



**FY 2014**

# **Annual Progress Report**

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



**777 NORTH CAPITOL STREET, NE - SUITE 300  
WASHINGTON, DC 20002-4226  
(202) 962-3200**

# FY 2014 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2014 Commuter Connections Work Program. (July 1, 2013 – June 30, 2014.)

Attached is a work program timeline, and highlights for the Commuter Operations Center (*complete with individual program statistics*), Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach, Maryland Telework, and Guaranteed Ride Home Baltimore.

## TABLE OF CONTENTS

<b>Sections are listed as follows:</b>	<b><u>Page</u></b>
Commuter Operations Center.....	1
Regional Guaranteed Ride Home Program.....	10
Marketing.....	11
Monitoring and Evaluation.....	28
Employer Outreach.....	34
Guaranteed Ride Home Baltimore.....	36
Table 1 – Activity and Impact Summary.....	38
Regional Ridematching Application Data.....	39
Table 2 – Application Activity Summary.....	40
Network Ridematching Application Data.....	41
Table 5 – TERM/Commute Information.....	53
Table 6A – Calls/How Heard.....	54
Table 6B – Application/How Heard.....	55
GRH Usage Data.....	56
Employer Outreach Annual Verification Statement.....	60
Commuter Connections Web Site Usage Data.....	61

## PROGRAM HIGHLIGHTS

### I. COMMUTER OPERATIONS CENTER

#### A. Ridematching Coordination and Technical Assistance

##### ***Work Accomplished on all Products and Services:***

##### ***The following work was accomplished during the first quarter:***

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in July 2014, August 2014 and September 2014) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick and Montgomery Counties, MDOT and NBTMD in MD; Loudoun County, NSVRC and PRTC in VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

A Commuter Connections Subcommittee meeting was held on July 16th. Highlights from the meeting included: the appointment of a Subcommittee Vice Chairman nomination Committee; a briefing on the update of Transportation Emissions Reduction Measures (TERMS) for possible use in the regional air quality conformity analysis, an update on Clean Air Partners activities, an update on the 2013 Commuter Connections Employer Recognition Awards event, a briefing on the preliminary results from the 2013 State of the Commute survey, an update on the 2013 Car Free Days event, and a briefing on the draft 4th quarter CCWP budget report.

COG/TPB staff met with VDOT and Megaprojects staff on July 16th to discuss the I-95 TDM/Transit Plan. COG/TPB staff attended an I-95 Megaprojects meeting on July 18th. COG/TPB participated in a TDMI Executive Committee meeting on July 22nd. COG/TPB staff attended and made presentations at the ACT! International Conference in San Antonio, TX from July 28th – July 31st.

COG/TPB staff secured a new vice chair for the Ridematching Committee in August. A ridematching system training session was held at COG on August 23rd for representatives from BWI Partnership, Fairfax County and the Northern Shenandoah Valley Regional Commission.

COG/TPB staff participated in an FHWA webinar on Performance Measures related to MAP-21 on August 8th.

A Commuter Connections Subcommittee Vice-Chair Nominating Committee conference call meeting was held on August 13th.

COG/TPB staff met with RideScout representatives on August 14th and 27th to discuss their program features and possibilities of Commuter Connections' partnering to promote the service.

COG/TPB staff participated in telephone system vendor presentations in August in anticipation of a COG-wide telephone system upgrade.

A Ridematching Committee meeting was held on September 17th. Highlights from the meeting included:

- Announcement of new Vice Chair
- Upcoming Fairs and Promotions
- TDM System – Generation II Update
- Review of COG's SharePoint
- Client Site Status/Roundtable

COG/TPB staff met with several vendors for evaluation purposes during September as part of a COG-wide phone system upgrade.

The regional TDM Resources Directory was completed and published.

An STDM Work Group meeting was coordinated and held on September 10th.

A Commuter Connections Subcommittee meeting was held on September 17th. Highlights from the meeting included the approval of a new Subcommittee Vice Chair and change of chairperson, a presentation on substantive changes made to the draft FY 2013 State of the Commute Technical Report, the results of the 2013 GRH Applicant survey for both the Washington DC and Baltimore metropolitan regions, a presentation by Ridescout, an update on the upcoming Car Free Days event, a presentation on the timeline and development of the FY 2015 Commuter Connections Work Program, a presentation on the Commuter Connections Strategic Plan, and briefings on the final 4th quarter FY 2013 CCWP budget, 4th quarter CCWP Progress Report, and FY2013 CCWP Annual Progress Report.

COG/TPB staff worked with NCPC and GSA staff during the quarter on updating the Federal ETC TMP Handbook and met by conference call on July 25th to discuss the status of the project.

**The following was accomplished during the second quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2014, November 2014 and December 2014) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD and NBTMD in MD; Loudoun County, VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff attended and presented at the Shared Use Mobility Summit in San Francisco from October 9th – 11th.

COG/TPB staff participated and made a presentation on the Commuter Connections SchoolPool software program at a TPB sponsored Safe Routes to School meeting on October 29th.

COG/TPB staff coordinated and held STDM Work Group meetings on October 8th, November 12th and December 10th.

A Commuter Connections Subcommittee meeting was held on November 19th. Highlights from the meeting included: the endorsement for release of the 2013 State of the Commute Technical Report, 2013 Guaranteed Ride Home Applicant Survey Report for the Washington DC region and the 2013 Guaranteed Ride Home Applicant Survey Report for the Baltimore region; a review of the 2013 Bike to Work Day event report, a presentation on the expansion of Capital Bikeshare to Montgomery County, an update on the I-95 and Capital Beltway Express Lanes projects, a presentation and discussion on the draft FY 2015 Commuter Connections Work Program and Strategic Plan, and a presentation of the 1st quarter CCWP budget and progress reports.

COG/TPB staff attended the BECC conference in Sacramento, CA and helped to organize a TDMI panel discussion from November 19 – 21. COG/TPB staff participated in a TDMI Board meeting on November 20th. A conference call was held with NCPC on November 25th to discuss the updates to the ETC TMP Handbook. COG/TPB staff continued to work with NCPC and GSA on the update of the Handbook.

COG/TPB staff met with the City of Alexandria and internally to discuss changes to the TDM software system to incorporate the City's Commute Challenge project.

An MPO TDM Peer Exchange Group meeting was hosted by COG/TPB staff on December 4th. COG/TPB staff attended COG's Annual Meeting on December 11th. COG/TPB staff met with SIR Representatives on December 11th to discuss the Commuter Connections TDM Software system capabilities related to the outer jurisdictions in Virginia.

A Ridematching Committee meeting was held on December 17, 2013. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System/SchoolPool
- Review of COG's SharePoint
- Client Site Status/Roundtable

The first Shared Use Rideshare Mobility Task Force conference call/Web-based meeting was held on December 23rd. The purpose of the Task Force is to identify share use rideshare mobility services and to make a determination as to how and why Commuter Connections could possibly partner with the organizations.

**The following was accomplished during the third quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in January 2014, February 2014 and March 2014) on the first business day of the preceding

month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; Montgomery County, MD; Fairfax County, VA; Loudoun County, VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

COG/TPB staff had two follow-up conference calls with staff from the City of Alexandria and met internally to discuss changes to the TDM software system to incorporate the City’s Commute Challenge project.

COG/TPB staff met with the City of Alexandria and internally to discuss changes to the TDM software system to incorporate the City’s Commute Challenge project. The project was successfully completed and launched during the quarter.

COG/TPB staff attended a national Shared Use Mobility Summit meeting on January 14th.

COG/TPB staff coordinated STDM Work Group meetings that were held on January 14th, February 11th, and March 11th.

COG/TPB staff hosted and participated in a TDMI Board meeting on January 14th.

COG/TPB staff attended and gave a presentation on LEED at the TRB TDM Committee meeting on January 15th.

COG/TPB staff participated in a TRIPTAC Peer Group meeting on January 16th.

Commuter Connections Shared Use Rideshare Services Mobility Task Force meetings were held on January 17th and February 26th.

COG/TPB staff coordinated and held a Commuter Connections Subcommittee meeting on January 21st. Highlights from the meeting included:

- Endorsement of the 2013 Bike to Work Day Event Report
- Endorsement of the FY 2015 Commuter Connections Work Program and 2013-2014 Commuter Connections Strategic Plan
- A briefing on the 2013 Bike to Work TERM Analysis draft report
- A briefing on the FY 2013 Guaranteed Ride Home Customer Satisfaction Survey draft report
- A briefing on the TPB’s recently adopted Regional Transportation Priorities Plan (RTPP)
- An update on the Commuter Connections Shared Use Rideshare Mobility Task Force activities
- Distribution and discussion of the 2nd quarter FY 2014 CCWP budget report

COG/TPB staff coordinated and held a Commuter Connections Subcommittee meeting on March 18th. Highlights from the meeting included:

- A briefing on the TPB’s Regional Green Streets Policy
- An endorsement of the 2013 Bike to Work TERM Analysis draft report
- An endorsement of the FY 2013 Guaranteed Ride Home Customer Satisfaction survey

- An update on activities of the Commuter Connections Shared Use Mobility Rideshare Task Force
- An update on Activities for the 2014 regional Bike to Work Day event
- An update on the status of the FY 23015 Commuter Connections Work Program
- Presentation of the 2nd quarter FY 2015 CCWP Progress Report

A Ridematching Committee meeting was held on March 18, 2014. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- Updates on the TDM System
- Updates on the TDM Mobile Application
- Client Site Status/Roundtable
- January 2014 Commuter Connections Resource Directory

COG/TPB staff coordinated and held an MPO TDM Peer Exchange Group meeting on February 26th.

COG/TPB staff continued to work on the update to the Federal ETC TMP Handbook and worked with NCPC on design and text changes.

COG/TPB staff continued to work on updating the regional TDM Resources Directory.

COG/TPB staff presented the final draft of the FY 2015 CCWP to the TPB Technical Committee and to the TPB for review in February and final approval in March.

COG/TPB staff attended the COG Regional Taxicab Regulators meeting on March 26th.

**The following was completed during the fourth quarter:**

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2014, May 2014 and June 2014) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; Montgomery County, MD; Fairfax County, VA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

The January Regional TDM Resource Directory was published and released in April. COG/TPB staff launched the Commuter Connections Mobile Application for iOS (App Store) and Android (Google Play) 2014. The Blackberry (BB World) version will be launched later in FY 2014.

The FY 2015 Commuter Connections Work Program and Strategic Plan was published and distributed in April.

STDM Work Group meetings were coordinated by COG/TPB staff and held on April 8th, May 13th, and June 10th.

COG/TPB made a presentation to the North Bethesda Transportation Management District Advisory Board on the Commuter Connections Shared Use Rideshare Mobility Task Force on April 30th.

A Ridematching Committee meeting was held on June, 2014. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- Updates on the TDM System
- Updates on the TDM Mobile Application
- Client Site Status/Roundtable
- July 2014 Commuter Connections Resource Directory

A Commuter Connections Subcommittee meeting was coordinated and held on May 20th. Highlights from the meeting included:

- An update on the region's Congestion Management Process
- A briefings on the transportation impacts of the October 2013 federal government shutdown
- A presentation on the preliminary results from the FY 2014 Employer Customer Satisfaction Survey
- An update on Clean Air Partners Activities
- An update on the regional Bike to Work Day event
- An update on the region's Shared Use Rideshare Mobility Task Force
- A briefing on the 2014 regional Car Free Day event
- A presentation of the 3rd quarter CCWP Progress and Budget reports

COG/TPB staff attended a Regional Taxicab Regulators meeting on June 25th.

## B. Transportation Information Services

### ***Work Accomplished on all Products and Services:***

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

## C. Transportation Information Software, Hardware, and Database Maintenance

### ***Work Accomplished on all Services Provided:***

COG/TPB staff performed daily maintenance processes for the Commuter Connections TDM Software System. This included monitoring the web and database servers, making backups, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports and correcting errors in data. This was ongoing throughout the year.

COG/TPB staff maintained the software for the purge process, and ran the purge process at the beginning of each month. This process has expanded beyond removing inactive accounts from the database. The software generates electronic and traditional paper correspondence to commuters whose accounts are near their expiration date to ask whether they want to keep their accounts active. The software produces reports that list commuters with whom local ridematching coordinators might want to follow up. Staff



also audits the purge process. A spreadsheet that stores snapshots of commuter records is produced before processing and after processing. If someone discovers an account that has been mishandled, these snapshots help eliminate guesswork when tracking down and fixing errors in the software.

COG/TPB staff continued running, auditing, and printing reports for the monthly purge process, the biweekly end user reports, mailing labels for local jurisdictions to send correspondence to their commuters, and custom reports for some jurisdictions. Staff also produced an annual report of commuters' trip logs for 2013 for the Rideshare Delaware program.

The development contractor, MediaBeef, set up and maintained an online version control system to house the regional TDM System source code. This enabled COG/TPB staff and MediaBeef representatives to work concurrently on the same body of code without affecting one another. This yielded considerable gains in productivity. As the year progressed, we often saw one group fixing bugs while the other was developing new features. As the two groups worked together, COG/TPB staff integrated the changes into the program and then built and tested the software. Once approved, staff deployed the new versions for public use and monitored the server logs. COG/TPB staff and volunteer network members tested the development versions of the new TDM system. When bugs or problems were encountered, staff either fixed those bugs or provided feedback to the development contractor.

COG/TPB staff fixed bugs in the TDM system throughout the year as they arose. The second quarter was especially busy.

COG/TPB staff solved a problem that affected the ridematching coordinators' list of new registrations. Some accounts that did not join either Ridematching or Guaranteed Ride Home did not appear in the queue seen by administrators upon logging in to the system.

The system was designed to log welcome and ridematch results email messages in the Oracle database. While this functionality worked as expected most of the time, COG/TPB staff made some program and database changes to catch the few messages that were missed.

COG/TPB staff addressed several issues that prevented the program from obtaining geocodes for some commuters.

When commuters signed up without assistance from an administrator or ridematching coordinator, they were not always receiving email from the system confirming their registration. COG/TPB staff corrected that situation.

In the 'Pool Rewards Survey, a bug in the TDM system that made it impossible for some users to answer some of the questions was fixed.

COG/TPB staff solved an issue that prevented certain administrators from accessing all the functions for which they have privileges.

COG/TPB staff worked with Mediabeef to solve a problem that affected certain administrative users. When entering a new commuter application, the software would sometimes incorrectly overwrite the value the administrative user had entered for appcode. COG/TPB staff built, tested, and deployed new software code from MediaBeef to fix this problem.

During the year, Commuter Connections member agencies and internal customer service agents asked for some needed enhancements. COG/TPB staff made several enhancements to the TDM system:

Links in the boilerplate at the top of the web pages and the footer were changed to reflect an updated design used in [commuterconnections.org](http://commuterconnections.org). Graphics that appear throughout the TDM site were updated. COG/TPB staff changed the Commuter Connections logo that appears at the top of every TDM system page. The software now displays the 40th Anniversary logo in the web page header.

One of the software enhancements that COG and Mediabeef worked on together was producing customized correspondence to be sent to commuters who request ride matches. This meant customizing content when the commuter finds a match as well as when (s)he finds no matches. The TDM system code must handle not only Commuter Connections, but also Charlottesville RideShare (Thomas Jefferson PDC and Central Shenandoah PDC) and Rideshare Delaware. The most important goal was to be able to output custom content for each site and appform. Realizing this feature required work on both the software code by Mediabeef and on the Oracle database by COG/TPB staff.

COG/TPB staff and the development contractor completed work on the sidebar that runs down the right-hand side of the TDM system's pages. Mediabeef implemented a solution that COG/TPB staff helped to design. COG/TPB staff asked for data and ideas from Charlottesville and Delaware, and received graphic files and links. COG/TPB staff then built and deployed the enhanced version.

COG/TPB staff completed the Pool Rewards for vanpools software. This program enhancement will make it easier to collect data on vanpooling and incentives for the National Transportation Database. COG/TPB staff tested the application and sent the source code to MediaBeef for incorporation into the newest version of the TDM system. Once MediaBeef finished the merge, COG/TPB staff built and tested the application. This new functionality was deployed in the third quarter.

COG/TPB staff made some enhancements to the SchoolPool application that update some of the text users see on the pages and on email messages the system sends.

COG/TPB staff met with Mediabeef representatives twenty-one times during the fiscal year. We met four times during the first quarter, on July 15th, July 22nd, September 9th, and September 23rd. COG/TPB staff met with Mediabeef representatives six times during the second quarter. We met twice in October, on the 7th and 28th; once in November, on the 18th, and three times in December, on the 2nd, 9th, and 23rd. During the third quarter, COG/TPB staff met with Mediabeef representatives seven times, twice in January, on the 6th and 27th, twice in February, on the 3rd and 24th, and three times in March, on the 10th, 17th, and 24th. In the last quarter, COG/TPB staff met with Mediabeef representatives five times. In April, we met on the 14th and 28th. In May, we met on the 12th and 19th. Our last meeting of the fiscal year was held June 16th. The most important meeting topics were implementation of new features like customized employer queues, changes to the system's colors and layout, responsive web design to enable the site to work better on mobile devices, more robust employer lookups for commuters, improved error handling, a content management system so that page graphics can be changed more easily, and bug fixes needed.

The SSL certificates for both the TDM System and SchoolPool expired this fiscal year and had to be renewed. The certificate for the TDM system expired in November 2013, and the certificate for SchoolPool expired in February 2014. These certificates are part of TLS (Transport Layer Security), which is a protocol designed to provide secure communications over the internet. TLS assures website visitors that they are interacting with the authentic Commuter Connections server and not a phishing site. TLS also provides encryption so the user's communications cannot be read by an attacker while in transit. These components are to make our customers feel comfortable with sharing their personal information with us. COG/TPB staff began researching obtaining and installing

SSL certificates on JBoss in the first quarter of the year, and completed the installations on time. The certificate for the TDM system is now valid until November 2016 and the certificate for SchoolPool is in force until February 2018.

During the first quarter, COG/TPB staff upgraded the TDM system's geocoding to Google API v3. Google had earlier announced plans to discontinue the version 2 interface, and it was shut down permanently on September 9, 2013. This made it impossible for new Commuter Connections customers to obtain location based services. Nor could existing customers get ridematches from new locations.

During the third quarter, COG/TPB staff completed updating the TDM System's maps from Google API Version 2 to Version 3. This enables the web site to display certain maps that are used less frequently than the ridematching map, such as "Calculate Distance" map and the special events ridematching map.

During the third quarter, COG/TPB staff designed and implemented enhancements to the TDM system for Alexandria's Local Motion 2014 Commuter Challenge, a friendly "competition" among Alexandria employers and their commuting employees. From the Alexandria Commuter Challenge web site:

"The City of Alexandria Commuter Challenge is a friendly competition between Alexandria Employers that encourages employees to leave their cars at home and commute to work using alternative transportation: walk, bike, carpool/vanpool, bus, train, trolley and telework. The annual Commuter Challenge is organized by the City of Alexandria's Local Motion program, and will take place for two weeks, March 31 – April 11, 2014. Employees of participating companies record an online Daily Commute Log for chances to win prizes throughout the two-week Challenge, and to help their company win a Gold, Silver or Bronze Employer Grand Prize overall."

COG/TPB staff met with representatives of the City of Alexandria in December 2013 and on February 21st and internally to discuss changes to the TDM software system that would be needed to make the project a success. The software for the Challenge consisted of several enhanced web pages that handle registration, logging trips, administering a small survey, and some enhanced reports. This collection of code was designed to make the user experience more enjoyable and enabled the Challenge administrators to award prizes. COG/TPB staff developed web application and database code during February and March. Staff then monitored the web site and database and produced reports during April. Alexandria staff was able to use these reports to produce statistics about reduction of air pollution and vehicle miles traveled and to award prizes to participants. Around mid-April, COG/TPB staff helped out with final reports and disabled the Challenge's custom code in the system.

As part of preparing the groundwork for a robust CMS (Content Management System), COG/TPB staff focused on the sidebar that runs down the right-hand side of the TDM system's pages. The first round of changes to the sidebar was discussed above. The development contractor was consulted about ways to change the graphics and links in the sidebar and then helped to design a basic solution. COG/TPB staff then proceeded to implement it, while making plans for a full featured CMS.

Administrators often encounter difficulty running reports by specific employer. This is because of large numbers of duplicate records in the database for many employers. As part of an effort to eliminate (or at least reduce) the count of duplicate records in the TDM system's employer data, COG/TPB staff created and ran reports for MediaBeef to use in designing their solution. COG/TPB staff will eventually eliminate duplicates created in the past using a database script. Mediabeef intends to add program logic to the registration process to help prevent duplicates in the future.

#### D. Commuter Information System

##### ***Work Accomplished on all Services Provided:***

COG/TPB staff continued to maintain and monitor the ArcGIS server that provides the park and ride lot map to the public.

All during the fiscal year, COG/TPB staff received and processed the latest versions of geographic data obtained from NAVTEQ. The NAVTEQ data was enhanced so it could then be used for geocoding in web maps. This data was processed for inclusion in the TDM System's Oracle database. The system uses it to compute the customer's transportation options that appear on match letters.

COG/TPB staff used data collected from the states and local jurisdictions in the region to create enhanced geocoding data and to update the online park and ride lot (commute options) map. This data will be used in the next generation geocoding service.

#### II. REGIONAL GUARANTEED RIDE HOME PROGRAM

##### A. General Operations and Maintenance

##### ***Work Accomplished on all Products and Services:***

COG/TPB 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.

COG/TPB staff processed taxi and car rental invoices and transit vouchers.

COG/TPB staff made no changes to the GRH Participation Guidelines during the fiscal year.

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

##### B. Process Trip Requests and Provide Trips

##### ***Work Accomplished on all Services Provided:***

Between the months of July 2013 and June 2014, there were 3,772 GRH applications received. 6,862 commuters were re-registered and 3,549 commuters were newly registered in the regional GRH program. These new registrants included 39 previous "one-time exceptions." A total of 8,869 registrants were registered for GRH at the end of FY 2014. The GRH program provided 2,266 GRH trips in FY 2014. Ninety-four (4%) of these trips were "one-time" exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (42%) followed by Family Emergency trip reasons (21%) and Child Care trip reasons (20%) were the top three reasons cited for GRH trips during FY 2014. Missed "pool" accounted for 1% and Unscheduled Overtime accounted for 14% of the trips taken during the fiscal year. 1% of the GRH trips taken during FY 2014 were categorized as "Other." The average cost of a GRH trip in FY 2014 was \$69.86. This was slightly lower than last fiscal year's average cost of a trip.

The majority of registered commuters live in Virginia (58%), with 37% residing in Maryland and 3% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 60% of the

GRH registrants work in the District of Columbia, with 26% working in Virginia and 14% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2014, Fifty-nine percent (59%) of all GRH registrants use transit to travel to work, Twenty-four (24%) carpool or vanpool, and two percent (2%) either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (8%) as their commute mode. Seven percent (7%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY 2014, 52% use transit to commute to work, 32% carpool or vanpool, and 8% combine transit and pooling. Seven percent (7%) indicated “Other” was their primary commute mode and one percent (1%) indicated their commute mode of preference was “Bike/Walk Only w/transit.” Figure 6 separates transit only and “pool” only users from those users that combine transit and pooling (8%) as their commute mode.

COG/TPB staff met with Diamond Transportation Services staff on September 25th, January 29th, and May 28th to review operations procedures and issues relating to the daily operations of the program.

### III. MARKETING

#### A. TDM Marketing and Advertising

##### ***Work Accomplished on all Products and Services:***

COG/TPB staff posted the FY 2014 Marketing Communications Brief and Schedule to SharePoint for committee feedback. The Marketing Brief outlined strategy Commuter Connections would employ for the fiscal year in order to reduce traffic congestion and emissions caused by SOV commuters. It also outlined the objectives, target market, proposed tactics and media allocations for Ridesharing, GRH, ‘Pool Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards) and Employer Outreach. Committee feedback was incorporated into the Marketing Brief and Schedule based on comments received.

COG/TPB staff solicited volunteers from each state to serve on the FY 2014 Commuter Connections Marketing Workgroup. Members of the Workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2014 regional TDM marketing campaign. Feedback helped shape the direction and refine the regional marketing materials. Workgroup members included Shawntea Smith, Prince George’s County; Antoinette Rucker, WMATA; and Marcus Moore, Fairfax County.

Bi-weekly conference calls were held between the marketing contractor, its sub-contractors and COG/TPB staff throughout the fiscal year to discuss the planning and status of FY14 Regional TDM marketing project Activities. COG/TPB staff managed and oversaw the marketing and public relations contractors throughout the year to implement the regional TDM marketing campaign and Earned Media Plan.

COG/TPB staff and the contractor created the Commuter Connections six page quarterly newsletter and two page Federal ETC insert. COG/TPB staff coordinated the printing and distribution of the newsletters. The newsletters were mailed to the regional ACT!! employer database, Committee members and other stakeholders. and also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA.

The fall media buy and earned media plan were executed beginning October and ran through the end of the quarter using ads developed in the previous fiscal year. In addition

to radio for both GRH and Rideshare, TV spots ran for Rideshare. Mobile friendly ads were also placed through Pandora, and pre-roll video and companion banner ads were placed through YuMe.

The Regional TDM Strategic Marketing Plan and Resource Guide were approved at the December 2013 Regional TDM Marketing Group meeting. The final report was published in print and online. This annual guide serves as a resource for current TDM products & services available in the region; and provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections and its various network members. It also contains summaries of TDM research from the last five years.

Direct mail campaigns were sent out twice during FY2014 by COG/TPB staff; 500,000 in December, using a target demographic of ages 25-64 with household incomes of \$75k and above; and in June it was sent to 450,000 households. Targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on State of the Commute data, were sent the Rideshare mailer. Target zip codes in other jurisdictions received the GRH mailer. The list of zip codes by jurisdiction that received the mailers was posted to SharePoint. For each mailing, two unique brochures were created with images that provided emphasis on ridesharing or GRH. Key messages for the new FY2014 campaign were “Wake up and Smell the Savings” for Rideshare and “Get the Cherry on Top” for GRH. Each of the mailer versions cross promoted both services and also the ‘Pool Rewards program. The June mailer also promoted the I-95 Express Lanes E-ZPass Flex. A tear off application was included, allowing recipients to apply for either program offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to [commuterconnections.org](http://commuterconnections.org).

Full page ads were placed in the Virginia Megaprojects 2014 calendar planners produced by VDOT. Placement included the inside front cover and two other pages within the planner. Commuter Connections also provided a portion of its value added radio spots and online banner ads to VDOT to promote the I-95 Express lanes and [getaroundVA.com](http://getaroundVA.com).

The spring FY14 regional marketing campaign media buy, and earned media plan were finalized. Radio scripts were developed based on workgroup feedback and a selection process took place to hire the desired talent necessary to produce the radio ads. The campaign was launched in late February 2014 with new Rideshare radio spots. In March, the newly produced GRH radio spots began airing. The radio ads were also translated into Spanish for the campaign. The new campaign included ads for online and mobile platforms, placed onto Pandora radio and YuMe.

To gain frequency of messages in an affordable and effective manner, COG/TPB staff worked with Commuter Connections Network members during FY2014 to secure ad space donations on transit interiors/exterior, and bus shelters with signage along commuter travel routes. The ad space was donated by Maryland Transit Administration on MARC trains, Prince George’s County on bus shelters, interior bus cards from Arlington County, and exterior bus kings from Fairfax and Prince William Counties. A complimentary display ad was also provided by VRE in their newsletter.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis, and COG/TPB staff prepared the agenda, meeting notes, and meeting handouts. The following are highlights from those meetings:

September 17, 2013 – Final FY13 Second Half Marketing Campaign Summary report; change of Chairpersons; the new FY 2014 Marketing Workgroup; the FY14 Marketing Communications Plan and Schedule, and the draft FY14 Washington Metropolitan

Resource Guide and Strategic Marketing Plan. Presentations included an update on Commuter Connections regional marketing Activities, Arlington's PAL campaign; and Alexandria's Commuter Challenge.

December 17, 2013 - 2013 Montgomery County Walk & Ride Challenge; Commuter Connections' FY 2014 regional TDM Marketing Activities; and VDOT Megaprojects 95 Express Lanes. Reports issued included the 1st Half FY14 Regional TDM Marketing Campaign summary draft report; and the Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan FY 2014 final draft.

March 18, 2014 – Commuter Connections' FY 2014 regional TDM Marketing Activities; Loudoun branding, and WMATA Silver Line presentations. The FY13 First Half Marketing Campaign Summary final report and the FY13 Second Half Marketing Campaign Summary draft report were distributed.

June 17, 2014. The StreetSmart campaign; a presentation on FY 2014 regional TDM Marketing Activities; a call for volunteers for the FY 2015 Marketing Workgroup. The 2nd half of the year regional TDM FY14 Marketing Campaign summary draft document was also updated and distributed at the meeting.

Commuter Connections participated in the following events in FY14:

- July 24, 2013 - Frederick Monocacy MARC with Key103 Radio
- September 12, 2013 - Ft. Belvoir
- December 11, 2013 – DOD Mark Center, Alexandria
- February 19, 2014 - Naval Sea Systems Command
- April 8, 2014 - Rideshare Tuesday Park and Ride Lot promotion with Prince George's County and WPGC Radio, Upper Marlboro, MD
- April 9, 2014 – JBG Companies, Reston
- April 10, 2014 – BSI, Sunset Learning Institute, Quadra Med Corp, Reston
- April 17, 2014 - USPTO, Alexandria
- April 22, 2014 - American Red Cross, DC and HHS Humphrey Building, DC
- April 23, 2014 - Navy Yard, DC
- April 24, 2014 - FDA, White Oak, MD
- April 29, 2014 - USGS, Reston
- May 20, 2014 - Rideshare Tuesday Park and Ride Lot promotion with VA Megaprojects and WPGC Radio, Jones Point Alexandria, VA
- June 3, 2014 - Rideshare Tuesday Park and Ride Lot promotion with goDCgo and El Zol Radio, Ft. Totten Metro Station, Washington, DC
- June 18th – DOD Mark Center, Alexandria

COG/TPB staff placed listings in both print and electronic versions of Yellow Book USA/Hibu directories throughout the Washington region under the carpool and vanpool services category. Directory listings were also placed into military base guides and an ad was placed in the Relocation Guide section of Comprint Military Publications' newspaper in both spring and fall editions. Commuter Connections brochures were revised and replenished as needed.

In FY14 COG/TPB staff performed a full revamp of the Commuter Connections web site using a responsive web-design format. It also replaced the rotating flash file images on the Commuter Connections home page to reflect visuals of the new FY14 marketing campaign. Throughout the years, updates and maintenance continued on an ongoing basis. The commuter Bulletin Board and social networking sites were managed and maintained. SharePoint was utilized for posting of marketing and advertising materials for review by Commuter Connections Committees. Brochures were replenished on an as needed basis.

COG/TPB staff corresponded with the marketing workgroup members on the selection of the 40th anniversary logo, designed by the contractor. The new logo was rolled out to appear on all materials, both in print and electronically.

COG/TPB staff and the contractor continued to plan Activities for the Commuter Connections 40th year anniversary. A digital timeline and video were discussed and work commenced on both. COG/TPB staff also obtained estimates for printing of the 2013 State of the Commute survey report.

### **Press Releases**

Terrible Traffic Tuesday Strikes Again - August 30, 2013

Commuter Connections Launches Mobile-Friendly Website, Mobile Apps, April 24, 2014

Employers with Top Commuter Benefits Programs Recognized for Their Green Efforts – June 24, 2014

### **Coverage**

Washington Post - September 28, 2013, Debates over transportation projects reflect diversity of D.C. region's commuters.

Washington Post - October 2, 2013, Federal shutdown brings new commuting woes for Washington area residents.

Southern Maryland Newsnet - April 28, 2014, Commuter Connections Launches Mobile-Friendly Website, Mobile Apps.

Washington Post - May 21, 2014, In D.C. suburbs, commuters need their cars, but perhaps not every day.

## **B. Bike to Work Day**

### ***Work Accomplished on all Products and Services:***

COG/TPB staff secured Kristen Barden, Adams Morgan Partnership BID to serve as the FY 2014 Chair of the Bike to Work Day Steering Committee.

Commuter Connections began its annual sponsorship drive in October through letters and phone calls to past and prospective sponsors. The sponsor drive continued through January as COG/TPB staff and the contractor held discussions with potential sponsors regarding Bike to Work Day opportunities for 2014. The drive was completed by early February with a total of \$44,675 in cash donations. Kimpton Hotels and Fairlakes were new sponsors for 2014. COG/TPB staff followed up on outstanding invoices. COG/TPB staff worked with sponsors to obtain logos for the event web site and marketing materials and also corresponded with in-kind sponsors to work out the details of their giveaway commitments. Invoices were created for signed sponsor declaration forms and incoming checks were processed.

Steering Committee meetings were held every other month from September 2013 through May 2014. Topics included the 2013 slideshow, employer challenge, and event report and the setting of the 2014 goal at 17,000 registrants. Discussions surrounding the 2014 event included items such as the T-Shirt, flyers and rack cards, radio, proclamation, banners, press releases, and registration reports. At each meeting pit stop managers updated the Committee on plans and progress for their individual events.

Posters and rack cards were developed and printed; 44,000 rack cards, and 37,000 posters, with a small quantity printed in Spanish. The materials were color coordinated to



coincide with the T-Shirts. Posters were distributed to pit stops managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on “How to Organize a Bike to Work Day Event at the Work Site.”

COG/TPB staff briefed the Transportation Planning Board Technical Committee on Bike to Work Day on April 4th and at the TPB meeting on April 16th, where the Board adopted a regional Bike to Work Day Proclamation. The proclamation was enlarged and signed by City of College Park Councilmember and National Capital Region Transportation Planning Board Chair Patrick Wojahn. Photos were taken and posted to the Commuter Connections and Bike to Work Day web site.

COG/TPB staff designed and managed the Bike to Work Day web site in-house and customized the Twitter and Facebook event pages with relevant graphics and information to reflect the marketing look and feel of the 2014 campaign. The theme was “Get your workout before you get your work in”.

The 2014 event T-Shirt art was finalized with the vendor and printed. Staff also worked with WABA, prize donors and Steering Committee volunteers to arrange for sorting. Logistics were coordinated with ICF for T-Shirt pick-up.

The radio buy was finalized and a 60-second spot was recorded and aired on DC 101, Big FM and Hot 99.5 radio stations over three week period. Gold level sponsors were mentioned. Banners were created and delivered to all but a few pit stop managers for use as promotional tools leading up to Bike to Work Day 2014 and to use as a backdrop at the events. Banners were eight feet wide and reflected graphics and salmon color used for the T-Shirt and poster.

The Bike to Work Day earned media strategy was developed and media interviews were coordinated. A pre-event press release and calendar posting were sent in April, and a second pre-event press release was sent in early May. The contractor and COG’s Public Affairs Office staff pitched media and sent a final press release the day of the event. COG/TPB staff participated in media interviews on ABC 7’s News Talk with Bruce DePuyt and with Tom Roberts on Total Traffic radio. U.S. Transportation Secretary Anthony Foxx attended the downtown Freedom Plaza event and was available for a photo opportunity with COG staff, which was placed onto social media. A Bike to Work Day blurb was also in the Washington Life magazine, May edition.

COG/TPB staff assisted pit stop managers and Committee members by answering questions and providing general support. Staff also coordinated the sending of information to law enforcement agencies in the region regarding the location of each pit stop. In June, COG/TPB Staff coordinated the bike raffle giveaway with the various bike shop sponsors.

COG/TPB staff updated the Bike to Work Day web site for the 2014 event using WordPress. Worked with staff to revise the web site masthead to reflect the new creative. Updated the Twitter, Facebook, and Commuter Connections Bike to Work Day web pages with new 2014 event graphics. The event was expanded in 2014, raising the total number to 79 pit stops, including new locations in Ft. Totten, Suitland, Fair Lakes, McLean, Arlington-Columbian Pike, Alexandria–Del Ray; and second locations in College Park and Georgetown.

A calendar posting and several press releases were sent, including a final press release on the day of the event. Bike to Work Day was a success as nearly 17,000 registered for the annual event, a 14% increase over the prior year. COG/TPB staff gave a post-event presentation at the TPB Technical Committee on June 6th and to the TPB on June 18th. The Employer Challenge winner was selected, and a certificate and plaque were created. A luncheon was held at the State Department in late June to recognize one of the top

employers in the region for outstanding registration for the event. COG/TPB staff and the contractor sent thank you letters and T-shirts to the sponsors.

**Media Placements/Newsletters:**

<b>Date</b>	<b>Outlet</b>	<b>Topic linked to URL</b>
2/22/2014	NBC 4 Washington	<a href="#">Bike to Work Day Beckons on May 16</a>
4/4/2014	Southern Maryland News Net	<a href="#">Bike to Work Day 2014 Registration Opens Marking the Start of Spring</a>
4/10/2014	Alexandria Times	<a href="#">BIKE TO WORK DAY IS JUST A START</a>
4/15/2014	Washington City & Press	<a href="#">Bike To Work Day Registration Now Open</a>
4/15/2014	Arlington's Car-Free Diet	<a href="#">Bike To Work Day 2014 – How to Get to Arlington B2WD Pit Stops</a>
4/19/2014	Prince William Living Magazine	<a href="#">Bike to Work Day is May 19 - Sign Up Today!</a>
4/28/2014	Falls Church News-Press	<a href="#">City of F.C. to Host Bike to Work Day Pit Stop on May 16</a>
4/29/2014	eWallstreeter	<a href="#">Bike to Work Dat Beckons</a>
4/30/2014	REI	<a href="#">College Park REI — Bike to Work Day - Freedom Plaza, DC</a>
4/30/2014	Falls Church News-Press	<a href="#">Local Businesses Sponsoring ‘Pit Stop’ on Bike to Work Day</a>
5/1/2014	Congress Heights on the Rise	<a href="#">May 16   Bike To Work Day</a>
5/2/2014	TyTran Newsletter	<a href="#">Bike to Work Day - May 16, 2014</a>
5/2/2014	NVDaily	<a href="#">Area cycling enthusiasts push benefits</a>
5/6/2014	Black Tie DC	<a href="#">Bike to Work Day 2014</a>
5/7/2014	Bloomberg Businessweek	<a href="#">If Your Co-Workers Look Sweaty, It's Because Bike Commuting's On the Rise</a>
5/7/2014	Afro American	<a href="#">D.C. Area to Kick Off Bike to Work Week 2014</a>
5/8/2014	Greater Greater Washington	<a href="#">DC bike commuting more than doubled since 2000</a>
5/8/2014	USA Today	<a href="#">Biking to work increases 60% in past decade</a>

5/12/2014	Baltimore Magazine	<a href="#">Friday is National Bike to Work Day</a>
5/13/2014	Bethesda Now	<a href="#">Less Than 1 Percent Of Montgomery Commuters Bike To Work</a>
5/13/2014	Washington Post - Express	<a href="#">Locked and overloaded: D.C.'s bike racks can't keep up with demand</a>
5/13/2014	CSN Washington Comcast Sportsnet	<a href="#">D.C. Struggles to Keep Up With Growing Number of Bikers</a>
5/13/2014	Haymarket Beat	<a href="#">Town of Haymarket Participates in Bike to Work Day</a>
5/14/2014	Mass Transit	<a href="#">DC: Metro Announces Participation in Bike to Work Day May 16</a>
5/14/2014	Christian Science Monitor	<a href="#">How to experience National Bike Month</a>
5/14/2014	The Social Cities	<a href="#">Newport Bike to Work Day 2014</a>
5/14/2014	NoMa	<a href="#">NoMa Celebrates Trifecta of Successes: First Street, Sculpture and Bike to Work Day</a>
5/14/2014	AAA Mid-Atlantic	<a href="#">Bike To Work Day Participation Continues to Exceed Previous Years</a>
5/15/2014	Social Alerts	<a href="#">Bike From Work Day 2014</a>
5/15/2014	WUSA 9	<a href="#">2013 Bike to Work Day in rain or shine</a>
5/15/2014	2M Street	<a href="#">Bike to Work Day in DC</a>
5/16/2014	Washington Post - Express	<a href="#">Handlebar stash: Two Wheel Valet's plans to revolutionize bike parking in D.C.</a>
5/16/2014	DC Eater	<a href="#">Bike From Home Stops; Year In Cyclist Vs. Motorist Wars</a>
5/16/2014	District Style	<a href="#">HOW TO BIKE TO WORK IN DC</a>
5/16/2014	USDOT	<a href="#">Bike To Work Day celebrates transportation</a>
5/19/2014	Connected Communities	<a href="#">Bike to Work Day Breaks Regional Record: 16,700+ Cyclists Registered to Promote Cycling as a Green Commute Option</a>
5/22/2014	The Connection to your Community	<a href="#">Biking to Work Despite Rain</a>

5/22/2014	The Connection to your Community	<a href="#">Few Roll Through Town</a>
5/23/2014	The Washington Post - Local Transportation	<a href="#">In D.C. suburbs, commuters need their cars, but perhaps not every day</a>
<b>BTWD 2014 Television Coverage</b>		
<b>Date</b>	<b>Outlet</b>	<b>Topic linked to URL</b>
4/9/2014	ABC 7's - News Talk with Bruce Depuyt	<a href="#">Bike to Work Day</a>
4/15/2014	WUSA 9 Timesaver Traffic	<a href="#">Bike to Work Day Registration Now Open</a>
5/16/2014	ABC 7	<a href="#">Bike to Work Day rides on, despite rainstorms</a>
<b>BTWD 2014 Radio Coverage</b>		
<b>Date</b>	<b>Outlet</b>	<b>Topic linked to URL</b>
4/11/2014	930 WFMD Free Talk	<a href="#">Bike to Work Day 2014</a>
5/15/2014	Total Traffic	<a href="#">Sound bites in report above</a>
5/14/2014	WTOP 103.5	Bike commuters have their own parking problems
5/16/2014	WAMU 88.5	<a href="#">What's Missing On Bike To Work Day? Data, Say Advocates</a>
<b>BTWD 2014 Blog Coverage</b>		
<b>Date</b>	<b>Outlet</b>	<b>Topic linked to URL</b>
3/5/2014	Bike Arlington Forum	<a href="#">2014 Bike to Work Day Registration Is Open</a>
3/20/2014	WABA	<a href="#">What is Bike to Work Day?</a>
3/20/2014	WABA	<a href="#">Ladies, Become a Bike to Work Day Pro or Protégé</a>
3/27/2014	The Washington Post - Dr. Gridlock	<a href="#">Register for 2014's Bike to Work Day</a>
3/27/2014	Bike Arlington Forum	<a href="#">Pit Stop Choice?</a>
3/29/2014	Bike Arlington Forum	<a href="#">DC Tour de Cure</a>

3/30/2014	Susie's Budget and Policy Corner	<a href="#">Bike to Work Day May 16</a>
4/3/2014	The Greater Greater Washington	Let's Plan a Bike to Anywhere But Work Day
4/3/2014	Bike Arlington Forum	<a href="#">Giving a BTWD Presentation - Info/Resources?</a>
4/9/2014	Bike Arlington Forum	<a href="#">Crystal City Bike to Work Week</a>
4/15/2014	Susie's Budget and Policy Corner	<a href="#">Volunteer for Bike to Work Day</a>
4/15/2014	New Columbia Heights	<a href="#">Bike to Work Day is May 16th; meet next Wednesday to help with the Columbia Heights pit stop!</a>
4/16/2014	Bike Arlington Forum	<a href="#">Arlington Bike to Work Day Video</a>
4/22/2014	WABA	<a href="#">Ride Your Bike for Earth Day &amp; Register for Bike to Work Day</a>
4/25/2014	Bike Arlington Forum	<a href="#">Bike To Work Day Warm Up and Virginia Friday Coffee Club Caravan</a>
4/25/2014	Bike Arlington Forum	<a href="#">Looking for a route/buddy for ride to work day</a>
4/28/2014	Fairfax City Patch	<a href="#">Bike to Work Day 2014: Registration, Pit Stops, Rider Info and More</a>
4/29/2014	Georgetown Patch	<a href="#">Flooding + Tornado Threat, Bear Sighting, Driver Killed, Bike to Work Day, Shots Fired, New Restaurants</a>
5/1/2014	WABA	<a href="#">Happy Bike Month: Do something to celebrate!</a>
5/1/2014	Bike Arlington Forum	<a href="#">T-Shirts This Year!</a>
5/2/2014	Bike and Roll	<a href="#">Top 5 Things We're Looking Forward to in May</a>
5/5/2014	WABA	<a href="#">Bike to Work Day is Friday, May 16th: What to Expect</a>
5/6/2014	Georgetown Patch	<a href="#">The Scoop on Bike to Work Day in Georgetown</a>
5/6/2014	Topix	<a href="#">The Scoop on Bike to Work Day in Georgetown</a>

5/6/2014	Bike Arlington Forum	<a href="#">Annapolis to Laurel, MD Bike Buddy</a>
5/7/2014	WABA	<a href="#">Help grow bicycling by volunteering on May 16</a>
5/7/2014	WABA	<a href="#">Why NOT to register for Bike To Work Day</a>
5/7/2014	Bike Arlington Forum	<a href="#">BTWD Greenbelt/College Park convoys</a>
5/7/2014	Bike Arlington Forum	<a href="#">Arlington Pit Stops- Any volunteers?</a>
5/7/2014	Bike Arlington Forum	<a href="#">Old Town Alexandria to Downtown DC Bicycle Convoys 2014</a>
5/8/2014	TreeHugger	<a href="#">Bike to Work Day season is here. 5 reasons to join the fun!</a>
5/8/2014	The Washington Post - Dr. Gridlock	<a href="#">May 16 named Bike To Work Day</a>
5/8/2014	WABA	<a href="#">US Census: Biking up 60% National, up 255% in Washington, DC</a>
5/8/2014	Bike Arlington Forum	<a href="#">New BikeArlington Water Bottles!</a>
5/8/2014	Bike Arlington Forum	<a href="#">Bethesda to DC BTWD</a>
5/8/2014	Bike Arlington Forum	<a href="#">Hybla Valley/Alexandria to Fairview Park/Falls Church - BTWD</a>
5/9/2014	WABA	<a href="#">Go Intermodal this Bike to Work Day</a>
5/10/2014	Bike Arlington Forum	<a href="#">Ashburn to fairview park, falls church</a>
5/12/2014	NPR the two-way	<a href="#">More Cyclists Can Now Call AAA For Help</a>
5/12/2014	WABA	<a href="#">Curbs Coming to DC's Cycle Tracks</a>
5/12/2014	Washingtonian	<a href="#">Friday Is Bike to Work Day</a>
5/12/2014	DCist.com	<a href="#">Here Is Your Bike To Work Day Pit Stop Map</a>
5/12/2014	Bike Arlington Forum	<a href="#">Lets hope the weather forecast is wrong...</a>

5/13/2014	WABA	<a href="#">Become a WABA Member this Bike to Work Day</a>
5/13/2014	WABA	<a href="#">Take a Trail this Bike to Work Day</a>
5/13/2014	Bike Arlington Forum	<a href="#">my bike to work day plans</a>
5/13/2014	Roadbike Review Forum	<a href="#">Bike to Work Day Here in DC</a>
5/14/2014	WABA	<a href="#">Preparing for a Rainy Bike to Work Day</a>
5/14/2014	WABA	<a href="#">Ride With a Convoy this Bike to Work Day</a>
5/14/2014	WABA	<a href="#">Be an Advocate at Bike to Work Day</a>
5/14/2014	The Washington Post - Dr. Gridlock	<a href="#">D.C. has a new parking problem</a>
5/14/2014	Roll Call	<a href="#">#TBT: Bike to Work Day</a>
5/14/2014	The Washington Post - Dr. Gridlock	<a href="#">Share your Bike to Work Day experiences</a>
5/15/2014	The Washington Post - Capitol Weather Gang	<a href="#">It rains on D.C.'s "Bike to Work" day a disproportionate amount</a>
5/15/2014	The Washington Post - The Reliable Source	<a href="#">Labor chief Tom Perez bikes to work (in a Nats shirt)</a>
5/15/2014	The Washington Post - Dr. Gridlock	<a href="#">How drivers can share streets with cyclists</a>
5/15/2014	The Washington Post - Dr. Gridlock	<a href="#">Your last-minute guide to Bike to Work Day</a>
5/15/2014	Red Brick Town	<a href="#">Thursday Headlines – Bike to Work Day Guide, Bike Parking, and More</a>
5/15/2014	Department of Labor	<a href="#">I want to ride my bicycle; I want to ride my bike</a>
5/16/2014	Greater Greater Washington	Breakfast links: Le Déluge
5/16/2014	dcist	<a href="#">Morning Roundup: Now Edition</a>
5/16/2014	Washington Post - Local	<a href="#">Bike to Work Day? More like, everyday</a>
5/16/2014	Candy Sandwich	<a href="#">Bike to Work Day</a>

5/16/2014	Washington City Paper - City Desk	<a href="#">District Line Daily: Bike to Work Wet Day</a>
5/16/2014	Street Blogs USA	<a href="#">Sec. Foxx Braves the Rain for Bike to Work Day</a>
5/16/2014	DCist.com	<a href="#">Heavy Rains Basically Screwed Up Everything For The D.C. Region (UPDATE)</a>
5/16/2014	Topix - Georgetown	<a href="#">Bike to Work Day Happy Hour</a>
5/16/2014	U.S. Navy JAG Corps	<a href="#">Bike to Work Day!</a>
5/16/2014	The Wash Cycle	<a href="#">Did you hear? It's Bike to Work Day</a>
5/16/2014	DIP Note	<a href="#">Two Wheeled Diplomacy: Celebrating Bike to Work Day</a>
5/16/2014	Red Brick Town	<a href="#">Friday Headlines – Flooding, Godzilla, Bike to Work Day, and More</a>
5/16/2014	Tumblr - Today's Document	<a href="#">Today's Document</a>
5/17/2014	Roadbike Review Forum	<a href="#">2014 DC Bike to Work Day Report</a>
5/19/2014	DCist.com	<a href="#">More Than 16,700 People Registered For Bike To Work Day</a>

C. Employer Recognition Awards

***Work Accomplished on all Products and Services:***

A task schedule was developed by COG/TPB staff which outlined all associated deliverables involved with planning the 2014 Employer Recognition Awards event.

The 2014 awards application brochure and nomination form was created, finalized and distributed to Level 3 & 4 employers throughout the region. A version of the awards nomination form was also made available online. Additional distribution channels for the nomination brochure included a mailing to top level executives and the Employer Outreach Sales Representatives. Email blasts were sent to employers and Employer Award links were placed on the Commuter Connections and Council of Governments home pages.

After a competitive bidding process, the National Press Club was retained as the venue for the June 2014 Employer Recognition Awards.

COG/TPB staff reviewed and qualified Employer nominations. Employers were contacted and interviewed regarding any questionable or missing information on the nomination forms. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the meeting



took place on March 21st. It was well attended and Chaired by TPB Chair Patrick Wojahn.

Marketing and advertising materials for the Employer Recognition Awards were coordinated with the marketing contractor and reviewed by the FY2014 Awards Workgroup. Workgroup members included Lyn Erickson, MDOT; Lorraine Taylor, WMATA; and Fatemeh Allahdoust, VDOT.

COG/TPB staff contacted the winners by phone and followed up with letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status. COG/TPB staff coordinated with the Employer Recognition Awards workgroup on the giveaway item for the awards ceremony; the item selected was a Hanging grocery bag holder. The giveaways were ordered and made available to attendees along with a commemorative program booklet. COG/TPB staff worked with winners to gather content for the awards program booklet. Booklet highlights included introductory letters from Commuter Connections Subcommittee and TPB Chairs; and profiles and photos of the award winners.

COG/TPB staff secured event speakers, wrote remarks, sent confirmation letters, created the agenda, provided instructions and sent thank you letters to speakers after the event.

COG/TPB staff bid out for video services, developed questions for interviewees and coordinated filming logistics. COG/TPB staff also provided feedback for editing the video and presented the final version at the National Press Club ceremony. The event video encompassed two minute segments of each award winning program. COG/TPB staff worked with the contractor to create award seals which were sent to the winners so they may publicize their awards on their respective web sites.

COG/TPB staff ordered glass trophies for the five award recipients, and along with the marketing contractor, also developed podium signage. Invitations were created and mailed within a customized theme envelope. Name tags of attendees were created. COG/TPB staff finalized catering arrangements with the National Press Club and conducted a walk thru the day prior to the event.

COG/TPB staff hosted the seventeenth annual Commuter Connections Employer Recognition Awards event at the National Press Club on June 24, 2014. The event's emcee was TPB Chair and College Park Councilmember, Patrick Wojahn. The Incentives award was presented by Jon Williams, Program Director at the Transportation Research Board, and given to The Cadmus Group with offices located in Bethesda and Arlington. The Marketing award was presented by Daniel Flores, V.P. of Government Relations Greater Washington Board of Trade, and went to the U.S. Food and Drug Administration, Silver Spring. The Telework award was presented by Al Grant, former COG Director of Transportation Planning and given to the U.S. Forest Service in Washington, DC. The Employer Services Sales Team and Organization Achievement Awards were presented by City of Alexandria Councilmember, and 2nd Vice TPB Chair, Timothy Lovain, and went to Prince William County (PRTC) and to VA Megaprojects, respectively.

COG/TPB staff created a media advisory prior to the event and sent a press release to the media the day of the Employer Recognition Awards event. A display ad appeared in the Washington Post to recognize the employer award recipients. Thank you letters were sent to the speakers after the event. Winner seals were developed and shared with the employers for promotional use. Awards photos, winner logos and seals, the program booklet and video were placed onto the Commuter Connections web and photos onto the social media sites.

#### D. Pool Rewards

### ***Work Accomplished on all Products and Services:***

'Pool Rewards applicants for both carpools and vanpools were reviewed for eligibility throughout the fiscal year and if qualified were processed, and registered. COG/TPB staff processed media invoices.

Photos of the FY13 'Pool Rewards employer grand prize contest winner luncheon held at the Treatment and Learning Center in Rockville were posted to the Commuter Connections web site and social media sites in July 2013. Letters and checks were sent out to the second and third place winners of the contest, BTI Security of Rockville, and Easter Seals of Silver Spring.

A meeting was held on October 18th with Enterprise Rideshare and vRide representatives to discuss the 'Pool Rewards program and related marketing Activities. COG/TPB staff participated in an NTD Reporting webinar on October 18th. In December, a 30 day extension period for NTD reporting was filed with the FTA.

COG/TPB staff approved live reads for 'Pool Rewards as part of the media plan's value-added advertising for fall 2013. Staff coordinated with VDOT marketing contractor Pulsar Advertising to place a 'Pool Rewards ad into the 2014 VA Megaprojects planner which published in December. A 'Pool Rewards ad was created for placement into the 2014 VA Megaprojects planner. Staff coordinated with VDOT marketing contractor Pulsar Advertising. Art files of online banner ads were also obtained from Pulsar which were re-sized and placed by Commuter Connections' marketing contractor, as part of the fall campaign. The mass mailers sent in December 2013 and June 2014 contained the 'Pool Rewards logo and brief write ups.

According to the 2013 Commuter Connections State of the Commute survey, of the reasons to start using alternative transportation modes, 34% are circumstance changes such as a changed job/work hours, residential move, or employer location move. Creative concepts with the theme, "Is your Commute Moving with You?" were developed by the marketing contractor for a 'Pool Rewards employer relocation kit and presented by COG/TPB staff to the Employer Outreach Committee in April 2014. COG/TPB staff posted the sample materials to SharePoint for access by the Employer Outreach Committee. The kit includes emails, posters, brochures, rack cards, and tent cards.

Two media buys were planned and implemented for 'Pool Rewards in the Spring of FY14; one per the work program marketing funds, and one with unspent 'Pool Rewards funds which were reapportioned to marketing. The buys focused on new homeowners, relocated employees, Hispanics, and the military. Advertising included radio on WTOP, Federal News Radio, and ElZol; print ads in the Washington Post Express, and the Washington Business Journal's relocation guide; and online placement including Google Adwords, Washington Post Dr. Gridlock online, and online job sites such as Career Builder and Monster.com.

The FTA's National Transit Data Base report for the Vanpool program for 2013 was completed and filed in the 3rd quarter of the fiscal year. A meeting was held with vanpool providers in June to review and begin using the 'Pool Rewards on-line tracking pages. COG/TPB staff worked with VDOT and Transurban representatives to create an added incentive program for carpools forming as part of the I-95 Express Lanes project. The program will launch in FY 2015.

COG/TPB staff reviewed a long-term 'Pool Rewards survey to administer during FY 2014. Once the survey was finalized, it was sent to all past participants who had completed the 'Pool Rewards program from October 2010 to May 2014 was conducted in

June. Results from the survey will be used for transportation and emission impacts as part of the TERM Analysis report as well as program structural changes.

#### E. Car-Free Day

##### ***Work Accomplished on all Products and Services:***

Updates were made to the Car Free Day 2013 event web site, including Activities, promotions and news about participating jurisdictions. COG/TPB staff communicated with sponsors to secure donated prizes and updated the sponsor page with logos accordingly. The Car Free Day poster was revised, printed and delivered to participating jurisdictions. The Theme was “Park It” with a depiction of a car with Activities written all over it that were family oriented things to do on Car Free Day. Draft radio scripts were developed and presented to the Steering Committee and revised, based on feedback. Voiceover talent was selected for the radio spot and it was produced and aired several weeks leading up to the event. The radio spot aired on WTOP (News), WBIG (Classic Rock) and DC101 (Rock Alternative). DC101 and WBIG provided home page takeovers on radio station web sites, and WTOP provided 15 total no-charge :60 second spots over the 3-week schedule. Bus signage was secured for Car Free Day from several jurisdictions; artwork was created mirroring the poster, and then printed, shipped and then installed at the various transit properties. Signage appeared on Fairfax Connector, Montgomery County Ride On, Metrobus, and Arlington Transit. An internet banner ad was created for placement onto the Metro website; the banner ad was also provided as free ad space, donated by WMATA.

Email blasts were sent out to past Car Free and Bike to Work Day participants, employers and universities. Opt-in text messaging was used to encourage additional pledges through word-of-mouth. The messages thanked participants for pledging, served as a reminder of the event date, and encouraged them to get friends and family to pledge too. Social media accounts were updated to reflect graphics from the 2013 poster. Facebook postings and tweets were placed on a regular basis to keep the Car Free Day event relevant and to garner more friends and followers. Clean Air Partners also conducted a live Twitter party. A total of 3,600 people “liked” the Car Free Day Facebook page, up 15.5 percent since last year’s event; and the number of people following Car Free Day on Twitter increased to 415, up by 28 percent.

Car Free Day Steering Committee meetings were held every other month from FY13 March through September FY14. Highlights from the meetings included discussion and updates on the event web site, poster, radio script, proclamation, and transit signage, as well as and updates from Committee members about events and Activities planned by jurisdictions. Presentations about Car Free Day were made to the TPB Technical Committee on July 5th and the Commuter Connections Subcommittee meeting on July 16th and to the TPB on July 17th. At its July 17th meeting, the TPB adopted a proclamation to make Sept 22 Car Free Day throughout the region and an enlarged proclamation was signed by Loudoun County Board of Supervisors and TPB Chair, Scott York. Several jurisdictions in turn adopted Car Free Day proclamations of their own.

Media outreach began with a calendar listing and continued with several press releases, each focused on a different benefit of participation and highlights of the 2013 event. The team pitched the event to newspapers, magazines, radio and televisions stations, and through social media. As a result of these efforts, radio interviews occurred with Nicholas Ramfos on WTOP and Total Traffic Network. Total Traffic Networks is distributed to twenty affiliate radio stations. A number of prominent news outlets such as WTOP’s Sprawl and Crawl, and the Washington Post’s Dr. Gridlock had articles about

Car Free Day on web sites and in print. A plethora of blogs and social media postings wrote and commented on Car Free Day as well.

A Google Analytics report was generated inclusive of statistics from the Car Free Day web site. Total page views were 32,692, made by 10,578 unique visitors. The average number of pages per visit was 2.63, with an average duration of 2 minutes and 53 seconds. The referral report supported the high number of website visits driven by online banner ads seen on WASH FM’s web page, providing the second highest referral rate to the Car Free Day website.

Park(ing) Day took place on September 20th and for the first time, the District Department of Transportation (DDOT) participated to highlight the District’s sustainability efforts and kick off Car Free Days Activities. DDOT issued six-hour permits to transform metered parking spaces into temporary public park-like places. The event served to generate debate around how public space can be used to improve the quality of human habitat in urban areas.

In September 2013, over 4,000 took the pledge to go Car Free or Car-Lite. Roughly, a third from each State. COG/TPB staff awarded and sent prizes to raffle prize winners. A photo of the grand prize winner was posted onto the event web site, Facebook and Twitter. The grand prize iPad was donated courtesy of Tri-County Council for Southern Maryland and Maryland Transit. COG/TPB staff posted activity on the Car Free Days Twitter and Facebook pages regarding raffle winners. Gulcan Akgul was the grand prize raffle winner of an iPad, courtesy Tri-County Council for Southern Maryland and Maryland Transit Administration. Ms. Akgul has a car free lifestyle.

COG/TPB staff prepared a summary of pledge data and calculated emissions reductions from Car Free Day 2013. The VMT helped reduce NOX, VOC, CO2 and PM2.5 emissions by 0.07, 0.05, 60.8 and 0.003 tons. The top three jurisdictions in terms of number of pledges were in order: District of Columbia, Montgomery County and Fairfax County. The pledge breakdown by mode is as follows: Transit 45%, walking 23%, bicycle 18% and carpool/vanpool 7%, Telework 4%, and other 2%. The SOV group reduced their driving by 64,488 miles.

***Car Free Day Media Placements***

<b>Radio</b>		
<b>Outlet</b>	<b>Date</b>	<b>Title</b>
Total Traffic	9/22/2013	Car Free Days
WTOP 103.5 FM	9/20/2013	<a href="#">Car Free Weekend kicks off Friday</a>

<b>Print/Online</b>		
<b>Outlet</b>	<b>Date</b>	<b>Title</b>
Frederick News Post	9/22/2013	<a href="#">City Notes: A surprise in the streets</a>

Georgetown Patch	9/20/2013	<a href="#">Georgetown Businesses Swap Parking for Parks Friday</a>
WAMU 88.5 FM	9/20/2013	<a href="#">D.C. Parking Spots Become Real Parks For A Day</a>
GU Wellness	9/19/2013	<a href="#">GUEST POST: CAR FREE DAY</a>
The Neighborhoods of EYA	9/19/2013	<a href="#">Park It: Car Free Days September 20th – 22nd</a>
NoMA News	9/19/2013	<a href="#">Picnic in a Park(ing) Spot with NoMa</a>
Bike and Roll DC	9/16/2013	<a href="#">Car Free Days in DC</a>
Georgetown Patch	9/15/2013	<a href="#">Park(ing) Day: D.C. Parking Spaces Will Be Handed Over for Park Use</a>
UMBC News	9/13/2013	<a href="#">Celebrate World Car Free Day</a>
ActioNet	9/13/2013	<a href="#">ActioNet Participates in Car Free Days</a>
Ecowomen	9/9/2013	<a href="#">Car Free, Care Free: How to Get Around in DC</a>
Region Forward	9/5/2013	<a href="#">Annual Car Free Day Event to Span Weekend of Sept. 20-22</a>
The District of Columbia	9/4/2013	<a href="#">District of Columbia to Participate in PARK(ing) Day</a>
The Free Lance-Star	9/2/2013	<a href="#">Drivers Brace for "Terrible Tuesday"</a>
Go Montgomery	8/30/2013	<a href="#">Celebrate Car Free Days DC on September 20 to 22</a>
Alexandria News	8/30/2013	<a href="#">Terrible Traffic Tuesday Strikes Again September 3</a>
Frederick News Post	8/19/2013	<a href="#">Car-free Days registration opens</a>
Southern Maryland News Net	8/10/2013	<a href="#">Pledge Today for Car Free Days</a>
goDCgo		<a href="#">Car Free Days is here again!</a>
AOBA		<a href="#">Encourage Your Tenants to Participate in Car Free Days!</a>
Arlington Transportation Partners		<a href="#">Car-Free Days 2013</a>

#### IV. MONITORING AND EVALUATION

##### A. TERM Data Collection and Analysis

###### ***Work Accomplished on all Products and Services:***

In July, the draft 2013 State of the Commute Technical Report was presented to the Commuter Connections Subcommittee on July 16th and a comment period was established. The draft 2013 GRH Applicant Survey report was completed and highlights were presented at the Commuter Connections Subcommittee on July 16th and a comment period was established. COG/TPB staff prepared and distributed the final and draft conformity verification statements for the third and fourth quarters of FY2013 at the Employer Outreach Committee meeting on July 16th. Monthly Employer Outreach sales activity reports were received from Montgomery, Arlington, Frederick, Fairfax, Loudoun, and Prince George's Counties as well as the District of Columbia, the City of Alexandria, and Tri-County Council for Southern Maryland.

In August, COG/TPB staff prepared the final Employer Outreach verification statement for the fourth quarter of FY2013 and began preparing the draft verification statement for the 1st quarter FY 2014. Monthly sales activity reports were received from Arlington, and Montgomery County as well as the District of Columbia. COG/TPB staff met with LDA Consulting on August 12th to discuss the timeline for the FY 2014 Regional TDM Evaluation project. COG/TPB staff continued reviewing the draft 2013 State of the Commute Technical Report and the Washington DC draft 2013 GRH Applicant Report.

In September, COG/TPB staff worked with LDA Consulting to prepare an updated draft 2013 State of the Commute Technical Report based on comments received and staff review. The updated document was presented at the September 17th Commuter Connections Subcommittee meeting. COG/TPB staff presented the 2013 preliminary highlights to the TPB Technical Committee on September 6th the TPB/CAC on September 12th and to the TPB on September 18th. COG/TPB staff worked with LDA Consulting to prepare an updated draft 2013 GRH Applicant Report based on comments received and staff review. The updated document was presented at the September 17th Commuter Connections Subcommittee meeting. COG/TPB Staff prepared and distributed the final and draft Employer Outreach conformity verification statements for the fourth quarter of FY2013 and first quarter of FY2014. Monthly Employer Outreach sales activity reports were received from Montgomery, Arlington, and Fairfax County as well as the District of Columbia and Tri-County Council for Southern Maryland.

In October, COG/TPB staff worked with LDA Consulting to prepare an updated draft 2013 State of the Commute Technical Report based on comments received and staff review. The final updated document was presented for endorsement at the November 19th Commuter Connections Subcommittee meeting. COG/TPB staff also worked with LDA Consulting to prepare a final draft 2013 GRH Applicant Report based on comments received and staff review. The updated document was also presented at the November 19th Commuter Connections Subcommittee meeting. COG/TPB staff and the consultant began working on finalizing the 2013 Bike to Work Day TERM survey questionnaire. A meeting was held on October 16th with LDA Consulting and CUTR to discuss the progress on the system performance methodology from the State of the Commute and GRH Applicant survey data. COG/TPB staff conducted a briefing on the draft results from the 2013 State of the Commute survey for Transurban staff in Alexandria on October 25th. COG/TPB Staff prepared and distributed the final and draft Employer Outreach conformity verification statements for the fourth quarter of FY2013 and first quarter of FY2014 at the October 15th Employer Outreach Committee meeting.

Monthly Employer Outreach sales activity reports were received from Montgomery, Arlington, and the District of Columbia.

In November, COG/TPB staff presented the final 2013 State of the Commute draft Technical Report for endorsement at the November 19th Commuter Connections Subcommittee meeting. COG/TPB staff also presented the final 2013 draft Guaranteed Ride Home Applicant survey for the Washington Metropolitan region for endorsement at the November 19th Commuter Connections Subcommittee meeting. COG/TPB staff compiled 2013 registration data in preparation for the Bike to Work Day survey which was conducted in November. COG/TPB staff began reviewing the Maryland Employer Telework Survey questionnaire for possible updates. COG/TPB Staff continued to prepare the draft Employer Outreach conformity verification statement for the first quarter of FY2014. Monthly Employer Outreach sales activity reports were received from Montgomery, Arlington, and Tri-County Council, and the District of Columbia.

In December, COG/TPB staff began preparing the 2013 GRH Applicant Survey for the Washington DC region for final publication. COG/TPB staff prepared and presented the updated Maryland Employer questionnaire during the December 17th Regional TDM Evaluation Group meeting. COG/TPB staff prepared and presented the preliminary highlights of the 2013 BTWD TERM survey during the Regional TDM Marketing Group meeting on December 17th. COG/TPB Staff prepared the final and draft conformity verification statements for the first and second quarter of FY2014. Monthly Employer Outreach sales activity reports were received from Arlington, and Tri-County Council, Frederick, and the District of Columbia.

In January, the 2013 GRH Applicant Survey for the Washington DC region was prepared for final publication. COG/TPB staff continued to work on updating the Maryland Employer Telework survey questionnaire. COG/TPB staff presented the results from the 2013 BTWD TERM survey during the Commuter Connections Subcommittee meeting on January 21st and a comment period was established. COG/TPB staff reminded Employer Outreach Committee representatives to work on database clean-up in anticipation of the Employer Outreach TERM analysis and the regional Employer Customer Satisfaction survey. COG/TPB Staff prepared the final and draft Employer Outreach conformity verification statements for the first and second quarter of FY2014 and distributed them at the January 21st Employer Outreach Committee meeting. Monthly Employer Outreach sales activity reports were received from Arlington, Alexandria and the District of Columbia.

In February, COG/TPB staff continued to work on updating the Maryland Employer Telework questionnaire. COG/TPB staff finalized the results from the 2013 BTWD TERM survey for presentation in March. COG/TPB staff continued to prepare the final draft Employer Outreach conformity verification statements for the second quarter of FY2014. Monthly Employer Outreach sales activity reports were received from Arlington, Alexandria and the District of Columbia.

In March, COG/TPB staff finalized the 2013 Bike to Work Day TERM Analysis Report and presented it to the Commuter Connections Subcommittee on March 18th for endorsement. The Maryland Employer Telework survey questionnaire was finalized. COG/TPB staff met with LDA Consulting on March 13th to discuss the information needed for the draft TERM Analysis Report. COG/TPB staff selected a contractor for the 2013 State of the Commute general public report and began work on organizing the report. COG/TPB staff prepared the final and draft Employer Outreach conformity verification statements for the second and third quarters of FY2014. Monthly Employer Outreach sales activity reports were received from Arlington, and Tri-County Council, Frederick, and the District of Columbia.

In April, the 2013 Bike to Work Day TERM Analysis Report was finalized and distributed. The Maryland Employer Telework survey was implemented. Work began on the 2013 State of the Commute general public report. COG/TPB Staff prepared the final and draft Employer Outreach conformity verification reports for the second and third quarters of FY2014 and distributed them at the April 15th Employer Outreach Committee meeting. Monthly Employer Outreach sales activity reports were received from Arlington and the District of Columbia.

In May, COG/TPB staff worked on quantifying emission factors based on the new MOVES air quality planning model and met with LDA Consulting on May 27th to discuss the outcome and use for the 2014 TERM Analysis report. Results from the Maryland Employer Telework survey were obtained and the consultant will use them as part of the regional TERM Analysis Report for the MD Telework TERM. Work continued on the editing and development of the 2013 State of the Commute general public report. LDA Consulting continued work on the analysis for the 2014 TERM Analysis draft report. COG/TPB Staff finalized the Employer Outreach conformity verification report for the third quarter of FY2014 and began preparing the draft 4th quarter conformity verification report. Monthly Employer Outreach sales activity reports were received from Arlington, Alexandria and the District of Columbia.

In June, the draft 2012-2014 TERM Analysis report was completed and was prepared for review for the July 16th Commuter Connections Subcommittee meeting. COG/TPB staff prepared the final and draft Employer Outreach conformity reports for the fourth quarter of FY2014. The 2013 State of the Commute General Public report and associated “pull-out” sections with InfoGraphics along with a digital flipbook were completed and prepared for printing. Monthly Employer Outreach sales activity reports were received from Arlington and the District of Columbia. COG/TPB Staff collected supplementary data for the Employer Outreach section of the FY 2014 TERM analysis.

## B. Program Monitoring and Tracking Activities

### ***Work Accomplished on all Products and Services:***

For the first quarter, COG/TPB staff prepared and distributed the June Monthly Executive Summary and the 4th quarter CCWP Progress Report. COG/TPB staff also prepared the July and August FY 2014 CCWP Monthly Executive Summary reports. The FY 2013 4th quarter CCWP progress report was also prepared and distributed. COG/TPB staff also prepared and finalized the FY 2013 CCWP Annual Progress Report

COG/TPB staff produced the annual report of survey responses for 'Pool Rewards and annual statistics for ridematching and Guaranteed Ride Home. COG/TPB staff prepared and presented the draft 2013 Bike to Work Day event draft report at the Bike to Work Day Steering Committee on September 11th.

COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. This information was made available as part of the FY13 Second Half Marketing Campaign Summary final report issued at the September 17th Regional TDM Marketing Group meeting.

COG/TPB staff sent the GRH Customer Satisfaction Survey via email link to commuters who used GRH from July through September 2013. Commuters without an email address were sent a hard copy version of the survey. COG/TPB staff also analyzed the data received.

Employer Outreach TERM data was collected for the finalization of the 4th Quarter FY2013 conformity verification report as well as the 1st Quarter FY2014.



COG/TPB staff worked on a contract amendment for the Employer survey project with VHB. COG/TPB staff met with VHB on September 24th to discuss data processing issues related to the changeover from Zoomerang to Survey Monkey.

In the second quarter, COG/TPB staff prepared the September, October, and November FY 2014 CCWP Monthly Executive Summary reports. The 1st quarter Commuter Connections Work Program Progress Report was completed and distributed

COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. This information was made available as part of the FY14 First Half Marketing Campaign Summary final report issued at the December 17th Regional TDM Marketing Group meeting.

A Customer Satisfaction survey was sent via email to commuters who used GRH between October - December 2013, and physical survey cards for September - November trips. The FY13 Guaranteed Ride Home Customer Satisfaction Survey preliminary findings were presented at the December 17th Regional TDM Marketing Group meeting.

In October, COG/TPB staff continued to work on updates to the draft 2013 Bike to Work Day event report based on comments and edits received from the Bike to Work Day Steering Committee.

Preliminary Employer Outreach conformity verification data was collected for the second quarter of FY2014. The data was also collected for the finalization of the 1st Quarter FY2014 conformity verification report.

COG/TPB staff coordinated and held a TDM Evaluation Group meeting on October 15th. Highlights from the meeting included: a review of the FY 2014 Regional TDM Evaluation Project timeline and schedule, a review and update on the 2013 Bike to Work Day Participant survey methodology, a discussion of the methodology of the Maryland Employer Telework survey, a discussion of the survey methodology for the FY 2014 Employer Outreach Customer Satisfaction survey, and a discussion about the FY 2014 'Pool Rewards past participant survey.

COG/TPB staff continued to examine the output from the Employer surveys from Survey Monkey to align them with the packaged results used by Employer Outreach representatives for employers.

Preliminary Employer Outreach data was collected for the second quarter of FY2014. The data was collected for the finalization of the 4th Quarter FY2013 conformity verification report.

In November, the Bike to Work Day 2013 Event report was reviewed by the Bike to Work Day Steering Committee in November. The report will also be presented to the Commuter Connections Subcommittee at their November 19th meeting, when a comment period will be set and endorsement for release of the report will occur during the January Subcommittee's meeting.

COG/TPB staff worked on the preliminary FY13 GRH Customer Satisfaction Survey results.

Preliminary Employer Outreach conformity verification data was collected for the second quarter of FY2014.

COG/TPB staff began reviewing the Employer Outreach Customer Satisfaction Survey questionnaire for possible updates.

COG/TPB staff coordinated with Prince George's County for conducting an employer survey set for early December. COG/TPB staff continued to work with VHB on enhancements to the Employer Outreach survey archive database.

In December, A Regional TDM Evaluation Group meeting was coordinated and held by COG/TPB staff on December 17th. Highlights from the meeting included a review of preliminary results from the 2013 Bike to Work Day participation survey, a review of the Maryland Employer Telework survey questionnaire, a review of the 2014 Employer Outreach Customer Satisfaction Survey questionnaire, and a review of the upcoming steps to complete the regional Employer Outreach TERM Analysis.

COG/TPB staff continued working on edits and comments on the draft FY 2013 Bike to Work Day event report. The final report will be presented to the Commuter Connections Subcommittee for endorsement at the January 21st meeting.

COG/TPB staff prepared and presented the final draft survey questionnaire for the FY 2014 Employer Outreach Customer Satisfaction during the December 17th Regional TDM Evaluation Group meeting. COG/TPB staff also prepared and presented preliminary results of the FY13 GRH Customer Satisfaction Survey results at the Regional TDM Marketing Group meeting on December 17th.

Preliminary Employer Outreach conformity verification data was collected for the second quarter of FY2014 and the data was collected for the finalization of the 4th Quarter conformity verification report.

COG/TPB staff coordinated with Prince George's County for conducting an employer survey from December 16-20.

During the third quarter, COG/TPB staff sent a Customer Satisfaction survey via email to commuters who used GRH in January 2014, and physical survey cards for December trips. COG/TPB staff also analyzed the responses. COG/TPB staff presented the FY13 GRH Customer Satisfaction Survey draft report at the Commuter Connections Subcommittee meeting on January 21st. COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. Preliminary Employer Outreach conformity verification data was collected for the third quarter of FY2014 and data collected was finalized for the second quarter. COG/TPB staff completed the December FY 2014 CCWP Monthly Executive Summary report. COG/TPB staff completed the 2nd Quarter CCWP Progress report. Preliminary Employer Outreach data was collected for the third quarter of FY2014. The data was collected for the finalization of the 2nd Quarter FY2014 conformity report. COG/TPB staff continued working on enhancements to the Employer Outreach survey archive database.

In February, COG/TPB staff worked on finalizing the FY13 GRH Customer Satisfaction Survey report for presentation on March. The FY 2014 Employer Customer Satisfaction Survey questionnaire updated was completed and the survey was launched to over 4,000 employers in the regional Employer Outreach ACT!! Database. COG/TPB staff sent a Customer Satisfaction survey via email to commuters who used GRH in February 2014, and physical survey cards for January trips. COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. Preliminary Employer Outreach conformity verification data was collected for the third quarter of FY2014. COG/TPB staff completed the January FY 2014 CCWP Monthly Executive Summary report. COG/TPB staff coordinated with TERM evaluation consultant on Employer Outreach data. COG/TPB staff began processing the FY2014 Employer Outreach Customer Satisfaction Survey. COG/TPB staff met with VHB representatives on February 28th to discuss the Employer Outreach archived database project.

In March, the effectiveness of advertising campaigns was tracked through call volumes, internet visits and applications for GRH and Rideshare. The final FY14 First Half Regional Marketing Campaign Summary report was distributed at the March 18th Regional TDM Marketing Group meeting and contained such data along with

comparisons to the previous fiscal year. The first draft of the FY14 Second Half Regional Marketing Campaign Summary report was also distributed.

For each GRH trip taken, an online Customer Satisfaction Survey via email was sent to commuters who used the service in March 2014, and physical survey cards were sent for February trips.

COG/TPB staff finalized and published the FY13 GRH Customer Satisfaction Survey report, after receiving approval at the March 18th Commuter Connections Subcommittee meeting. The fiscal year 2013 response data was recorded and analyzed from the 22 percent of surveys that were completed. The vast majority, 91% of the survey respondents were pleased with the overall GRH service. Written responses were entered on more than two-thirds of the returned surveys, the overwhelming majority of which contained compliments. Compliments outweighed criticism nearly five to one. For every category, good or above ratings were given by 88% or more of the respondents. Average response wait was 16 minutes and 91% waited 30 minutes or less. The draft report was presented to the Commuter Connections Subcommittee in January and a comment period was set. The final report was adopted in March.

Work continued on collected surveys for the FY 2014 Employer Outreach Customer Satisfaction survey. COG/TPB staff ordered incentive giveaways for the FY 2014 Employer Customer Satisfaction Survey. Preliminary data was collected for the Employer Outreach third quarter conformity verification report. COG/TPB staff coordinated with LDA Consulting on Employer Outreach data needed for the TERM evaluation.

COG/TPB staff completed the February FY 2014 CCWP Monthly Executive Summary report.

During the last quarter of the fiscal year, highlights from the FY 2014 Employer Outreach Customer Satisfaction Survey report were reported during the April 15th Employer Outreach Committee meeting. Employer Outreach data was collected for the third quarter of FY2014. COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service for trips occurring over the past month. COG/TPB staff also analyzed the data received. COG/TPB staff tracked effectiveness of advertising campaigns through call volumes and internet visits. Preliminary Employer Outreach data was collected for the fourth quarter of FY2014. COG/TPB staff worked with VHB on the commuter survey application archive. COG/TPB staff coordinated with LDA Consulting on Commuter Operations Center, Guaranteed Ride Home, and Mass Marketing TERM data needed for the TERM evaluation report. COG/TPB staff completed the March FY 2014 CCWP Monthly Executive Summary report and the 3rd Quarter CCWP Progress Report.

In May, COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service for trips occurring over the past month. COG/TPB staff also analyzed the data received. COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. Preliminary Employer Outreach data was collected for the fourth quarter of FY2014. COG/TPB staff prepared the Employer Outreach Satisfaction draft report for FY 2014 and presented report to the Commuter Connections Subcommittee. COG/TPB staff completed the April FY 2014 CCWP Monthly Executive Summary report preliminary data was collected for the fourth quarter of FY2014.

In June, COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service for trips occurring over the past month. COG/TPB staff also analyzed the data received. COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits. Employer Outreach data was collected for the

fourth quarter of FY2014. COG/TPB staff completed edits to the Employer Outreach Satisfaction survey report for FY14 and prepared it for final review for the July Commuter Connections Subcommittee meeting. COG/TPB staff prepared and completed the May 2014 CCWP monthly Executive Summary report. COG/TPB staff worked closely with VHB to monitor the progress of the transfer of Employer Survey data to the Commuter Connections Employer Outreach archived survey database. COG/TPB staff completed an analysis of FY 2014 Employer Outreach jurisdictional Activities and forwarded the results to the state funding agencies.

## V. EMPLOYER OUTREACH

### **Regional Component Project Tasks**

#### A. Regional Employer Database Management and Training

In July, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. COG/TPB staff conducted and completed a data sweep of the ACT! database. COG/TPB staff conducted a training session with the new employer outreach representative for the City of Alexandria. COG/TPB staff maintained the database and conducted a data integrity sweep on August 13th. COG/TPB staff reviewed the FY 2014 ACT! database software maintenance contract. In September, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software as well as review of new ACT! database software products. COG/TPB staff conducted and completed a data sweep of the ACT! database.

COG/TPB staff instituted updates to the Employer Outreach regional template in ACT! to incorporate Transit Screens, the Bike Benefit and Capital Bikeshare. During the quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. Research was conducted into the newest version released by Swiftpage. Each month, COG/TPB staff conducted and completed a data sweep of the ACT! database. In February, COG/TPB staff conducted a training seminar on February 5 with Montgomery County outreach staff.

During the third quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. Research was conducted into the newest version released by Swiftpage. Each month, COG/TPB staff conducted and completed a data sweep of the ACT! database. In February, COG/TPB staff conducted a training seminar on February 5 with Montgomery County outreach staff.

For the fourth quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. COG/TPB staff conducted and completed a data sweep of the ACT! database in April, May, and June.

#### B. Employer Outreach for Bicycling

##### ***Work Accomplished on all Products and Services:***

During the fiscal year COG/TPB staff distributed bicycle guides at various events.

The regional Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was updated. Bike guides were printed and distributed in May and updates were also made to the online version.

## **Jurisdictional Component Project Tasks**

### **A. MD Local Agency Funding and Support**

#### ***Work Accomplished on all Services:***

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions.

### **B. DC, MD, and VA Program Administration**

#### ***Work Accomplished on all Products and Services:***

In July, COG/TPB staff produced a case study on CoStar Group. COG/TPB staff supported and coordinated the July 16th Employer Outreach Committee meeting. Topics covered in the meeting were: Third and Fourth Quarter conformity; Transit screen demonstration; employer case studies; training survey results; employer customer satisfaction survey; and, employer outreach levels of participation. In August, COG/TPB staff continued to work on finalizing the FY 2013 case studies for Virginia and Maryland. COG/TPB staff began work on setting up the training session planned for September. COG/TPB staff worked on Employer Outreach contract amendments for the Maryland jurisdictions. In September, COG/TPB staff interviewed Booz Allen for a case study.

In October, COG/TPB staff finalized the case studies for Booz Allen and Europ Assistance. COG/TPB staff coordinated and chaired the October 15th Employer Outreach Committee. Topics covered were: installation of new chair and vice chair; fourth quarter FY 2013 and first quarter FY 2014 conformity reports; Employer Outreach levels of participation; Multi-site Corporate sites; Training update; ACT! CRM update and training; and, the employer outreach roundtable.

In November and December, COG/TPB staff continued to work on finalizing the FY 2013 Employer case studies and began work on the case studies for FY14. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

In December, COG/TPB staff initiated research into training sessions set for March and June. COG/TPB staff attended a goDCgo event held on December 11 at the International Spy Museum on "Going Green."

In January, COG/TPB staff finalized the case studies for Booz Allen and Europ Assistance from FY 2013. COG/TPB staff coordinated and moderated the Employer Outreach Committee meeting held on January 21st. Topics covered in the meeting were: First quarter and second quarter FY14 conformity; Employer Satisfaction Survey; DC Employer mandated transit benefits; Loudoun County customer satisfaction survey results; monthly reporting for employer outreach; and a training update. Throughout the quarter, COG/TPB staff continued work on the case studies for FY14. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

In February, COG/TPB staff completed work on the case studies for FY13 and submitted them for public release.

In March, a training session was held on the 25th. The session covered Transit Fringe Benefits (including the Bike Benefit). Presenters from third party administrators were also a part of the session. COG/TPB staff initiated research into training sessions set for June.

In April, COG/TPB staff continued work on the case studies for FY14. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff coordinated and moderated the Employer Outreach Committee meeting

held on April 15th. Topics covered in the meeting were: Second quarter and third quarter FY14 conformity; Employer Satisfaction Survey; ACT! upgrade; Employer Outreach TERM evaluation; case studies; and a training update.

COG/TPB staff began working on formulating the spring sales support call questionnaire for DC and Maryland sales representatives.

In May, COG/TPB staff continued work on the case studies for FY14. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff attended the European Conference on Mobility Management (ECOMM) to present information on the link between LEED Certification and TDM programs. COG/TPB staff participated and presented information during an ACT NetConference on May 28th on the connection between LEED certification and TDM.

COG/TPB staff began researching potential trainers for the Employer Outreach sales meeting training session planned for June.

In June, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff also continued working on three case studies, Lockheed Martin in Prince William County, Wells Fargo Mortgage in Frederick County, and the United Nations Foundation in the District of Columbia. COG/TPB staff notified Maryland jurisdictions on their FY 2015 budgets and submittals of an updated Scope of Work and budget. COG/TPB staff conducted a survey with Employer Outreach representatives on interest in relevant training topics for FY 2015. Results will be presented at the July Employer Outreach Committee meeting.

## VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

### A. General Operations and Maintenance

#### ***Work Accomplished on all Products and Services:***

The GRH Baltimore program continued to enroll new applicants during FY 2013. The program has now been operational for three full calendar years.

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

COG/TPB staff processed taxi and car rental invoices and transit vouchers.

COG/TPB staff monitored and maintained the GRH database and server.

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

Work continued on reviewing the survey results and producing the 2013 GRH Baltimore Applicant draft Survey report. The draft FY 2013 GRH Baltimore Applicant Survey Report was presented to the Commuter Connections Subcommittee on September 17th.

COG/TPB staff also worked on monthly data collection activities for the GRH Customer Satisfaction Survey beginning on July 1st.

COG/TPB staff worked with LDA Consulting to prepare a final draft 2013 GRH Applicant Report based on comments received and staff review. COG/TPB staff continued reviewing the draft Baltimore region draft 2013 GRH Applicant Report. The updated document was presented at the November 19th Commuter Connections

Subcommittee meeting and endorsed for release. COG/TPB staff began preparing the 2013 GRH Applicant Survey for the Baltimore region for final publication.

B. Process Trip Requests and Provide Trips

***Work Accomplished on all Services Provided:***

COG/TPB staff reports between the months of July 2013 and June 2014, there were 378 GRH applications received. 420 commuters were newly registered in the Baltimore GRH program. These new registrants included 3 previous “one-time exceptions.” A total of 470 commuters had a GRH status of “re-registrant.” A total of 808 registrants were registered for the Baltimore GRH program at the end of FY 2014. The Baltimore GRH program provided 193 GRH trips in FY 2014. Three percent of these trips were “one-time” exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (38%) followed by Overtime (26%). Family Emergency (18%), Child Care (12%) and Missed “Pool” (3%) accounted for the remainder of specific reasons. Three percent (3%) of trips taken during FY 2013 were classified as “Other.” The average cost of a GRH trip in FY 2013 was \$72.63. This was a bit higher (\$2.63) than last fiscal year.

COG/TPB staff met with Diamond Transportation Services staff on September 25th, January 29th, and May 28th to review operations procedures and issues relating to the daily operations of the program.

<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
FY 2014 Totals

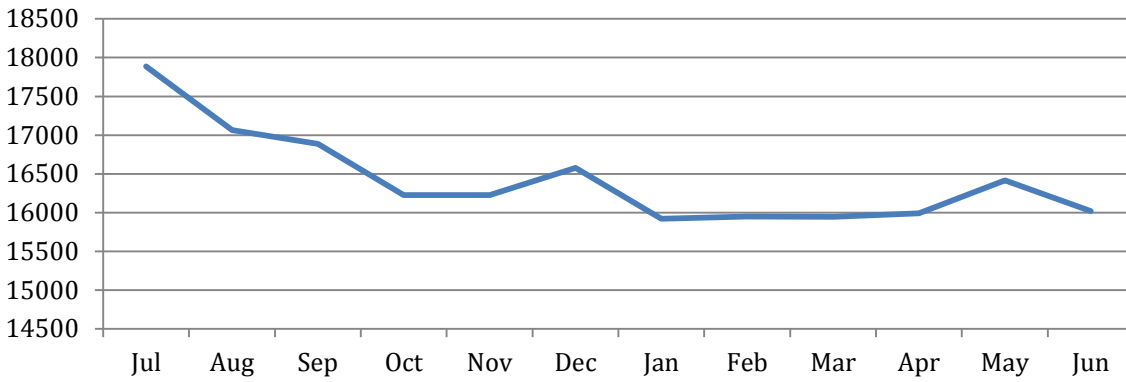
Commuter Connections Activity	July 1, 2013- June 30, 2014
<b>Total applicants/info provided:</b>	26,730
Rideshare applicants	11,269
Matchlists sent	18,705
Transit applicants/info sent	578
GRH applicants	10,447
Bike to Work Info Requests	99
Telework info requests	64
Vanpool applicants	N/A
<b>Internet users</b>	102,134
Internet applicants	20,210
<b>New employer clients</b>	1,105
Employee applicants	7

Program Impact Performance Measure	July 1, 2013 - June 30, 2014
<b>Continued placements</b>	3,984
<b>Temporary/one-time placements</b>	577
<b>Daily vehicle trips reduced</b>	2,207
<b>Daily VMT reduced</b>	60,487
<b>Daily tons NOx reduced</b>	0.0231
<b>Daily tons VOC reduced</b>	0.0122
<b>Daily tons PM2.5 reduced</b>	0.0007
<b>Daily tons PM2.5 NOx reduced</b>	0.0252
<b>Daily tons GHG reduced</b>	29.9807
<b>Daily gallons of gas saved</b>	3,040
<b>Daily commuter costs saved</b>	\$10,283

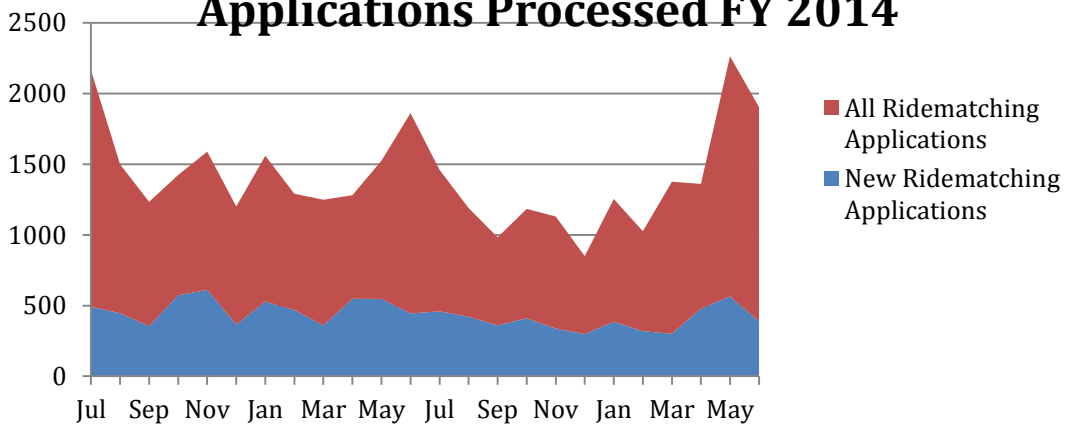
**NOTE:** Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift 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.



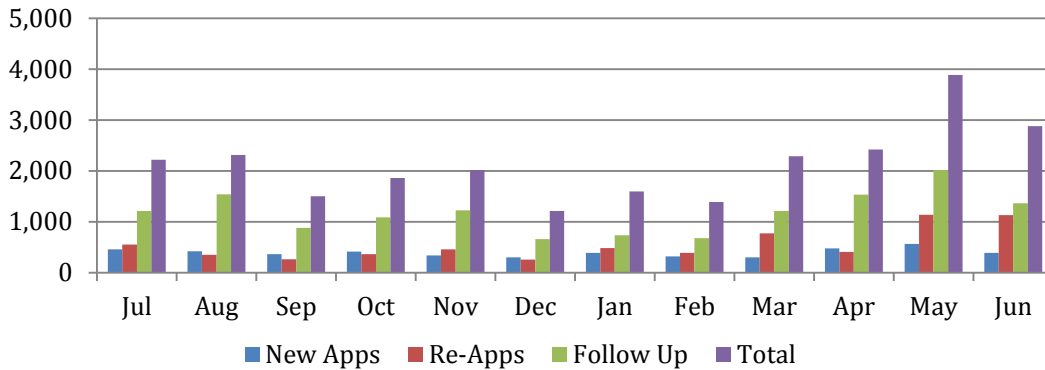
## Commuter Connections Ridematching Database FY 2014



## Commuter Connections Applications Processed FY 2014



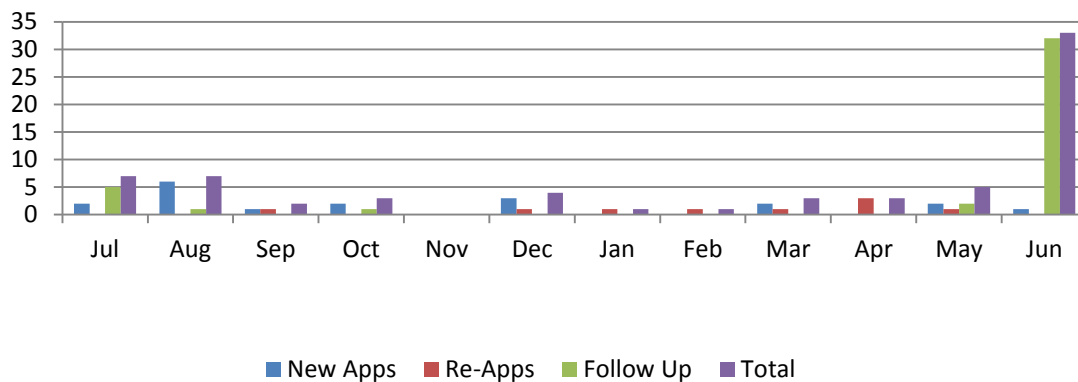
## Commuter Connections Total Activity FY 2014



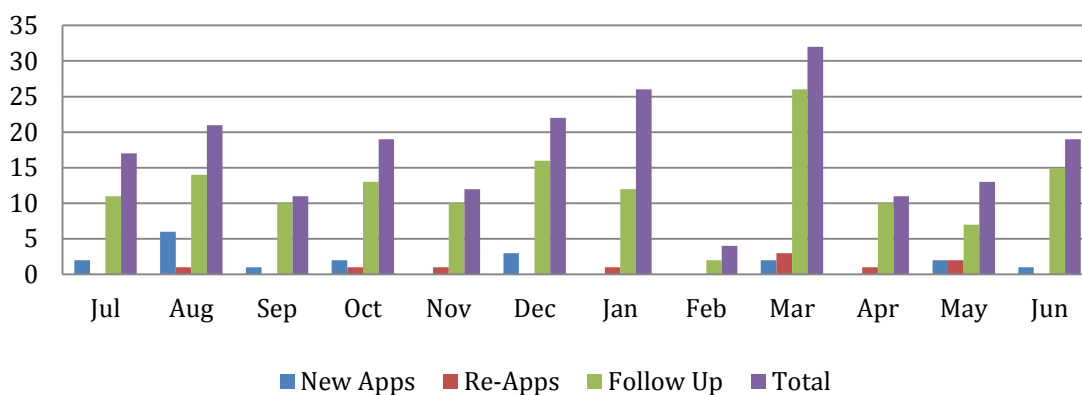
**TABLE 2  
 COMMUTER CONNECTIONS  
 APPLICATION ACTIVITY SUMMARY  
 FY2014**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	19	9	41	69
ARLINGTON (COG)	51	10	146	207
ARTMA	52	43	107	202
BALTIMORE CITY	13	6	8	27
BMC	32	11	12	55
BWI BUSINESS PARTNERSHIP	39	20	68	127
COG	539	85	894	1,518
DATA	1	0	0	1
DISTRICT OF COLUMBIA	180	37	313	530
FDA	257	24	48	329
FAIRFAX COUNTY	230	133	643	1,006
FREDERICK	89	55	340	484
GW RIDE CONNECT	946	2,721	6,292	9,959
HARFORD	10	13	15	38
HOWARD	69	23	24	116
LINK	0	3	0	3
LOUDOUN	193	50	299	542
MTA	18	2	22	42
<b>MONTGOMERY COUNTY</b>				
Bethesda Transportation Solutions	60	72	312	444
Countywide	172	121	879	1,172
Friendship Heights/Rockville	28	13	98	139
North Bethesda TMD	325	175	1,167	1,667
Shady Grove	63	15	699	777
Silver Spring	64	97	306	467
NIH	20	6	9	35
NATIONAL GUARD REDINESS CENTER	33	27	35	95
NORTHERN NECK	3	1	11	15
NORTHERN SHENANDOAH	91	29	94	214
PRINCE GEORGE'S	286	2,341	43	2,670
PRTC	585	220	745	1,550
RAPPAHANNOCK-RAPIDAN	140	43	14	197
TRI - COUNTY	114	143	449	706
<b>TDM NETWORK MEMBERS</b>				
CHARLOTTESVILLE	202	0	161	363
RIDESHARE DELAWARE	1,721	0	2	1,723
<b>TOTAL INPUT COMMUTER CONNECTIONS</b>	<b>4,722</b>	<b>6,548</b>	<b>14,133</b>	<b>25,403</b>
<b>TOTAL INPUT TDM NETWORK MEMBERS</b>	<b>1,923</b>	<b>0</b>	<b>163</b>	<b>2,086</b>
<b>TOTAL INPUT (CC + NETWORK)</b>	<b>6,645</b>	<b>6,548</b>	<b>14,296</b>	<b>27,489</b>
<b>COMMUTER CONNECTIONS TOTAL NEW &amp; RE-APPLICANTS</b>		<b>11,270</b>		

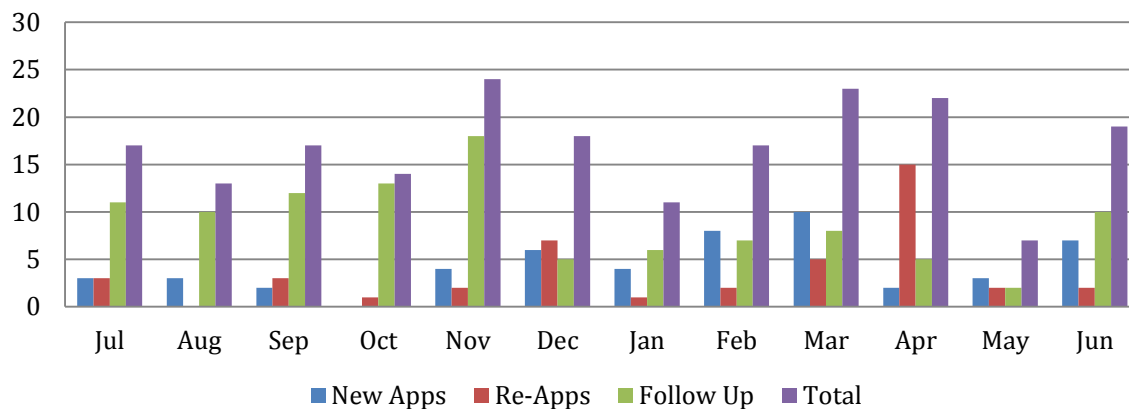
### Applications Processed FY 2014 Alexandria



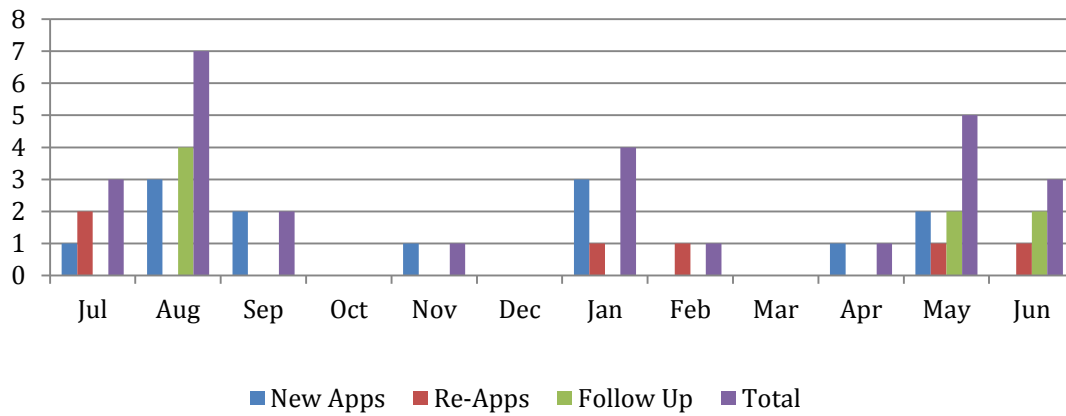
### Applications Processed FY 2014 COG for Arlington



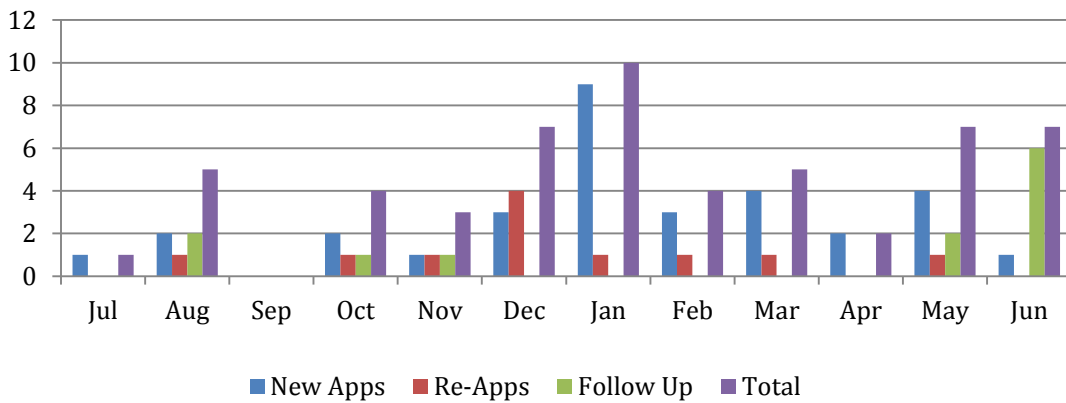
### Applications Processed FY 2014 ARTMA



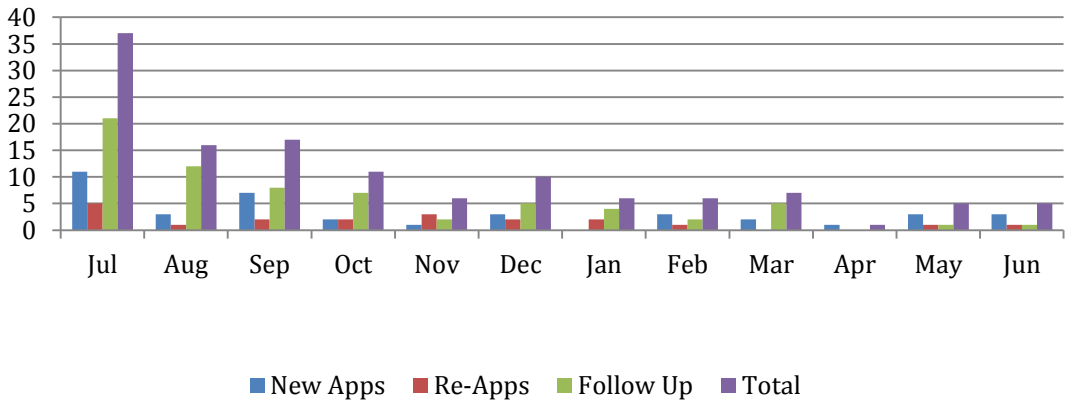
### Applications Processed FY 2014 Baltimore City



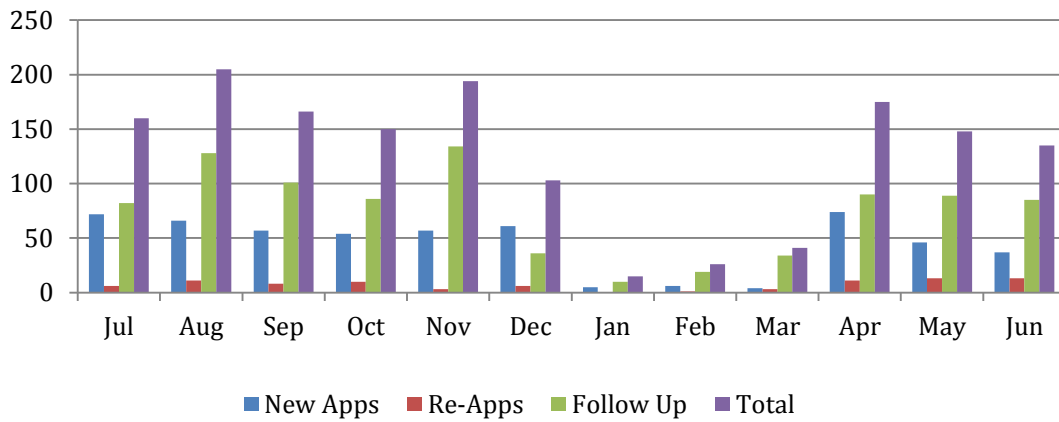
### Applications Processed FY 2014 Baltimore Metropolitan Council



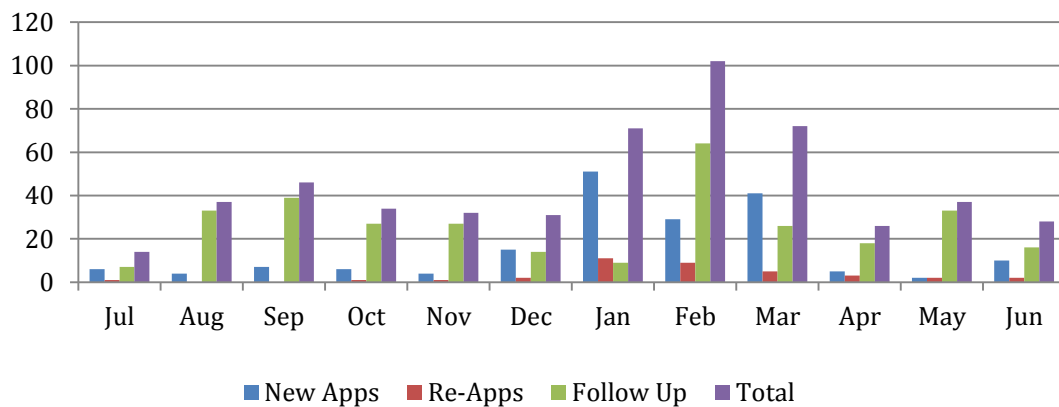
### Applications Processed FY 2014 BWI Business Partnership



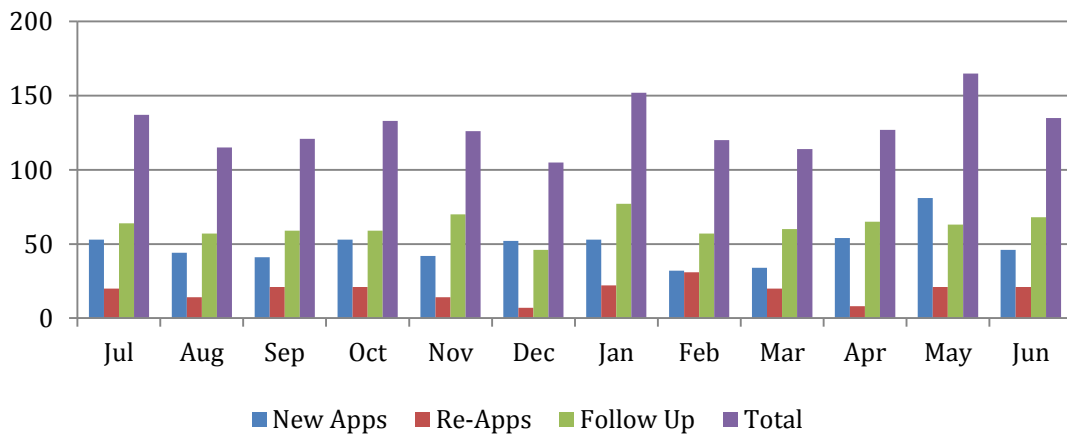
### Applications Processed FY 2014 COG



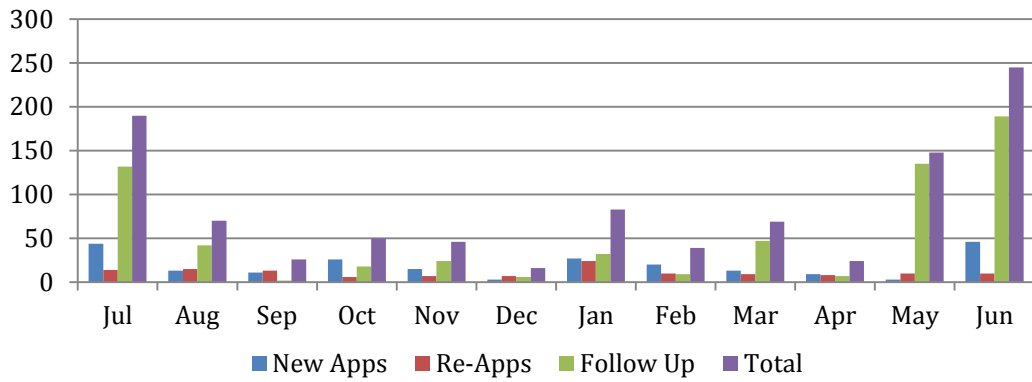
### Applications Processed FY 2014 COG for District of Columbia



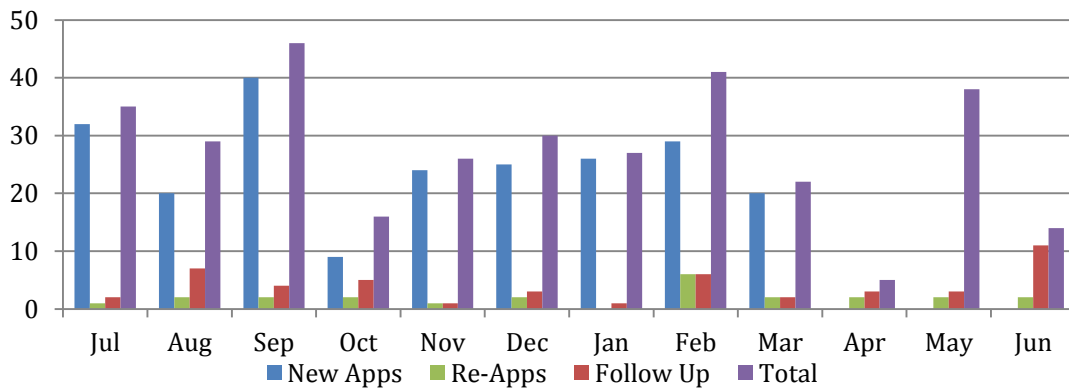
### Applications Processed FY 2014 DATA



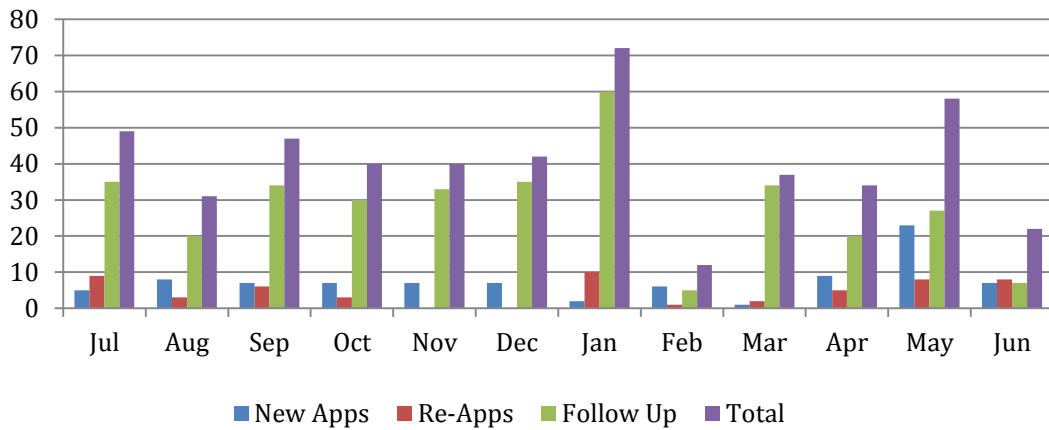
### Applications Processed FY 2014 Fairfax County



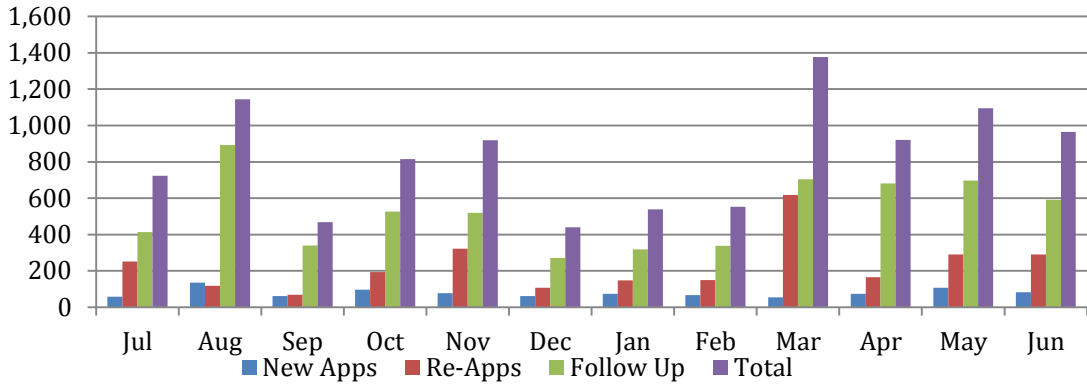
### Applications Processed FY 2014 FDA



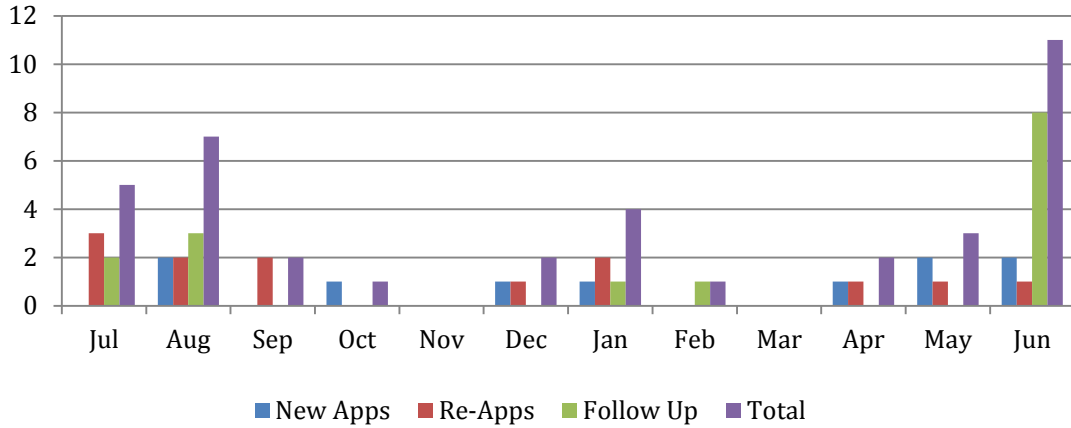
### Applications Processed FY 2014 TransIT Services of Frederick County



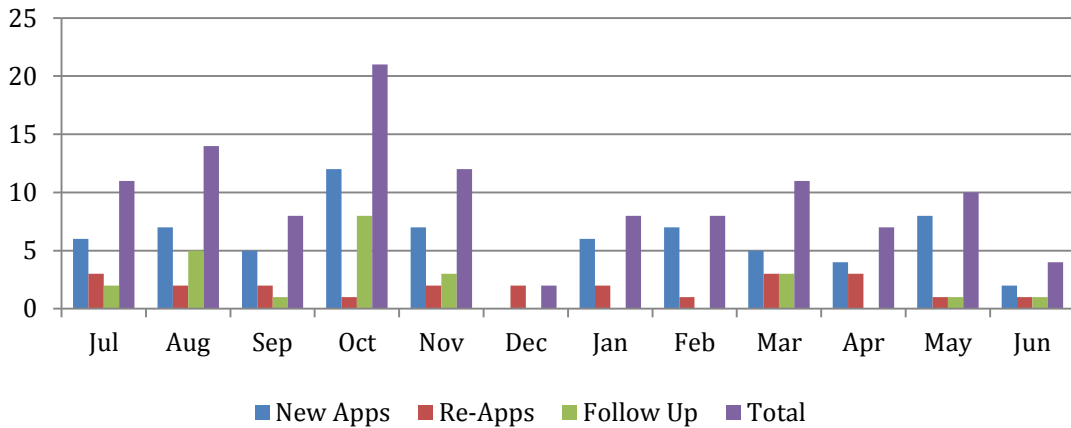
### Applications Processed FY 2014 GW RIDE CONNECT



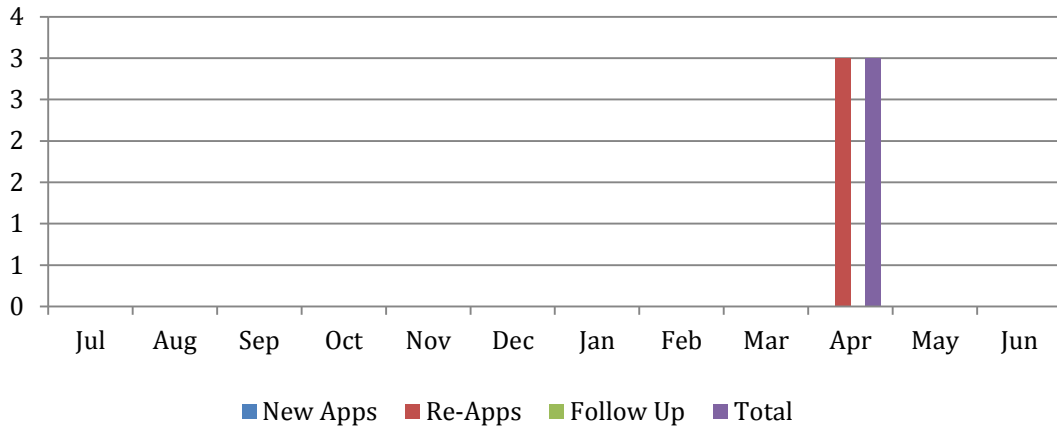
### Applications Processed FY 2014 Harford County



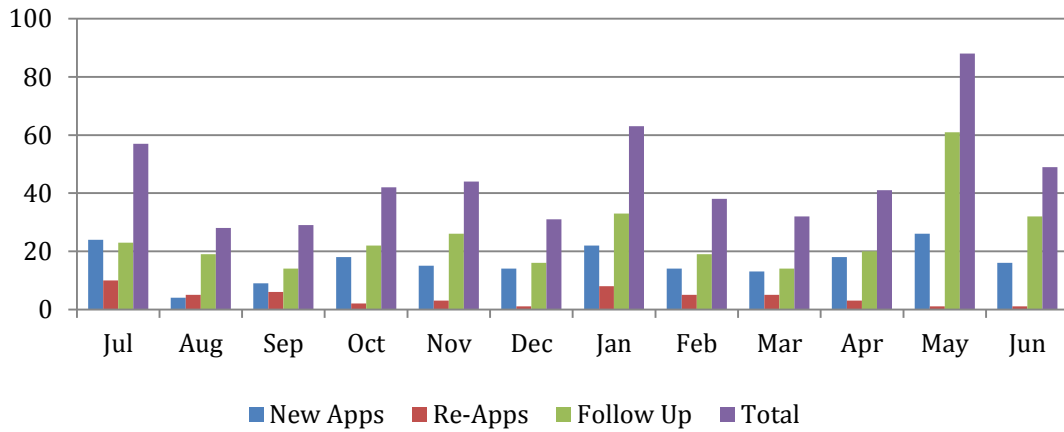
### Applications Processed FY 2014 Howard County



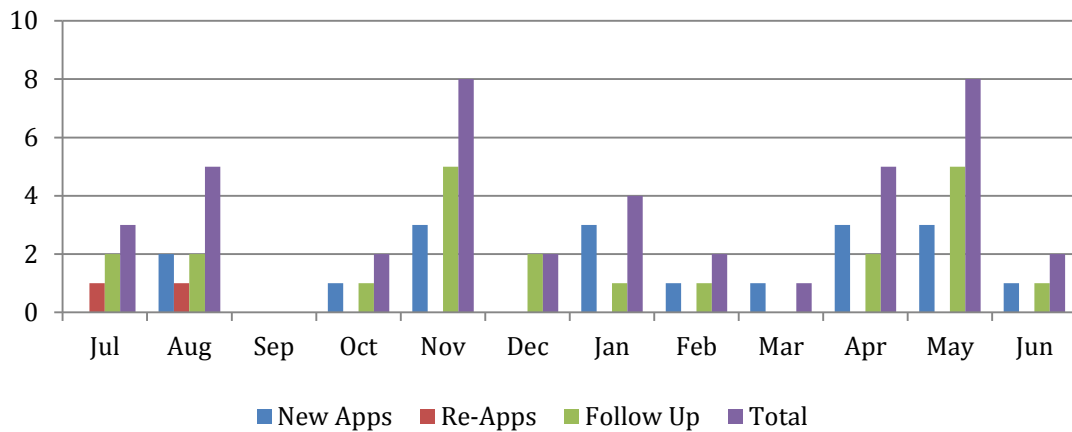
### Applications Processed FY 2014 LINK



### Applications Processed FY 2014 Loudoun County

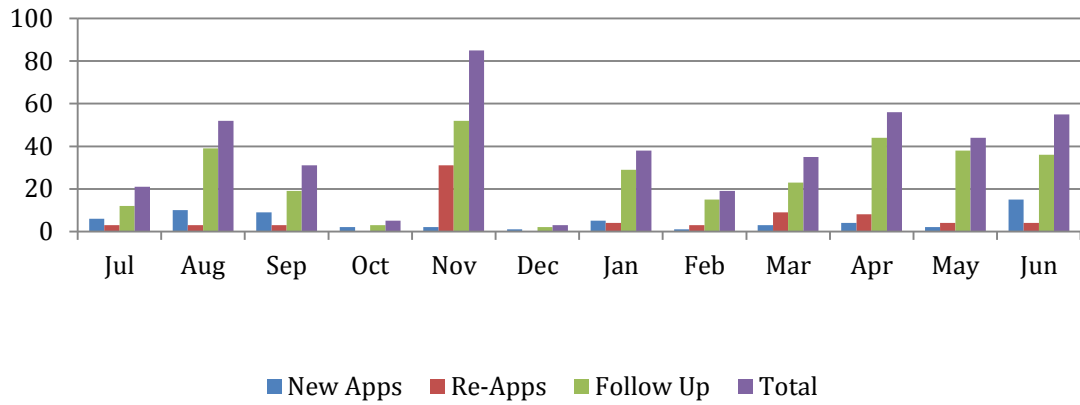


### Applications Processed FY 2014 COG for MTA

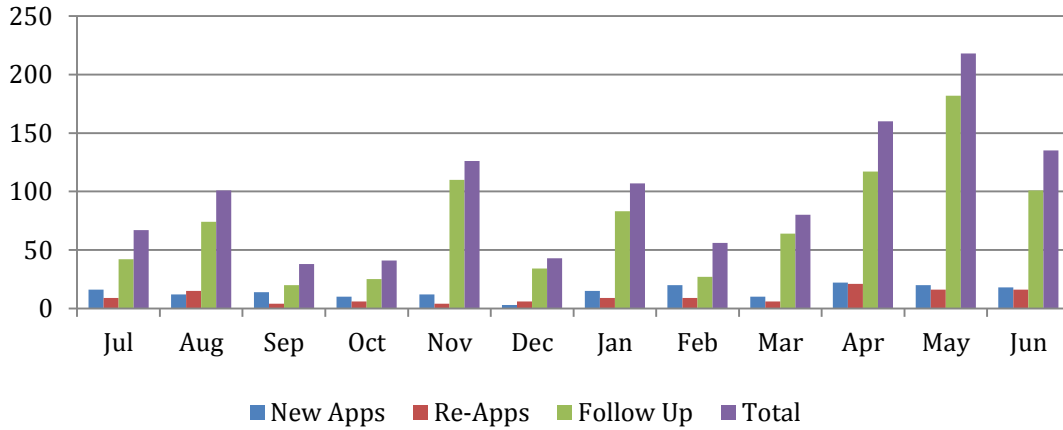




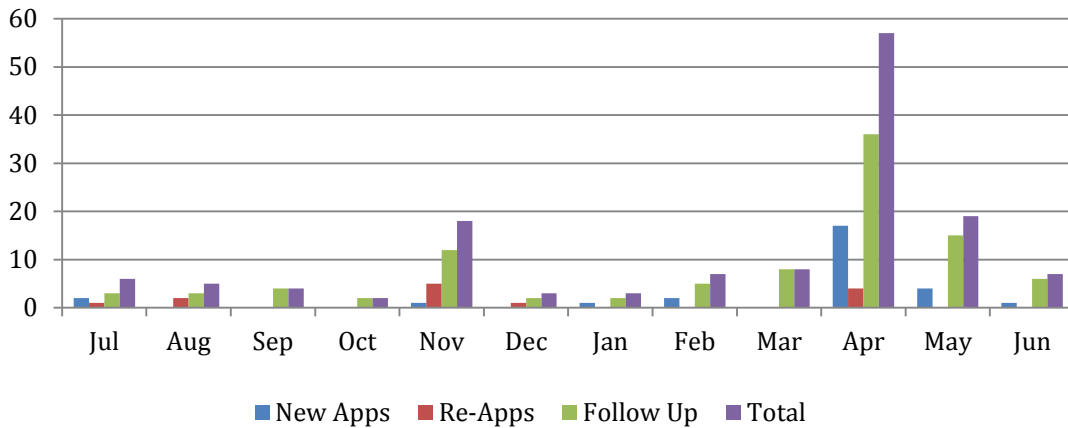
### Applications Processed FY 2014 Bethesda Transportation Solutions



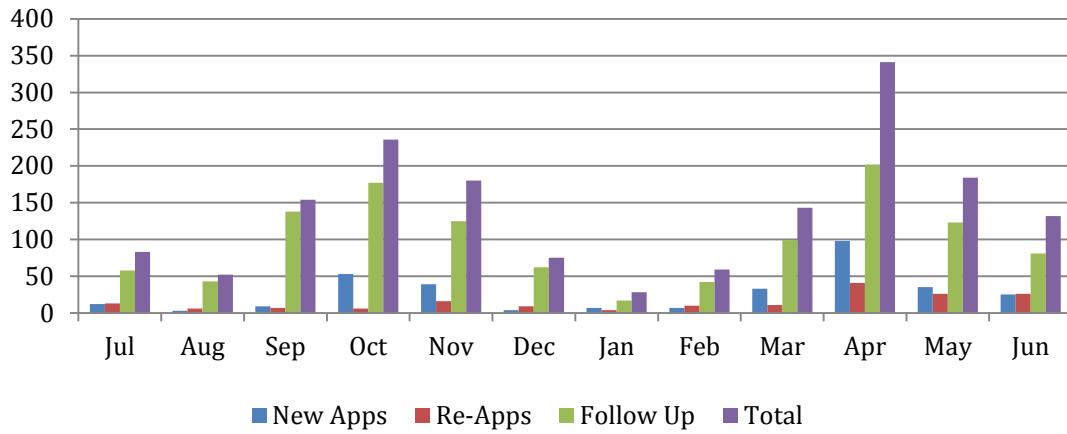
### Applications Processed FY 2014 Montgomery County - Countywide



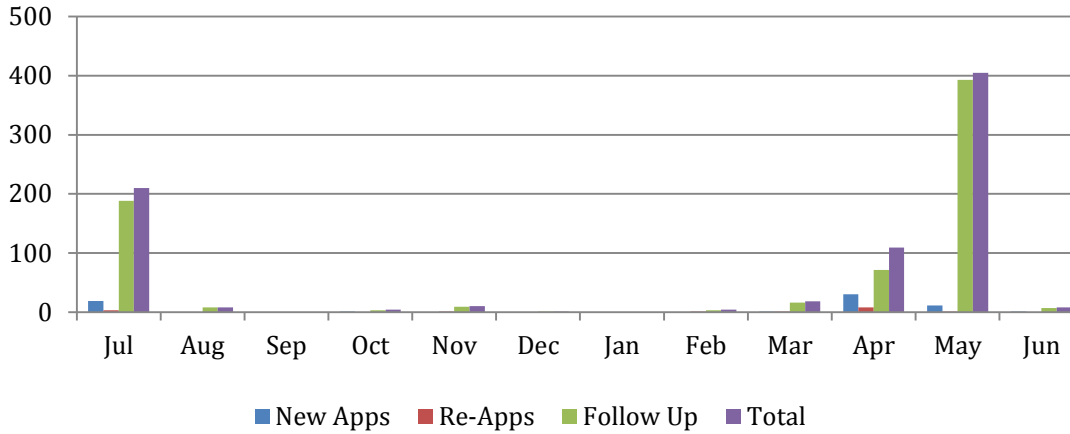
### Applications Processed FY 2014 Friendship Heights/Rockville



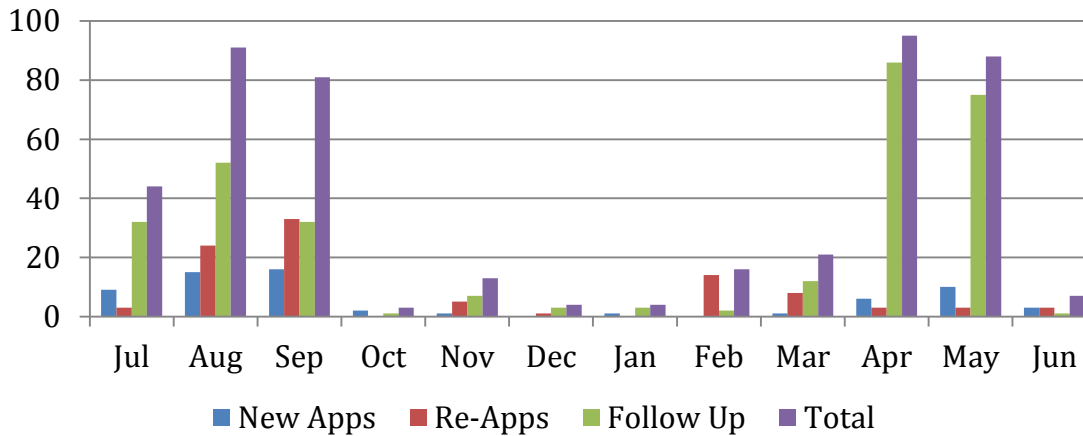
### Applications Processed FY 2014 North Bethesda Transportation Center



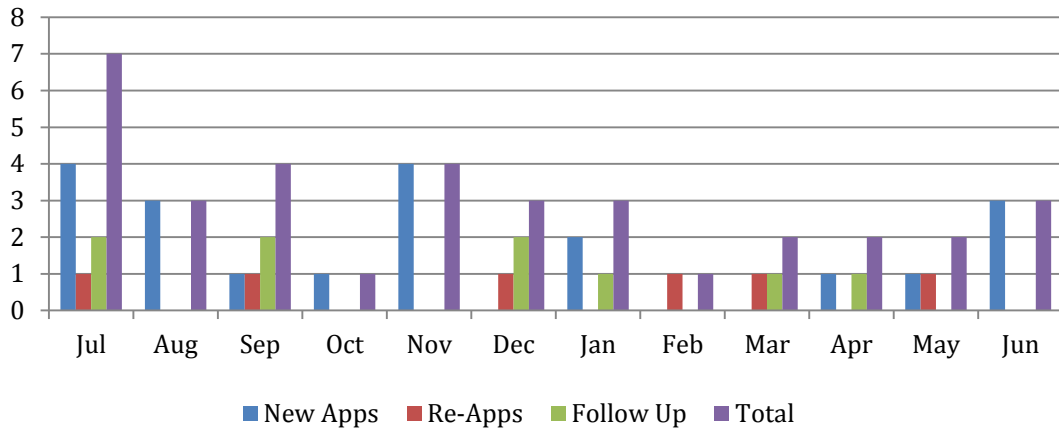
### Applications Processed FY 2014 Shady Grove



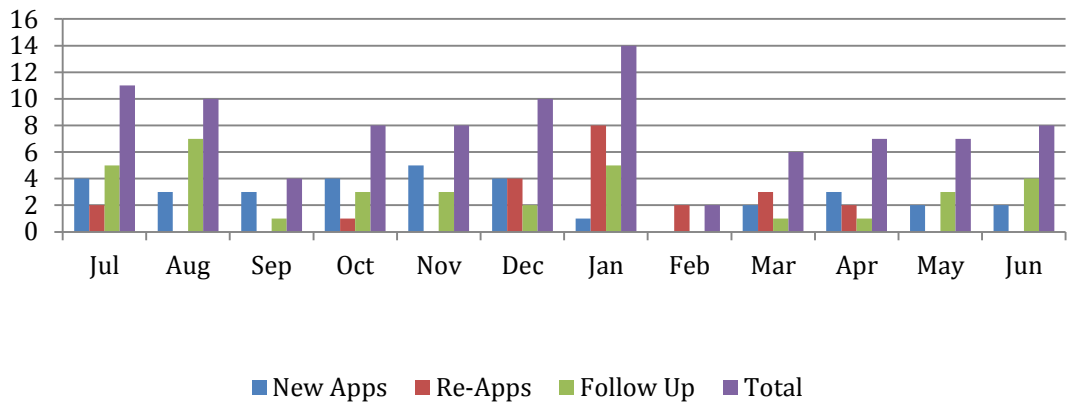
### Applications Processed FY 2014 Silver Spring



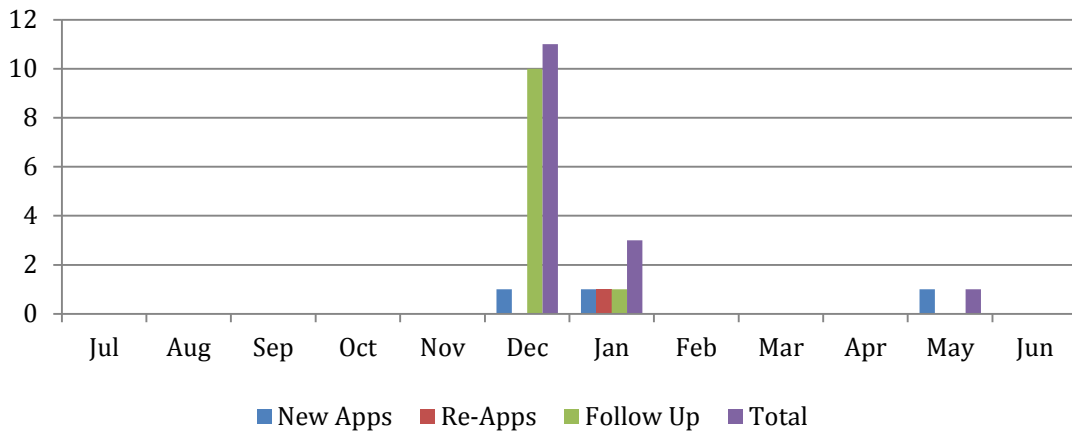
### Applications Processed FY 2014 NIH



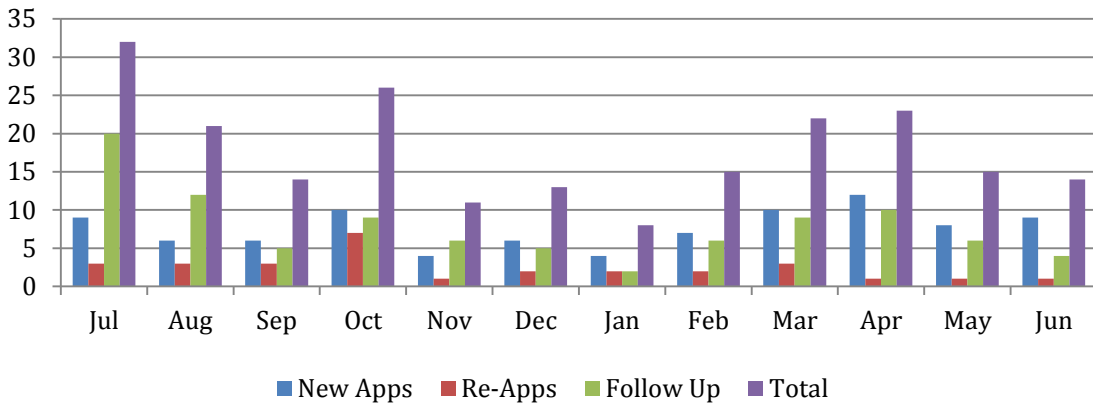
### Applications Processed FY 2014 (Army) National Guard Rediness Center



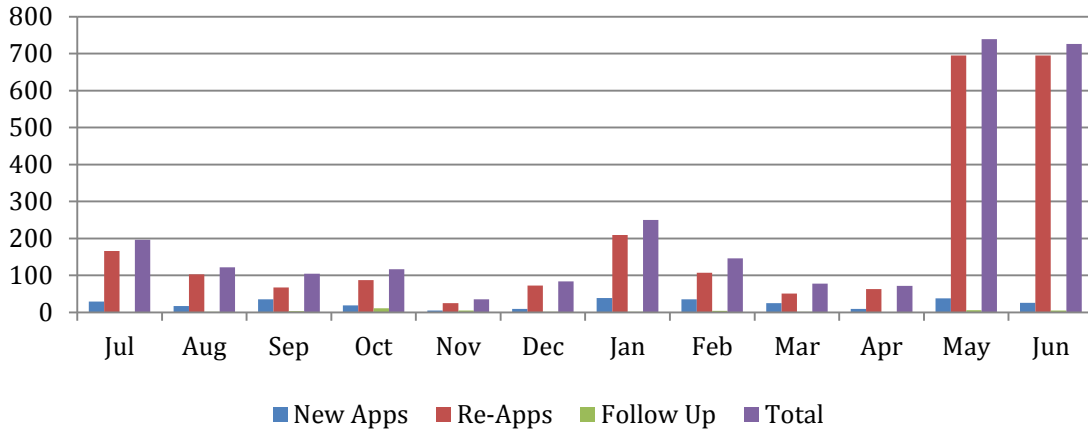
### Applications Processed FY 2014 Northern Neck PDC



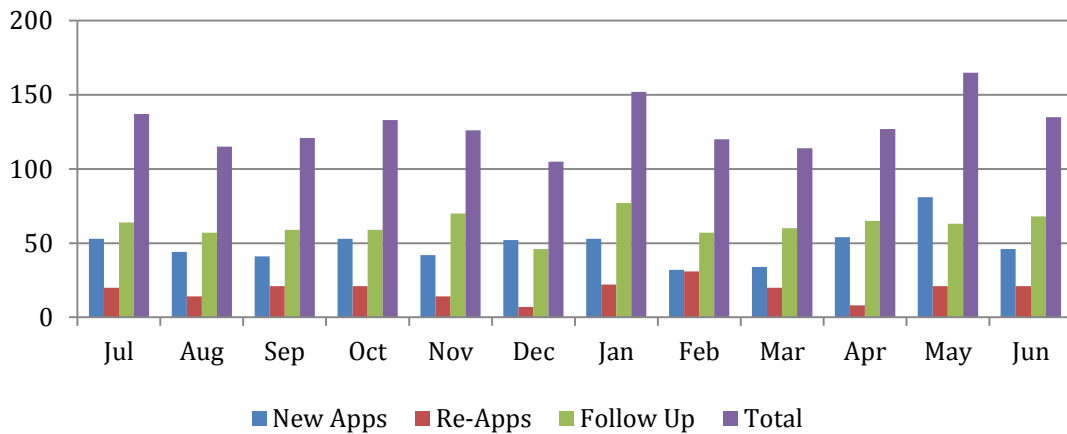
### Applications Processed FY 2014 Northern Shenandoah Valley



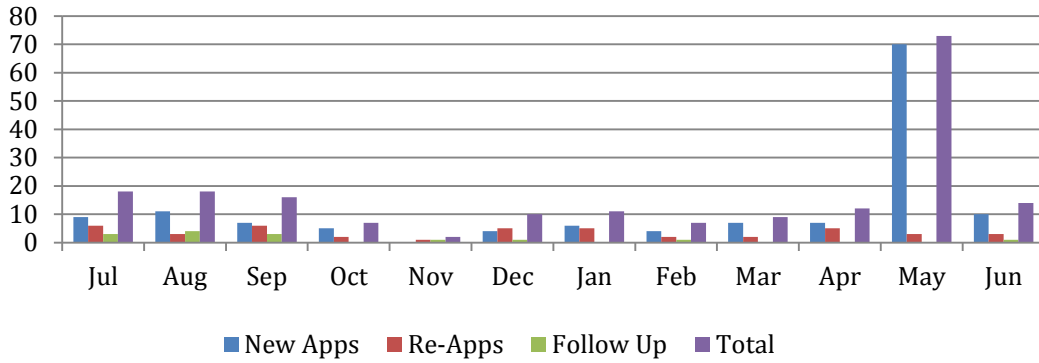
### Applications Processed FY 2014 Prince George's County



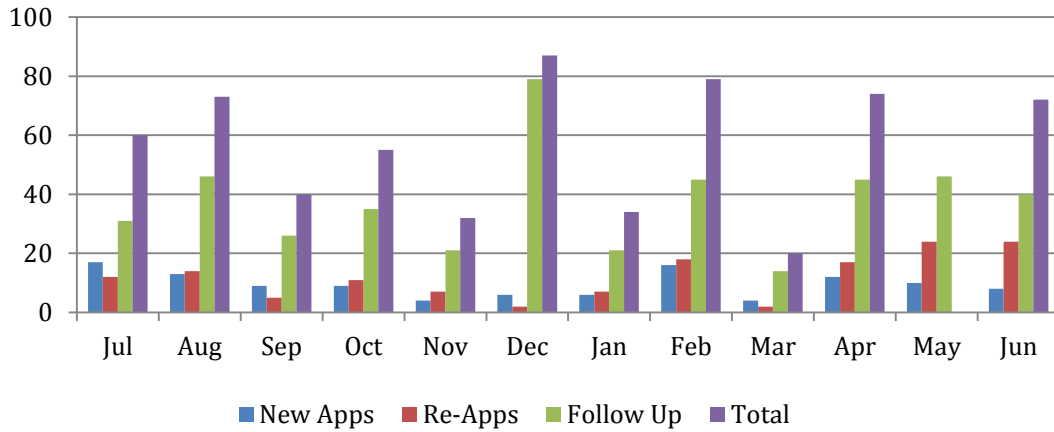
### Applications Processed FY 2014 PRTC



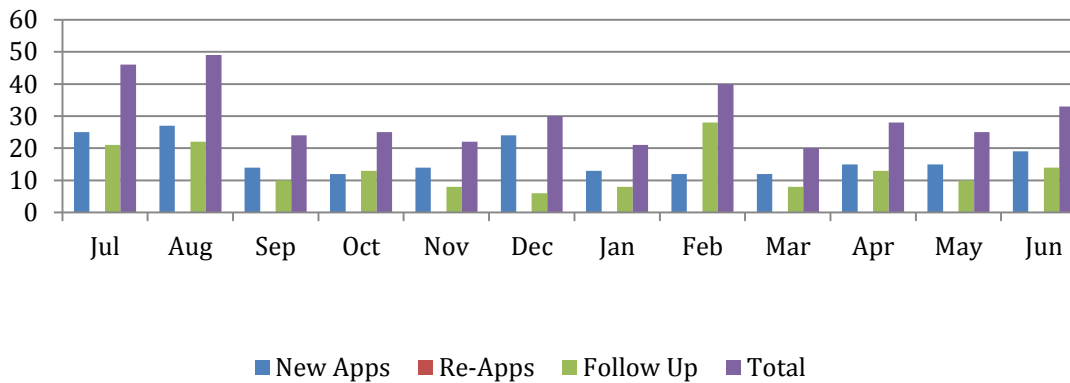
### Applications Processed FY 2014 Rappahannock-Rapidan RC



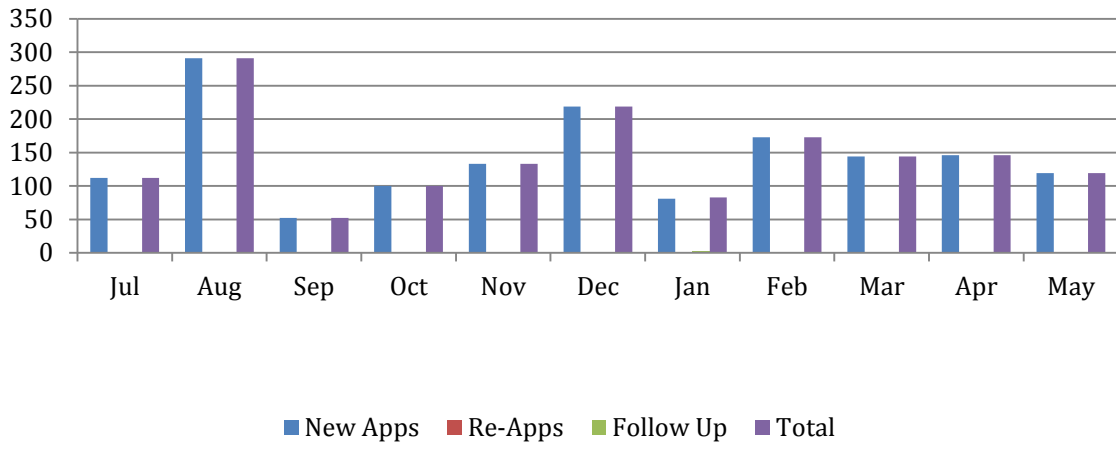
### Applications Processed FY 2014 Tri-County Council for Southern Maryland



### Applications Processed FY 2014 Charlottesville - Rideshare



### Applications Processed FY 2014 Rideshare Delaware



**TABLE 5**  
**TERM/COMMUTE INFORMATION**  
**FY 2014**

	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>									
Mail	N/A	207	0	N/A	N/A	N/A	83	N/A	
Internet	N/A	8926	592	N/A	N/A	N/A	9701	N/A	
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	0	0	N/A	N/A	N/A	616	N/A	
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	865	0	N/A	N/A	N/A	774	N/A	
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A	
Direct Mail	N/A	451	0	N/A	N/A	N/A	235	N/A	
<b>TOTAL</b>	N/A	9998	592	N/A	N/A	91	11174	N/A	
<b>PHONE CALLS</b>									<b>TOTAL</b>
Brochure/Promo Materials	0	13	0	0	5	0	2	9	29
Bus/Train Schedule	0	20	0	0	35	0	5	4	64
Bus/Train Sign	1	22	0	2	83	0	7	7	122
Direct Mail	0	12	0	0	3	0	4	11	30
Employer	0	13	0	1	0	1	5	13	33
Employer Survey	0	0	0	0	3	0	5	10	18
Fair/On Site Event	0	0	0	0	0	0	0	0	0
Government Office	2	5	0	0	12	0	9	12	40
Highway Sign	0	4	0	0	49	0	24	107	184
Information (411)	0	0	0	0	8	0	1	2	11
Internet	2	38	0	0	94	0	64	76	274
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	1	0	1
Newsletter	0	2	0	0	0	0	1	0	3
Newspaper	0	0	0	0	0	0	0	2	2
Newspaper (Local)	0	2	0	0	0	0	0	0	2
Other Ridesharing Org	0	2	0	0	3	0	1	0	6
Park-and-Ride Lot Sign	0	2	0	0	8	0	6	13	29
Post Card (COG)	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	1	0	0	1	2
Radio	0	9	0	0	2	0	13	7	31
Real Estate/Welcome Wagon	0	0	0	0	1	0	0	0	1
Referral from Transit Org	0	13	0	0	17	0	20	19	69
Theatre Slide	0	264	0	1	1	0	64	0	330
TV	0	0	0	0	2	0	0	1	3
Van Sign	0	17	0	0	4	0	10	1	32
Was/Is Applicant	0	2861	4	7	5	0	626	38	3541
White Pages	0	5	1	0	1	0	2	2	11
Word of Mouth	1	105	0	0	90	2	69	74	341
Yellow Pages - Verizon	0	2	0	0	13	0	5	9	29
Yellow Pages - Yellow Book	0	3	0	0	4	0	3	3	13
Yellow Pages - Local/Other	2	292	0	1	84	0	102	47	528
Voice Mail Messages	1	51	0	0	57	0	42	78	229
Other/Unknown	0	23	0	0	17	0	12	18	70
<b>TOTAL CALLS</b>	9	3780	5	12	602	3	1103	564	6078

**TABLE 6A  
CALLS RECEIVED AT CLIENT PROGRAMS  
FY 2014**

	T	O	O	A	A	A	B	B	B	B	F	F	F	G	L	L	M	N	N	N	W	P	P	S	T	T						
	C	C	A	A	T	A	E	B	B	F	F	R	R	H	H	I	L	M	N	N	R	P	P	A	T	T						
	O	O	L	R	M	L	T	M	W	D	F	E	I	A	O	N	D	M	T	I	C	E	M	G	T	A						
	G	L	X	L	A	T	H	C	I	A	X	D	D	R	W	K	N	C	A	H	K	N	M	C	C	P						
	Y	Y																														
Calls Transfrd by COG	N/A	N/A	2	1	13	8	**	10	0	0	18	6	18	3	27	0	15	11	0	1	2	12	0	35	0	6	**	7	**	23	190	408
<b>How they heard...</b>																																
Brochure/Promo Matrls	28	19	0	0	0	0	0	1	1	0	0	1	0	0	0	0	281	8	0	0	0	0	0	0	0	0	1	0	0	55	0	367
Bus/Train Schedule	64	40	0	0	0	0	0	3	2	0	0	0	0	0	0	0	1515	60	0	0	0	0	0	0	0	0	3	0	0	0	0	1623
Bus/Train Sign	128	70	0	0	0	0	0	5	1	0	0	0	0	0	0	0	301	0	0	0	0	0	0	0	0	0	0	0	0	0	0	377
Direct Mail	36	29	0	0	2	0	0	1	0	0	4	1	5	0	4	0	1	2	0	1	0	0	0	6	0	1	0	1	0	2	9	69
Employer	20	17	0	0	0	0	0	8	8	0	0	2	0	0	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	1	0	51
Employer Survey	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Fair/On Site Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	13	0	20
Government Office	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	4	
GRH Program	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	38	0	0	0	0	0	0	0	0	7	0	0	20	0	70
Highway Sign	187	118	0	0	0	0	0	12	8	0	0	4	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	6	0	151
Information (411)	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	62
Internet	302	197	0	0	0	0	3	15	11	0	0	163	0	0	0	0	464	22	0	0	0	0	0	0	0	0	0	0	0	40	0	915
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	5	
Mobile Billboard	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Newsletter	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Newspaper	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	10	0	14
Newspaper (Local)	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	20	0	31	
Other Ridesharing Org	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	550
Park-and-Ride Sign	24	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3
Radio	25	23	0	0	0	0	0	5	5	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	48
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refferal from Transit Org	66	61	0	0	0	0	0	3	1	0	0	0	0	0	0	0	203	0	0	0	0	0	0	0	0	0	0	0	0	0	0	268
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	77
Van Sign	17	14	0	0	0	0	0	1	1	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25
Was/Is Applicant	3424	3088	0	0	0	0	0	243	243	0	0	0	0	0	0	0	25	12	0	0	0	0	0	0	0	0	0	0	0	0	0	3611
White Pages	10	7	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
Word of Mouth	328	235	0	0	0	0	1	18	8	0	0	4791	0	0	0	0	282	191	0	0	0	0	0	0	0	0	2	0	0	12	0	5540
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	37	16	0	0	0	0	0	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22
Voice Mail Messages	242	185	0	0	0	0	2	15	14	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	236
Other	74	60	0	0	0	0	8	7	7	0	0	10	0	0	0	0	127	330	0	0	0	0	0	0	0	0	0	769	59	0	0	1377
<b>Total</b>	<b>5032</b>	<b>4201</b>	<b>0</b>	<b>N/A</b>	<b>2</b>	<b>0</b>	<b>17</b>	<b>343</b>	<b>314</b>	<b>0</b>	<b>4</b>	<b>4987</b>	<b>5</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>3870</b>	<b>674</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>782</b>	<b>60</b>	<b>0</b>	<b>268</b>	<b>9</b>	<b>15548</b>

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



**TABLE 6B  
APPLICATIONS RECEIVED TDM SYSTEM  
FY 2014**

	C	D	R	A	A	R	B	B	B	B	F	F	F	G	H	H	L	L	M	N	N	N	N	P	P	T	T	T			
	O	D	R	A	A	R	B	B	B	F	F	F	G	H	H	L	L	M	N	N	N	N	P	P	T	T	T				
	G	C	L	X	A	T	H	C	I	A	X	D	D	R	W	K	N	C	A	H	K	N	A	C	C	P	S	P			
<b>How they heard...</b>																															
Brochure/Promo Matrix	10	20	25	15	17	12	3	14	9	4	58	21	20	21	22	0	44	32	5	4	1	2	0	42	55	2	5	5	39	507	
Bus/Train Schedule	12	20	7	3	22	5	1	15	4	5	30	14	19	8	30	0	62	16	6	3	1	0	0	31	41	1	3	1	40	400	
Bus/Train Sign	16	11	3	0	18	38	1	45	16	2	16	8	6	12	14	0	23	10	11	2	4	0	0	17	23	2	5	0	48	351	
Direct Mail	15	18	21	14	1	2	3	1	3	1	62	21	2	3	1	0	33	45	0	3	0	0	0	25	51	2	6	0	31	364	
Employer	39	51	37	218	26	16	10	16	104	325	105	51	70	8	21	0	37	33	15	16	2	7	0	54	86	12	18	4	28	1409	
Employer Survey	4	3	1	3	0	0	8	0	0	4	2	2	0	0	0	0	1	28	1	0	0	0	0	5	0	0	16	116	0	194	
Fair/On Site Event	4	8	10	10	3	0	62	2	3	0	24	13	2	4	0	0	8	14	2	1	0	6	0	21	74	2	1	181	2	457	
Government Office	16	17	3	14	11	5	0	6	16	19	49	12	38	5	14	0	25	13	2	4	2	0	0	18	44	7	1	2	23	366	
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Highway Sign	5	1	0	1	4	1	0	0	0	0	10	4	15	0	1	0	1	3	1	1	0	9	0	2	5	6	0	0	5	75	
Information (411)	0	0	0	1	0	0	0	0	0	1	1	0	0	0	1	0	0	0	1	0	0	0	0	0	1	1	1	0	0	8	
Internet	49	34	18	19	25	15	35	31	22	1	118	24	278	21	49	0	105	70	12	6	4	34	0	61	194	36	8	5	48	1322	
Library	1	0	0	1	1	0	0	3	0	0	4	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	0	0	2	17	
Mobile Billboard	1	0	0	1	2	5	0	3	0	0	1	0	3	0	3	0	0	1	0	0	0	0	0	3	1	0	0	0	0	24	
Newsletter	3	1	1	1	3	2	0	1	2	1	6	2	0	3	2	0	0	0	2	0	0	0	0	3	6	0	0	1	7	47	
Newspaper	0	0	0	0	1	0	1	0	0	0	5	0	0	0	1	0	2	1	0	0	0	0	0	1	4	0	0	0	5	21	
Newspaper (Local)	2	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	0	1	0	1	0	1	1	0	0	0	1	11	
Other Ridesharing Org	9	8	3	1	1	1	1	3	2	4	23	5	18	0	2	0	27	6	1	0	2	5	0	6	74	4	2	1	6	215	
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Post Card (COG)	0	1	1	1	0	0	1	0	0	0	9	0	0	0	0	0	0	12	0	2	0	0	0	2	13	2	1	0	1	46	
Presentation	2	4	0	2	1	0	0	0	0	0	2	1	0	0	0	0	2	59	0	0	1	0	0	0	2	0	13	2	0	91	
Radio	24	10	11	8	15	7	0	7	2	2	74	22	93	0	13	0	41	35	5	1	0	9	0	32	87	11	1	2	14	526	
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	
Referral from Transit.Org	0	1	1	1	2	0	0	2	2	3	2	5	7	1	1	0	4	1	0	0	0	0	0	4	5	1	0	0	4	47	
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TV	1	0	0	0	2	1	0	0	1	0	6	3	2	0	1	0	1	3	0	0	1	2	0	12	8	0	1	0	7	52	
Van Sign	2	0	1	0	1	1	0	0	2	2	3	3	1	0	0	0	1	2	0	0	0	0	0	2	3	1	0	0	4	29	
Was/Is Applicant	3	1	0	0	0	0	0	0	0	1	4	1	8	1	0	0	2	0	1	0	0	1	0	2	12	0	0	0	4	41	
White Pages	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	3	
Word of Mouth	36	17	13	16	19	7	1	17	13	19	87	24	305	3	27	0	38	24	14	9	3	8	0	28	120	9	23	0	31	911	
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
Yellow Pgs-Yellow Bk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other	38	83	18	22	30	10	6	24	9	9	97	24	98	16	22	0	60	27	13	3	2	17	0	79	192	13	5	0	58	975	
<b>Total</b>	<b>292</b>	<b>309</b>	<b>174</b>	<b>352</b>	<b>205</b>	<b>128</b>	<b>133</b>	<b>190</b>	<b>210</b>	<b>403</b>	<b>800</b>	<b>261</b>	<b>987</b>	<b>106</b>	<b>225</b>	<b>0</b>	<b>518</b>	<b>440</b>	<b>93</b>	<b>56</b>	<b>23</b>	<b>102</b>	<b>0</b>	<b>451</b>	<b>1104</b>	<b>112</b>	<b>111</b>	<b>320</b>	<b>408</b>	<b>8513</b>	

FIGURE 1

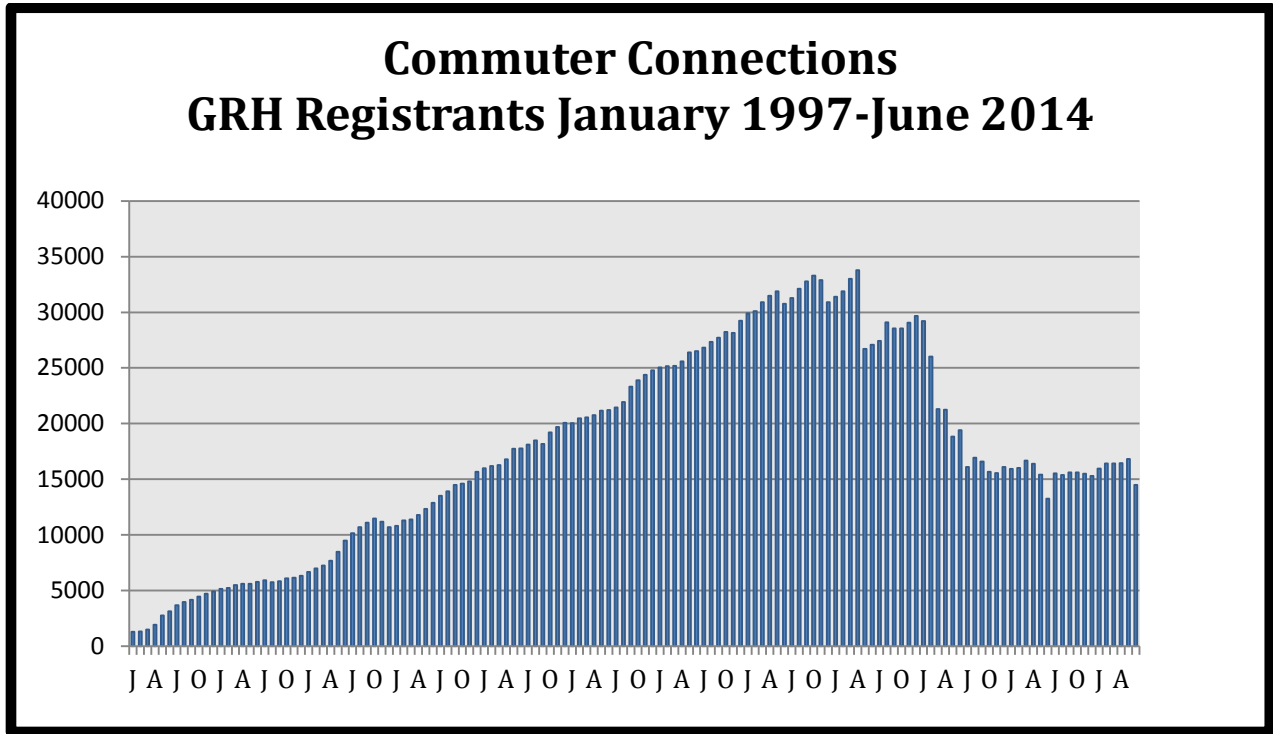


FIGURE 2

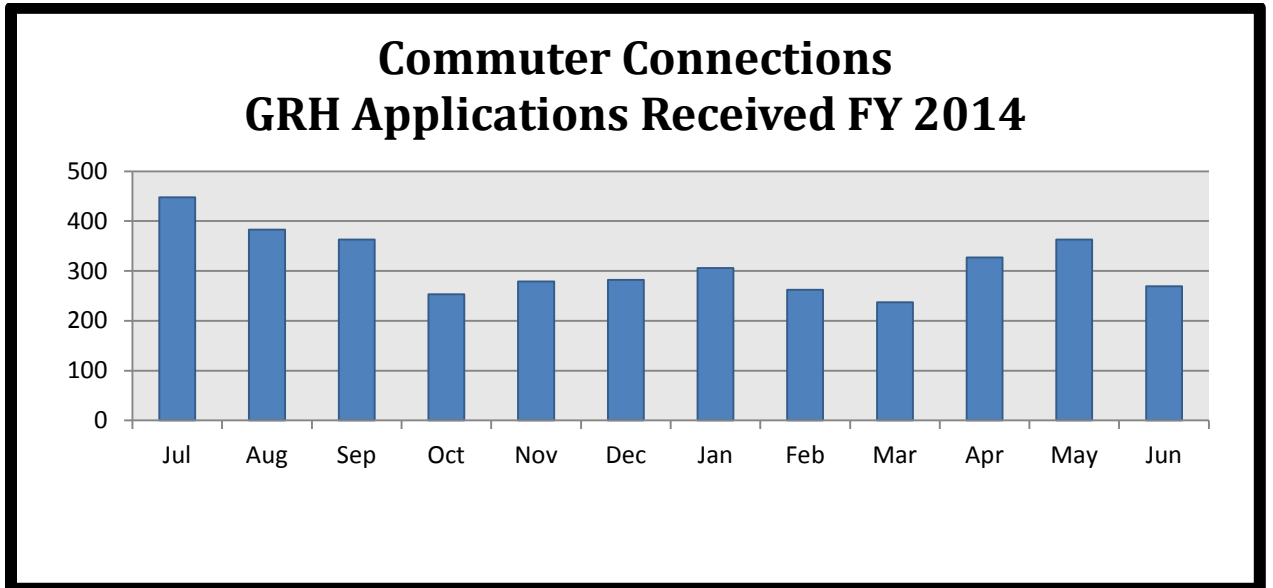


FIGURE 3

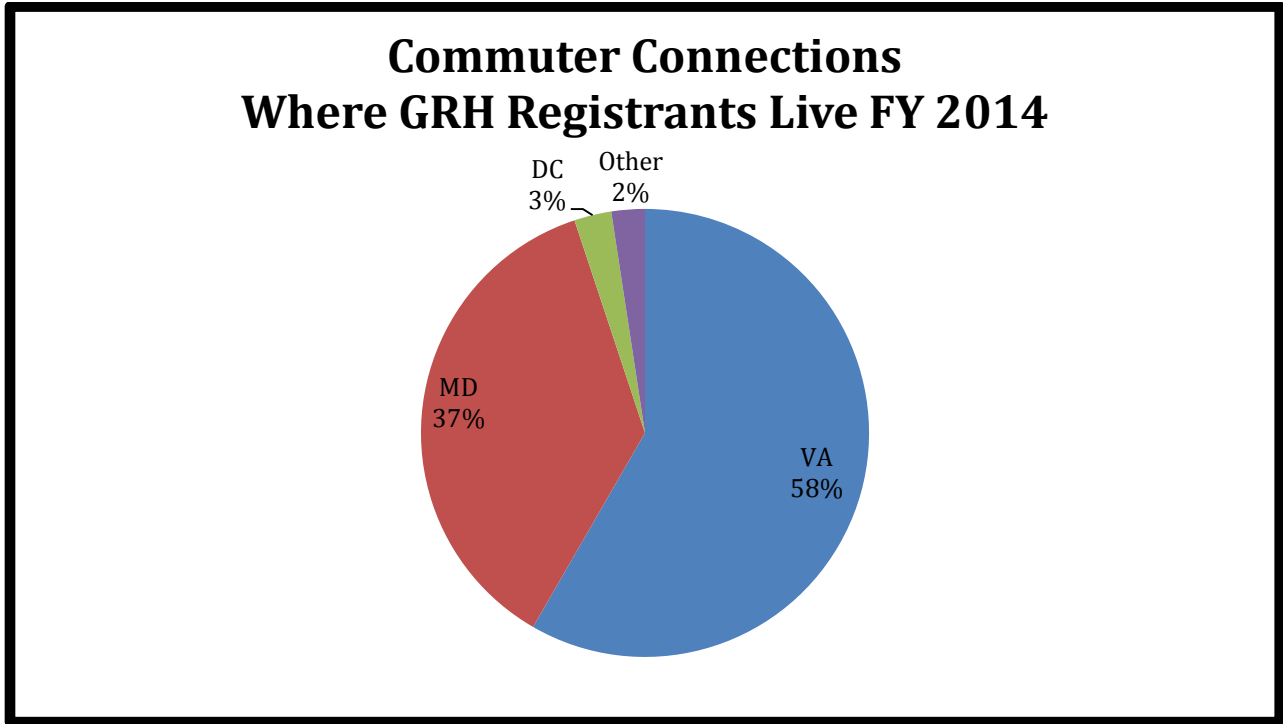


FIGURE 4

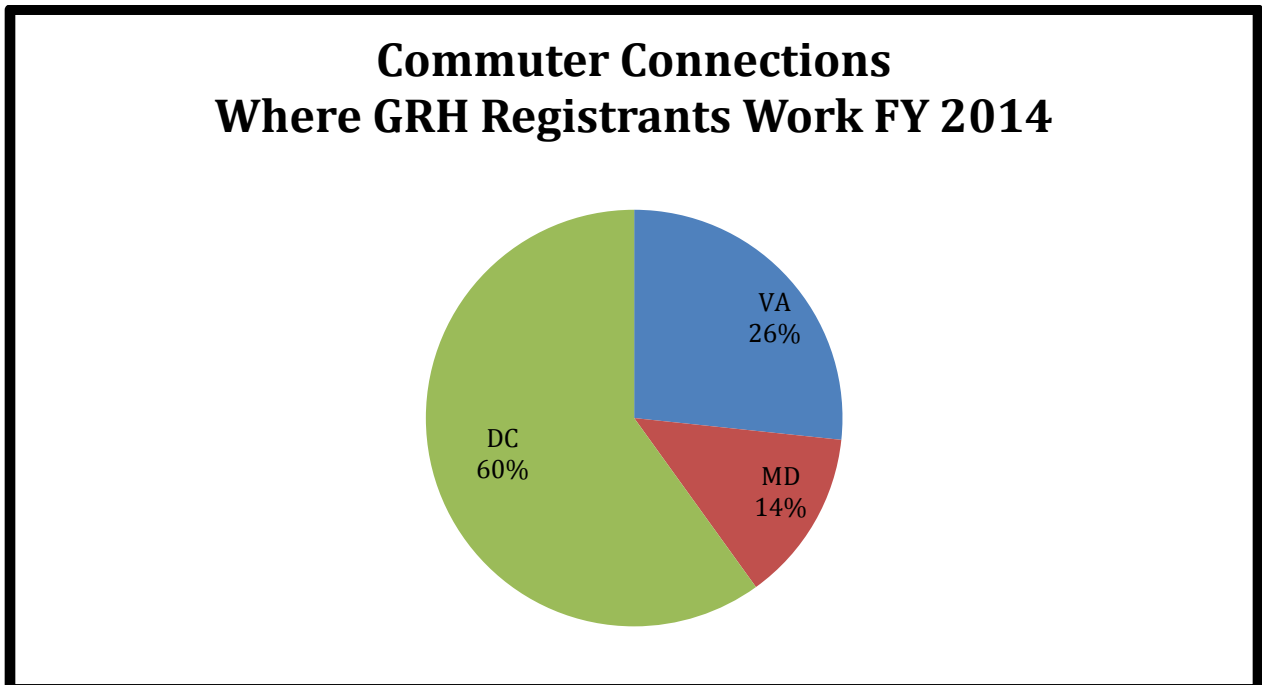


FIGURE 5

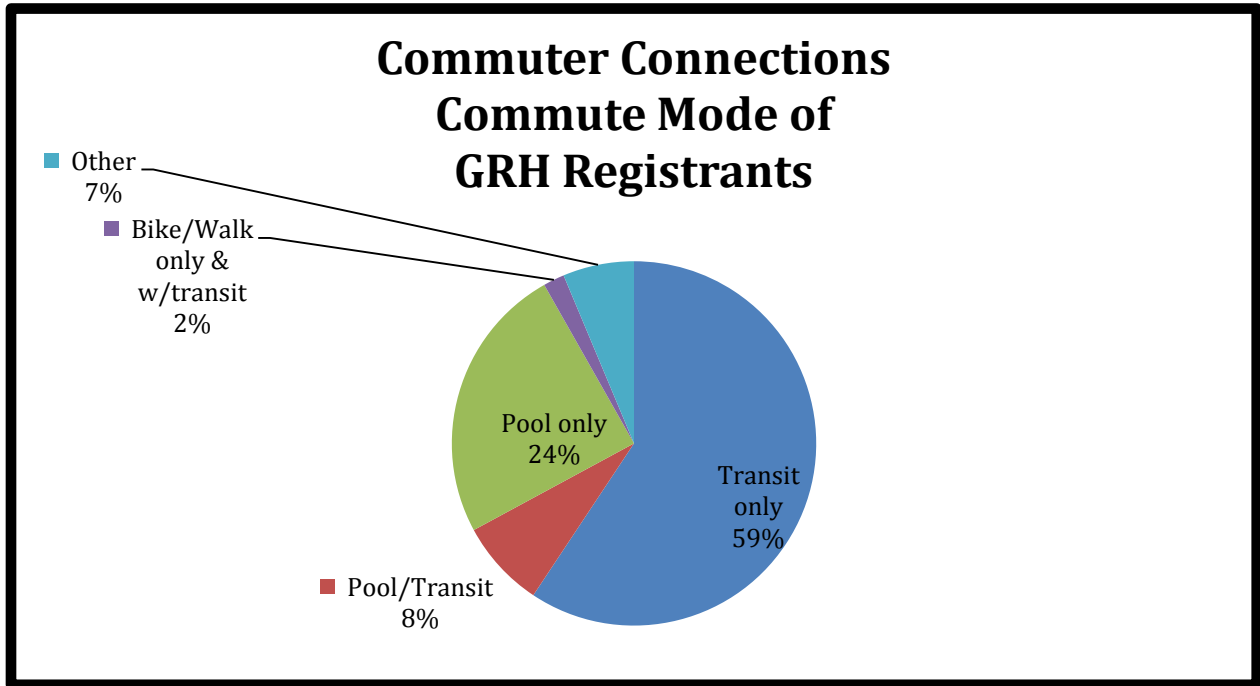


FIGURE 6

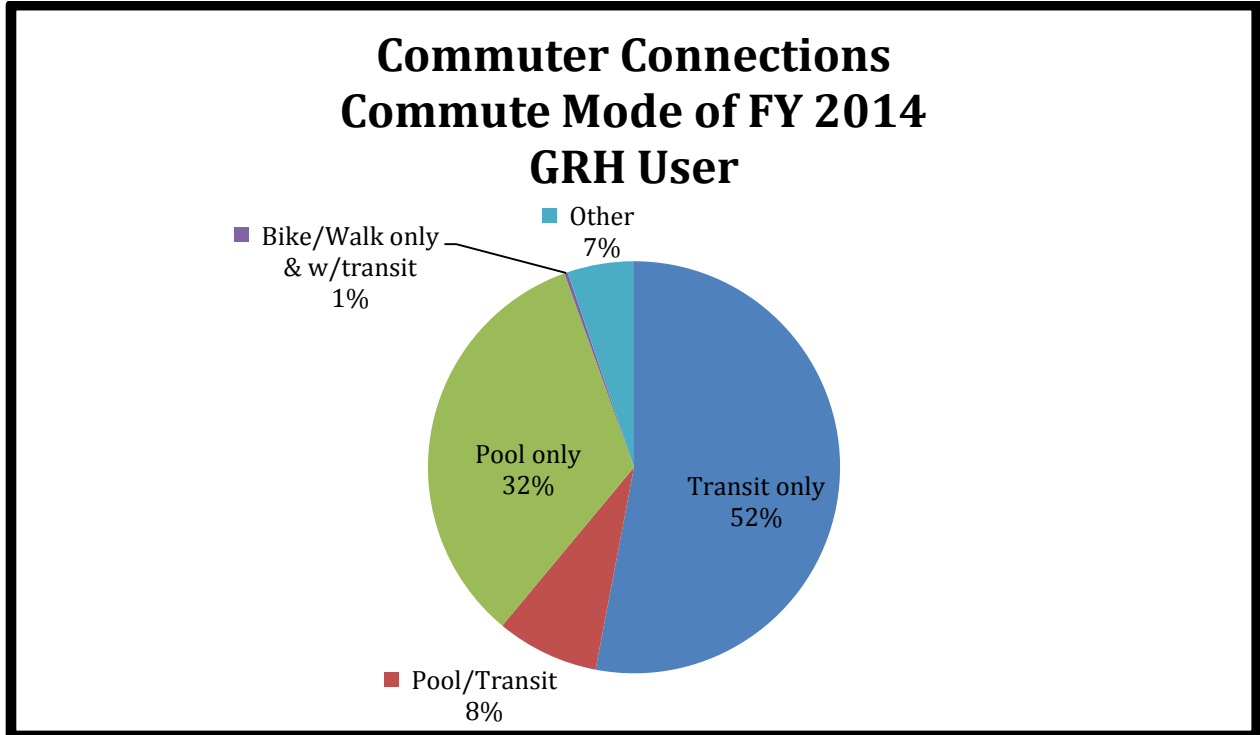


FIGURE 7

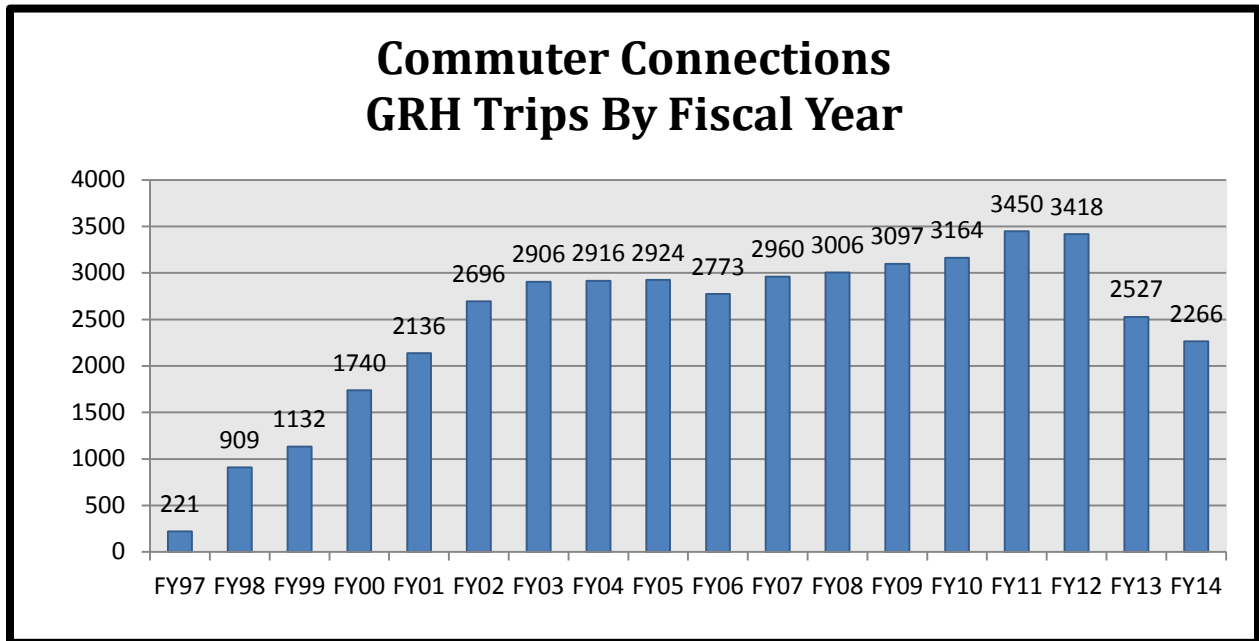
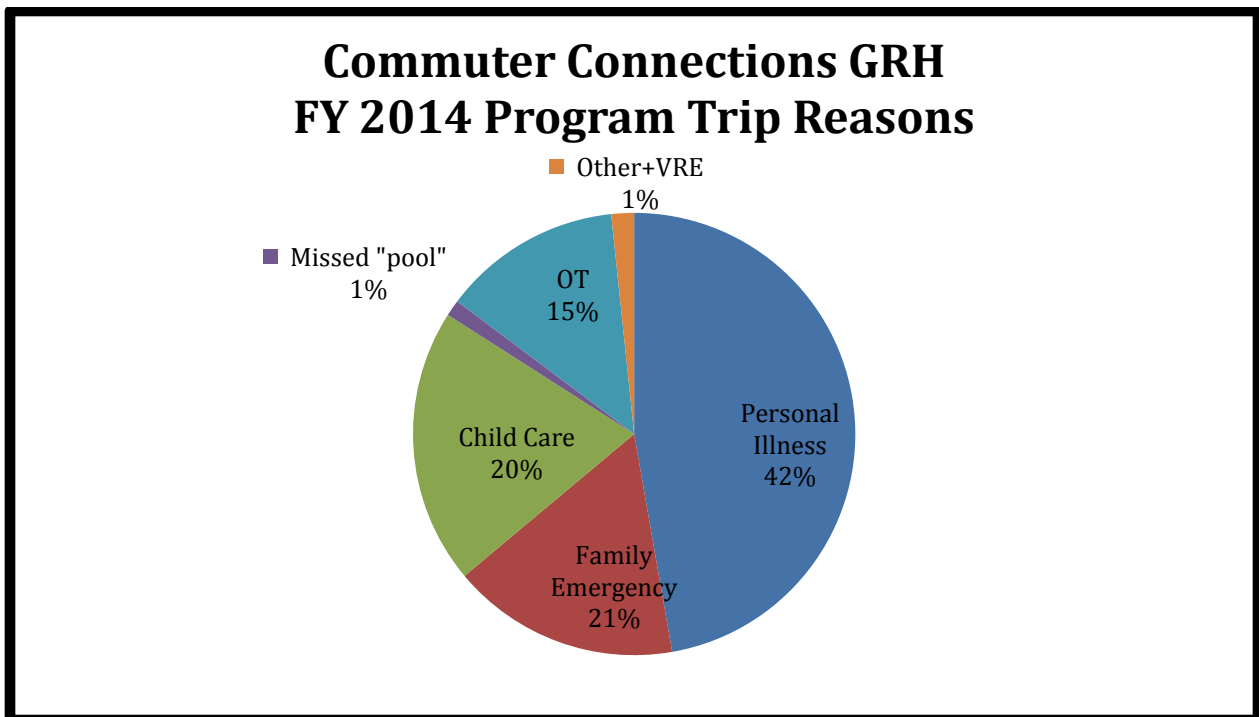


FIGURE 8



FY 2014										
Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles
Employers Contacted (new) Site Visits (prospects)	60	44	32	63	360	4	478	50	233	97
Telework contacted - NEW	0	0	0	0	79	0	9	0	0	14
Employers Contacted (follow-up)	40	1567	772	676	101	146	922	209	1151	31
Telework contacted - FOLLOWUP	0	0	0	0	0	0	11	0	0	11
Total Broadcast Contacts Letters, Flyers, Newsletter	6847	31541	17920	2782	755	1040	97959	2272	803	2320
Total Sales Meetings	2	55	6	95	6	11	46	6	1	17
Total Employers Contacted	6949	33207	18730	3616	1301	1201	99425	2537	2188	2490
New Level 1 TDM Programs	2	20	18	135	1	0	11	1	0	68
New Level 2 TDM Programs	5	5	17	143	3	0	15	0	0	0
New Level 3 TDM Programs	2	12	4	171	2	0	6	0	1	0
New Level 4 TDM Programs	0	5	3	76	0	0	1	0	0	0
New Telework Programs	0	0	0	70	0	0	1	0	0	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0

