

**WORK PROGRAM FOR THE  
COMMUTER CONNECTIONS PROGRAM  
FOR THE GREATER WASHINGTON  
METROPOLITAN REGION**

**January 27, 2009**

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



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## SUMMARY

### Program Overview

The Fiscal Year 2010 Commuter Connections Work Program (CCWP) consists of a core program of regional transportation demand management operational activities funded jointly by state and local jurisdictions, plus jurisdictional programs that are conducted at the discretion of individual state funding agencies.

The regional state funding shares for the program elements are defined using a formula agreed to by the state funding agencies. Funding agencies include: District Department of Transportation, Maryland Department of Transportation, Virginia Department of Transportation, Maryland Transit Administration, and Virginia Department of Rail and Public Transportation. The costs of the jurisdictional activities are allocated directly to the jurisdiction or jurisdictions that choose to conduct them. This ensures that the regional activities upon which all other activities depend will be conducted regionally, and that the costs are allocated to the participating jurisdictions according to the agreed upon formula. At the same time, considerable flexibility is available to the state funding agencies and other agencies to define and fund discretionary activities that respond to their individual policy and funding priorities.

The FY 2010 Commuter Connections program elements are classified as follows:

<b>REGIONAL PROGRAMS</b>	<b>JURISDICTIONAL PROGRAMS</b>
Commuter Operations Center	Employer Outreach*
Guaranteed Ride Home	Maryland Telework
Marketing	
Monitoring and Evaluation	

*\*Includes both a Regional and Jurisdictional Component*

The CCWP was re-structured and streamlined in FY 2006 to clarify and simplify funding responsibilities. The FY 2010 CCWP continues this effort aimed at streamlining the administration and oversight processes for the program. Commuter Connections has expanded incrementally since its inception in 1974 as the Commuter Club, with different program elements having different jurisdictional participation and funding shares. As the program became more complex, it became increasingly difficult to track how much each state funding agency was participating in and paying for each program element. Therefore, a funding formula was devised.

This increasing complexity of the program prompted the creation of a working group to provide administrative and programmatic oversight of the core program cost elements. This working group, the State TDM (STDM) Work Group meets monthly and consists of representatives of the state transportation funding agencies in the District of Columbia, Maryland and Virginia.

The Commuter Connections Subcommittee will continue to provide overall technical review of the regional program elements in this Work Program and meet every other month. The Commuter Connections Ridematching Committee will also continue to meet quarterly on technical issues

regarding the regional TDM software system. Oversight for jurisdictional program elements will be provided by the states and agencies that are funding them. Specialized project work groups will continue to meet as needed to address particular implementation issues, such as the development of marketing campaigns, the new regional TDM web-based system, and special new initiatives like the Carpool Incentive Demonstration project. A Strategic Plan was adopted in November 2007 that serves as a framework regarding the roles and responsibilities of the Commuter Connections stakeholders. The Strategic Plan includes a mission statement, definition of Commuter Connections, overall program and operating objectives, network responsibilities for each program area that include objectives and acceptable performance levels, a committee structure, sample meeting calendar, and internal and external report deliverables.

The TPB is required by federal regulations to approve a congestion management process which includes travel demand management as part of the metropolitan transportation plan. Commuter Connections constitutes the major demand management component of the congestion management process to be approved by the TPB. Commuter Connections also provides transportation emission reduction measure benefits for inclusion in the air quality conformity determination, which must be approved by the TPB as part of the annual update of the Constrained Long Range Plan and Transportation Improvement Program. In addition, Commuter Connections programs may be needed to meet future Climate Change and Green House Gas emission targets that may be set for the transportation sector in the region.

The State TDM Work Group defines the program content and budget for each fiscal year and develops a detailed annual Work Program in collaboration with COG/TPB staff and the Commuter Connections Subcommittee. The draft work program will be reviewed by program stakeholders and the Commuter Connections Subcommittee. The final Work Program will be reviewed by the TPB Technical Committee and approved by the TPB.

The State TDM Work Group will also review all RFP's and RFQ's as part of the work program and will identify selection committee members for individual contract solicitations. The State TDM Work Group will review and approve all CCWP work products with input from the Commuter Connections Subcommittee. Upon request, COG/TPB staff can provide additional details for projects being implemented under each program area.

The key elements and highlights of the FY 2010 Commuter Connections Work Program are summarized as follows:

- The Commuter Operations Center will provide ridematching services to commuters through a central toll free number "1-800-745-RIDE" and [www.commuterconnections.org](http://www.commuterconnections.org) web site, and support to commuter assistance programs operated by local jurisdiction, transportation management associations, and employer-based commuter assistance programs.
- The regional TDM web-based system will include testing of the new modules for evaluation and surveys, special events and regional incentive tracking.

- Guaranteed Ride Home (GRH) will provide users of alternative commute modes up to four free rides home per year in a taxi or rental car in the event of an unexpected personal or family emergency or unscheduled overtime.
- Marketing will provide frequent regional promotion of alternative commute options, including; car/vanpooling, teleworking, mass transit, bicycling, walking; and support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services and Bike to Work Day. The Marketing program aims to raise awareness of alternative commute options, and support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles, and persuading commuters currently using alternative commute modes to continue to use those modes. A new carpool incentive demonstration project will be implemented for three recommended corridors in the region. Commuter Connections will coordinate the region's Car-Free Day event as part of World Car Free Day. The Car-Free Day event will encourage commuters and the general population to leave their cars home or to use alternative forms of transportation such as carpools, vanpools, public transit, bicycles, or walking.
- Monitoring and Evaluation provides data collection and analysis activities as well as program tracking and monitoring reports for each program area. The regional TERM Evaluation Framework Methodology document will be updated, the 2010 State of the Commute survey will be conducted, and the 2010 GRH Applicant Report will be conducted. Monitoring and evaluation activities are used extensively to determine the program's effectiveness. Evaluation results have been used in the past to make program adjustments; for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home program guidelines based on participant survey feedback; and target marketing for GRH was re-introduced in the region after it was found that there was a dramatic drop in registrations when the marketing for this measure was streamlined into the mass marketing program.
- Employer Outreach will support outreach and marketing to the region's employers to implement new or expanded employer-based alternative commute modes and incentives such as transit and vanpool benefits, telecommuting, preferential parking for carpools and vanpools, carpool and vanpool formation and incentives, flexible work schedules, and bicycling amenities. The outreach program also encourages employees' use of alternative commute modes such as ridesharing, transit, telecommuting, bicycling, and walking. The outreach program also provides assistance to employers to hold bicycling seminars for employees, maintaining an up-to-date regional Bicycling Guide, providing information on workforce housing programs to promote "Live Near Your Work," and offering car-sharing information to lower employers' fleet management costs.
- Maryland Telework will provide information and resources to employers in Maryland on the benefits of teleworking and assist them in setting up telework programs for their employees. An on-call consultant was hired in FY 2007 to provide this assistance to both employers and Employer Outreach sales representatives in Maryland.

Monitoring and evaluation activities are used extensively to determine the program's effectiveness. Evaluation results have been used in the past to make program adjustments: for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home Program guidelines based on participant survey feedback; and target marketing for GRH was re-introduced in the region after it was found that there was a dramatic drop in registrations when the marketing for this measure was streamlined into the mass marketing program.

Figure 1 on page 7 of this document illustrates that the Commuter Connections service area is much larger than the Washington 8-hour ozone nonattainment area for workers eligible for the GRH program, and larger still for workers who can access the Commuter Connections ridesharing services. The total Commuter Connections service area has approximately 10 million residents.

### **Program Background**

Commuter Connections is a continuing commuter assistance program for the Washington region which encourages commuters to use alternatives to driving alone in a private automobile, including ridesharing, transit, telecommuting, bicycling, and walking. The program has evolved and expanded over the past three decades following its inception in 1974 as the Commuter Club. In the mid-1980s, in an effort to better share regional ridesharing information the Commuter Club was expanded into the Ride Finders Network, which included Alexandria, Fairfax County, Montgomery County, Prince William County and the Northern Virginia Transportation Commission. By 1996, after steady growth in both size and strength, the Ride Finders Network became Commuter Connections, the commuter transportation network serving the Washington metropolitan region, encompassing twelve counties, four cities, and eight federal agencies. The Commuter Operations Center component of the current Commuter Connections Program represents the evolution of the earlier Commuter Club and Ride Finders Network programs.

In the mid-1990s, several new elements were added to the Commuter Connections Program as Transportation Emissions Reduction Measures (TERMs) to help meet regional air quality conformity requirements. All of these measures were designed to produce specific reductions in Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) by reducing vehicle trips and vehicle miles of travel associated with commuting. The measures were developed by the Travel Management Subcommittee of the TPB Technical Committee, and adopted into the regional Transportation Improvement Program (TIP) by the Transportation Planning Board (TPB). These measures were funded jointly by the District of Columbia, Maryland, and Virginia Departments of Transportation, with some variation in funding shares for the different measures.

<u>Measure</u>	<u>Date Implemented</u>
Commuter Operations Center	1974
Metropolitan Washington	
Telework Resource Center	1996
Integrated Ridesharing	1996
Employer Outreach	1997

Guaranteed Ride Home	1997
Employer Outreach for Bicycling	1998
Mass Marketing of Alternative Commute Options	2003

As the program elements shown above were implemented, their performance was evaluated over time. In FY 2006, the measures were revised to focus resources on the most effective program components. The total daily impacts of the Commuter Connections program were calculated in FY 2008 to be:

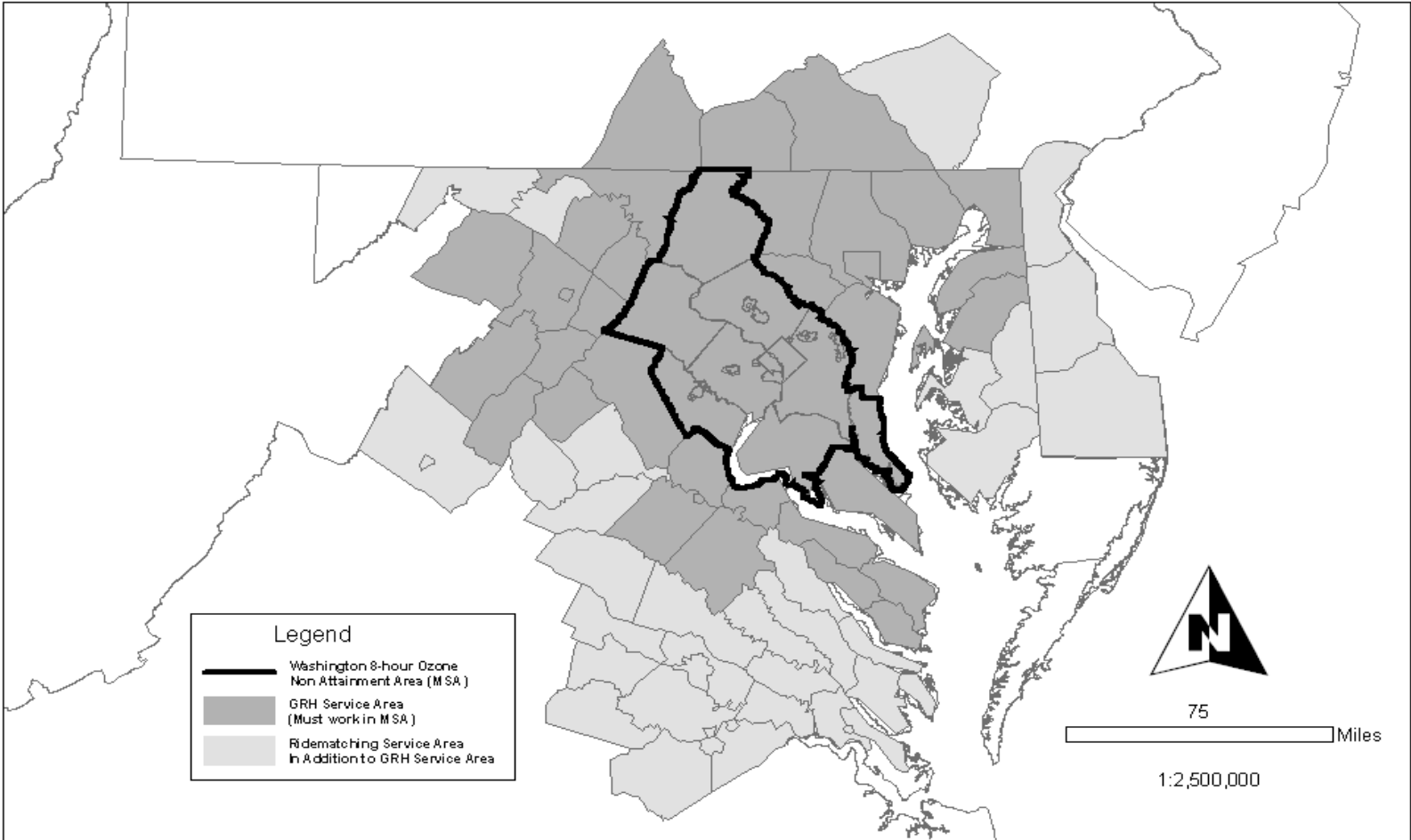
	<b><u>Daily Impacts</u></b>
VT Reductions:	113,000
VMT Reductions:	2,300,000
NOx Reductions (Tons):	1.0
VOC Reductions (Tons):	0.5
	<b><u>Annual Impacts</u></b>
PM 2.5 Reductions (Tons)	7.4
PM 2.5 Precursor NOx Reductions (Tons)	274.5
CO2 Reductions (Tons)	291,608

Extensive monitoring and evaluation have been carried out for the Commuter Connections Program over the past several years, and comprehensive data sets are available for reviewing the performance of individual program elements and identifying areas for both strengthening the performance of the program and streamlining the oversight and management procedures. The Program has been shown through the FY 2006 – 2008 TERM Analysis Report to be a highly cost-effective way to reduce vehicle trips (VT), vehicle miles of travel (VMT), and vehicle emissions associated with commuting. The following overall cost-effectiveness measures for the Commuter Connections Program are based on the results of the FY 2006 – 2008 TERM Analysis Report that was released on January 27, 2008:

	<b><u>Daily Impacts</u></b>
Cost per VT reduced:	\$0.16
Cost per VMT reduced:	\$0.01
Cost per ton of NOx reduced:	\$17,000
Cost per ton of VOC reduced:	\$35,000
	<b><u>Annual Impacts</u></b>
Cost Per PM 2.5 Reduced	\$608,000
Cost per PM 2.5 Precursor NOx Reduced	\$16,000
Cost per CO2 Reduced	\$15

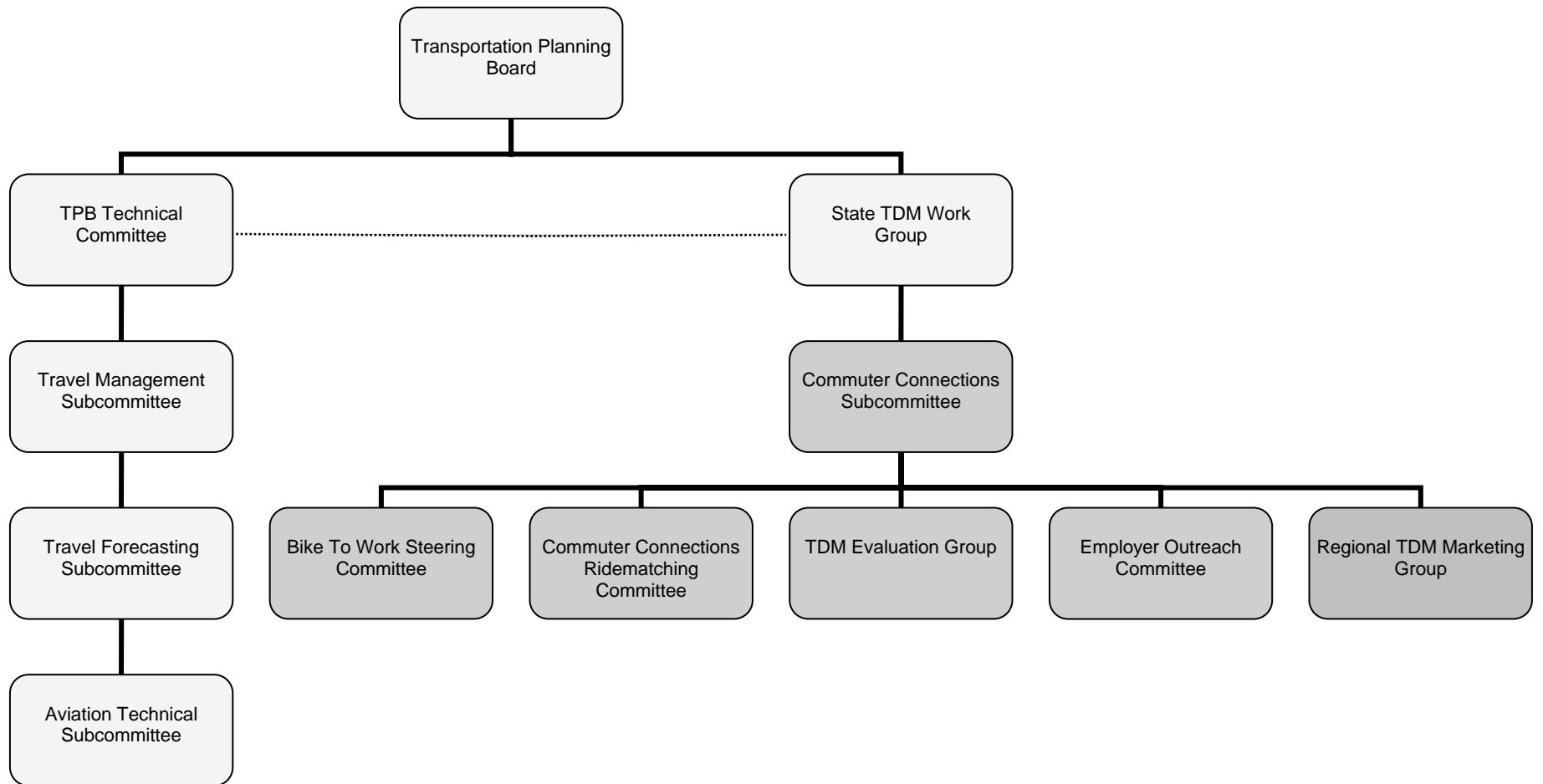
The Commuter Connections Program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reductions effected in vehicle trips and vehicle miles of travel. Existing data collected on Commuter Connections program performance has been used to refine and enhance the program and to streamline procedures for program oversight and administration.

Figure 1: Geographic Areas Serviced by Commuter Connections





## COMMUTER CONNECTIONS STRUCTURE



**Table 1  
FY 2010 COMMUTER CONNECTIONS BUDGET AND WORK PROGRAM EXPENDITURES**

<b>WORK ACTIVITY</b>	<b>DIRECT SALARIES STAFF</b>	<b>M&amp; A 25%</b>	<b>LEAVE BENEFITS 19%</b>	<b>FRINGE BENEFITS 20%</b>	<b>INDIRECT COSTS 36 %</b>	<b>DATA &amp; PC COSTS</b>	<b>CONTRACT SERVICES</b>	<b>DIRECT COSTS</b>	<b>TOTAL</b>
<b>Commuter Operations Center</b>	\$124,173	\$30,668	\$29,135	\$36,495	\$79,370	\$49,500	\$45,145	\$24,546	\$419,032
<b>Guaranteed Ride Home</b>	\$97,358	\$24,340	\$23,123	\$28,964	\$63,102	\$3,500	\$121,487	\$222,569	\$584,443
<b>Marketing</b>	\$141,527	\$35,382	\$32,853	\$41,152	\$90,328	\$3,000	\$625,000	\$1,551,691	\$2,520,933
<b>Monitoring and Evaluation</b>	\$162,413	\$40,603	\$38,573	\$48,318	\$104,367	\$0	\$390,000	\$15,726	\$800,000
<b>Employer Outreach</b>	\$65,211	\$16,303	\$15,488	\$19,400	\$41,905	\$8,000	\$15,000	\$1,045,683	\$1,226,990
<b>Maryland Telework</b>	\$6,709	\$1,677	\$1,593	\$1,996	\$4,311	\$0	\$60,000	\$4,777	\$81,063
<b>TOTAL</b>	\$597,391	\$148,973	\$140,765	\$176,325	\$383,383	\$64,000	\$1,256,632	\$2,864,992	\$5,632,461

**Table 2  
 COMMUTER CONNECTIONS FISCAL YEAR 2010 BUDGET  
 BY STATE FUNDING AGENCY AND PROGRAM ELEMENT**

FUNDS SOURCE	Commuter Operations Center	Guaranteed Ride Home	Marketing*	Monitoring & Evaluation	Employer Outreach	Maryland Telework	TOTALS
District of Columbia	\$43,235	\$68,380	\$336,485	\$93,600	\$265,401	\$0	\$807,101
State of Maryland	\$168,137	\$265,922	\$1,123,665	\$364,000	\$448,778	\$81,063	\$2,451,565
Commonwealth of Virginia	\$158,160	\$250,141	\$1,060,783	\$342,400	\$512,811	\$0	\$2,324,295
Other**	\$49,500						\$49,500
<b>TOTAL</b>	<b>\$419,032</b>	<b>\$584,443</b>	<b>\$2,520,933</b>	<b>\$800,000</b>	<b>\$1,226,990</b>	<b>\$81,063</b>	<b>\$5,632,461</b>

*\*Note: Project funds include \$192,000 for the Carpool Incentive Demonstration project which will come from the FY 2009 CCWP underrun dollars.*

*\*\*Software User Fees*

## Detailed Task Descriptions and Cost Estimates for the FY 2010 Commuter Connections Work Program

### I. COMMUTER OPERATIONS CENTER

The Commuter Operations Center has been in existence since 1974 and provides local jurisdictions, Transportation Management Associations (TMAs), and federal government agencies a centralized database for commuting information. As part of the program, COG/TPB staff provides the following services:

- Ridematching coordination, training and technical assistance to local agencies;
- transportation information services to the general public;
- maintenance of the regional commuter database system; and
- program evaluation services.

The Commuter Operations Center is a regional program that comprises the five project areas listed below. The total annual budget for the Commuter Operations Center regional program is \$419,032.

#### A. RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

Each month, COG receives several hundred applications for ridematching and transit information. More than 90% of these applications are received through the Commuter Connections Web site. COG staff reviews and processes all applications received through the Web site. Matchlists for carpool and vanpool information are sent daily by mail or email (depending on the applicant's preference). Each local Commuter Connections network member receives an electronic alert when a commuter application is received through the Commuter Connections Web site, from a commuter living in that network member's jurisdiction. The alert serves as notification that the network member staff should follow up with the commuter to provide additional assistance, as needed. Applications received at COG through the mail and fax are forwarded to the network member serving the applicant's home jurisdiction for entry into the rideshare database.

The following local jurisdictions, transportation agencies, transportation management associations, and federal government agencies deliver ridematching and commuter assistance services through the Commuter Connections network to their residents and workers:

District of Columbia	Maryland	Virginia
COG/TPB	ARTMA	City of Alexandria
	Baltimore City	Arlington County
	The BWI Partnership	Dulles Area Transportation

District of Columbia	Maryland	Virginia
		Association
	Baltimore Metropolitan Council	Fairfax County
	Bethesda Transportation Solutions	George Washington Regional Commission
	Food and Drug Administration	LINK – Reston Transportation Management Association
	Frederick County	Loudoun County
	Harford County	Northern Neck Planning District Commission
	Howard County	Northern Shenandoah Regional Valley Commission
	Maryland Transit Administration	Potomac and Rappahannock Regional Commission
	Montgomery County	Rappahannock – Rapidan Regional Commission
	National Institutes of Health	
	North Bethesda Transportation Center	
	Prince George’s County	
	Tri-County Council for Southern Maryland	

COG/TPB staff administers ridematching services on behalf of the District of Columbia and Arlington County. The local jurisdiction commuter assistance programs listed in Maryland and Virginia receive separate grants from the Maryland Transit Administration and the Virginia Department of Rail and Public Transportation to provide local services and to help support regional TDM program activities.

The Commuter Connections web-based TDM system includes ridematching databases from five commuter assistance programs in southern Virginia were incorporated into the TDM system’s database to provide improved commuter ridematching through a single database for Virginia, Maryland and the District. These programs are; RideShare (serving the Charlottesville region); TRAFFIX (serving the Hampton Roads region); MidPen Rideshare (serving the Middle Peninsula area); RideFinders (serving the Richmond region); and RIDE Solutions (serving the Roanoke region). The staff from these programs and the commuters they serve have access to the new TDM system for matching in carpools and vanpools. COG/TPB staff provides technical assistance to these five programs.

During FY 2010, COG/TPB staff will continue to provide technical support and training

to Commuter Connections network member agencies for the regional Commuter Connections TDM software system. Staff will continue to review and distribute ridematching applications received from employers and the general public. Matchlist and renewal notice generation and distribution services will also be provided through COG. COG/TPB staff will produce network member technical assistance reports from the Commuter Connections TDM system, and provide staff support and coordination to the Commuter Connections State TDM Work Group, the Commuter Connections Subcommittee, and the Commuter Connections Ridematching Committee. COG/TPB staff will also fulfill daily network member data requests. Federal Agency Employee Transportation Coordinator training will be coordinated and in some instances given by COG/TPB staff. Staff will also produce an annual Commuter Connections Work Program for FY 2011.

**Cost Estimate:** \$102,858

**Products:** Database documentation of specific technical support actions taken, documentation of all Subcommittee and Ridematching Committee meetings, daily technical support and documentation, daily matchlist generation and distribution, TDM software system training for network members, training manual updates, monthly commuter renewal notices generation and distribution, monitoring and updating existing Emergency Management Continuity of Operations Plan for the TDM system, update the Transportation Demand Management Resources Directory twice per fiscal year, maintenance and updates to the Federal ETC Web site, and production of the FY 2011 Commuter Connections Work Program.

**Services:** Member technical support and software training, and Federal agency ETC training.

**Schedule:** July 1, 2009 - June 30, 2010

**B. TRANSPORTATION INFORMATION SERVICES**

COG has provided transportation information services for more than 30 years in the Washington Metropolitan region. The Commuter Operations Center provides basic carpool/vanpool, transit, telecommuting, bicycling, and walking information. Specialized transportation information is also provided in support of Air Quality Action Days, Job Access Reverse Commute, and other regional commuter service programs.

COG staffs the regional commute information telephone number 1-800-745-RIDE. Calls received at COG are transferred to the local Commuter Connections network

member site (based on jurisdiction of residence of the caller) where applicable. COG/TPB staff provides transportation information services to those commuters who cannot be assigned to a client member site, including residents of the District of Columbia. COG receives several hundred calls per week through the 800 number. COG staff also responds to daily requests and questions received by email.

During FY 2010, COG/TPB staff will continue to provide traveler information on alternatives to driving alone to the general public by telephone, Web site, electronically, and through printed information. Staff will continue processing applications from the general public and/or from Commuter Connections network members who request the service on a permanent or temporary basis based on information requests received. COG/TPB staff will answer the regional "800" telephone line and respond to e-mails on information requests from the Commuter Connections Web site. Over 90% of requests for transportation information and ridematching applications are received at COG through the Web site, compared to less than 10% by telephone.

**Cost Estimate:** \$74,106

**Products:** Provide commuter traveler information on alternatives to driving alone to the general public through the Web site, electronically, or printed information.

**Services:** Provide commuter traveler information on alternatives to driving alone to the general public by telephone.

Process applications from the general public, answer the regional "800" line, respond to e-mails from the Commuter Connections Web site, and provide general public customer service.

**Schedule:** July 1, 2009 - June 30, 2010

C. TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

The regional Transportation Demand Management (TDM) software system is provided as a regional database resource with secure online access to over 30 commuter assistance programs that include local rideshare agencies, Transportation Management Associations, and federal government agencies. The commuter assistance programs use the TDM software system to service their local commuters' transportation needs for alternative commuting information.

This project includes the daily routine monitoring and maintenance of the TDM software system as well as the hosting of the on-line system through COG's data center. Tasks

include: daily backup of the TDM database, maintenance of the TDM system servers, off-site hosting for second site for contingency management, Windows cluster support to TDM Oracle database and to web server cluster, oracle database administration and support, documentation of system and system changes, Storage Area Network (SAN) connectivity and maintenance, and the maintenance and replacement of hardware as needed.

This project will also include the final testing of the Phase III products from the new Web-based TDM system. The testing will include the modules for evaluation and surveys, special events and regional incentive tracking.

**Cost Estimate:** Maintenance Contracts/Software: \$ 94,645  
COG/TPB Staff Oversight: \$ 99,717

**Total Project Cost: \$194,362**

**Services:** Provide daily routine monitoring and maintenance of the TDM system and database for approximately 30 commuter assistance programs.

Maintain and update TDM system servers and software.

**Schedule:** July 1, 2009 - June 30, 2010

D. COMMUTER INFORMATION SYSTEM

The Commuter Information System project provides the TDM system with a GIS based information system that includes transit stop data, telework center locations, park and ride lot locations, and bicycling information as part of the ridematching functionality.

During FY 2010, COG/TPB staff will continue integration activities of new transit, telework center, park and ride lot, and bicycle route data into the TDM system server. Staff will also continue to obtain updated transit data, street centerline information and park-and-ride lot data from local jurisdictions and transit properties and reformat this data as necessary to the proper GIS format for use on the regional TDM system. Updates to the park-and-ride and telework center datasets for use on the TDM system will continue as will updates to the interactive GIS-based Web site application to include updated local and regional information for 11,000 plus transit, telework center, park-and-ride lots, and bicycle lanes/paths records.

**Cost Estimate:** \$47,706

**Services:** Updated local and regional information for transit, telework center locations, park and ride lots, and



bicycle route information which will be used in the TDM system.

**Schedule:** July 1, 2009 - June 30, 2010

## **II. REGIONAL GUARANTEED RIDE HOME PROGRAM**

The regional Guaranteed Ride Home (GRH) program eliminates a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Studies have shown that a commuter's fear of being "stranded" at work if they or a family member become ill, or if they must work unexpected overtime, is one of the most compelling reasons commuters do not rideshare or use transit to travel to work. The regional GRH program eliminates this barrier by providing a free ride home in the event of an unexpected personal emergency or unscheduled overtime. The GRH program's free ride home is offered only to commuters that carpool, vanpool, use transit, bicycle, or walk to work at least two days per work week. As a result of the GRH program, some single occupant vehicle drivers will switch to a ridesharing or transit commuting alternative, and current ridesharing and transit users will increase the usage of these alternative commute modes. The GRH program is an insurance program for those commuters who do not drive alone to their worksite.

The Guaranteed Ride Home program is a regional program and consists of the project area previously outlined in Figure 1. The annual budget for the Guaranteed Ride Home program for the two project areas outlined below is \$584,443.

### **A. GENERAL OPERATIONS AND MAINTENANCE**

COG staff processes all GRH applications received by mail, fax, and the Commuter Connections Web site. Using the web based TDM system, COG registers qualifying applicants, produces GRH registration ID cards, and sends ID card and participation guidelines to new registrants. Commuters can obtain information about the GRH program and complete an application on the Commuter Connections Web site, [www.commuterconnections.org](http://www.commuterconnections.org). Commuters may also call COG's Commuter Connections 800 telephone number, 1-800-745-RIDE, to ask questions about the GRH program and/or request information and an application. The 800 number is equipped with a menu so that callers can choose the menu item that best fits their needs. All GRH questions and requests for information and applications are taken by COG staff.

COG staff also mails GRH applications to GRH users who have used the GRH program without formally registering. GRH guidelines permit a commuter to use the GRH service one time as a "one-time exception" before they register. Also, COG staff mails transit vouchers to GRH users who used transit as part of their GRH trip. All vouchers and

invoices from transportation service providers are processed by COG staff.

In the event the commuter has not supplied an e-mail address, COG/TPB staff mails a re-registration notice to commuters who could not be contacted by telephone. The notice contains an application which the commuter can complete and send to COG to re-register. The commuter can also call Commuter Connections or visit the Commuter Connections Web site to re-register.

During FY 2010, staff will assist the Commuter Connections Subcommittee in reviewing the GRH participation guidelines for any recommended changes. These recommendations will be presented to the Commuter Connections Subcommittee for their final review and approval. In the past, recommendations have been made to modify and add participation guidelines to better convey the GRH trip authorization, GRH re-registration, and one-time exception rules and restrictions.

COG/TPB staff will continue to respond to the general public and to GRH applicants for registrations and re-registrations to the program. Registered commuters will be notified when their GRH registration is about to expire. Staff will continue to prepare and send new and re-registration GRH ID cards, registration letters, and participation guidelines on a weekly basis. Staff will also continue to monitor and maintain the GRH applicant database and server. COG/TPB staff will continue to update and maintain program participation guidelines, and provide annual customer service training to the daily operations contractor and COG/TPB staff assigned to the project.

<b>Cost Estimate:</b>	Direct Costs (Telephone, Copies, etc):	\$ 22,569
	COG/TPB Staff Oversight:	\$163,556
	<b>Total Cost:</b>	<b>\$186,125</b>

**Products:** Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.

Update and maintain program participation guidelines.

**Services:** Process application requests from the general public for registration and re-registration to the program.

Notify commuters when registration is about to expire.

Monitor and update GRH applicant database.

**Schedule:** July 1, 2009 - June 30, 2010

**B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS**

GRH transportation service is provided by several taxi companies, a rental car company, and a paratransit company, all under contract with COG. Commuters make their GRH trip request through a menu option provided on COG's Commuter Connections 800 telephone number. This menu option transfers calls for GRH trips directly to an operations contractor. This contractor reviews and assesses the trip request and approves or denies the request based on the GRH Participation Guidelines. The contractor then arranges the approved trips with the appropriate transportation providers.

The operations contractor contacts, by telephone, GRH registrants without e-mail addresses whose registration is near expiration and re-registers the qualifying commuters. While the system of calling commuters has been successful, many messages left on commuters' voice mail are not returned. In such cases, re-registration is facilitated by COG staff as described in the previous section.

During FY 2010, COG/TPB staff will continue management and monitoring of contract services for day-to-day operations services. Day to day operations include confirming ride request eligibility; dispatching rides through the ten ride service providers; tracking ride requests in the GRH database; and processing invoices for payment for ride service providers, the daily operations contractor and for the general public for transit vouchers.

Customer service training will be provided to all Guaranteed Ride Home call center agents.

<b>Cost Estimate:</b>	Daily Operations Contractor: \$119,487
	Cab and Car Rental Rides: \$200,000
	Customer Service Training: \$ 2,000
	COG/TPB Staff Oversight: \$ 76,831
	<b>Total Project Cost: \$398,318</b>

**Services:** Process GRH trip requests, approve/deny requests, and arrange rides.

Call participants whose registration is due to expire to obtain re-registration information.

Management and monitoring of contract services for day-to-day operations, and ten service providers. This includes processing invoices for payment for contractors and for the general public for transit vouchers.

Annual customer service training for GRH call center

agents.

**Schedule:** July 1, 2009 - June 30, 2010

### **III. MARKETING**

The Marketing program includes the use of media and other forms of communication at high reach and frequency levels to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel. The campaign delivers a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region. Regional TDM marketing campaigns also aim to encourage current non-SOV populations to continue using alternative transportation modes for commuting. In addition, Commuter Connections marketing initiatives encourage employers to provide alternative commuting benefits to their employees. Regional TDM marketing campaigns complement other on-going Commuter Connections program efforts that have been implemented in the region, increasing their overall efficiency and effectiveness. The program includes TDM marketing on ridesharing, transit, Guaranteed Ride Home, telecommuting, bicycling/walking, car-sharing, Live Near Your Work, and Employer Outreach program activities.

Specialized expertise is obtained through competitive procurement to develop a regional marketing campaign, with input from the state funding agencies and the Marketing Planning Workgroup. The program builds upon current regional TDM marketing efforts by state, regional and local agencies to establish continuous year round marketing for regional TDM programs.

Commuter Connections regional marketing campaigns include direct mail promotion of the TDM programs and incentives to several hundred thousand households and to employers, radio, television, and Web site advertisements. Other promotion of TDM programs includes on-site promotions at employment sites. The direct mail piece is different for each campaign in order to attract attention, and periodically, new radio advertisements are produced to keep the message “fresh.” Partnerships between COG and area transit agencies have enabled the promotion of incentives such as the GRH program to transit riders and automobile drivers.

Marketing is a regional program and consists of five project areas listed below. The total annual project cost for the program tasks is \$2,520,933.

#### **A. TDM MARKETING AND ADVERTISING**

A Marketing Communications plan will be issued that will outline the overall marketing strategy to be used for marketing campaign. Commuter Connections Web site advertisements will be provided through banner ads and placement of keyword search engine sponsorships. Regional on-line yellow pages advertising will be provided. Bus and rail advertising will be negotiated. Staff will update and implement a public relations plan and continuously update the Extranet for posting marketing and advertising

materials for review by the regional marketing planning workgroup members. The Extranet also includes an interactive communications and management tool for use for and by Commuter Connections committee groups. Staff will maintain an electronic discussion group forum through the Commuter Connections Extranet that will allow network members to pose questions and receive information from either COG/TPB staff or other network members regarding all TDM program services provided through Commuter Connections.

COG/TPB staff will coordinate marketing and promotional activities through the Regional TDM Marketing Group which consists of transit, ridesharing, and other transportation demand management agencies. The Regional TDM Marketing Group will review the marketing plan, marketing collateral materials and recommendations made by the marketing work group. A regional commute alternatives newsletter, *Commuter Connections*, will be published quarterly and distributed to several thousand employers. In addition, COG/TPB staff works with the General Services Administration to produce a quarterly Employee Transportation Coordinator (ETC) newsletter insertion into the Commuter Connections newsletter, for distribution to more than 100 Federal ETC's. The regional Resource Guide and Strategic Marketing Plan will also be updated with input from member agencies.

This project includes the production of radio spots to promote alternative mode use, the use of the regional GRH program, teleworking, the implementation of employer-based commuter benefit programs, and incentive based programs. The overall objective of the project will be to continue to brand Commuter Connections. A marketing/advertising/public relations contractor will be used to produce the creative, copywriting, and public relations plan. COG/TPB staff also will review and participate in special event advertising (e.g. baseball games or other events that will help boost the Commuter Connections brand). This project also includes day to day monitoring and management of the marketing/advertising/public relations contractor and the processing of media placement orders.

COG/TPB staff will also place advertisements for Commuter Connections in printed and electronic telephone directories.

COG/TPB staff will coordinate and participate in on-site commuter promotions at employment sites (public and private sector), retail centers, transit centers, and special events sponsored by client members and other organizations throughout the year per their request. On average COG staff attends ten to twelve events a year.

COG/TPB staff will continue to maintain and update all Commuter Connections collateral materials and Web based information.

<b>Cost Estimate:</b>	Consultant Support :	\$455,000
	Media Buy:	\$940,037
	Postage/Printing:	\$302,675
	COG/TPB Staff Oversight:	\$319,127



Track the effectiveness of advertising campaigns through call volumes and internet hits.

Monitor and manage advertising contract and process media placement invoices.

Monitor the implementation of regional marketing campaigns.

Attend and participate in commuter promotional events and other special events.

Management and oversight of marketing/advertising/public relations contractor(s).

**Schedule:**

July 1, 2009 - June 30, 2010

Marketing Communications Brief: August 2009

2009 Strategic Marketing Plan and Resource Guide: December 2009

1<sup>st</sup> Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: December 2009

2<sup>nd</sup> Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: June 2010

**B. BIKE TO WORK DAY**

A major activity with regard to employer outreach for bicycling is the annual Bike to Work day event. Participation in this event has grown steadily each year and includes bicyclists from all jurisdictions in the region. This event is co-sponsored by the Washington Area Bicyclists Association (WABA) and is supported by COG/TPB staff, the state funding agencies and local jurisdictions, and individual sponsoring companies and organizations. Commuter Connections participation in Bike to Work day includes support for the planning and promotion of the event, and assistance at the various "pit stops" on the day of the event.

COG/TPB staff will continue to support and implement a regional Bike To Work Day event and promote the event to employers. This will be accomplished through media placements and marketing coordination activities with the marketing/advertising/public relations contractor.

**Cost Estimate:**

Consultant Support:

\$60,000

Postage/Printing:	\$ 3,000
Media Buy:	\$25,000
COG/TPB Staff Oversight:	\$16,000

**Total Cost: \$104,000**

**Services:** Implement regional Bike To Work Day event in May 2010 and promote to employers and to the general public.

Staff regional Bike To Work Day Steering Committee

**Schedule:** July 1, 2009 - June 30, 2010

**C. EMPLOYER RECOGNITION AWARDS**

COG/TPB staff will coordinate the annual Commuter Connections Employer Recognition Awards for employers showing commitment towards voluntarily implementing commute alternative programs and telecommuting at their respective worksite(s). COG/TPB staff will also explore additional public relations opportunities for the award winning agencies to be profiled or highlighted. During FY 2009, a review of the program occurred and recommended changes that were adopted will be implemented during FY 2010.

Coordination activities will include developing and distributing an awards nomination packet and soliciting nominations from employers through local jurisdictions, Chambers of Commerce and from the employers themselves. Staff will also work with the marketing contractor to review and classify the award submissions. A selection committee of objective transportation industry professionals will be recruited for the awards selection committee. The selection committee will be chaired by a member of the TPB.

The marketing contractor will facilitate the selection committee process. Once the selection committee makes its recommendations, the award winners will be notified and a short video will be produced on each winning category. An awards booklet and giveaway will be produced for the awards ceremony. The awards ceremony will be held towards the end of the fiscal year. Staff will coordinate all logistics for the event. Additionally, COG's Office of Public Affairs along with the marketing contractor will identify media opportunities to highlight the winners.

<b>Cost Estimate:</b>	Consultant Support:	\$60,000
	Postage/Printing/Video:	\$19,325
	Media Buy:	\$ 5,500
	COG/TPB Staff Oversight:	\$10,769

**Total Project Cost: \$95,594**



<b>Products:</b>	<p>Produce and distribute awards nomination packet and coordinate award submissions with local jurisdictions.</p> <p>Coordinate event logistics including awards booklet, giveaway item, video briefs, and event photography.</p>
<b>Services:</b>	<p>Coordinate logistics for awards selection committee.</p> <p>Identify earned media opportunities.</p> <p>Implement adopted changes to the awards program from FY 2009 review.</p>
<b>Schedule:</b>	July 1, 2009 - June 30, 2010

#### **D. CARPOOL INCENTIVE DEMONSTRATION PROJECT STUDY**

During FY 2009 COG/TPB staff issued a report on the feasibility of conducting a carpool incentive demonstration project during FY 2010. The purpose of the carpool incentive demonstration project would be to recruit and retain commuters in a carpool through cash or other incentives. Similar programs are in operation in major metropolitan areas such as Los Angeles and Atlanta. Research has shown that commuters who are paid to carpool tend to stay in a carpooling arrangement longer than those carpoolers who are not paid. Commuters who currently take transit or a vanpool to work are eligible to receive \$120 per month under the IRS Qualified Transportation Fringe benefit provisions. Carpoolers are not eligible to participate. This type of a program has been used in a limited fashion in the Washington metropolitan region during large-scale construction projects such as the Wilson Bridge where the program was named “Bridge Bucks.” The program proved to be extremely successful in convincing commuters to use an alternative form of transportation other than driving alone during the construction period.

During FY 2010, COG/TPB staff and a volunteer committee of Commuter Connections network members reviewed the top ten congested areas in the MSA with the goal of choosing corridors for implementing a carpool incentive and recommending the feasibility of implementing a demonstration program. The following final recommendations were made to the Subcommittee regarding the three corridors where the demonstration program would operate: 1) The I-495 corridor from Bethesda to Tyson’s Corner, 2) the I-495 corridor from I-295 (BW Parkway) to I-270; and 3) I-395 from Northern Virginia into Washington DC. The program guidelines and implementation plans for each of these corridors were developed by a work group in FY 2009 and will be deployed as part of the pilot project. The program will be structured in close coordination with the state Transportation Management Plans (TMPs) that may be implemented in each corridor. The duration of the financial incentive for the three recommended corridors will be for three months for participating commuters.

An additional element of this Demonstration Program will be the preparation of an evaluation report which will be developed under the guidance of the State TDM Work Group and the TDM Evaluation Group. After measuring the benefits produced from the carpool financial incentive program, comparisons can be made from the expected outcomes to the actual outcomes in terms of auto occupancy and vehicle miles of travel, vehicle trips reduced and emission impacts.

<b>Cost Estimate:</b>	COG/TPB Staff Oversight:	\$32,000
	Incentive:	\$95,000
	Consultant Support:	\$25,000
	Media Buy:	\$40,000
	<b>Total Project Cost:</b>	<b>Up to \$192,000*</b>

**Products:** Implementation of a Carpool Incentive Demonstration Project on the three recommended corridors outlined in the Carpool Incentive Feasibility Study.

Carpool Incentive Demonstration Evaluation Report

**Schedule:** July 1, 2009 - June 30, 2010

Carpool Incentive Demonstration Project  
Implementation: Launch in November 2009

(\*Note: To the extent possible, project funds will come from the FY 2009 CCWP underrun dollars from DDOT, MDOT and VDOT and will be re-programmed into this Work Program).

**E. CAR-FREE DAY**

During FY 2010, COG/TPB staff will coordinate with local jurisdictions to implement the regional Car Free Day campaign that will encourage residents to leave their cars behind or to take alternative forms of transportation such as public transit, carpools, vanpools, telework, bicycling or walking.

Car Free Day was first held in FY 2009. Evaluation results showed that there were over 5,400 individuals that pledged to go “car-free” for this event. In addition, there were approximately 3,000 vehicle trips reduced and over 13,000 vehicle miles of travel reduced as a result of participation in this event.

This event will be held on September 22<sup>nd</sup> and is in tandem with the World Car Free Day event. A marketing campaign along with public outreach efforts will be developed to coincide with this worldwide celebrated event.

<b>Cost Estimate:</b>	COG/TPB Staff Oversight:	\$ 7,500
	Consultant Support:	\$25,000
	Postage/Printing:	\$20,000

	Media Buy:	\$60,000
	<b>Total Project Cost:</b>	<b>\$112,500</b>
<b>Products:</b>	Posters, giveaway items, buttons, press event	
<b>Services:</b>	Implement regional Car Free Day event on September 22, 2009 and promote event to the general public.	
	Staff regional Car Free Day Steering Committee	
<b>Schedule:</b>	July 1, 2009 - June 30, 2010	

#### **IV. MONITORING AND EVALUATION**

The Monitoring and Evaluation program will provide overall program and individual project results when appropriate for the various projects in the CCWP that will be used to track progress for the regionally adopted Transportation Emission Reduction Measures (TERMS). One project will solely focus on those activities directly related to data collection and analysis for the TERMS. Results from this project will directly impact the FY 2009 – FY 2011 TERM Analysis report for Commuter Connections and the final results will be used to update the regional TERM Tracking Sheet. Results will also be used by the State TDM Work Group to make any necessary recommendations for changes to the TERMS being operated through Commuter Connections.

The second project area will include the ongoing tracking and monitoring activities for each of the CCWP program areas, including the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, and Marketing. In some instances, direct customer satisfaction surveys will be performed to gauge the level of satisfaction for program areas such as Guaranteed Ride Home and Employer Outreach. Monthly data collection and quarterly progress reports and an annual progress report will also be produced by COG/TPB staff.

The Monitoring and Evaluation program is a regional program and consists of the two project areas outlined below. The total annual project cost for the program tasks is \$800,000.

##### **A. TERM DATA COLLECTION AND ANALYSIS**

During FY 2010, COG/TPB staff will work to update the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document. The TDM Evaluation Framework Methodology document is used as the “blueprint” in data collection activities for the three year Commuter Connections TERM Evaluation cycle and also provides the methodology used to calculate Commuter Connections program benefits. Updating this document will also provide an opportunity to re-visit program goals for each of the Commuter Connections TERMS relevant to recent impact and cost effectiveness data released in the FY 2006-FY2008 TERM Analysis report. Various presentations of the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document will be prepared and given to the State TDM Work Group, the TDM Evaluation Group, the Commuter Connections Subcommittee, the

TPB Technical Committee, and the TPB, if warranted. The evaluation contractor will also be fulfilling data requests that are received or needed by COG/TPB staff during the course of the fiscal year.

Next, COG/TPB staff will update the survey instrument design for the in-depth Guaranteed Ride Home (GRH) Applicant survey. This survey is conducted every three years to assess the mode shift changes of 1,000 GRH program applicants. Data collected will be used to determine transportation and emission impacts of the program in the FY 2009 – FY 2011 TERM Analysis Report. A survey report will be prepared and released by June 2010.

The 2010 State of the Commute Survey will also be designed and implemented during FY 2010 and is conducted every three years. The purpose of the State of the Commute report is to document trends in commuting behavior, such as commute mode shares and distance traveled, and prevalent attitudes about specific transportation services, such as public transportation, that are available in the region. The State of the Commute Survey is also used to help estimate the congestion and air quality impacts of Commuter Connections. The survey instrument used for data collection activities will be reviewed and updated accordingly, data collection activities will occur and a draft Technical Report will be produced.

The development of the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document, the design and implementation of the in-depth GRH Applicant Survey and production of a survey report, and the design and implementation of the FY 2010 State of the Commute Survey and production of a draft technical report will be provided.

COG/TPB staff will also provide day to day management and monitoring of evaluation contract services and will report results through monthly data collection activities and quarterly progress reports and an annual progress report.

During FY 2010, data collection activities from local sales territories will continue as will the review of employer database records and the classification of employer records into levels of participation. Quarterly level of effort verification statements will be produced by COG/TPB staff.

Contract oversight for employer database tabulation and reporting will be provided by COG/TPB staff. Results from the employer database tabulated surveys are used to estimate the participation rates and impacts for employer-based TDM programs reported from the local sales jurisdictions. COG/TPB staff will begin using the revised regional web-based Employer Commute Survey.

<b>Cost Estimate:</b>	TDM Evaluation Project Consultant:	\$375,000
	COG/TPB Staff Oversight:	\$253,155
	<b>Total Project Cost:</b>	<b>\$628,155</b>

<b>Products:</b>	FY 2009- FY 2011 TDM Evaluation Framework Methodology Document.
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2010 State of the Commute Survey design and data collection activities.

2010 State of the Commute draft Technical Report

2010 GRH In-Depth Applicant Survey.

Review and classification of employer database records into levels of participation which will be used to produce quarterly level of effort verification statements.

**Services:** Fulfillment of data requests.

Data collection from activity reports from ten local sales territories.

**Schedule:** July 1, 2009 - June 30, 2010

FY 2009 – FY 2011 TDM Evaluation Framework  
Methodology Document: December 2009

2010 State of the Commute Survey Draft Technical Report:  
June 2010

2010 In-Depth GRH Applicant Survey: June 2010

## B. PROGRAM MONITORING AND TRACKING ACTIVITIES

COG/TPB staff will collect monthly program statistics, produce quarterly progress reports, and produce a FY 2008 annual summary of program statistics of the number and type of commuter traveler requests filled by COG and other client member program sites. Staff will collect and analyze data from the monthly customer satisfaction survey for GRH program users, and produce a customer satisfaction survey report based on the findings. Survey results will be used to change program guidelines and/or policies as needed.

COG/TPB staff will also monitor monthly progress for local Employer Outreach sales jurisdictions based on their approved Scopes of Work and contract project goals. Quarterly progress reports and level of effort tracking sheets listing results of each local sales jurisdiction will be prepared. An annual detailed snapshot of overall progress will be provided to appropriate DOT funding agencies for their respective jurisdictions.

COG/TPB staff will oversee a regional monitoring and evaluation program for Employer Outreach which includes data collection activities from local employer outreach sales territories. Local jurisdiction contract performance monitoring for Employer Outreach goals will also be a part of this activity.

Results from local employer telework sales calls and outreach services will be documented in terms of level of effort and progress and shown in quarterly progress reports.

Formal quarterly documentation will also be provided on level of participation and effectiveness and results from sales and outreach activities for employer-based telework programs. Overall monitoring and evaluating employer-based telework programs throughout the region will continue.

Staff will also evaluate effectiveness of advertising campaigns through call volumes, internet hits, and the annual placement rate study. Marketing campaigns will be monitored through lead analysis and detailed campaign summary results. An event summary report will also be produced for the FY 2009 regional Bike To Work Day event.

Monthly program statistics will be collected and quarterly progress reports will be provided for all program areas in the FY 2010 CCWP and an annual progress report for FY 2009 will be produced.

<b>Cost Estimate:</b>	Consultant Costs:	\$15,000
	COG/TPB Staff Oversight:	\$156,845
	<b>TOTAL COST:</b>	<b>\$171,845</b>

**Products:** Collect monthly program data and produce quarterly progress reports for the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, Marketing, and Evaluation programs.

Produce FY 2009 annual progress report.

Collect and analyze data from monthly GRH customer satisfaction survey for FY 2008 program users, and produce a report showing results.

Production of quarterly Employer Outreach progress report and level of effort tracking sheet listing results for each local jurisdiction outreach agency.

Produce marketing lead analysis and campaign summary results.

**Schedule:** July 1, 2009 - June 30, 2010

FY 2009 4<sup>th</sup> Quarterly Progress Report: July 2009

FY 2000 Marketing Campaign Lead Analysis and Results: September 2009

FY 2009 Annual Progress Report: September 2009

FY 2010 1st Quarter Progress Report: October 2009

FY 2010 2<sup>nd</sup> Quarter Progress Report: January 2010

FY 2009 Employer Customer Satisfaction Survey Report: February 2010

FY 2010 3<sup>rd</sup> Quarter Progress Report: April 2010

## V. EMPLOYER OUTREACH

The Employer Outreach program provides outreach efforts in ten jurisdictions located in the region's MSA. This program contains regional and jurisdictional components. COG's Commuter Connections staff provides overall administration and arranges for sales training and support as well as technical training on the regional sales contact management database. The local jurisdictions provide outreach to employers and work with employers to develop and implement new, or expand existing employer-based alternative commute programs.

The following local jurisdictions provide employer outreach services and are part of the Commuter Connections Employer Outreach network:

District of Columbia
Tri-County Council for Southern Maryland
Frederick County
Montgomery County
Prince George's County
City of Alexandria
Arlington County
Fairfax County
Loudoun County
Prince William County

Most employers who promote commute alternatives do so for practical reasons associated with the operation of their businesses. But the community as a whole benefits from commute alternatives programs, which improve air quality, reduce traffic congestion, and support economic development. For this reason, many local governments in the region continue to offer programs that encourage commute options at the employment site. These programs range from marketing efforts and incentive programs conducted through ridesharing programs to "adequate public facilities ordinances" that have trip reduction requirements for affected employers.

The Commuter Connections program's ongoing goal has been to weave existing local

employer and government programs into a coherent, voluntary regional network, and to promote ways in which worksite commute alternatives programs may grow, without imposing burdensome mandates upon employers.

Regional Components of the Employer Outreach Program include:

- 1) Maintaining and updating a web-based regional employer/employee sales contact database to facilitate local efforts and avoid duplication.
- 2) Providing coordinated marketing materials for the program.
- 3) Coordinating technical training and offering sales support and training for the sales and service representatives in each of the participating jurisdictions.
- 4) Supporting the Employer Outreach Committee of the Commuter Connections Subcommittee which provides guidance to the program.
- 5) Coordination with WMATA's Metrochek/SmartBenefits program sales staff, and/or their assigned consultant(s).
- 6) Providing information on voluntary commuting actions that can be taken by employers and the general public to reduce mobile source emissions, particularly on Air Quality Action days, through the Clean Air Partners program.
- 7) Review of individual local sales contact databases on a continuing basis to ensure quality control.
- 8) Providing bicycling information to area employers to help and support bicycling to work by their employees.
- 9) Providing a regional "Live Near Your Work" program to assist both employers and prospective employees with information regarding housing near their respective work location.
- 10) COG/TPB support for overseeing pass-thru funding to local sales jurisdictions for the implementation of voluntary transportation demand management strategies at private sector employment sites.
- 11) COG/TPB staff support for updating and printing customized sales materials and employer case studies both in hard copy and for inclusion on the Commuter Connections Web site.

The regional components of the program are listed in the three project tasks below. The total annual cost for the regional components of the Employer Outreach program is \$289,893.



Jurisdictional Components of the Employer Outreach Program include:

- 1) Contacting individual employers in each locality, (carried out by the local sales and service representatives) through the regional contact sales database which Commuter Connections maintains and updates.
- 2) Accomplishing local program goals via staff, contractors, TMA's, or other entities. A scope of work is submitted to COG to expedite an annual program contract for each locality, and funding is allocated to localities based upon guidance to COG from the state funding agencies.

The jurisdictional components of the program are outlined in the project task below. The total annual costs for the jurisdictional components of the Employer Outreach program are \$937,097.

**Regional Component Project Tasks**

A. **REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING**

During FY 2010, COG/TPB staff will continue to maintain and update the hardware and software for the computerized regional employer outreach database and monitor the regional web-based database installed during FY 2007. In addition, COG/TPB staff will coordinate training and provide technical assistance to local sales jurisdictions upon request.

**Cost Estimate:** \$48,121

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

**Schedule:** July 1, 2009 - June 30, 2010

B. **EMPLOYER OUTREACH FOR BICYCLING**

The Employer Outreach for Bicycling program provides information to area employers to help support and encourage bicycling to work by their employees. This information is included in the Employer Outreach materials provided to employers under the Employer Outreach Program.

Specific activities under the Employer Outreach for Bicycling Program include the update of a guide on biking to work ("Biking to Work in the Washington Area: A Guide for Employers and Employees), and incorporation of WABA bike mentors into the ridematching database. (WABA's Web site now provides users with 24-hour matching

to WABA bike mentors, automating a service that previously consumed considerable staff time, and which was available only during office hours).

COG/TPB staff also provides support and facilitation for other bike-to-work outreach activities including lunch time seminars, association meetings and strategic mailings.

<b>Cost Estimate:</b>	Printing/Postage:	\$ 4,442
	COG/TPB Staff Oversight:	\$10,558
	<b>Total Cost:</b>	<b>\$15,000</b>

**Products:** Regional Bicycling to Work Guide updates.

**Services:** Employer assistance and seminars.

**Schedule:** July 1, 2009 - June 30, 2010

C. LIVE NEAR YOUR WORK PROGRAM

This project will encompass necessary updates to the comprehensive set of collateral materials for employers that were developed during FY 2007 both in print and electronically to provide employers with information to give to their employees to encourage them to live closer to work.

COG/TPB staff will continue to distribute pertinent information on workforce housing incentives and programs available throughout the metropolitan region and will coordinate with federal, state, and local jurisdictions on any additional information regarding transit-oriented housing developments that could be incorporated into the information.

Additionally, COG/TPB staff will coordinate with local Employer Outreach sales representatives in offering “Live Near Your Work” briefing sessions with employer groups, Chambers and Employee Transportation Coordinators. Local jurisdictions will have the opportunity to submit a proposal to COG/TPB staff to receive funds to conduct the briefing event. During FY 2010, there will be \$80,000 in funds available for these types of briefing sessions.

COG/TPB staff will include workforce housing resource information for employers in the Washington metropolitan region to use for those seeking employment at their respective worksite(s). This information can be included by employers in new hire orientation packages or job offers made to employees who are living outside of the jurisdiction where they accepted the job offer.

<b>Cost Estimate:</b>	Program Materials:	\$15,000
	Local Jurisdiction Briefing Session Grants:	\$80,000
	COG/TPB Staff Oversight:	\$30,000

**Total Project Cost:** **\$125,000**

**Products:** Update regional Live Near Your Work collateral materials.

**Services:** Briefing sessions in coordination with local jurisdictions to employer groups, Chambers of Commerce, and Employee Transportation Coordinators.

**Schedule:** July 1, 2000 - June 30, 2010

D. PROGRAM ADMINISTRATION

This project task includes the management and monitoring of pass-thru funding by COG/TPB staff to local sales jurisdictions for contract compliance. It also includes support to local jurisdictions, consultants, or TMA staff in implementing voluntary transportation demand management strategies at private and/or non-profit sector employment sites. This task also involves the review and approval of an annual Scope of Work by COG/TPB staff for each of the ten sales jurisdictions and day to day contract management. This task also includes COG/TPB staff support for updating and printing sales materials and employer case studies.

<b>Cost Estimate:</b>	Printing/Postage:	\$ 16,188
	COG/TPB Staff Oversight:	\$ 85,583

**Total Project Budget:** **\$101,771**

**Products:** Electronic and printed updates of sales materials and case studies.

**Services:** Oversight to local sales jurisdictions to implement voluntary transportation demand management strategies at private sector employment sites.

Bi-annual sales support conference calls. Employer site visits by COG/TPB staff as requested or needed by the local jurisdictions.

Staff the Employer Outreach Committee

**Schedule:** July 1, 2009 - June 30, 2010

## Jurisdictional Component Project Tasks

### A. LOCAL AGENCY FUNDING AND SUPPORT

Local jurisdictions work with employers to develop and implement new, or expand existing employer-based commuter benefit programs such as transit and vanpool benefits, preferential parking for carpools and vanpools, carpool and vanpool formation, and telework and flexible work schedules. Results from these efforts are recorded in the regional employer database.

**Cost Estimate:** Pass-thru to Local Jurisdictions: \$937,097

**Total Project Budget:** \$937,097

**Services:** New or expanded employer-based TDM programs.

**Schedule:** July 1, 2009 - June 30, 2010

## VI. **MARYLAND TELEWORK**

The Telework program provides information, training, and assistance to Employer Outreach jurisdictional representatives, individuals and businesses to further telework programs in Maryland. Activities include development of case studies, and provision of consultant assistance and training for Maryland Employer Outreach jurisdictional representatives.

### Jurisdictional Components of Telework:

- 1) Educating employers and their employees in Maryland on the benefits of teleworking through telemarketing and sales outreach activities.
- 2) Monitoring local, state and federal telecommuting and telework initiatives in Maryland.
- 3) Exchanging information with other telework and telecommuting programs around the nation and the world to ensure that the most effective new concepts and approaches are fully known and utilized in the Washington metropolitan region.
- 4) Assisting local Employer Outreach representatives in Maryland to develop formal Telework policies, and to initiate or expand telework programs.
- 5) Providing information on available Telework Centers in Maryland.

This program's jurisdictional component is outlined below and the total annual cost is \$81,063.

**A. GENERAL ASSISTANCE AND INFORMATION**

During FY 2010, COG/TPB staff will continue to provide information on teleworking to the general public, local agencies, and employers from Maryland contacting Commuter Connections through its 800-745-RIDE toll free number and through the Commuter Connections Web site. Interested employers will be referred to local Employer Outreach sales representatives. COG/TPB staff will also provide two half-day or all-day training sessions to the Employer Services representatives from Maryland to strengthen sales skills relating to selling telework to employers. Employer Telework Case studies will also be updated.

Direct work with employers will be undertaken by local Employer Outreach jurisdiction staff in Maryland. The local Employer Outreach sales representatives will receive and review employer leads received at Commuter Connections and elect whether or not to use the on-call consultant. The local employer outreach sales representatives will submit requests to COG/TPB staff to use the on-call consultant. The on-call consultant can be used to assist employers in all aspects of starting or expanding telework programs, specific on-site training assistance, participating in seminars or workshops, or providing information on IT solutions. Local employer outreach sales representatives will document follow-up activities in conducting employer site visits and follow-up visits, developing or updating formal Telework policies, or starting or expanding a telework program. Documentation of these activities will be recorded in the regional Employer Outreach database.

<b>Cost Estimate:</b>	On-Call Telework Consultant:	\$ 60,000
	COG/TPB Staff Oversight:	\$ 21,063
	<b>Total Project Budget:</b>	<b>\$ 81,063</b>

**Products:**

Two half-day telework sales training sessions.

Update employer Telework case studies.

**Services:**

Provide as requested, general telework information to the general public, local agencies, and employers. Pass employer sales outreach activity leads to appropriate local sales representatives and requests from local representatives for assistance to on-call consultant to work with employers in Maryland to establish new or expand existing telework programs.

COG/TPB staff to monitor project progress for both employer services representatives and on-call consultant.

**Schedule:** July 1, 2009 - June 30, 2010