

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116/6137
Month:	April 2004	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	May 14, 2004	

Background Activities

- Clear Channel Interview with Chris Zimmerman April 14th
- Frederick Keys promotion, write copy and record public address spot April 20th, finalize print ad. Order vinyl banner, table skirt and bid out seat cushion giveaway item.
- Earth Day booth Rawlins Park, Washington DC April 22nd
- Provided Dudnyk with creative brief regarding WMATA Translation service direct mailer.
- Meet with Pulsar Advertising, VDRPT HOV ad agency April 8th to discuss Commuter Connections HOV marketing efforts.
- A Regional TDM Marketing Group meeting was held on April 6th, Highlights from the meeting included: an update on regional TDM marketing activities, a presentation on the FY2003 GRH Customer Satisfaction Survey draft results, an update on the 2004 Bike To Work Day marketing efforts.
- Montgomery County Business Forum was held at Discovery Communications on April 28th, with Ron Kirby from COG/TPB on the panel.

Products

- Various meetings, presentations and conference calls
- Various trade booth and public relations events

Problems Encountered

None

Future Activities

- Finalize BTWD Media Advisory and Press Release with COG OPA
- Work with COG public affairs to send out Media Advisory and Press Release for the InfoExpress kiosk unveilings for Dulles Town Center and Manassas Mall, May 6th
- Work with Dudnyk to finalize WMATA Translation service direct mailer
- Continue to coordinate Park & Ride map development, data collection, cover art etc.
- Frederick Keys baseball game promotion, May 19th
- Commuter Connections trade show booth at Frederick Marathon, May 1st
- Coordinate FOX 5 news Commuter Challenge story airs, May 13th
- Evaluation of the Mass Marketing TERM

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Commuter Operations Center 6131**
Month: April 2004 **FY04**
Staff Contact: C. Arabia
Edited By: N. Ramfos
Today's Date: May 26, 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 April 5, and 19. 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:

Fairfax County – COG staff made a site visit on March 1 and updated the upload and download files to the new FTP site. Also, COG staff investigated a problem reported by Fairfax County staff where they were getting an error message regarding “out of space” and would sometimes be “kicked out” of the record. The problem was due to the Alternative Origin table remaining open and using up space. The CCRS program would have to be closed in order for the table to close. This happened on a few records where many attempts were made to enter alternative origin data that the system could not find in the CCRS data tables. To correct this problem, the record was deleted and the commuter’s data entered into a new record. In the new record, when the correct landmark data was used there were no problems.

Howard County – Howard County rideshare staff reported that their automatic uploads and downloads were not successful using the old stand alone computer with the dial up modem. The manual uploads and downloads are successful. The rideshare staff is still waiting for the county’s computer staff to fix a problem with WindowsXP that won’t allow them to remove the read only attributes on the CCRS software files so that they can use the rideshare staff’s main computer with Internet access and FTP uploads and downloads instead of using the modem.

Loudoun County – COG staff corrected Loudoun County’s office telephone number on their matchletter that prints at COG.

Montgomery County – County rideshare staff reported that the Countywide rideshare computer was no longer performing automatic uploads and downloads. The rideshare computer was not attempting to do the uploads and downloads which means the process was never started, most likely a result of the computer being turned off or a network password permission conflict. The dates that the automatic uploads and downloads did not attempt coincided exactly with the dates

that the rideshare staff person that uses the Countywide computer was on leave.

North Bethesda Transportation Center – NBTC staff reported that they could not download on April 12th. The problem was probably a result of a bad connection with their DSL line as they were eventually able to download.

RADCO – COG staff visited RADCO's offices on April 23rd and updated the upload and download files, on the rideshare computer, with the latest FTP files.

Tri-County Council – Tri-County staff picked up their rideshare computer on April 9th. COG staff replaced the hard drive and recommended that COG install the CCRS software on Tri-County's rideshare staff's main computer, instead of the stand alone computer. This will enable Tri-County to use their Internet connection instead of a dial up modem to upload and download data.

COG provided CCRS software training on April 6th. The training was attended by rideshare staff from NIH and Prince George's County.

A meeting of the local rideshare managers and state funding staff was hosted by COG on April 20th. Attendees discussed the impact of COG's e-Communicator Web application processing system on local rideshare agency staff (i.e., reduction in the number of applications local rideshare staff manually enter into the CCRS database), the importance of conducting one-to-one follow up with commuters and encouraging local agencies to use staff time not needed for application data entry to conduct follow up, and shifting the importance of application data entry when evaluating local rideshare programs and assigning "credit," to follow up, outreach and activities that produce more new rideshare applications.

COG staff participated in an employee transportation fair in Washington DC at the USDA Graduate School, and an Earth Day event at the Office of Federal and Environmental Executive in Washington, DC on April 22nd. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at these fairs.

The FY04 Placement Rate Study and the 2002-2005 Evaluation Framework Methodology reports were completed and distributed. The consultant also continued the data collection activities for the 2004 State of the Commute survey. Work continued on the production of the Spring Commuter Connections newsletter. Work also continued on the logistics for the 2004 Employer Recognition Awards project.

A staff meeting with the Department of Environmental Programs Clean Air Partners staff occurred on April 8th. The purpose of the meeting was to exchange information on the Commuter Connections program services and Air Quality Action day activities. COG staff participated in the April 13th meeting at NCPC to develop the curriculum for the upcoming Federal ETC training workshop. Also participating in the meeting were representatives from DOT, EPA, GSA, NCPC, and WMATA. Staff attended the Travel Management Subcommittee meeting on April 27th. Staff participated in the Best Workplaces for Commuters Coalition Group meetings on April 8th and 28th. Staff was invited to participate in a national TDM review panel for the Boston TDM program MassRIDES on April 30th.

Products

April monthly performance report.
FY04 Placement Rate Study Report
2002-2005 TDM Evaluation Framework Methodology Report

Problems Encountered

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

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail third quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for May 18, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for May 18, 2004.
- The next TDM Evaluation Group meeting will be held on May 19, 2004.
- Provide basic technical assistance to clients with the rideshare software, through the Commuter Connections Web site.
- Coordinate additional Federal ETC training workshops. The next workshop is scheduled for June 8, 2004.
- Complete the 2004 State of the Commute Survey
- Complete and distribute Spring Commuter Connections newsletter.
- The 2004 Employer Recognition Awards Program will be held June 24, 2004.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of APRIL 2004

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	1,925	2,447	20,786
Rideshare applicants	1,840	2,392	19,915
Matchlists sent	1,787	2,233	12,820
Transit applicants/info sent	68	46	626
GRH applicants	732	923	7,539
Telework info requests	1	2	17
Kiosk users	2,129	2,356	29,638
Kiosk applicants	0	0	25
Internet users	7,532	8,406	79,960
Internet applicants	1,596	2,004	15,947
New employer clients	73	51	424
Employee applicants	16	0	480

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	539	685	5,820
Temporary/one-time placements	341	433	3,679
Daily vehicle trips reduced	321	408	3,465
Daily VMT reduced	10,965	13,938	118,395
Daily tons NOx reduced	0.0155	0.0197	0.1677
Daily tons VOC reduced	0.0073	0.0093	0.0789
Daily gallons of gas saved	508	645	5,481
Daily commuter costs saved	\$2,111	\$2,683	\$22,791

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.

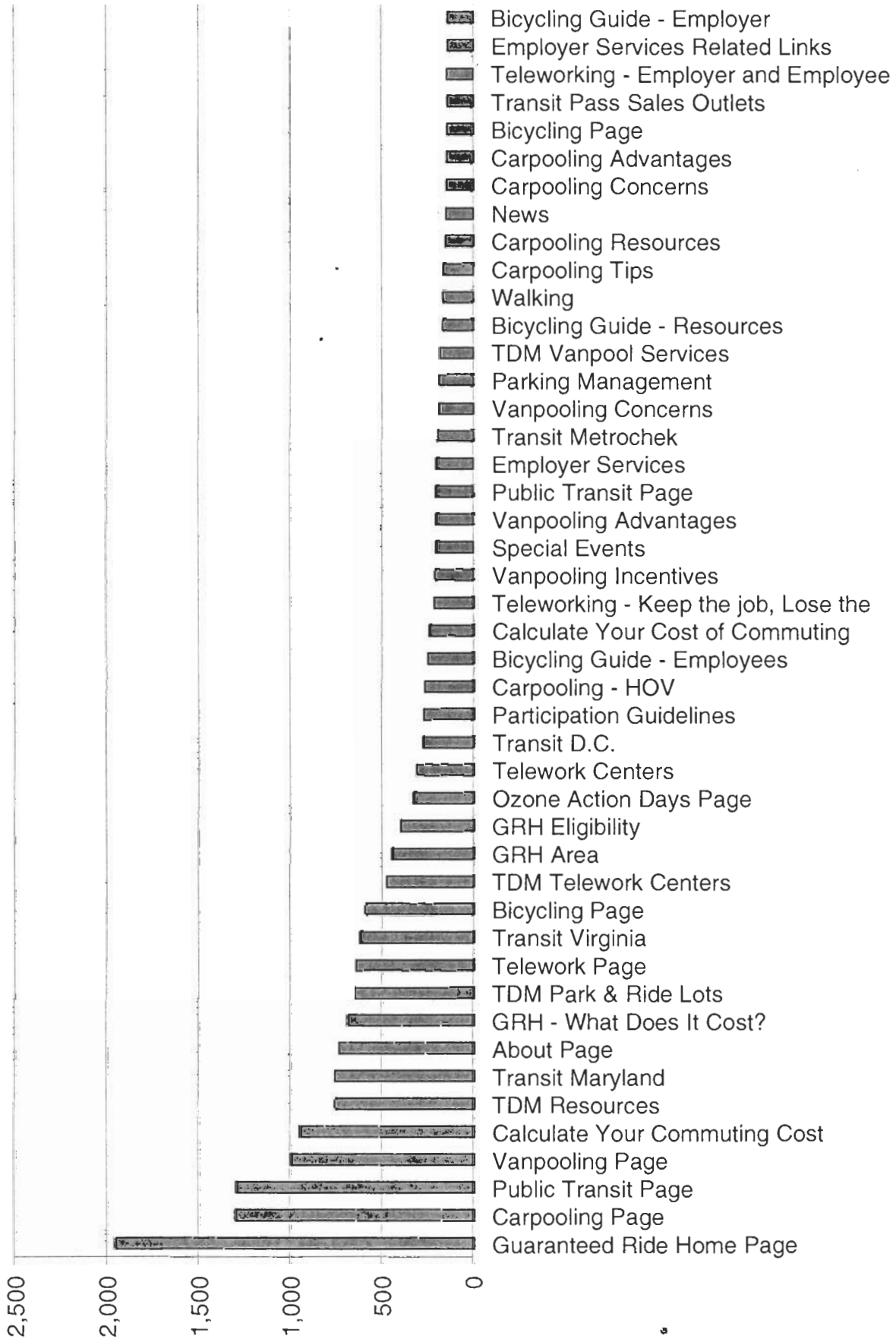
Commuter Connections Website Activity -- April 2004

	Accesses	% of Total
Total Accesses of MWCOG Web Site Pages	2,930,267	
Total Accesses of Commuter Connections Home Page	7,532	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,957	10.32%
Carpooling Page	1,302	6.87%
Public Transit Page	1,297	6.84%
Vanpooling Page	997	5.26%
Calculate Your Commuting Cost	948	5.00%
TDM Resources	757	3.99%
Transit Maryland	755	3.98%
About Page	731	3.86%
GRH - What Does It Cost?	688	3.63%
TDM Park & Ride Lots	648	3.42%
Telework Page	637	3.36%
Transit Virginia	621	3.28%
Bicycling Page	591	3.12%
TDM Telework Centers	473	2.50%
GRH Area	445	2.35%
GRH Eligibility	397	2.09%
Ozone Action Days Page	330	1.74%
Telework Centers	309	1.63%
Transit D.C.	275	1.45%
Participation Guidelines	269	1.42%
Carpooling - HOV	264	1.39%
Bicycling Guide - Employees	247	1.30%
Calculate Your Cost of Commuting	241	1.27%
Teleworking - Keep the job, Lose the Commute	212	1.12%
Vanpooling Incentives	210	1.11%
Special Events	205	1.08%
Vanpooling Advantages	204	1.08%
Public Transit Page	204	1.08%
Employer Services	202	1.07%
Transit Metrochek	195	1.03%
Vanpooling Concerns	185	0.98%

Commuter Connections Website Activity -- April 2004

Parking Management	184	0.97%
TDM Vanpool Services	180	0.95%
Bicycling Guide - Resources	168	0.89%
Walking	166	0.88%
Carpooling Tips	163	0.86%
Carpooling Resources	152	0.80%
News	148	0.78%
Carpooling Concerns	146	0.77%
Carpooling Advantages	145	0.76%
Bicycling Page	144	0.76%
Transit Pass Sales Outlets	142	0.75%
Teleworking - Employer and Employee Benefits	142	0.75%
Employer Services Related Links	140	0.74%
Bicycling Guide - Employer	139	0.73%
Total	18,955	100.00%

Commuter Connections Website Activity -- April 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

APRIL 2004



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
APRIL 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	23	3	29	55
ARLINGTON (COG)	0	0	6	6
ARTMA	2	0	110	112
BALTIMORE CITY	2	0	6	8
BMC	0	0	18	18
COG - MD	199	1	177	377
COG - VA	344	2	168	514
COG - Other	20	0	12	32
DISTRICT OF COLUMBIA	15	0	7	22
DOD	0	0	0	0
FAIRFAX COUNTY	129	46	142	317
FREDERICK	4	4	0	8
HARFORD	4	5	9	18
HOWARD	8	1	104	113
LINK	0	1	8	9
LOUDOUN	52	1	93	146
MTA	1	0	3	4
MONTGOMERY COUNTY	376	57	608	1,041
Bethesda Transportation Solutions	79	23	232	334
Countywide	113	19	264	396
Friendship Heights/Rockville	19	2	0	21
North Bethesda TMD	133	13	85	231
Silver Spring	32	0	27	59
NIH	0	6	13	19
NORTHERN NECK	3	10	1	14
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	63	1	201	265
PRTC	70	3	418	491
RADCO	198	131	679	1,008
RAPPAHANNOCK-RAPIDAN	7	4	52	63
TRI - COUNTY	0	44	47	91
USDOE	0	0	0	0
TOTAL INPUT	1,520	320	2,911	4,751
TOTAL NEW & RE-APPLICANTS		1,840		

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004

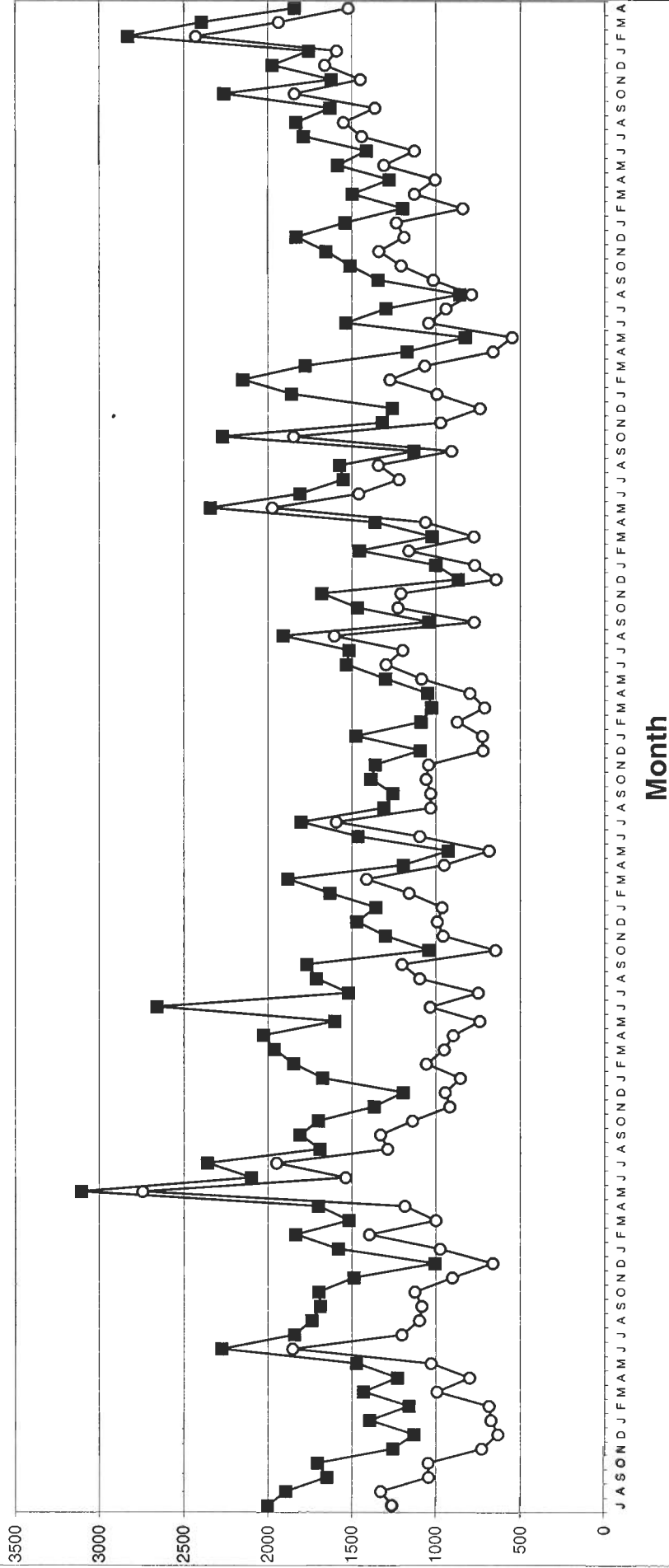


TABLE 3**COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
APRIL 2004**

ALEXANDRIA	169
ARLINGTON (COG)	71
ARTMA	432
BALTIMORE CITY	22
BMC	181
COG	4,615
DISTRICT OF COLUMBIA	96
DOD	0
DOE	1
FAIRFAX COUNTY	1,789
FREDERICK	360
HARFORD COUNTY	107
HOWARD COUNTY	360
LINK/RESTON	30
LOUDOUN COUNTY	599
MONTGOMERY COUNTY	7,335
Bethesda Transportation Solutions	1,859
Countywide	1,295
Friendship Heights/Rockville	535
North Bethesda Transportation Ctr	2,498
Silver Spring	1,148
MTA	21
NIH	242
NORTHERN NECK	40
NORTHERN SHENANDOAH VALLEY	79
PRINCE GEORGE'S COUNTY	493
PRTC	1,486
RADCO	2,658
RAPPAHANNOCK-RAPIDAN	202
TRI - COUNTY	22
OTHER	
TOTAL	21,410

COMMUTER CONNECTIONS CCERS DATABASE FY1996 - FY2004

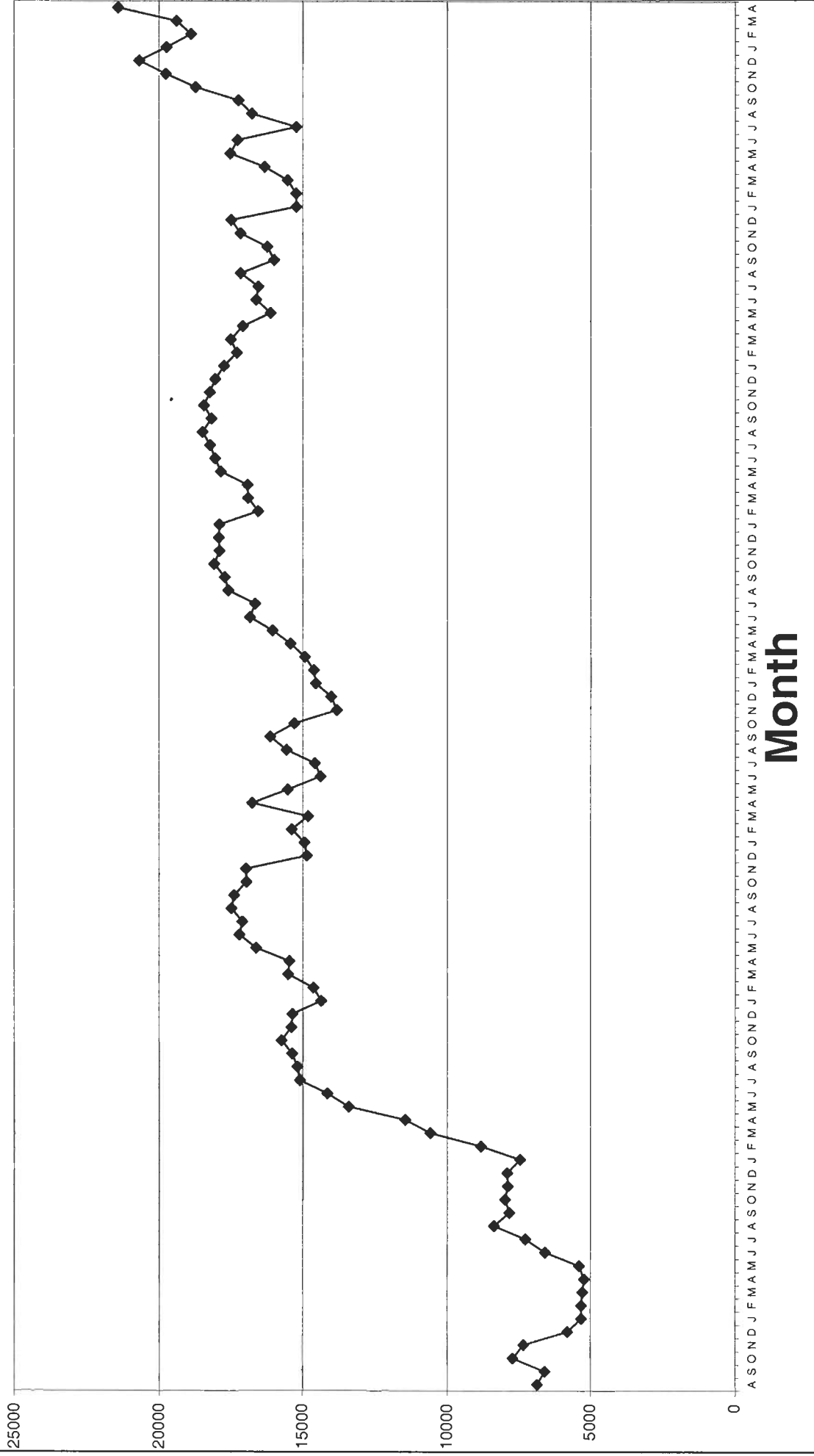


TABLE 4A

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

	HOME	WORK
ALEXANDRIA	290	521
ANNE ARUNDEL COUNTY	742	74
ARLINGTON COUNTY	283	2,781
BALTIMORE CITY	165	134
BALTIMORE COUNTY	332	103
CALVERT COUNTY	63	2
CARROLL COUNTY	9	4
CECIL COUNTY	18	5
CHARLES COUNTY	543	22
CLARKE COUNTY	18	0
CULPEPER COUNTY	75	0
DISTRICT OF COLUMBIA	781	7,637
FAIRFAX COUNTY *	2,425	1,607
FAUQUIER COUNTY	204	5
FREDERICK COUNTY, MD	953	43
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	234	14
HARFORD COUNTY	124	66
HOWARD COUNTY	798	75
KING GEORGE COUNTY	57	20
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	709	171
MADISON COUNTY	7	0
MONTGOMERY COUNTY	4,556	7,535
ORANGE COUNTY	71	0
PAGE COUNTY	5	1
PRINCE GEORGE'S COUNTY	2,049	434
PRINCE WILLIAM COUNTY **	2,431	101
RAPPAHANNOCK COUNTY	10	0
RICHMOND COUNTY	25	0
SHENANDOAH COUNTY	21	0
SPOTSYLVANIA COUNTY	1,147	6
STAFFORD COUNTY	1,674	6
ST. MARY'S COUNTY	115	34
WARREN COUNTY	70	0
WESTMORELAND COUNTY	31	0
WINCHESTER	49	0
OTHERS	326	9
TOTAL	21,410	21,410

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
APRIL 2004**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	19	N/A	N/A	N/A	8	N/A	
Internet	N/A	713	N/A	N/A	N/A	883	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	0	N/A	N/A	N/A	125	N/A	
Fax/Phone	N/A	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	732	N/A	N/A	*17	1016	N/A	
PHONE CALLS								
								TOTAL
Brochure/Promo Materials		4		3		19		26
Bus/Train Schedule		2						2
Bus/Train Sign		0		2		2		4
Direct Mail		1				2		3
Employer								0
Employer Survey			2					2
Fair/On Site Event								0
Government Office		1						1
Highway Sign				12		11	3	26
Information (411)				1		2	1	4
Internet	1	11		4		28		44
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper				1				1
Newspaper (Local)								0
Other Ridesharing Org		1				2		3
Park-and-Ride Lot Sign				2		5		7
Post Card (COG)						1		1
Presentation								0
Radio		9		3		30	2	44
Real Estate/WelcomeWagon								0
Referral from Transit Org		2		1		1		4
Theatre Slide		3						3
TV				3		1	1	5
Van Sign						2		2
Was/Is Applicant		228		2		56		286
White Pages		1						1
Word of Mouth		17		17		70		104
Yellow Pages - Verizon		1		2		4		7
Yellow Pages - Yellow Book								0
Yellow Pages - Local				4		1		5
Voice Mail Messages		40	1	8		15	4	68
Other/Unknown		3		3		5	2	13
TOTAL CALLS	1	324	3	68	0	257	13	666

*Requests for Bicycling information from applications received from all sources

**TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
APRIL 2004**

	T O C T O N A L	O A O L G L Y	A R M A L	A R T M A L	B E T H S E D A	B O D O D E	D O D E	F F X	F R E D	H A R I	H O W	L I N K	L F F X	L D N	M T A	N I H	N E C K	P G C	P R T C	R A D C O	R A P S	S S	T A P	T R I S	T O T A L	
Calls Transfrd by COG	N/A	N/A	7	5	**	2		10	5	1	5	3	7	7			1	20	12	27	2	**	**	6	19	139
How they heard...																										
Brochure/Promo Matrix	26	22									3	3	3	3							1		23	2	55	
Bus/Train Schedule	2	2										92	15									26	17		152	
Bus/Train Sign	4	1										5													6	
Direct Mail	3	2																							2	
Employer	0	0											2												2	
Employer Survey	2	2																							2	
Fair/On Site Event	0	0																							2	
Government Office	1	1							4			5											101		106	
GRH Program	0	0										1	4									1			5	
Highway Sign	26	16								8											5	3		4	32	
Information (411)	4	4								5		47													56	
Internet	44	34						6		2		22	35						1		15				115	
Library	0	0	1																				3		4	
Mobile Billboard	0	0																							0	
Newsletter	0	0	3									2													5	
Newspaper	1	0										9													9	
Newspaper (Local)	0	0										1													1	
Other Ridesharing Org	3	3						1		14		64											1		83	
Park-and-Ride Sign	7	4																						2	4	
Post Card (COG)	1	1																				1			2	
Presentation	0	0																							0	
Radio	44	26						3												1					30	
Real Estate/WelcomeW	0	0																							0	
Referral from Transit Org	4	4	1																						5	
Theatre Slide	3	0										12													12	
TV	5	7																			1				8	
Van Sign	2	0																	270		9				279	
Was/Is Applicant	286	253						46		1		14									2			2	316	
White Pages	1	1										23													24	
Word of Mouth	104	76	4					9		3		41	5									25	8	7	171	
Yellow Pgs-Verizon	7	1						1		1		3							3					1	5	
Yellow Pgs-Yellow Book	0	0																							4	
Yellow Pages-Local	5	3										11													14	
Voice Mail Messages	68	68						38	5													36			147	
Other	13	4						38	3	8		18	31					1345	329		5	18		1	1799	
Total	666	535	9	0	0	0	0	146	8	0	45	0	338	130	0	0	0	0	1619	329	37	94	171	0	193461	

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
APRIL 2004**

	C O G	A L X	A R T M A	B A L L T	B E T H	B M C	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N 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	T R I	T O T A L	
How they heard...																											
Brochure/Promo Matrix	56											1															57
Bus/Train Schedule	27																		8								35
Bus/Train Sign	28													2													30
Direct Mail	5																										5
Employer	44									1			2														47
Employer Survey	3							3																			6
Fair/On Site Event	4													18													22
Government Office	31						3	17																			51
GRH Program	0						58	13					21	1					2	58							153
Highway Sign	12											7		2					1	2							28
Information (411)	0													61													61
Internet	73	18						7	1			1	23						38	87	14	3					265
Library	0																										0
Mobile Billboard	0	2																									2
Newsletter	1																										1
Newspaper	5																										8
Newspaper (Local)	2																				3						2
Other Ridesharing Org	12							1	1			10							4								28
Park-and-Ride Sign	0																										0
Post Card (COG)	1																										1
Presentation	2													16													18
Radio	245	1						3					1									1					251
Real Estate/Welcomer	1																										1
Referral from Transit Org	0							41																			41
Theatre Slide	0																										0
TV	23																										24
Van Sign	4																										5
Was/Is Applicant	18	3						3	2			8							152								190
White Pages	0																										0
Word of Mouth	99	1						8				1		4					17	44							175
Yellow Pgs-Verizon	2							1																			3
Yellow Pgs-Yellow Bk	1																										1
Yellow Pages-Local	0																										0
Voice Mail Messages	0																										0
Other	50							1	1			7	4	1							3	1	16	146			230
Total	749	25	0	0	0	0	0	0	129	36	0	35	0	52	105	0	0	0	222	198	25	19	146	0	1741		

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: April 2004 FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: May 26, 2004

Background Activities

Major activities in April included:

- Participating in conference call meeting with Wetland Solutions, a potential Telework Virginia Company, to determine viability for program participation
- Participating in WACOT Senior Executive's Forum Steering Committee planning meeting.
- Meeting with Telecommuting Advantage Group and Joint Venture to discuss the possibility of producing a marketing CD for the Expanded Telework TERM
- Conducting the Telecommuting Ad-Hoc meeting at the Metropolitan Washington Council of Governments. Highlights from the meeting included a presentation from two consultants on final Telework!VA reports from GeoConcepts Engineering and US Investigation Services, and an update on the Expanded Telecommuting TERM.
- Attending a meeting at Wetland Solutions in Chantilly, Virginia to discuss the particulars of the Telework Virginia Pilot Program and review the contract
- Attending a meeting at CIMA in Alexandria to discuss their participation in the Telework Virginia Pilot Program, address their technical parameters, and discuss the contract
- Attending a meeting at CC Pace to review the Telework Virginia Pilot requirements and their participation in the program
- Meeting with Census Bureau to discuss their current telework initiative and provide information about the Expanded Telework TERM
- Hosting Employer Workshop C: "Training Your Workers for Anywhere, Anytime Performance
- Meeting with Fairfax County Employer Outreach representative and DATA representative to provide additional program information about the Telework Virginia Pilot Program
- Meeting with Vanguard Services to discuss expanding their current telework program via participation in the Telework Virginia Pilot Program
- Hosting Employer Workshops A, "Managing Teleworkers and Remote Teams" and B, "Choosing the Right Telework Technology" at the Metropolitan Washington Council of Governments
- Work continued by the contractor on the collection of Telework Center data for the TERM Evaluation project.

➤ **Expanded TERM activities:**

Background Activities:

A CD-ROM promotion was explored, with the initial goals and outline developed. The project will begin in May.

TAG presented at the Telecommuting Ad-Hoc meeting held at the Metropolitan Washington Council of Governments

Regina Perata's role with TAG, and the Expanded-TERM program was expanded to include managing all of the outreach, and the sales aspect of the program. The goal is to increase TAG's efficiency as the second phase of the program begins

Employers Contacted

Ongoing discussions with City of Alexandria, Arlington County, Arnold and Porter, Exxon/Mobil, INOVA hospitals, KPMG, Northrop Grumman and Verizon Wireless. Tammy Sparks-Ussery from the Southern Maryland Telecommuting Centers helped Michelle begin a conversation with Mr. Edmundo DeLeon from the Department of Transportation.

On-Site Meetings

TAG met with the following organizations:

On-site meetings were held at Arnold & Porter, KPMG, and INOVA hospitals. An intake meeting was held at Arnold and Porter. They committed to investigating the program and a second meeting has been set up with a TAG representative in early May. TAG is well along in the process with INOVA. They are identifying their telework coordinators and TAG is developing the goals of their program.

TAG Products:

Feedback from the initial Foundation II training was incorporated into the training and will be used during the May training week.

TAG Future Activities:

The next workshops will be held during the week of May 24th on Tuesday and Thursday. TAG will holding three training weeks before the end of June. This should allow, at a minimum, four organizations to have completed the Foundation II training. With policies in place and training complete, TAG can begin to sign up telework participants.

➤ **Telework Resource Center:**

- April 1 Conference call meeting with Wetland Solutions
- April 2 WACOT Senior Executive Forum Steering Committee meeting
- April 6 Meeting with Joint Venture and TAG at COG
- April 7 Telecommuting Ad-Hoc meeting
- April 8 Department of Environmental Programs meeting at COG
- April 12 Diversity Training conducted by and at COG

- April 15 Meeting at CIMA
- April 20 Meeting at Census Bureau
- April 21 Employer Workshop, “Training Your Teleworkers for Anywhere, Anytime Performance
- April 22 Meeting with Fairfax County and DATA
- April 22 Meeting with Vanguard Services
- April 26 Presentation at Laurel Lakes Telecommuting Center
- April 27 Employer Workshops, “Managing Teleworkers and Remote Teams”
“Choosing the Right Telework Technology”

Products

- Placed or responded to 114 calls regarding the Telework Resource Center
- Telework Center utilization at 64%
- Disbursed 14 Telework Resource Center kits

Problems Encountered

- Reluctance of one Telework Center to submit information for the travel survey

Future Activities

- Planning meeting with Joint Venture and TAG
- Telework Resource Center Presentation at Clean Air Partners
- Meeting with Joint Venture to discuss marketing via CD for Expanded Telework TERM
- Employer Workshop “Training Your Teleworkers for Anywhere, Anytime Performance”
- Conference call meetings with TAG to discuss Expanded Telework TERM progress
- Conference call meetings with VDRPT to discuss Telework Virginia Training for TDM Professionals in May in Virginia Beach
- ACT Telework Council conference call
- Commuter Connections Subcommittee meeting
- Employer Outreach meeting to address Expanded Telework TERM
- Clean Commute kick-off event in Baltimore in conjunction with the Mid Atlantic Telework Advisory Council and Baltimore Metropolitan Council
- Data collection completion for the Telework Centers for the TERM Analysis Evaluation project.
- WACOT Senior Executive’s Forum Steering Committee planning meetings.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6133**
Month: **April 2004** **FY04**
Staff Contact: Owais Rafique
Edited By: Nicholas Ramfos
Today's Date: May 26, 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 Fair Oaks Mall. InfoExpress hardware systems were replaced at Fair Oaks Mall, Tysons Corner Center, Union Station, Dulles Town Center and Manassas Mall. InfoExpress kiosk system monitors were replaced at USDA. Communication problems were reported at Springfield Mall 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 work with the Fashion Centre at Pentagon City Mall management to deploy the InfoExpress kiosk unit at the mall. Staff is currently working with the local area vendors to arrange for logistical components that includes communication set up, power setup and refurbishing the kiosk unit before its deployment.

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 complete a new kiosk brochure and associated marketing and advertising 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.

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

- ▶ March monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ InfoExpress kiosk system was replaced at Tysons Corner Center, USDA, Ballston Common Mall, and Fair Oaks Mall.
- ▶ InfoExpress kiosk system monitor was replaced at USDA
- ▶ Communication problems were resolved at Tysons Corner Center and Springfield Mall.

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.

INFOEXPRESS KIOSK USAGE RATES

Month: April 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall #1	402	7730	Springfield Mall	374
			Maps & Guides	220
			Weather	193
			Traffic	187
			Commuter Connections	145
Reston Town Center	374	8724	Traffic	272
			Maps & Guides	200
			Weather	198
			Reston Town Center	196
			Commuter Connections	187
Springfield Mall #2	274	6601	Springfield Mall	426
			Maps & Guides	263
			Weather	193
			Traffic	168
			Commuter Connections	127
Tysons Mall #2	220	3568	Tysons Mall	317
			Weather	215
			Maps & Guides	167
			Transit	153
			Commuter Connections	122
Tysons Mall #1	189	3289	Tysons Mall	261
			Weather	177
			Maps & Guides	138
			Commuter Connections	113
			Traffic	92
Fair Oaks Mall	179	2987	Maps & Guides	193
			Transit	187
			Fair Oaks Mall	117
			Weather	67
			Commuter Connections	43

La Promenade	156	3354	279
		La Promenade	118
		Maps & Guides	98
		Transit	87
		Weather	61
		Commuter Connections	
Union Station	143	3907	268
		Maps & Guides	220
		Weather	197
		Metro	186
		Traffic	139
		Commuter Connections	
Ballston Common Mall	120	2489	253
		Weather	200
		Maps & Guides	193
		Ballston Common Mall	157
		Metro	148
		Transit	
USDA	7	198	43
		Maps & Guides	29
		Weather	15
		Ride Guide	15
		Commuter Connections	11
		Metro	
Pentagon	7	63	23
		Transit	11
		Weather	7
		Maps & Guides	7
		Metro	6
		Commuter Connections	
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	3	18
George Mason Library	7	19
Chantilly	2	8
Kings Town	7	49
Mason Govt Center	2	5
Kings Park	1	4
Reston Library	0	0
Tysons Transit	3	19
Centreville	2	9
DolleyMadison	3	24
Inova	15	74
Pohick	2	9
John Marshall	0	0
Tysons Pimmit	3	19
Pennino	2	17
Govt. Center	2	9
Fairfax Library	3	11
Warranton	1	2

April 2004

**NUMBER OF APPLICATIONS RECEIVED
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
USDA	0
Total	0

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: April 2004 FY04
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: May 26, 2004

Background Activities

The monthly synchronizations from seven of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington, Prince George's, and Tri-County Council also did not submit monthly reports for April 2004.

Staff attended and presented information to the Commuter Connections Subcommittee on April 20th, 2004 that covered the Bike to Work Day 2004 regional event.

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

Staff completed the initial draft quarterly conformity report for 2nd Quarter FY04.

Staff attended and participated in the MWAQC Technical Committee Meeting on April 9th.

Staff coordinated with the US Department of the Treasury for an informal ETC training event for June 10, 2004.

Staff met with the Best Workplaces for Commuters task force on April 8th.

Met with the DC Marketing Center Director for software update for Customer Referral Action Email system.

Collected and forwarded 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.

Staff attended Bethesda Transportation Solution's Commuter Champions Luncheon on April 28th.

Products

April monthly sales activities
Draft Conformity Statement 2nd Quarter FY2004

Problems Encountered

Arlington County has not submitted their January, February, or March monthly reports. DC, Frederick County, PRTC, Tri-County Council, and Prince George's County have not submitted their March monthly reports.

Arlington County has not submitted their signed contract agreement for FY04.

Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process
- Continue maintenance of regional employer database
- New CRM software application-research and strategic implementation.
- Complete draft analysis on 3rd Quarter Conformity verification.

Month:

April 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)	15	0	0	2	0	0	56	0	0	0	0	0
Employers Contacted (follow-up)	2	0	0	8	0	29	144	0	0	0	0	0
Total Broadcast Contacts	25	0	0	0	0	0	2937	0	0	0	0	0
Total Sales Meetings	4	0	0	2	0	6	29	0	0	0	0	0
Total Employers Contacted	46	0	0	12	0	35	3166	0	0	0	0	0
New Level 1 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	17	0	0	0	0	0
New Level 3 TDM Programs	1	0	0	0	0	0	7	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	1	1	1	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)	104	15	15	24	7	5	216	40	0	77	0	61
Employers Contacted (follow-up)	95	345	17	36	108	146	2374	2372	52	14	0	403
Total Broadcast Contacts	1092	1938	0	0	0	0	27312	1519	0	250	0	128
Total Sales Meetings	20	17	7	18	1	30	380	82	1	44	0	52
Total Employers Contacted	1311	2315	39	78	116	181	30282	4013	53	385	0	644
New Level 1 TDM Programs	0	9	14	3	0	4	164	37	2	75	0	0
New Level 2 TDM Programs	0	0	0	0	0	3	144	5	0	0	0	0
New Level 3 TDM Programs	3	6	0	4	0	2	70	11	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	1	2	6	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:	April 2004 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	May 26, 2004

Background Activities

During April, COG received 732 applications for the GRH program. A total of 525 new applicants were registered (512 new applicants and 13 previous "one-time exception" users) and 504 commuters were re-registered. The GRH program provided 276 GRH trips. Twenty-seven (27) of these trips were "One-Time Exceptions" accounting for ten percent (10%) 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 31,494 commuters are currently registered for GRH.

COG met with its operations/trip reservations contractor, Diamond Transportation Services, Inc. on April 28th. At the meeting, the following items were discussed; status of contacting commuters for re-registration; telephone system improvements to possibly include recording of calls for quality assurance; the new guaranteed ride program for the City of Frederick; customer service issues; removal of old GRH trip Intake Sheets and Daily Logs from Diamond's facilities; and monthly trip recording and validation processes.

The GRH participant survey was conducted in April. A telephone survey was conducted of a random sample of past and current GRH registrants and one-time exceptions. A total of 1,000 surveys were completed. The survey was conducted by COG's contractor CIC Research, Inc. and the results will be tabulated by another contractor, LDA Consulting. The survey will show the impact the GRH program has on home to work commute mode choice in the metropolitan Washington area.

The 2004 Bike to Work Day newspaper ads were finalized and the radio ads for BTWD aired week of April 12th and April 19th with a GRH message and represented 25% of the overall GRD radio ads for the 2nd half of the year marketing campaign. Standard GRH spots ran all month through week of April 19th along with GRH internet advertising. A "Mix-107" radio interview for BTWD was conducted with Robin Briscoe on April 29th, with the Tri-County Council for Southern Maryland and the current Chair of the Commuter Connections Subcommittee. Staff attended the Fairfax County Board of Supervisors morning meeting on April 26th for Fairfax County's "Bike to Work Day 2004" proclamation. Staff also spoke to the supervisors thanking them for their support for the event.

Staff continued to work with the contractor to review and edit GRH direct mailer that will be going out in June.

Products

Provided 276 GRH trips.

Received 732 applications.

Registered 525 new applicants, including 13 “one-time exceptions.”

Re-registered 504 commuters.

Received 324 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.

April monthly performance report.

Telephone survey interviews for the GRH participation survey.

BTWD radio ads week of April 12th and April 19th for 25% of ads.

Standard GRH spots run all month through week of April 19th.

WABA TV Interview with Channel 9 for BTWD, April 26th.

Radio interview with Robin Briscoe on BTWD.

GRH Internet ads.

Problems Encountered

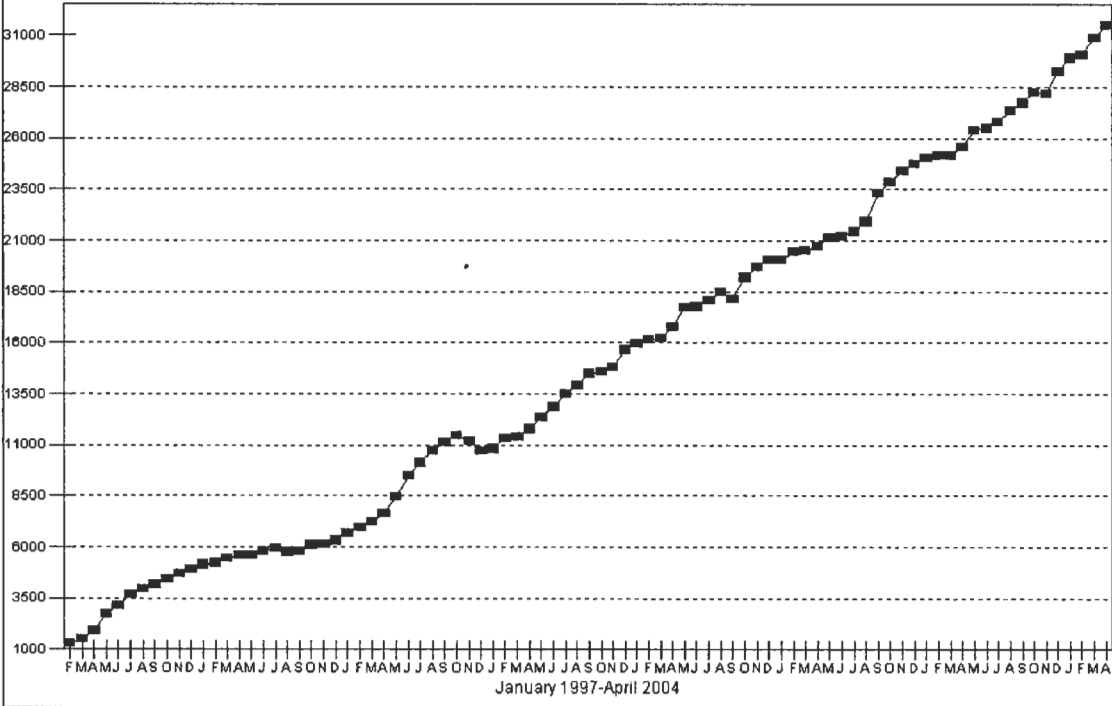
None.

Future Activities

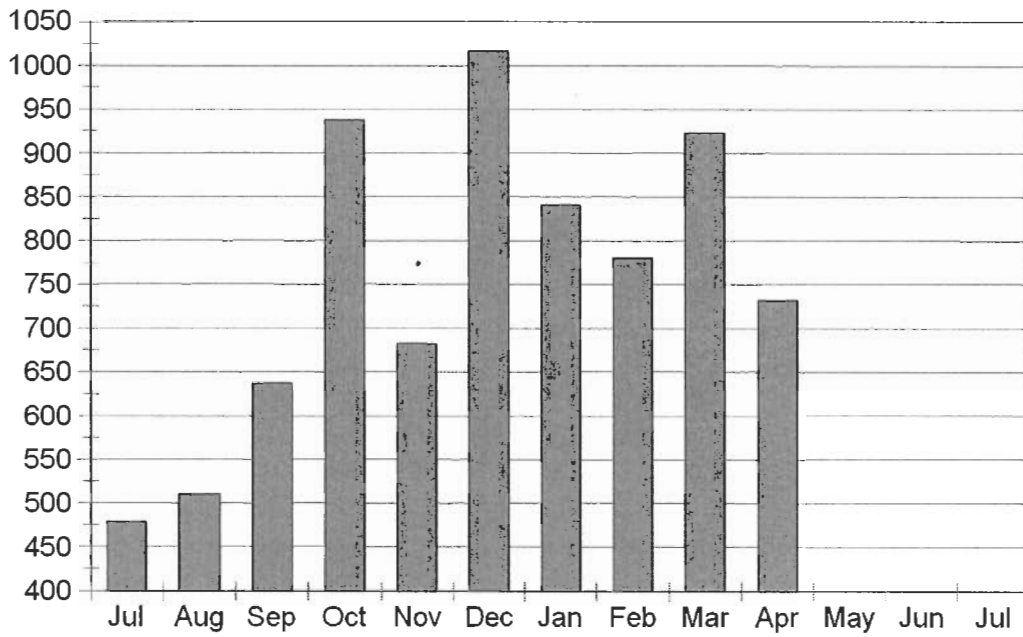
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute 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.
- Finalize and distribute GRH participant survey report.
- Evaluate GRH regional marketing campaign.
- Bike to Work Day May 7th
- Finalize GRH direct mailer, coordinate testing parameters

COMMUTER CONNECTIONS

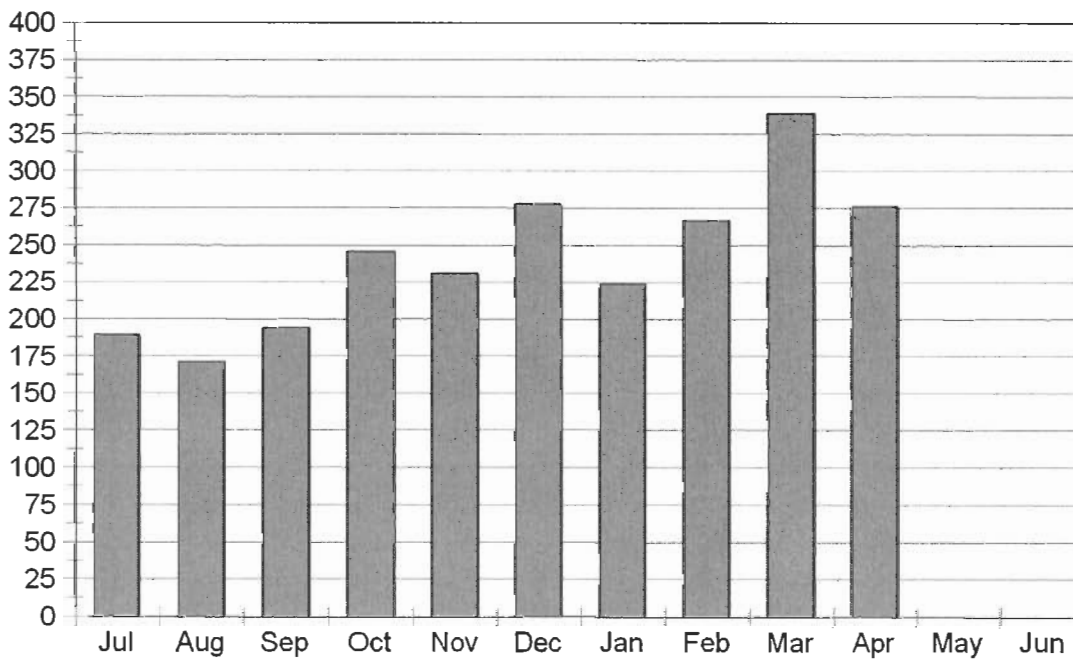
GRH Registrants



COMMUTER CONNECTIONS GRH Applications Received FY04

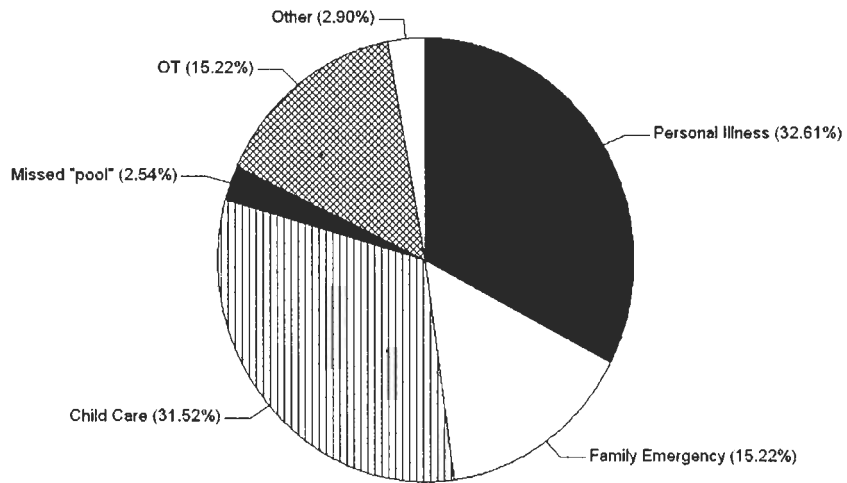


COMMUTER CONNECTIONS FY04 Trips Provided 2184 as of Apr. 04



COMMUTER CONNECTIONS

GRH Trip Reasons for April 2004



MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: April 2004 FY04
Staff Contact: M. Hersey & M. Farrell
Edited By: N. Ramfos
Today's Date: May 26, 2004

Background Activities

Staff attended the April 26th Fairfax County Board of Supervisors Meeting for the County's Bike to Work Day Proclamation. Staff also spoke to the Board thanking them for their efforts on behalf of the event.

Distributed 500 copies of Bike to Work Guide. Arranged for advertisements of employer-based commuting seminars in the WABA newsletter.

Products

No new products.

Problems Encountered

None.

Future Activities

Distribute bike to work guides to WABA, DDOT, other users upon request. Conduct employer-based Bike to Work Seminars in cooperation with WABA during May and June.

Bike to Work Day post mortem Steering committee meeting May 21st