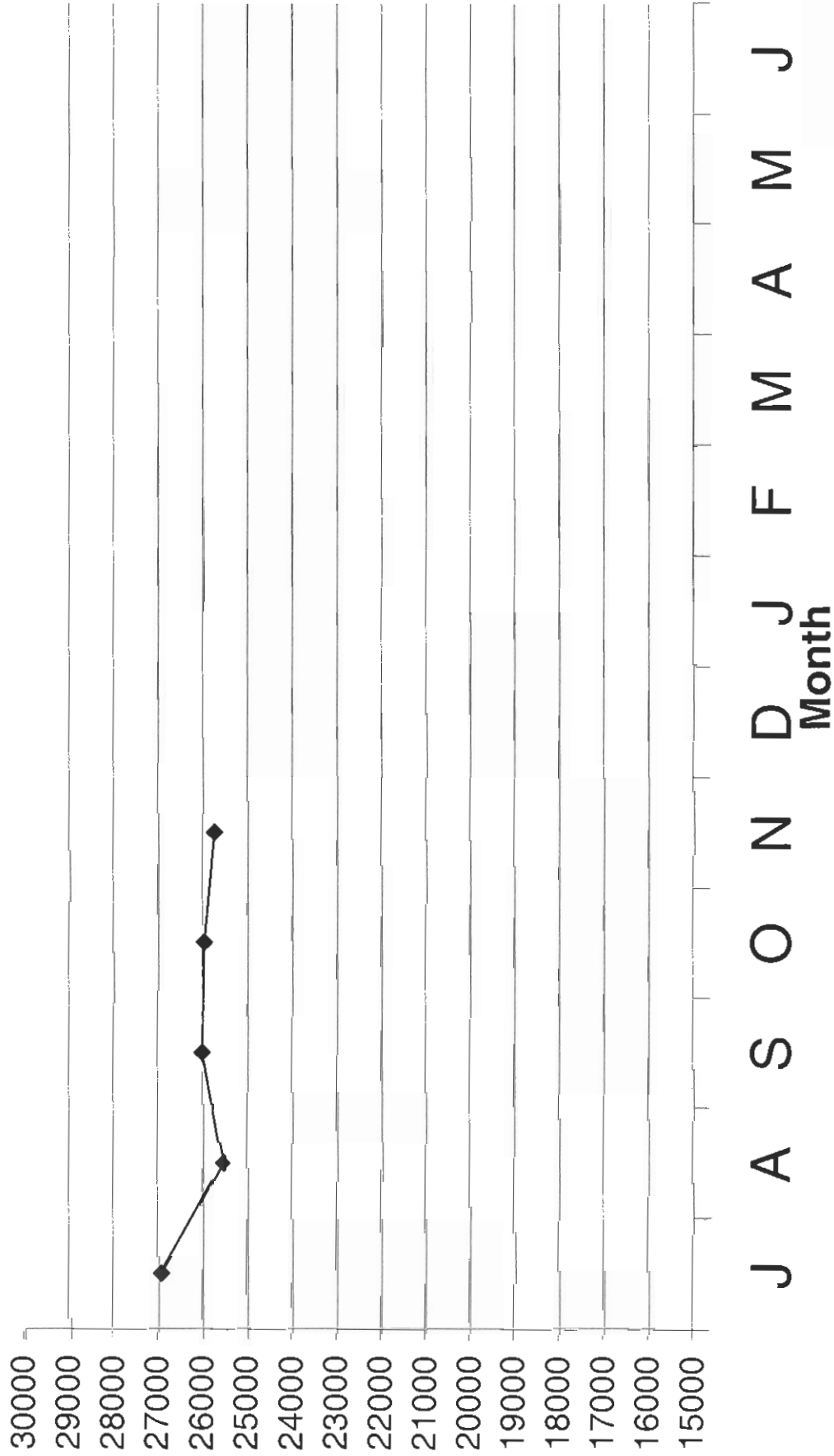


TABLE 5
ERM/COMMUTE INFORMATION
NOVEMBER 2005

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	39	N/A	N/A	N/A	10	N/A	
Internet	N/A	530	N/A	N/A	N/A	578	N/A	
Kiosks	N/A		N/A	N/A	N/A		N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	30	N/A	
Fax/Phone	N/A	5	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	574	N/A	N/A	19*	618	N/A	
PHONE CALLS								
Brochure/Promo Materials		2		1		1	2	6
Bus/Train Schedule		4		5			1	10
Bus/Train Sign		5		3		4	2	14
Direct Mail						1		1
Employer						1		1
Employer Survey		1						1
Fair/On Site Event								0
Government Office								0
Highway Sign				6		7	7	20
Information (411)								0
Internet		4		7		9	2	22
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper						1		1
Newspaper (Local)								0
Other Ridesharing Org		1						1
Park-and-Ride Lot Sign				1		1		2
Post Card (COG)		1						1
Presentation								0
Radio		4	1	2		12	2	21
Real Estate/WelcomeWagon								0
Referral from Transit Org		2				1	1	4
Theatre Slide								0
TV		2						2
Van Sign		12						12
Was/Is Applicant		330	1	1		26		358
White Pages		2						2
Word of Mouth	1	24		4		14	1	44
Yellow Pages - Verizon		1		3		1		5
Yellow Pages - Yellow Book						1		1
Yellow Pages - Local						1		1
Voice Mail Messages		17	1	9		10	7	44
Other		1		2		4	14	21
TOTAL CALLS	1	413	3	44	0	95	39	595

*Requests for Bicycling information from applications received from all sources

**TABLE 6,
REQUESTS RECEIVED AT CLIENT PROGRAMS
NOVEMBER 2005**

	T O C T O N O A O L G L G Y	A R L X	A R M A	A B T H	B E T H	D O E	F F X	F R E D	H A R R	H O W	L I N K	L F F X	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P S S	T A P S	T R I S	T R A N S	T O T A L
Calls Transfrd by COG	N/A	1	1	**	1	6	2	2	1	1	5	2	5	2	2	3	7	9	8	4	4	**	**	3	9	63
How they heard...																										
Brochure/Promo Matrix	6	5	2							2	26	14	138	32							6	17	7	5	1	62
Bus/Train Schedule	10	8	13								48	7														227
Bus/Train Sign	14	11																								69
Direct Mail	1	1																								1
Employer	1	1	6							2	3															14
Employer Survey	1	1																								1
Fair/On Site Event	0	0	37					2		1	3			6									5			48
Government Office	0	0	2					18			7	18														11
GRH Program	0	0	4							16	7	6														51
Highway Sign	20	11								9		10														39
Information (411)	0	0	1							2	87	21														20
Internet	22	13	4						5	2																142
Library	0	0																								0
Mobile Billboard	0	0																								0
Newsletter	0	0	4																							4
Newspaper	1	0							1		12															30
Newspaper (Local)	0	0	2						5																	7
Other Ridesharing Org	1	1	6						17		41															68
Park-and-Ride Sign	2	1																								2
Post Card (COG)	1	1																								1
Presentation	0	0																								9
Radio	21	17																								19
Real Estate/Welcomew	0	0																								0
Referral from Transit Org	4	3	3								26															32
Theatre Slide	0	0																								0
TV	2	0																								0
Van Sign	12	12																								12
Was/is Applicant	358	348								6		41														1
White Pages	2	2						1																		3
Word of Mouth	44	36	1							3	108	62														233
Yellow Pgs-Verizon	5	3	4	1																						11
Yellow Pgs-Yellow Book	1	0								1																1
Yellow Pages-Local	1	1							1	3	2															8
Voice Mail Messages	44	41																								9
Other	21	20	3					1	5		11	12									442	5	50	41	0	501
Total	595	537	47	65	0	0	0	22	12	67	0	512	229	0	0	0	0	0	0	0	442	5	50	41	0	2073

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
NOVEMBER 2005**

	COG	ALX	ARTMA	BALTH	BMC	DOE	FFX	FRED	HAR	HOW	LINK	LDN	LMC	MTA	NIH	NNECK	NSHEN	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TOTAL
How they heard...																									
Brochure/Promo Matrix	29									1	1	3													34
Bus/Train Schedule	33																								33
Bus/Train Sign	16											1													17
Direct Mail	3																								3
Employer	33									1	2														36
Employer Survey	1																								1
Fair/On Site Event	1		3									14													18
Government Office	16							2																	18
GRH Program	0	5	17					18				26	68							78	9	1			222
Highway Sign	7									15										10					32
Information (411)	0																								0
Internet	63	9							11			10	50								29				143
Library	0									1															30
Mobile Billboard	1																								1
Newsletter	3	1																							4
Newspaper	1																								1
Newspaper (Local)	1																								1
Other Ridesharing Org	5		16							13															34
Park-and-Ride Sign	0																								0
Post Card (COG)	0																								0
Presentation	0												62												62
Radio	93																								93
Real Estate/Welcomew	1																								1
Referral from Transit Org	0																								0
Theatre Slide	0																								0
TV	8																								8
Van Sign	1																								1
Was/Is Applicant	21									7		10													60
White Pages	1							1																	2
Word of Mouth	96								1		1	4								46					148
Yellow Pgs-Verizon	0																								0
Yellow Pgs-Yellow Bk	0																								0
Yellow Pages-Local	0								2	2															4
Voice Mail Messages	1																								1
Other	52									7		6								3	1				131
Total	487	15	36	0	0	0	0	21	14	47	0	40	218	0	0	0	0	0	0	166	10	23	62	0	1139

Table 1
National Capital Region Transportation Planning Board
Commuter Connections Program
Monthly Activity and Impact Summary
Month of NOVEMBER 2005

Commuter Connections Activity	This Month	Last Month	Since July 2005
Total applicants/info provided:	1,288	1,593	7,142
Rideshare applicants	1,201	1,507	6,745
Matchlists sent	863	1,832	7,007
Transit applicants/info sent	44	55	322
GRH applicants	574	644	3,155
Bike to work info requests	19	22	117
Telework info requests	1	0	4
Kiosk users	662	657	5,828
Kiosk applicants	0	0	0
Internet users	7,424	9,252	40,556
Internet applicants	1,192	1,359	6,521
New employer clients	7	101	163
Employee applicants	0	2	90

Program Impact Performance Measure	This Month	Last Month	Since July 2005
Continued placements	329	413	1,848
Temporary/one-time placements	159	199	890
Daily vehicle trips reduced	124	155	694
Daily VMT reduced	4,459	5,595	25,043
Daily tons NOx reduced	0.0031	0.0039	0
Daily tons VOC reduced	0.0013	0.0016	0
Daily gallons of gas saved	187	235	1,052
Daily commuter costs saved	\$825	\$1,035	\$4,632

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.

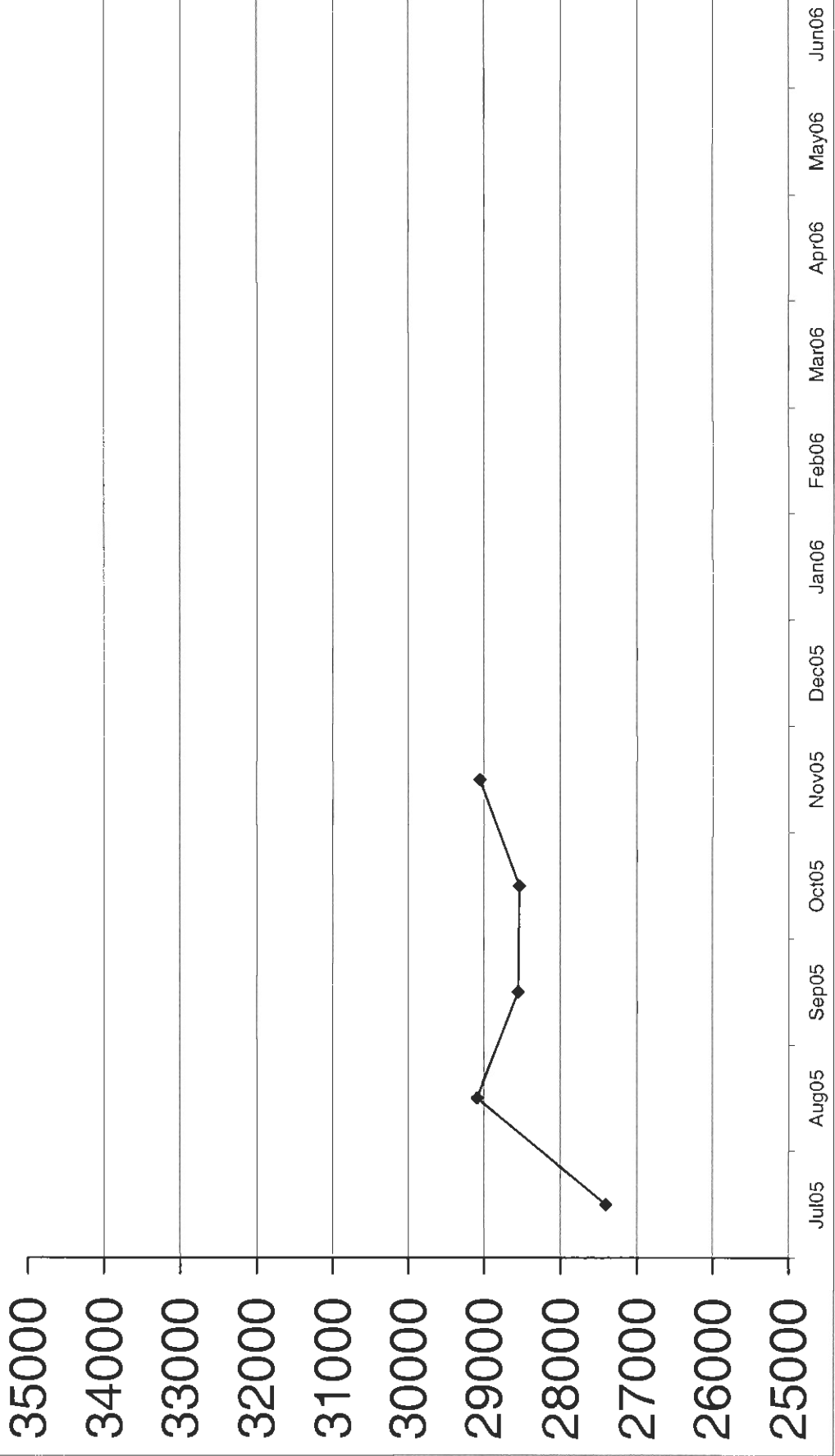
Commuter Connections Website Activity -- November 2005

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	7,638	10.40%
Total Accesses of Commuter Connections Home Page	7,424	6.49%
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,738	6.41%
TDM Resources	1,084	5.68%
Calculate Your Commuting Cost	1,071	5.61%
Carpooling Page	949	4.85%
Public Transit Page	949	4.19%
Telework Page	938	3.39%
Vanpooling Page	810	3.34%
About Page	700	3.08%
Bicycling Page	566	3.02%
Transit Maryland	559	2.99%
Participation Guidelines	515	2.85%
GRH - What Does It Cost?	505	2.33%
GRH Area	500	2.10%
Transit Virginia	477	1.96%
News	390	1.87%
GRH Eligibility	351	1.84%
Ozone Action Days Page	327	1.62%
GRH Customer Testimonials	312	1.57%
SmartTrip and Metrochek	308	1.51%
Walking	270	1.47%
Special Events	263	1.37%
TDM Telework Centers	253	1.33%
Carpooling - HOV	246	1.29%
Vanpool Advantages	229	1.27%
Calculate Your Cost of Commuting	222	1.27%
Concerns about Vanpooling	216	1.24%
Bicycling Guide - Resources	213	1.22%
Telework Centers	212	1.14%
Telework Benefits	207	
Transit D.C.	204	
Employer Services	190	

Commuter Connections Website Activity -- November 2005

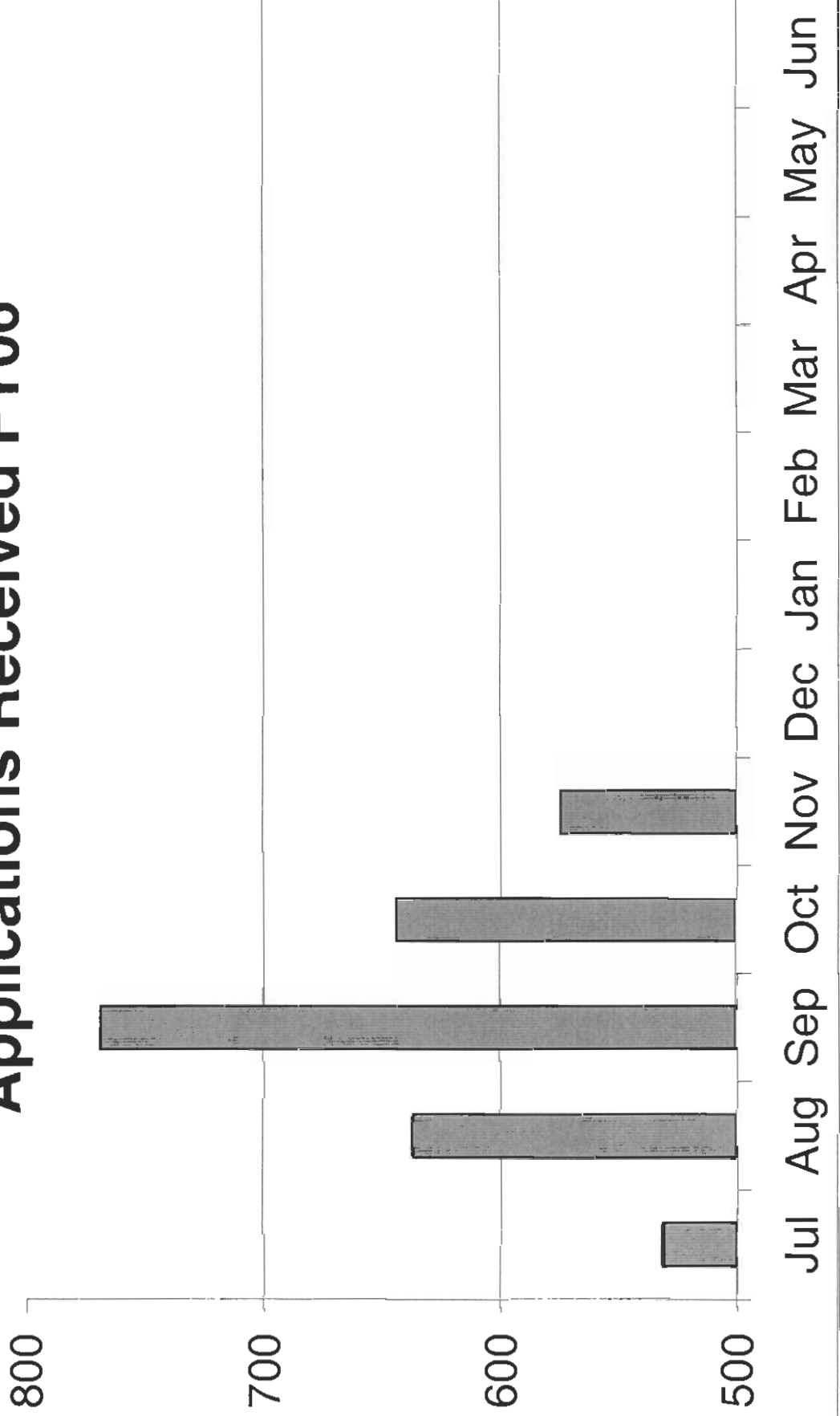
Teleworking - Keep the job, Lose the Commute	179	1.07%
Vanpool Incentive Programs	164	0.98%
Carpool Advantages	152	0.91%
Why Should Your Employees Bike to Work	151	0.90%
Tips to Successful Carpooling	147	0.88%
Bicycling Guide - Employees	147	0.88%
Total	16,714	100.00%

COMMUTER CONNECTIONS GRH Registrants FY06



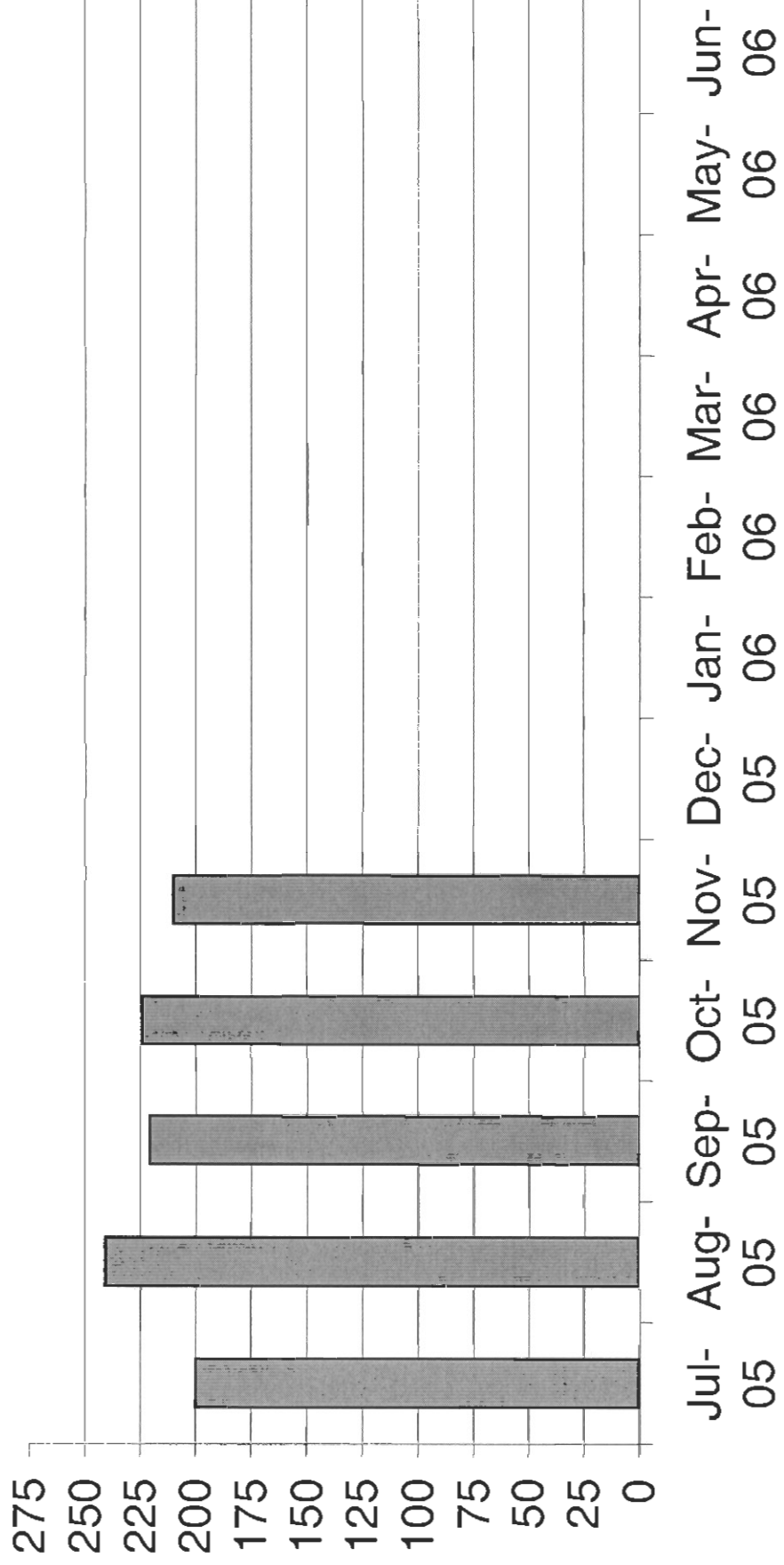
COMMUTER CONNECTIONS GRH GRH

Applications Received FY06

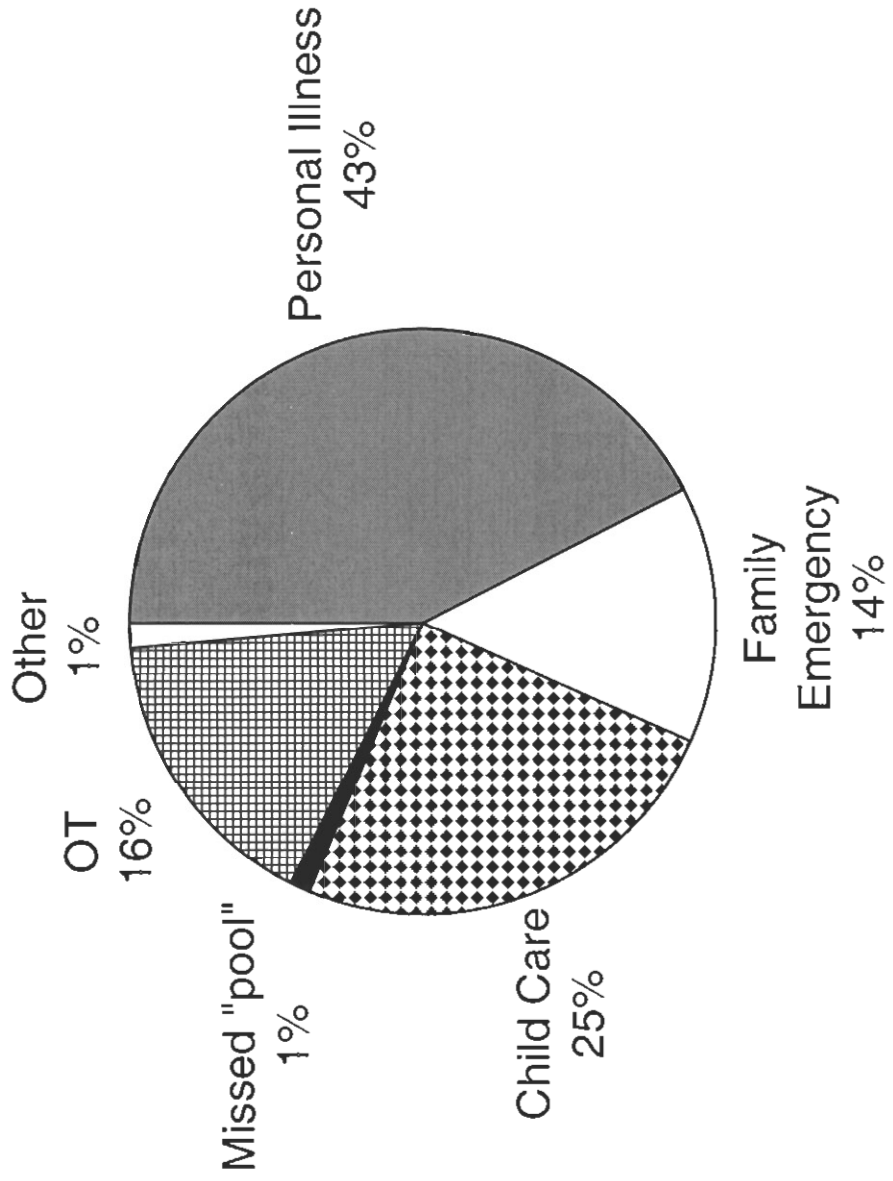


COMMUTER CONNECTIONS

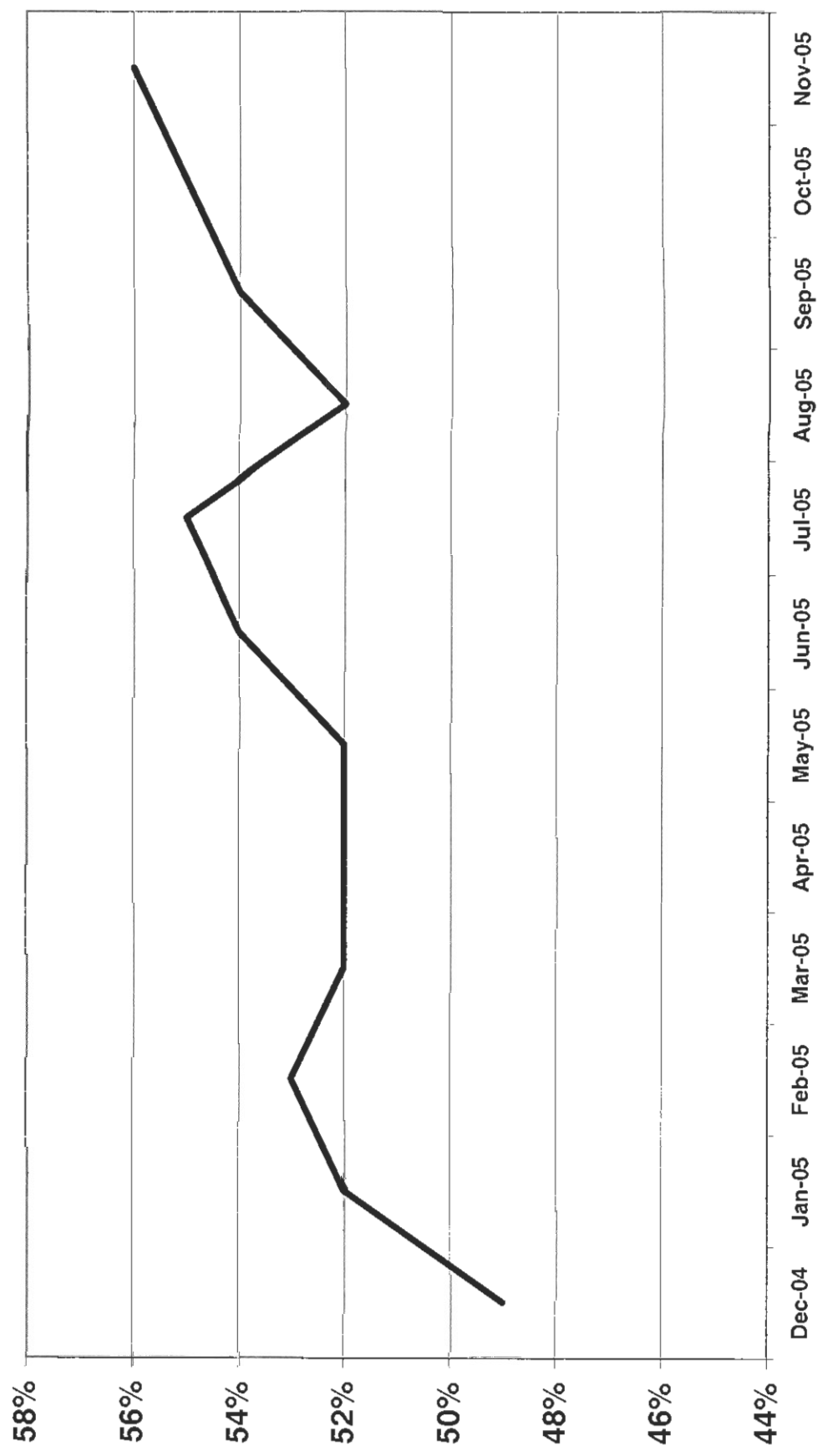
GRH Trips Provided FY06



COMMUTER CONNECTIONS GRH Trip Reasons for November 2005



Telework Center Utilization Percentage



Emp. Outreach
November '15

	City of Alexandria	Arlington County	District of Columbia	Fairfax County *	Frederick County	Loudoun County *	Montgomery County *	Prince George's *	Prince William	Tri-County Council *	Metro	Telework
Employers Contacted (new)	1	3	2	0	0	0	0	0	0	1	0	27
Employers Contacted (follow-up)	1	83	114	0	1	0	0	0	6	0	0	20
Total Broadcast Contacts	2	0	0	0	0	0	0	0	0	0	0	12
Total Sales Meetings	1	2	2	0	0	0	0	0	0	1	0	3
Total Employers Contacted	5	88	118	0	1	0	0	0	6	2	0	62
New Level 1 TDM Programs	0	1	11	0	3	0	0	0	0	1	0	0
New Level 2 TDM Programs	1	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	0	2	0	0	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	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.

Emp. Outr
Year to Date rY06

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County *	Montgomery County *	Prince George's	Prince William	Tri - County Council	Metro	Telework
Employers Contacted (new)	15	56	2	3	0	0	0	2	0	1	0	55
Employers Contacted (follow-up)	48	446	114	22	1	0	0	384	6	5	0	120
Total Broadcast Contacts	32	9693	0	130	0	0	0	675	0	100	0	84
Total Sales Meetings	12	9	2	3	0	0	0	7	0	3	0	11
Total Employers Contacted	107	10204	118	158	1	0	0	1068	6	109	0	270
New Level 1 TDM Programs	17	13	11	2	3	0	0	1	0	1	0	0
New Level 2 TDM Programs	3	0	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	6	39	0	2	0	0	0	1	0	0	7	0
New Level 4 TDM Programs	3	2	0	0	0	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.

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 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

Springfield Mall # 2	11	1785	Streets Springfield MARC Metro Traffic	41 40 37 27 24
Dulles Town Center	83	1826	Maps Dulles Weather Loudon Transit News	67 48 53 41 36

Fair Oaks Mall **Kiosk Down**

Ballston Common Mall	73	1735	Maps Metro Transit Weather Traffic	67 42 38 26 25
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USDA - DC Was down at times

Insufficient Data	20 13 12 7 5
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Hoffman	52	1523	Metro Maps Weather Maps News	54 31 41 31 29
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Fairfax County Kiosks No Data was provided due to Network difficulties

- Location
- Sherwood Library
- George Mason Library
- Chantilly
- Kings Town
- Mason Govt Center

Hits

Kings Pai
Reston Library
Tysons Transit
Centreville
Dolley/Madison
Inova
Pohick
John Marshall
Tysons Pimmit
Pennino
Govt. Center
Fairfax Library
Warranton

No Data

Nov-05
**NUMBER OF APPLICATIONS RECEIVED
 FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
MITRE	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Ballston	0
USDA - DC	0
Total	0