



FY 2013

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**



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FY 2013 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2013 Commuter Connections Work Program. (July 1, 2012 – June 30, 2013.)

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

Sections are listed as follows:	<u>Page</u>
Commuter Operations Center.....	1
Regional Guaranteed Ride Home Program.....	10
Marketing.....	11
Monitoring and Evaluation.....	29
Employer Outreach.....	34
Guaranteed Ride Home Baltimore.....	37
Table 1 – Activity and Impact Summary.....	39
Regional Ridematching Application Data.....	40
Table 2 – Application Activity Summary.....	41
Network Ridematching Application Data.....	42
Table 5 – TERM/Commute Information.....	54
Table 6A – Calls/How Heard.....	55
Table 6B – Application/How Heard.....	56
GRH Usage Data.....	57
Employer Outreach Annual Verification Statement.....	61
Commuter Connections Web Site Usage Data.....	62

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 reviewing data for the Commuter Connections Resource Directory for the January 2013 publication for preparation and distribution.

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 2012, August 2012 and September 2012) 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 the Rideshare Program of Charlottesville, VA and Rideshare Delaware. COG/TPB staff also provided technical support to Frederick County, Maryland and North Bethesda TMD as well.

STDM Work Group meetings were held on July 10th and September 11th. A Commuter Connections Subcommittee was held on July 17th. Highlights from the meeting included the establishment and approval of a Vice Chair Nominating Committee, a briefing on the region's Complete Streets policy, a briefing on the update to the region's Congestion Management Process document, an update on Clean Air Partners activities, an update on the 2012 Employer Recognition Awards project, an update on the Regional TDM Evaluation project, a Car Free Day event update, and a review of the 4th quarter CCWP draft budget report.

COG/TPB staff attended and presented information on Commuter Connections at a U.S. Coast Guard Commuter Planning Committee on July 19 in anticipation of their move to their new DHS Headquarters in Anacostia. COG/TPB staff participated in a Virginia Statewide Transit/TDM Plan Stakeholder meeting on July 24th. COG/TPB staff participated on a PRSA-NCC seminar entitled "Working with the Next Generation" on July 25th. COG/TPB staff attended the I-95 Express Lanes ground breaking ceremony in Dale City, Virginia on August 7th. The FY 2013 Commuter Connections Vice-Chair Nominating Committee conference call meeting was held on August 8th. COG/TPB staff coordinated and participated in an MPO TDM Peer Exchange Group meeting on August 8th. COG/TPB staff participated in a

PRSA-NCC Government & Public Affairs Committee conference call on August 28th. COG/TPB staff participated in an FHWA MAP-21 webinar regarding Transportation Alternatives on August 30th. COG/TPB staff met with World Bank representatives on September 6th to discuss the Commuter Connections programs. COG/TPB staff attended a Keep Tysons Moving meeting on September 21st.

In August, COG/TPB staff began work on the FY 2014 CCWP timeline, budget and bullet points for review by the STDM Work Group and Commuter Connections Subcommittee in September.

In September, COG/TPB staff began working on a web re-design for the Federal ETC web site.

A Commuter Connections Subcommittee meeting was held on September 18th. Highlights from the meeting included the announcement and approval of a new Vice Chair for the Subcommittee, the recognition of the outgoing Chair and a change of chairs, a presentation of the draft 2012 Bike to Work Day report with the establishment of a comment period, a presentation of the Bus on Shoulder feasibility project, a project update on VDOT's I-95 Integrated Corridor Management (ICM) project, a Car Free Day event update, a presentation of the FY 2014 CCWP timeline and outline, and a presentation on the FY 2012 4th quarter final budget and progress report as well as the FY 2012 Annual CCWP Progress Report.

A Ridematching Committee meeting was held on September 18th. Highlights from the meeting included the announcement of a new Committee Vice Chair, the introduction of new rideshare coordinators, a round table briefing on upcoming fairs and promotions, a presentation on use of commute logging in the TDM software system, a discussion on special events ridesharing, a discussion and presentation on updates to the next TDM software system, and a roundtable discussion on hot topic issues pertaining to the TDM software system.

The following was accomplished during the second quarter:

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the January 2013 publication that will be prepared and distributed.

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 2012, November 2012 and December 2012) 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 ridesharing 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 the Rideshare Program of Charlottesville, VA and Rideshare Delaware.

COG/TPB staff also provided technical support to Frederick County, Maryland and Fairfax County, Virginia as well. COG/TPB staff briefed the TPB Technical Committee on October 5th on a grant application to the Federal Transit Administration (FTA) to implement web-based transportation option information to access the National Parks in the Washington metropolitan region.

COG/TPB staff participated in a Virginia Statewide Transit/TDM meeting on October 11th.

COG/TPB staff participated in a USDOT MAP-21 listening session on October 25th.

COG/TPB staff met with GSA staff on November 6th to discuss upgrades to the FederaETC.org web site. COG/TPB staff also completed work on a revised FederaETC.org web site which was programmed through responsive web design code.

COG/TPB staff presented the draft FY 2014 CCWP to the STDM Work Group on November 13th and to the Commuter Connections Subcommittee on November 20th. COG/TPB staff reviewed comments received by the Commuter Connections Subcommittee and the STDM Work Group for the FY 2014 CCWP and Strategic Plan.

STDM Work Group meetings were held on October 9th, November 13th, and December 11th.

COG/TPB staff attended a Transportation Demand Management Institute panel discussion on November 14th at the Behavior Energy and Climate Change Conference in Sacramento, CA.

A Commuter Connections Subcommittee was held on November 20th. Highlights from the meeting included the endorsement for release of the FY 2012 regional Bike to Work Day event report, a presentation on WMATA's Station Access Alternatives Study, a presentation on MAP-21 performance based requirements for planning and programming, a briefing on an application from Commuter Connections to the FTA for a web-based transportation option information for access to the national parks in the Washington metropolitan region, a presentation on the results from the 'Pool Rewards program through FY 2012, an update on the results from the regional Car Free Day event, a presentation on the development of the FY 2014 Commuter Connections Work Program, and a presentation of the 1st quarter budget and progress reports.

COG/TPB staff hosted and participated in a national MPO TDM Peer Exchange Group conference call meeting on November 28th.

COG/TPB staff participated in a Transportation Demand Management Institute meeting on December 3rd.

COG/TPB staff met with Cynthia Fondriest on December 5th to discuss DDOT's construction project TMP's.

COG/TPB staff attended the COG Annual meeting on December 12th.

A Ridematching Committee meeting was held on December 18th. Highlights from the meeting included: introduction of new rideshare program coordinators, a roundtable on upcoming transportation fairs and promotions, an update on the use of the Commuter Connections Special Event ridematching module, a demonstration on the upgraded version of the

regional TDM software system, an update of the 'Pool Rewards vanpool module pertaining to data collection in the TDM software system, and a client roundtable discussion on hot topics regarding the TDM software system.

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 2013, February 2013 and March 2013) 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; North Bethesda TMD; BWI Business Partnership; the Rideshare Program of Charlottesville, VA and Rideshare Delaware. COG/TPB staff coordinated and held an STDW Work Group meeting on January 8th. COG/TPB staff hosted and participated in a TDMI Board meeting on January 14th.

A Commuter Connections Subcommittee meeting was held on January 15th. Highlights from the meeting included: a briefing on the substantive updates to the Commuter Connections Strategic Plan which was endorsed by the Subcommittee for release, a briefing on substantive changes made to the draft FY 2014 CCWP and an endorsement for release by the Subcommittee, a briefing on the TPB JARC and New Freedom project solicitation, an update on the status and changes to the 2012-2014 TERM Analysis Framework Methodology document, the presentation of survey results from the FY 2012 Guaranteed Ride Home Customer Satisfaction survey for the Washington DC metropolitan region, an update on activities associated with the regional TDM Evaluation project, a briefing on the regional 'Pool Rewards Employee Transportation Coordinator promotion, the presentation and distribution of the 2nd quarter CCWP budget report.

COG/TPB staff attended and participated in the TRB/TDM Committee meeting on January 15th. COG/TPB staff met with SANDAG staff on January 15th to discuss the Commuter Connections program. COG/TPB staff hosted a Transit Design Network Workshop through TDMI on January 17th and 18th. COG/TPB staff met with Paul Minett with the Ridesharing Institute on January 18th.

COG/TPB staff continued Federal ETC Web Site updates.

COG/TPB staff worked on changes to the draft FY 2014 CCWP. The document was presented to the Tech Committee on February 1st and released for public comment on February 14th. The TPB received a briefing on the document at its February 20th meeting.

COG/TPB staff coordinated and held an STDM Work Group meeting on February 12th.

COG/TPB staff attended a JARC/New Freedom Pre-Application meeting on February 12th. COG/TPB staff participated in the MassRIDES National Advisory Team meeting in Boston on February 21st and 22nd. COG/TPB staff hosted and participated in a national MPO TDM Peer Exchange Group meeting on February 27th.

COG/TPB staff worked on changes to the draft FY 2014 CCWP. The final draft of the document was presented to the Tech Committee on March 1st and to the TPB for approval on March 20th.

COG/TPB staff coordinated and held an STDM Work Group meeting on March 12th. COG/TPB staff participated in a FHWA Northern Virginia ITS Architecture Workshop on March 14th.

A Commuter Connections Subcommittee meeting was held on March 19th. Highlights from the meeting included: an update on substantive changes made to the draft FY 2012 GRH Customer Satisfaction survey report for the Washington DC metropolitan region and an endorsement for release of the report by the Subcommittee, a briefing on the updates to the 2012-2014 TERM Analysis Framework Methodology document, an update on the progress of the regional TDM Evaluation project, an update on the status of the regional 2012 Bike to Work Day event, an update on the status of the FY 2014 CCWP, a briefing on the household travel characteristics and behavior of residents in seven focused geographic subareas in the region, and the distribution and discussion of the 2nd quarter FY2013 CCWP progress report.

A Ridematching Committee meeting was held on March 19th. Highlights from the meeting included:

- Introduction of New Rideshare Coordinator;
- Upcoming Fairs and Promotions;
- Special Events Ridematching;
- TDM System – Generation II Update;
- ‘Pool Rewards for Vanpools;
- GIS Information Update; and
- Client Site Status/Roundtable.

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 2013, May 2013 and June 2013) 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 in MD; PRTC in VA; the Rideshare Program of Charlottesville, VA; the Traffix program of Hampton Roads Transit (HRT) and Rideshare Delaware. COG/TPB staff attended a TRIPTAC Peer Group meeting on April 4th.

COG/TPB staff worked with GSA representatives to coordinate and hold a Federal ETC training workshop at COG on April 10th. The session focused on SmartTrip benefit updates and Bike to Work Day.

COG/TPB staff attended and participated in a National Association for Commuter Transportation Board meeting on April 15th. COG/TPB staff participated in a Ridesharing Institute webinar on April 17th.

COG/TPB staff prepared for and coordinated STDM Work Group meetings held on April 9th, May 14th, and June 11th.

A Commuter Connections Subcommittee was held on May 21st. Highlights from the meeting included: Endorsement for release of the FY 2012-2014 Transportation Emission Reduction Measures (TERMs) Revised Evaluation Framework Draft Report, an update by COG/TPB staff on the regional TDM Evaluation project, a briefing on changes in regional commute patterns since 2007, preliminary highlights of the results from the 2013 regional Bike to Work Day event, an update on Clean Air Partners activities, an update on the regional Car Free Days event for 2013, and a briefing on the 3rd quarter CCWP budget and progress reports.

COG/TPB staff coordinated and participated in an MPO TDM Peer Exchange conference call/web meeting on May 22nd.

A Ridematching Committee meeting was held on June 19th. Highlights from the meeting included:

- July 2013 Commuter Connections Resource Directory;
- Upcoming Fairs and Promotions
- Special Events Ridematching;
- TDM System – Generation II Update;
- ‘Pool Rewards for Vanpools;
- GIS Information Update; and
- Client Site Status/Roundtable.

COG/TPB staff coordinated a conference call meeting with GSA and NCPC representatives to begin working on the update to the Federal ETC TMP Handbook. COG/TPB staff attended VDOT’s Route 50 public hearing meeting in Ashburn, VA on June 13th. COG/TPB staff attended the TPB’s STWG 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@mwkog.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 continued 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 continued running 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 close to expiring to ask them whether they want to keep their accounts active. It 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, and mailing labels for local jurisdictions to send correspondence to their commuters.

During the first half of the fiscal year, COG/TPB staff met with Base Technologies thirteen times to discuss progress on the TDM software system. The overarching concern was a redesign of the system so users can interact as comfortably as possible with program web pages on most common devices such as smartphones and tablet computers in addition to desktop and portable computers. This approach to delivering the best possible user experience is called responsive web design (RWD). Other topics included security enhancements, upgrades to the TDM System, the bike routing system, expanding the 'Pool Rewards program to include vanpools, programming a VMT calculator and building VMT reports, the 2013 GRH Applicant Survey project, and possibilities for implementing a bug fix for commuters' smoking preferences.

Base Technologies finished implementing the administrator VMT/VMR reports. COG/TPB staff built and deployed new web code to the production server to enable them. COG/TPB staff documented the algorithms used and the constant values used (factors) in the calculations. These reports show

things like fuel and savings and reduction in air pollution as a result of commuters using alternative modes to travel to work.

In January, COG/TPB staff learned that our development contractor, Base Technologies, which had earlier been bought out by Computer Associates, had decided to exit the ridematching software business. A meeting was held on January 28th to discuss the state of the regional TDM software system and how to continue in light of these events. MWCOG was given possession of the source code for the software. COG/TPB staff began reviewing the source code for the TDM System in order to assume primary responsibility for the application's ongoing maintenance and enhancement. COG/TPB staff later met with Mike Hemry of MediaBeef on February 13th to discuss his company's availability to help with maintenance and upgrade options for the system.

MWCOG hired MediaBeef, a California based software development firm, to assume Base Technologies' responsibilities. MediaBeef came on board in March, and the company agreed to fix certain bugs and make enhancements to the system. One of the big highlights of the Task Order Contract and Purchase Order called for Media Beef to implement responsive web design for the system. Inside the application itself, they planned to improve the commuter registration experience for public users and administrators by giving customers access to their password recovery information. For administrators, including ridematching coordinators, MediaBeef expected to reduce the amount of scrolling and the number of pages that must be visited when working with commuter data by consolidating the current set of pages. The team worked on plans to improve error handling. Other user interface improvements included context sensitive help and tooltips. The new developers also laid out an approach to enable administrators to customize graphics that appear on the pages for each website (Commuter Connections, TRAFFIX, Charlottesville, and Delaware RideShare) and even the region's big employers. Such improved functionality helps make the case for a content management system. Enhancements aimed at reducing the number of duplicate records for employers were planned. The new contractor fixed the bugs that have made it difficult to work with and improve the reports.

Following hiring Media Beef to work on enhancements to the TDM System, COG/TPB staff assisted and supported Media Beef in setting up their development system and test database. COG/TPB staff provided Eclipse (the integrated development environment), JBoss6 (the web application server we use for this project), all the source code for the project, and a dump of our Oracle database for development purposes.

COG/TPB staff met with the new software development contractor's representatives eleven times during the second half of the fiscal year. Topics included maintenance and upgrades to the regional TDM software system. MediaBeef is implementing responsive web design to enable the system to present an attractive user interface on most common devices such as smartphones and tablet computers. Finally, MediaBeef worked on a plan to upgrade the version of Google Maps the application uses.

During the third quarter, MediaBeef supplied new web page templates and wrote new style sheets to use to implement responsive web design. In the fourth quarter, MediaBeef began to write code to realize responsive web design. They made the changes they had promised to the commuter registration pages, cleaned up the reports interface to make it easier to use,

improved error handling, added context sensitive help and tooltips, and built a lightweight content management system.

COG/TPB staff began testing and reporting bugs the development version of the newly redesigned TDM system supplied by MediaBeef.

COG/TPB staff fixed some errors in the matchletters the program generates and began studying other enhancements and bug fixes.

COG/TPB staff installed Oracle Database 11g Standard Edition on a new server and overhauled it. The new database server became the production server on December 19th, 2012. At the same time, staff completed a number of enhancements. First, the commuter ridematching code was rewritten to be simpler and faster. Ridematching coordinators noticed an increase in speed in matching. Second, COG/TPB staff also loaded new transit data (primarily local bus stops) into the new Oracle database. This data appears on the match letters in the commute options section. Third, staff implemented a bug fix for the smoking preferences in a commuter's ridematching profile. The program now lets a commuter or a ridematching coordinator set values for smoking preferences. It stores these values in the database and displays them on the appropriate pages.

COG/TPB staff made a number of enhancements to the TDM system to enable users to set a value for employer jurisdiction when a new employer record is created. The user interface to search by jurisdiction has been added to the program. Base Technologies completed some enhancements to the TDM system for ridematching agencies in Charlottesville, Hampton Roads, and Delaware. COG/TPB staff completed testing the enhancements and then deployed the new application.

COG/TPB staff fixed bugs in the TDM system that made it impossible for Traffix, Charlottesville, and Delaware administrators to search for employer records by jurisdiction.

COG/TPB staff met with PRTC on October 15, 2012 to discuss ways to add a module to the TDM system that would enable reporting vanpool data to the National Transportation Database.

Late in the third quarter, COG/TPB staff received source code and web pages from Base Technologies to implement Pool Rewards for vanpools. This code represented a good start on the project. It implemented a lot of the required functionality, but there were big gaps in the product, especially in the areas of input data validation and user interface. Staff continues to fix bugs and finish this part of the TDM system. Since staff are developing in one code base while MediaBeef is developing in another, staff also planned for the integration of the COG codebase with the code produced by MediaBeef.

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. The ArcGIS 10 Server for the Java Platform was installed during the first quarter for testing. At that time, it was the latest version of the GIS server software.

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 it for geocoding in web maps. Software

was developed to append new fields to the streets data for each side of the street. The enhancements compute and store Federal Information Processing Standard (FIPS) code, city (or place name), county, state, and Commuter Connections jurisdiction and appcode in the streets table. Eventually jurisdictions will be more easily assigned to commuters and employers.

COG/TPB staff obtained regional transit data from WMATA during the first quarter. This data contained roughly ten thousand unique bus stop points. 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 matchletters.

COG/TPB staff used data collected from the states and local jurisdictions in the region to create enhanced geocoding data. Access was given to address points from tax maps for two counties in Virginia, eight counties in Maryland, and the District of Columbia. COG/TPB staff extracted the fields needed for geocoding and then added fields needed by Commuter Connections (such as jurisdiction and appcode) to each address. This data will be used in the next generation geocoding service.

COG/TPB staff developed and began testing sample address locators with ArcGIS for Server 10 for the Java Platform. COG/TPB staff are using ArcGIS 10.1 to build these address locators. Once testing is complete, COG/TPB staff will work with the TDM system's development contractor to have the system consume the new geocoding service.

COG/TPB staff used the new address locators that will provide geocodes from ArcGIS 10.1 Server to geocode all the employers in the database. Once the employers were located on the map, COG/TPB staff was able to compute and assign values for jurisdiction for these employers in the Oracle database. Most employers now have a jurisdiction assigned. This data fix supports the enhancements and bug fixes in the TDM system's employer search logic.

During the second half of the fiscal year, COG/TPB staff began to collect geographic data for the park and ride lot map from local ridematching coordinators and GIS staff. The data was used in several updates to the regional park and ride lot map.

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 2012 and June 2013, there were 4,557 GRH applications received. 7,727 commuters were re-registered and 4,358 commuters were newly registered in the regional GRH program. These new registrants included 70 previous “one-time exceptions.” A total of 10,688 registrants were registered for GRH at the end of FY 2013. The GRH program provided 2,527 GRH trips in FY 2013. One hundred eighty-four (7%) of these trips were “one-time” exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (47%) followed by Child Care trip reasons (20%) and Family Emergency trip reasons (17%) were the top three reasons cited for GRH trips during FY 2012. Missed “pool” accounted for 1% and Unscheduled Overtime accounted for 13% of the trips taken during the fiscal year. 2% of the GRH trips taken during FY 2012 were categorized as “Other.” The average cost of a GRH trip in FY 2013 was \$71.65. This was slightly more 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 27% working in Virginia and 13% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2013, Fifty-nine percent (59%) of all GRH registrants use transit to travel to work, Twenty-five (25%) 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. Four percent (6%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY2013, 53% use transit to commute to work, 33% carpool or vanpool, and 8% combine transit and pooling. Five percent (5%) indicated “Other” was their primary commute mode. Figure 6 separates transit only and “pool” only users from those users that combine transit and pooling as their commute mode.

III. MARKETING

A. TDM Marketing and Advertising

Work Accomplished on all Products and Services:

COG/TPB staff posted the FY 2013 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. The document 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 2013 Commuter Connections Marketing Workgroup. Members of the Workgroup

helped provide feedback on radio scripts and creative concepts developed for the FY 2013 regional TDM marketing campaign. Feedback helped shape the direction and refine the materials. Workgroup members included Christine Rodrigo, Prince William County; George Clark, Tri-County Council for Southern Maryland; and Kristin Howard, goDCgo.

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 FY13 Regional TDM marketing project activities. COG/TPB staff managed and oversaw marketing, and public relations contractors throughout the year to implement the regional TDM marketing campaign and Earned Media Plan.

During the fall, starting in October and concluding through mid- December, radio was used exclusively for the GRH campaign. Spots produced in the second half of the previous fiscal year ran on a mix of genres including sports, news, and rock running on the following:

- DC101 (101.1, Rock Alternative)
- ESPN 980 (Sports)
- WBIG (100.3, Classic Rock)
- WNEW (99.1, All News)

The Clear Channel stations, WBIG and DC101, teamed with Ledo's Pizza to provide a Guaranteed Ride Home contest. From October to December, the stations ran a contest for carpools to enter to win dinner. Included with the contest were fifteen second promotional announcements for GRH to drive listeners to a contest splash page on the station's web sites. The contest page linked to commuterconnections.org for more information.

For the fall Rideshare campaign, placement was on the following exurb and D.C. stations:

- WAFY-FM (Key 103, Adult Contemporary)
- WWEG-FM (106.9 The Eagle, Classis Hits)
- WBQB (B101.5, Adult Contemporary)
- WFLS-FM (93.3, Country)
- WFRE-FM (99.9, Country)
- WFMD-AM (930, News/Talk)
- WILC-AM (Romantica 900 AM, Spanish Contemporary)
- WJMA-FM (103.1, Country)
- SAM-FM (105.5, Adult Contemporary)
- WMAL (105.9 FM, AM 630, News/Talk)
- WSMD-FM (Star 98.3, Adult Contemporary)
- WTOP (News/Talk 103.5 FM)

New for the fall campaign, Commuter Connections sponsored Commuter Info reports on WTOP. The reports ran for a total of 10 consecutive weeks each Wednesday through Friday, and alternated weekly between morning and

evening drive times. Reports also aired on Federal News Radio –WFED, WTOP’s sister station.

Reports were produced by Dave Dildine, WTOP’s traffic reporter. Content for the reports reflected newsworthy developments that affected traffic congestion and commuting in the D.C. region. Following each taped report, one of the Commuter Connections rideshare radio spots was aired. Banner ads also ran on wtop.com and wfed.com radio station web sites.

A Rideshare television commercial produced for the previous fiscal year was repeated during fall 2012. It featured a carpool singing the virtues of ridesharing while driving through the streets of Washington, D.C. The commercial ran on Comcast with placements on a mix of stations and shows including CNBC, NFL Network, ESP2, Comcast Sportsnet, Animal Planet, Lifetime, Lifetime Movie Network, Style Travel Channel, and TV Land.

A COG/TPB staff member was interviewed on the Hispanic radio station, WILC Romanitaca, to discuss Commuter Connections and the programs and services offered.

Also during the first half of the fiscal year, online Ridematching banner ads were placed onto local media sites that performed well in the past. Run-Of-Site ads were placed on the Washington Times web site; on the home page, weather, traffic, and business pages of WJLA; and, on the news, weather, and traffic pages of NBC4’s web site.

The Regional TDM Strategic Marketing Plan and Resource Guide was finalized and approved at the December 18, 2012 Regional TDM Marketing Group meeting. This annual guide serves as a resource for TDM products, research and planned marketing activities conducted within the Washington metropolitan region.

The second half of the FY2013 Rideshare campaign creative was developed to highlight the contrast between the ever-increasing pressure and chaos caused by new technologies and media platforms with the calm relaxation of sharing a ride. Messaging for the ads touched on the benefits of getting back to real things, such as conversations with real people, real relaxation, and real savings. The Rideshare spots for radio and TV juxtaposed the frantic pace of the workday with its phones, keystrokes, messages, and email with the calm of a car ride with familiar faces.

Direct mail campaigns were sent out twice during FY2013 by COG/TPB staff; 500,000 in December, using a target demographic of ages 25-54 with household incomes of \$75k and above; and in June it was sent to 550,000 households with the same income levels and a wider age range of 25-64. 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 FY2013 campaign were “Rideshare, it counts as social networking” for Rideshare and “Never get left dangling on the job” for GRH. Each of the mailer versions cross promoted both services and also the ‘Pool Rewards program. 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.

The Commuter Connections quarterly newsletter was distributed to Washington region employers along with a federal ETC insert. Both were placed online as well. Lead stories for the year included the Employer Recognition Awards, National Geographic Case Study, Better Transportation Options = Healthier Lives, and Pre-tax Commuter Benefit increases.

COG/TPB staff worked with Commuter Connections Network members to secure donations of ad space during FY2013 on transit interiors/exterior, and bus shelters with signage along commuter travel routes. Commuter Connections gained frequency of message in an affordable and effective manner. The free ad space was donated by Fairfax County, Prince Georges County, PRTC, Montgomery County, and MTA MARC.

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 18, 2012 - Issued the final FY12 Second Half Marketing Campaign Summary report, the final FY13 Marketing Communications Plan and Schedule, and the draft FY13 Washington Metropolitan Resource Guide and Strategic Marketing Plan. Guest presenters included, O'Donnell Company, 495 Express Lanes, and Clean Air Partners.

December 18, 2012 - The draft FY 2013 1st Half Marketing Campaign Summary Report was distributed as well as a final Draft of the FY 2013 Regional TDM Resource Guide and Strategic Marketing Plan, which was approved for release. Presentations were made by O'Donnell Company, and Bethesda Transportation Solutions' Walk and Ride Challenge.

March 19, 2013 - The FY13 First Half Marketing Campaign Summary final report and the FY13 Second Half Marketing Campaign Summary draft report were distributed. Presentations were made by O'Donnell Company, goDCgo, and StreetSmart.

June 18, 2013 - A second draft of the FY13 2nd Half Marketing Campaign Summary Report was distributed during the meeting. Presentations were made by O'Donnell Company, and the Maryland Transit Administration.

Commuter Connections attended the following Employee Transportation fairs in FY13: World Bank Group on September 20th; the National Naval Support in Bethesda on October 10th; Army Readiness National Guard in Arlington on October 26th; National Academies on November 1st; U.S. Coast Guard on November 15th; Four Seasons Hotel on November 20th; Defense Health Headquarters on November 28th; Mark Center on December 11th; Tower Companies Rockville April 5th; Rockville (HHS) April 16th; HHS Humphrey Building, DC April 18th; American Red Cross, DC April 22nd; USGS, Reston April 23rd; US Dept. of Commerce, Navy Yard, DC April 24th; US DEA Headquarters, DC April 25th; US Coast Guard, DC May 15th; NSA, Bethesda, May 29th; Aerospace, Chantilly June 5th; Mark Center, Alexandria June 19th.

COG/TPB staff worked with AAA Mid-Atlantic on the Terrible Traffic Tuesday press release prior to Labor Day. COG/TPB staff attended a PRSA-NCC Leadership Rally event on January 23rd and a Board meeting on January 26th. COG/TPB staff met with Scott St. Onge on January 30th regarding Clean

Air Partners activities and support from Commuter Connections. COG/TPB staff attended a PRSA seminar on February 6th titled "Creating Digital Strategies. COG/TPB staff also attended and participated in an ACT Chesapeake Chapter TDM Symposium on April 18th and a Public Relations Society of America workshop on using Big Data for marketing purposes on April 29th.

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.

COG/TPB staff made regular updates and performed maintenance on the Commuter Connections web site, Bulletin Board and social networking sites. This included a replacement of the rotating flash file images on the Commuter Connections home page to reflect visuals of the new FY13 marketing campaign. SharePoint was utilized for posting of marketing and advertising materials for review by Commuter Connections Committees. Administrator duties were performed for the Bulletin Board.

Earned Media interviews and placements:

Date	Outlet	Title linked to URL
May 24, 2013	Frederick NewsPost	<u>Guaranteed Ride Home takes guesswork out of carpooling or using public transportation to get to work</u>
May 16, 2013	Washington Business Journal	<u>Four reasons why we're carpooling less</u>
May 15, 2013	Washington Business Journal	<u>Washington workers are driving less</u>
March 6, 2013	Washington Examiner	<u>D.C.-area commutes taking longer than ever</u>
March 1, 2013	Washington Post	<u>Washington has one of the highest levels of extreme commutes in the U.S.</u>
January 23, 2013	NewsChannel 8	<u>Regional leaders review proposals to reduce congestion in D.C. area</u>
December 27, 2012	Gazette.net	<u>Study: Frederick traffic congestion likely to get worse</u>
December 20, 2012	WTOP	<u>Region attempts to answer tough transportation questions</u>
December 13, 2012	Southern Maryland Online	<u>Guaranteed Ride Home Program Expanded to St. Mary's Co.</u>
October 31, 2012	Washington Examiner	<u>Carpool companies target D.C. area</u>

Date	Outlet	Title linked to URL
September 3, 2012	Fairfax News	No Escape: Terrible Traffic Tuesday Approaches

B. Bike to Work Day

Work Accomplished on all Products and Services:

COG/TPB staff secured Judy Galen from Loudoun County to serve as the FY 2013 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 2013. The drive was completed by early February with a total of \$48,550 in cash donations. JBG Companies was a new sponsor in 2013. Invoices were created for signed sponsor declaration forms and incoming checks were processed. 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.

Steering Committee meetings were held on September 12th, November 14th, January 9th, March 13th, and May 8th. Topics included the 2012 slideshow, employer challenge, and event report and the setting of the 2013 goal at 14,000 registrants. Discussions surrounding the 2013 event also included items such as the T-Shirt, flyers and rack cards, radio, proclamation, print ad, 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; 40,000 rack cards, and 35,000 posters, with a small quantity printed in Spanish for the second consecutive year. 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 5th and at the TPB meeting on April 17th, 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 member 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 2013 campaign.

The 2013 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 stations DC 101, and WJFK over 3 week period. Gold level sponsors were mentioned. Banners were created and delivered to approximately 70 pit stop managers for use as promotional tools leading up to Bike to Work Day 2013 and to use as a backdrop at the events. Banners were eight feet wide and reflected graphics and teal colors 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 with WUSA Ch. 9, and ABC Ch. 7 television. COG/TPB staff also had a tent at the NoMa pit stop and staff made remarks.

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 and the contractor coordinated placement of a print ad in the Express newspaper. COG/TPB staff sent an HTML email to the employer database and to previous event participants. A congratulatory ad was placed in the Washington Examiner newspaper, thanking participants for making Bike to Work Day 2013 a success.

Bike to Work Day was held on May 17th at 72 simultaneous locations throughout the Washington metropolitan region. A record setting 14,600 bicyclists registered, a 15 percent increase over 2012. An analysis was conducted of final registration data, the Employer Challenge winner was selected, and a plaque was created. The Employer Challenge luncheon was held at the U.S. Department of Justice on June 21st, and COG/TPB staff made speaking remarks. Several other employers were recognized with a certificate of achievement for outstanding participation in Bike to Work Day based on employer size.

Bike to Work Day Media Placements

Television Interviews

Date	Outlet	Title linked to URL
5/15/2013	WUSA CH9 W/Monika Samtani	<u>Bike To Work Day Is Friday</u>
5/17/2013	ABC7 Good Morning Washington 5:45 AM	<u>Bike to Work Day Today</u>
5/17/2013	ABC7 Good Morning Washington 6:15 AM	Bike to Work Day Today
5/17/2013	ABC7 Herndon Local News	<u>Bike to Work Day Today, Maryland and Virginia</u>
5/17/2013	WUSA CH 9	<u>DC Bike To Work Day Hits Record Attendance</u>

Radio

Date	Outlet	Title linked to URL
5/16/2013	WAMU	Friday Marks BTWD in DC
5/17/2013	Total Traffic (Network)	Sound bites and text may be found on page 5 of this report
5/17/2013	WAMU	DC Makes Progress on Bike Lanes

Print and Online

Date	Outlet	Title linked to URL
3/8/2013	Falls Church Patch	BTWD Registration Open
3/8/2013	Notes on my Cycling Adventures	BTWD 2013
3/19/2013	Capitol Riverfront Blog	2013 BTWD Registration Now Open
3/27/2013	Connected Communities/Montgomery	Registration for BTWD 2013 Opens
3/28/2013	ARL Notes	Registration Open for BTWD
3/28/2013	About.com Washington, DC	Bike to Work Day in Washington, DC
4/2/2013	Southern Maryland News Net	Registration for BTWD 2013
4/2/2013	SMNNEWNET.com	Registration for Bike to Work Day 2013 Opens
4/3/2013	goDCgo	BTWD - Event Calendar
4/3/2013	NoMa	BTWD - Event Calendar
4/3/2013	The Bridging Nations Foundation	BTWD 2013 - Event Calendar
4/3/2013	Town of Herndon Virginia	Registration for BTWD 2013
4/3/2013	WABA	BTWD - Event Calendar
4/24/2013	Region Forward	BTWD on May 17 to Promote Bicycle Commuting
4/25/2013	Georgetown Patch	Bikeshare Adds Two Georgetown Stations
4/26/2013	GeorgetownDC	BTWD - Neighborhood Event
5/1/2013	Clean Currents	BTWD Demystified, Courtesy of WABA
5/1/2013	WABA	BTWD Problems? We've Got Solutions.

Date	Outlet	Title linked to URL
5/1/2013	PRTC Transit	<u>Bike to Work Day is May 17</u>
5/1/2013	The Frederick News-Post	<u>Why You Shouldn't Ignore All That PR About BTWD</u>
5/2/2013	Sierra Club - Washington DC Chapter	<u>BTWD - Event Calendar</u>
5/6/2013	Bike Arlington	<u>BTWD - Event Calendar</u>
5/6/2013	Office of Research Services	<u>NIH Bicycle Program - 2013 BTWD Event</u>
5/6/2013	Potomac Pedalers	<u>BTWD - Event Calendar</u>
5/6/2013	Arlington Patch	<u>Arlington Celebrates Bike Month in a Big Way</u>
5/7/2013	Leesburg Patch	<u>Early Bike to Work Registrants Receive T-shirts</u>
5/7/2013	Clarendon-Courthouse-Rosslyn Patch	<u>Arlington Celebrates Bike Month in a Big Way</u>
5/7/2013	Yahoo News	<u>Celebrating Nat'l Bike Month Around Washington DC</u>
5/7/2013	Greater Greater Washington	<u>Bike to work and school, and much more</u>
5/8/2013	Georgetown Patch	<u>Georgetown Hosting BTWD 'Pit Stop'</u>
5/8/2013	WABA	<u>Plan your BTWD Via Metro</u>
5/8/2013	Georgetown Patch	<u>Georgetown Hosting BTWD "Pit Stop"</u>
5/8/2013	Connection Newspaper	<u>Register for Bike to Work Day</u>
5/9/2013	Connected Communities	<u>More Than 70 Pit Stops Will Host BTWD Participants</u>
5/9/2013	MWCOG.org	<u>More Than 70 Pit Stops Will Host BTWD Participants</u>
5/9/2013	MyMCMedia	<u>Bike to Work in Gaithersburg</u>
5/13/2013	DelRay Patch	<u>BTWD is Friday</u>
5/13/2013	Fairfax City Patch	<u>City to Host 'BTWD' Pit stop</u>
5/13/2013	The Washington Post - Dr. Gridlock	<u>The week ahead</u>
5/13/2013	Department of General Services - DC	<u>Bike to Work Day 2013</u>

Date	Outlet	Title linked to URL
5/14/2013	Potomac Patch	<u>BTWD Pit Stops Near You on Friday</u>
5/14/2013	The Washington Post - Dr. Gridlock	<u>Tips for Friday's BTWD</u>
5/14/2013	Active Life DC	<u>Featured Event: BTWD</u>
5/14/2013	The Washington Post	<u>Bike Commuting Way Up in DC</u>
5/14/2013	CBS DC	<u>10K Riders Expected for Bike to Work Day in D.C.</u>
5/14/2013	Falls Church News-Press	<u>F.C. Businesses Sponsoring Pit Stop for BTWD Friday</u>
5/15/2013	Virginia Bicycling Federation	<u>BTWD 2013</u>
5/15/2013	The Washington Post	<u>Wilson Bridge trail encourages bike commuting</u>
5/15/2013	The Washington Post	<u>Montgomery wellness calendar, May 16 to 23, 2013</u>
5/15/2013	Vienna Patch	<u>Friday is Bike To Work Day 2013</u>
5/15/2013	The Hill is Home - Community News	<u>Bike to Work Day — This Friday!</u>
5/15/2013	The Wash Cycle.com	<u>More than 12,000 Cyclists Region-wide Sign up for BTWD</u>
5/15/2013	Air Force Association	<u>Register for AFA's ... Gateway Park as Part of BTWD</u>
5/15/2013	The Washington Post -Local	<u>DC named sixth 'most bikeable' US city</u>
5/15/2013	South Maryland Newspapers Online	<u>Biking to work gets a boost with annual So MD event</u>
5/15/2013	PR Newswire	<u>Register for AFA's Cycling Classic as Part of BTWD</u>
5/16/2013	ABC News Blog	<u>Pro Tips for BTWD</u>
5/16/2013	The Washington Post - Dr. Gridlock	<u>Friday is BTWD</u>
5/16/2013	Silver Spring Patch	<u>BTWD Pit Stops Near You on Friday</u>
5/16/2013	Arlington Patch	<u>BTWD is Friday</u>
5/16/2013	Inside No VA	<u>Friday is 'BTWD'</u>

Date	Outlet	Title linked to URL
5/16/2013	WABA	<u>One Last BTWD Reminder...</u>
5/16/2013	Best of Washington	<u>12,000 Commuters Will Bike to Work Friday</u>
5/16/2013	WABA	<u>What Is Your Elected Official Doing for BTWD?</u>
5/16/2013	The Washington Post	<u>D.C. community calendar, May 16 to 23, 2013</u>
5/16/2013	The Washington Post	<u>Montgomery community calendar, May 16 to 23, 2013</u>
5/16/2013	About.com - Washington, DC	<u>Bike to Work Day in Washington, DC</u>
5/16/2013	Bike and Roll, Washington, DC	<u>Rent a Bike for BTWD! Rent a Bike for Bike DC!</u>
5/16/2013	US Environmental Protection Agency	<u>Bike to Work</u>
5/16/2013	Maryland Dept of Transportation	<u>Participate in National BTWD on May 17, 2013!</u>
5/16/2013	Washington Post – Ashley Halsey III	<u>Bike commuting increases in D.C.</u>
5/16/2013	ABC News.com	<u>PM Note: Pro Tips for Bike to Work Day</u>
5/16/2013	Huff Post Green	<u>Bike To Work Day 2013: Tips For A Green Commute</u>
5/16/2013	Leesburg Today	<u>Bike To Work Day Scheduled Tomorrow</u>
5/16/2013	Virginia Connection Newspapers	<u>Brief: Bike to Work Day Is May 17</u>
5/16/2013	Maryland Dept of Transportation	<u>Participate in National BTWD on May 17, 2013!</u>
5/17/2013	The Washington Post - Dr. Gridlock	<u>BTWD in Pictures</u>
5/17/2013	Georgetown Patch	<u>In Georgetown, a 'Bike Hub', Every Day is BTWD</u>
5/17/2013	BLT: The Blog for Legal Times	<u>Lawyers Saddle Up for BTWD</u>
5/17/2013	DC List	<u>You Can Now Bike From D.C. to Pittsburgh</u>
5/17/2013	Riverdale Park-University Park Patch	<u>Many cyclists joined a convoy from Greenbelt to DC</u>

Date	Outlet	Title linked to URL
5/17/2013	Baynet.com	<u>Share the Road</u>
5/17/2013	Clarendon Courthouse Rosslyn Patch	<u>DC Ranked Among Most Bikeable Large Cities</u>
5/17/2013	Georgetown Patch	<u>In Georgetown, a "Bike Hub", Every Day is BTWD</u>
5/17/2013	The Washington Post -Local	<u>Thousands participate in Bike to Work Day</u>
5/17/2013	The Washington Post -Local	<u>BTWD - A Day in Pictures</u>
5/17/2013	Gazette.net	<u>Bike to Work Day 2013 draws record crowds in D.C. area</u>
5/17/2013	Potomac Local News	<u>2013 Bike to Work Day</u>
5/17/2013	Fairfax County Virginia.gov	<u>Fairfax County Rides on Bike to Work Day 2013</u>
5/17/2013	DES, Arlington Co. Commuter Services	<u>Bike to Work Day 2013</u>
5/17/2013	Transportation nation	<u>DC Makes Progress on Bike Lanes...</u>
5/18/2013	The Frederick News-Post	<u>Hundreds gather for Bike to Work Day</u>
5/18/2013	Washington Post – Ashley Halsey III	<u>Safety Reminders for BTWD</u>
5/19/2013	Standards Speaker.com	<u>BTWD touts cycling's benefits</u>
5/19/2013	Downtown DC.org BID	<u>Bicyclists Turn Out in Force for Bike to Work Day</u>
5/19/2013	Downtown DC.org BID	<u>Bicyclists Turn Out in Force for Bike to Work Day</u>
5/20/2013	Georgetown Patch	<u>DC Ranked 6th Most Bikeable Large City</u>
5/20/2013	US DOT - Fast Lane	<u>BTWD, Big and getting bigger</u>
5/20/2013	Washingtonian	<u>BTWD Breaks Ridership Record (Slideshow)</u>
5/20/2013	Georgetown Patch	<u>DC Ranked 6th Most Bikeable Large City</u>
5/21/2013	Mother Earth News	<u>Bike Commuting Grows by Leaps and Bounds</u>
5/22/2013	Connected Communities - Springfield	<u>Springfield Joins BTWD</u>

Date	Outlet	Title linked to URL
5/23/2013	Belvoir Eagle	<u>Bike to Work Day celebrates commuting alternative</u>
5/24/2013	South Maryland Newspapers Online	<u>2 wheels good, 4 wheels bad: Bicyclists go to work</u>
5/24/2013	South Maryland News Net	<u>Letter from Tri-County Council on Bike to Work</u>

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 2013 Employer Recognition Awards event.

The 2013 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 2013 Employer Recognition Awards event and a down-payment was made.

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 March 14th meeting was moderated by Arch Street Communications.

Marketing and advertising activities associated with the Employer Recognition Awards were coordinated with the marketing contractor, including the invitations for the awards ceremony. The FY2013 Awards Workgroup reviewed and commented on the invitations. Workgroup members included Nancy Norris, TransIT of Frederick County; Kristin Howard, goDCgo; and Sharon Affinito, Loudoun County.

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 2013 awards ceremony; the item selected was a flash drive keychain. 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 winning.

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 ordered glass trophies for the five award recipients, and along with the marketing contractor, also developed podium signage. A custom Commuter Connections backdrop was set up for the stage. Awards went to the following: Incentives – National Institutes of Health; Marketing – United Nations Foundation; Telework- Council of Better Business Bureaus; Employer Services Sales Team Achievement – Prince George’s County Department of Public Works and Transportation; and Employer Services Organization Achievement – City of Alexandria for their Commuter Challenge.

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 more easily publicize their awards on their respective web sites.

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 sixteenth annual Commuter Connections Employer Recognition Awards event at the National Press Club on June 25, 2013. The event’s emcee was Councilmember Tommy Wells who also serves as First vice Chair of the National Capital Region Transportation Planning Board (TPB). Presenters included Incentives- Brodi Fontenot - Assistant Secretary for Administration, U.S. Department of Transportation; Marketing - Sam Zimbabwe - Associate Director for Policy, Planning and Sustainability, District Department of Transportation; Telework Award- Jeff Pon - Chief HR & Strategy Officer, Society for Human Resource Management; Employer Services Sales Team and Organization Achievement Awards - Scott K. York - Chairman, Loudoun County Board of Supervisors, and TPB Chair.

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 black and white quarter page ad appeared in the Wall Street Journal on June 26th to recognize the employer award recipients.

D. ‘Pool Rewards

Work Accomplished on all Products and Services:

Applications from commuters to join the ‘Pool Rewards program were reviewed, and if deemed eligible were processed for approval. COG/TPB staff reported vanpool data to the FTA’s National Transit Database.

Representatives from Enterprise Ridesharing were met with on January 17th to discuss vanpooling in the region as well as the ‘Pool Rewards program. A conference call was held on January 22nd with PRTC and O’Donnell Company to discuss the Northern Virginia Van pool Incentive marketing project.

Most of the value-added exposure gained during the fall Rideshare/GRH general campaign was used to promote 'Pool Rewards. Ten second promotional spots ran on WAFY, WWEG, WFMD, WFRE, and WFLS. 'Pool Rewards banner ads ran on the websites for WFMD, WFRE, and WJMA with a tile ad on WMAL. A 'Pool Rewards ad which reminded recipients that it pays to rideshare was created for a direct mailer sent by WBQB in Fredericksburg to 65,000 homes in November as part of value added advertising. The skyscraper banner ad on the Commuter Connections web site was updated to incorporate vanpools.

Messages were posted on Craig's List and on the Commuter Connections Rideshare Bulletin Board to encourage applications for 'Pool Rewards. The GRH/Rideshare mass mailing sent in December also carried a message reminding residents that they may be eligible to participate in 'Pool Rewards.

COG/TPB staff held "Street Team" promotions at three employer locations which included the U.S. Patent and Trademark Office in Alexandria on April 11th; the Environmental Protection Agency at Federal Triangle, and the Food and Drug Administration in White Oak on April 25th. Street teams with enthusiastic staff attended all three events, drawing attention and exalting the benefits of the 'Pool Rewards program. Street Team members wore custom 'Pool Rewards polo shirts, and handed out bags containing a 'Pool Rewards brochure and branded chocolates with clever play on word rideshare sayings, such as "share with a friend" and "take a bite of out commute dollars".

A 'Pool Rewards Employer Contest was conducted to boost participation in the program. A contest flyer was created and sent to employers in a mailing along with the 'Pool Rewards rack card. The flyer contained a custom URL which brought employers to a special contest landing page where employers entered the contest online. The grand prize was an office party hosted by classic rock radio station, WBIG. The grand prize contest winner was the Treatment and Learning Center in Rockville. The party was held on June 26th and Clear Channel hosted the event with Skye, their daytime DJ and a promotional team. Music and concert ticket prizes were provided by the station and lunch was catered by Hard Times Café. Cash prizes were sent to the second and third place winning employers, BTI Security of Rockville, and Easter Seals of Silver Spring.

E. Car-Free Day

Work Accomplished on all Products and Services:

Updates were made to the Car Free Day web site for the September 2012 event, including activities, promotions and news about participating jurisdictions. COG/TPB staff communicated with sponsors to secure donated prizes and updated 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 Clear Channel stations: WASH-FM, Hot 99.5, DC101, and BIG-FM. The radio stations also sent email blasts and ran banner ads on their web site's home pages.

Bus signage was secured for Car Free Day from several jurisdictions; artwork was created reflecting the poster, and then printed, shipped and then installed at the various transit properties. Signage appeared on Fairfax Connector, Montgomery County Ride On, Metro, 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.

Emails blasts were sent out to past Car Free and Bike to Work Day participants, employers and universities. Clean Air Partners also sent an email blast. Text messages were sent to those who opted in to receive them. Cell phone numbers were provided by 2,158, a third of all participants and a total of three text messages were sent out.

Social media accounts were updated to reflect graphics from the 2012 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. A total of 3,112 people “liked” the Car Free Day facebook page, up 40 percent since last year’s event; and Twitter followers are up 37.5 percent.

Car Free Day Steering Committee meetings were held on March 14th May 9th, July 11th and September 12th. Highlights from the meeting 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 6th and the Commuter Connections Subcommittee meeting on July 17th and to the TPB on July 18th. At its July 18th meeting, the TPB adopted a proclamation to make Sept 22 Car Free Day and an enlarged proclamation was signed by TPB Chair Todd Turner. Several jurisdictions in turn adopted Car Free Day proclamations of their own.

As part of the Car Free Day earned media campaign, the first press release sent on August 15th, pertained to the web site launch. Several other press releases were sent in September regarding high gas prices and prizes. COG/TPB staff participated in interviews about Car Free Day on News Channel 8 TV on September 4th, and WUSA Channel 9 TV on September 24th. Radio interviews took place on September 19th with Metro Networks and WFLS – Fredericksburg. Metro 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. Nearly 18,000 visits were made by 14,945 unique visitors. Total page views were 41,426, and the average number of pages per visit was 2.31, with an average duration of 2 minutes and 13 seconds.

Nearly 6,600 took the pledge to go Car Free or Car-Lite on September 22nd. In 2012 for the first time since the Washington region has been celebrating Car Free Day, September 22nd fell on a Saturday. The consensus was that due to a heavy reliance on the commuting population, having it land on a weekend caused a significant drop in participation.

The pledge breakdown by mode is as follows: Transit 35%, walking 32%, bicycle 26% and carpool 7%. The SOV group was made up of 2,780 people (42%) who pledged. Of the SOV group, 77,998 miles were reduced, which

were the majority (54%) of the total miles reported as saved or reduced. The top three jurisdictions where participants resided were D.C., Fairfax and Montgomery County.

On October 17th the Transportation Planning Board was briefed about the regional Car Free Day event and on November 20th the Commuter Connections Subcommittee was also briefed. Results indicated that nearly 7,000 people pledged to go car free or car-lite for Car Free Day. With a little extra planning for the weekend, it was possible to balance the demands of family life while reducing or eliminating drive alone car trips. The grand prize iPad was donated by Base Technologies and won by James Miller of Takoma Park who has a car free lifestyle and uses a combination of transit, carpooling and walking to get around. A photo of the grand prize winner was posted onto the event web site, Facebook and Twitter.

COG/TPB staff prepared a summary analysis of the FY 2013 Car Free Day event.

Car Free Day Media Placements

Television

Date	Outlet	Title
9/4/2012	News Channel 8; <i>NewsTalk</i>	<u>TV interview with Nick Ramfos</u>
9/4/2012	The Extra Mile	<u>Television interview with DDOT</u>

Radio

Date	Outlet	Title
9/4/2012	News Channel 8; <i>NewsTalk</i>	<u>TV interview with Nick Ramfos</u>
9/4/2012	The Extra Mile	<u>Television interview with DDOT</u>

Print and Online

Date	Outlet	Title
8/20/2012	Bike Arlington	<u>Car Free Day Site Now Open</u>
8/21/2012	TPB Weekly Report	<u>Washington Region to Join the World in Celebrating CFD</u>
9/3/2012	Fairfax News	<u>No Escape Terrible Traffic Tuesday Approaches</u>
9/4/2012	Market Watch	<u>Get Out and Explore DC with Car Free Day Sept. 22</u>
9/4/2012	BeforeItsNews.com	<u>Get Out and Explore DC with Car Free Day Sept. 22</u>
9/4/2012	NBC News.com	<u>Get Out and Explore DC with Car Free Day Sept. 22</u>
9/4/2012	Yahoo.com	<u>Get Out and Explore DC with Car Free Day Sept. 22</u>

Date	Outlet	Title
9/4/2012	WUSA Channel 9	<u>School Begins and so Does Terrible Traffic Tuesday</u>
9/4/2012	goDCgo	<u>Car Free Day 2012</u>
9/4/2012	CBS DC	<u>Terrible Traffic Tuesday Drives DC Crazy again</u>
9/5/2012	Timely Tidbits	<u>Attract New Customers on Car Free Day</u>
9/17/2012	Bethesdanow.com	<u>Car Free Day is Saturday</u>
9/19/2012	Washington Post	<u>Car Free DC is the goal for sustainable transportation advocates, at least for a day</u>
9/19/2012	WTOP, Sprawl & Crawl	<u>Advocates urge D.C. to go car free for a day</u>
9/19/2012	Baltimore CBS Local	<u>Advocates urge D.C. to go car free for a day</u>
9/19/2012	My Fox DC.com	<u>Advocates urge D.C. to go car free for a day</u>
9/19/2012	Connected Communities	<u>There is Still Time to Pledge to Go Car Free</u>
9/19/2012	Grist	<u>Ditch your car this week! We double-dog dare you</u>
9/20/2012	The Washington Times	<u>A World Without Cars</u>
9/20/2012	Washington Post	<u>Saturday is International Car Free Day</u>
9/20/2012	Georgetown Patch	Phone interview with Nick
9/21/2012	Riehl World View	<u>Ack! World Car Free Day?</u>
9/21/2012	Redefineing Eco	<u>Break Your Automobile Addiction</u>
9/21/2012	Washington DC Local Me	<u>Safety and Awareness are Key for CFD 2012</u>
9/21/2012	Loudon County Traffic	<u>Car Free Day is Tomorrow</u>
9/21/2012	Beyond DC	<u>The Reason Car-Free Day is on Saturday</u>
9/21/2012	Georgetown Patch	<u>Safety and Awareness are Key for CFD 2012</u>
9/21/2012	ExpressNightOut.com	<u>DC Rider - Space Invaders</u>
9/21/2012	Washington Post, Post Local	<u>Car Free Day tomorrow</u>

Date	Outlet	Title
9/21/2012	The Wash Cycle	<u>Thursday Afternoon Commute Capital Bikeshare Day</u>
9/22/2012	Bike Arlington	<u>Happy Car Free Day</u>
9/20/2012	The Wash Cycle	<u>Afternoon Commute</u>
9/18/2012	EYA	<u>Park It - Go Car Free on September 22nd</u>
9/19/2012	Life in the Village	<u>Car Free Day</u>
9/22/2012	Bike Arlington Forum	<u>Happy Car Free Day</u>
	WABA	<u>Car Free Day - a Good Time to Reflect on Transportation Options</u>
8/27/2012	Bike and Roll	<u>Go Car Free Sept. 22nd</u>

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Work Accomplished on all Products and Services:

In July, COG/TPB Staff prepared and distributed the final and draft verification statements for the third and fourth quarters of FY2012 at the July 17th Employer Outreach Committee meeting. Monthly sales activity reports were received from Montgomery, Arlington Counties, and the District of Columbia.

COG/TPB staff met with LDA Consulting on July 3rd to discuss the regional TDM Project parameters for FY 2013. COG/TPB staff met with the entire LDA Consulting team by conference call on July 23rd to discuss the Evaluation Framework Methodology document update, the 2013 State of the Commute Survey, and the 2013 GRH Applicant Survey. COG/TPB staff reviewed the draft questionnaire for the 2013 State of the Commute Survey. COG/TPB staff reviewed the outline for the 2012 - 2014 TDM Evaluation Project Framework Methodology Report.

In August, COG/TPB Staff prepared the final verification statement for the fourth quarter of FY2012 and began preparing the draft verification statement for the 1st quarter FY 2013. Monthly sales activity reports were received from Montgomery, Arlington, Frederick, and Prince George's Counties as well as the District of Columbia.

In September, COG/TPB Staff continued to prepare the final verification statement for the fourth quarter of FY2012 and for the 1st quarter FY 2013. Monthly sales activity reports were received from Montgomery, Arlington, Frederick, and Prince George's Counties as well as Tri-County Council for Southern Maryland.

In October COG/TPB Staff prepared and distributed the final Employer Outreach verification statement for the fourth quarter in FY 2012 and the draft verification statement for the first quarter of FY2013. Monthly sales

activity reports were received from Montgomery, Arlington, Frederick, and Prince George's Counties as well as the District of Columbia and Tri-County Council for Southern Maryland.

COG/TPB staff continued reviewing and adjusting the draft questionnaire for the 2013 State of the Commute Survey in October. COG/TPB staff continued reviewing the outline for the 2012 – 2014 TDM Evaluation Project Framework Methodology Report. COG/TPB also began discussions regarding the draft GRH Applicant survey questionnaire.

In November, COG/TPB staff and the contractor continued to work on finalizing the 2013 State of the Commute survey questionnaire for both the landline and cell phone approaches. COG/TPB staff and the contractor also worked to finalize the 2013 GRH Applicant survey for the Washington DC region. Work continued by COG/TPB staff and the contractor on preparing a draft document based on the outline provided for the FY2012-2014 Framework Evaluation Methodology document.

In November, COG/TPB Staff continued reviewing the Employer Outreach draft verification statement for the 1st quarter of FY2013. COG/TPB staff met with VHB staff on November 6th and November 30th to discuss and review the Employer Commute survey project. Monthly Employer Outreach sales activity reports were received from Montgomery, Frederick, Arlington, and the District of Columbia.

In December, Pre-testing began on the landline portion for the 2013 State of the Commute survey and adjustment were made to the survey questionnaire based on timing. COG/TPB staff and the contractor continued to work on finalizing the 2013 GRH Applicant survey questionnaire for the Washington DC region. Work continued by COG/TPB staff and the contractor on preparing the draft FY2012-2014 Framework Evaluation Methodology document. COG/TPB staff held a meeting with LDA Consulting on the 2013 State of the Commute survey on December 11th and 21st.

In December, COG/TPB staff continued reviewing and preparing the final Employer Outreach verification statement for the first quarter of FY2013 and the draft statement for the second quarter. Monthly sales activity reports were received from Montgomery, Loudoun, Arlington, and Prince George's Counties as well as the District of Columbia and the City of Alexandria.

COG/TPB staff met with LDA Consulting and Base Technologies on January 18th to discuss the 2013 GRH Applicant Survey programming requirements. COG/TPB staff attended and participated in a regional TERMS meeting on January 31st. Data collection activities for both cell phone and land lines began for the 2013 State of the Commute Survey. LDA Consulting's design called for the survey to be developed as two versions, one for the Washington region and one for the Baltimore region. The 2013 Guaranteed Ride Home Applicant survey questionnaire was finalized and work began on identifying programming changes for the on-line version of the survey. The draft version of the FY 2012 – FY 2014 TDM Framework Methodology document was presented to the Commuter Connections Subcommittee on January 15th and a new comment period was set.

In January, COG/TPB staff prepared and distributed the final Employer Outreach verification statement for the 1st quarter and the draft verification statement for the second quarter during the January 15th Employer

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

In February, the final Employer Outreach verification statement for second quarter FY13 was completed. Monthly sales reports were received from Arlington County, Montgomery County, and the District of Columbia. Reports are still outstanding from Prince George's and Frederick Counties as well as Tri-County Council.

Around the middle of February, COG/TPB staff assumed responsibility for programming the 2013 GRH Applicant Survey. There were two versions of the Guaranteed Ride Home (GRH) survey -- one for the Washington area and one for Baltimore. COG/TPB staff continued to work with LDA Consulting on changes and updates to the 2013 GRH Applicant on-line survey in both February and March. COG/TPB staff also continued to deploy new application code for the 2013 GRH applicant survey. The 2013 versions were based on the previous 2010 version, but there were significant changes and additions to the questions and answer choices. The result was that large portions of the survey program code required rewriting, especially the logic behind the navigation from one question to the next and storage of data in the Oracle database. COG/TPB staff worked closely with LDA Consulting on both development and testing.

Data collection activities for both cell phone and land lines continued for the 2013 State of the Commute Survey in February and March. COG/TPB presented an updated draft of the FY 2012 – FY 2014 TDM Framework Methodology document to the Commuter Connections Subcommittee on March 19th and a new comment period was established.

COG/TPB staff met with Prince George's County staff and their contractor on March 4th, with Fairfax County and DDOT staff on March 5th, with Loudoun County staff on March 12th, and Montgomery County staff on March 13th to discuss the TDM Framework Methodology document communications component.

In March, COG/TPB staff continued preparation of the draft second quarter Employer Outreach Verification Report. Monthly sales activity reports were received from Montgomery, Arlington, as well as the District of Columbia and Tri-County Council for Southern Maryland.

COG/TPB staff completed software development of the GRH Applicant survey in the fourth quarter. Development of the version for the Washington region was completed the first week of April. . Shortly after development wrapped up, it was deployed to the public internet. COG/TPB staff then worked with LDA Consulting to collect and process the user responses.

COG/TPB Staff prepared and distributed the final and draft Employer Outreach verification statement reports for the second and third quarters of FY2013. Monthly sales activity reports were received from Montgomery, Arlington, as well as the District of Columbia. Reports were outstanding for Frederick, Prince William, Fairfax, Loudoun, and Prince George's Counties as well as the Tri-County Council for Southern Maryland.

In May, COG/TPB staff compiled information for the 4th quarter Employer Outreach verification report. Monthly sales activity reports were received from Arlington County and the District of Columbia.

COG/TPB staff completed software development and deployed the 2013 GRH Applicant on-line Applicant survey. COG/TPB staff worked with LDA Consulting to produce the survey software and to collect and process the data from both the on-line and telephone versions of the survey. COG/TPB staff completed data collection activities and LDA Consulting began data analysis in June.

Data analysis continued on the 2013 State of the Commute Survey and a draft Technical Report was prepared by LDA Consulting.

In June, COG/TPB Staff prepared and distributed the final and draft Employer Outreach verification for the third and fourth quarters of FY2013. Monthly sales activity reports were received from Montgomery County, Arlington County, and the District of Columbia. Reports from the third quarter were received from Tri-County Council, Prince George's County, Frederick County, Loudoun County, Fairfax County, and Prince William County.

COG/TPB staff monitored the TDM Evaluation contract with LDA Consulting during the fiscal year.

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products and Services:

COG/TPB staff sent the GRH Customer Satisfaction Survey to commuters who used the GRH service during FY13. Commuters were sent an email asking them to log into their account and take the survey. Commuters without an email address were sent a paper version of the survey. Commuters received a separate survey for each trip taken. COG/TPB staff also analyzed the data received.

The preliminary FY12 GRH Customer Satisfaction Survey results were presented at the December 18th Regional TDM Marketing Group meeting and the Commuter Connections Subcommittee on January 15th. The final draft of the FY 2012 GRH Customer Satisfaction Survey report was presented at the March 19th Commuter Connections Subcommittee meeting. The report was endorsed for release by the Subcommittee and posted to the publications page on the web site.

COG/TPB staff tracked the effectiveness of advertising campaigns through call volumes and internet visits throughout the entire fiscal year. This information was made available as part of the regional TDM Marketing Campaign Summary reports and issued at the Regional TDM Marketing Group meetings. The final FY12 Second Half Marketing Campaign Summary report was issued on September 18, 2012 and the final FY13 First Half Marketing Campaign Summary report was issued on March 19, 2013.

COG/TPB staff finalized the first draft of the 2012 Bike to Work Day report which was presented to both the Bike to Work Day Steering Committee and to the Commuter Connections Subcommittee for review and feedback in September.

COG/TPB staff prepared and distributed the FY 2012 CCWP Annual Progress Report, FY 2012 monthly CCWP July Executive Summary report as well as the 4th Quarter FY 2012 CCWP Progress Report, and FY 2013 monthly Executive Summary reports through May 2013, and the 1st, 2nd and 3rd Quarter FY 2013 CCWP Progress Reports.

COG/TPB staff worked with VHB on their contract renewal. COG/TPB staff worked with VHB to archive Employer survey data from the City of Alexandria and DATA. COG/TPB staff worked on the Employer survey parameters and analysis changes resulting from the sale of Zoomerang to Survey Monkey. Staff also participated in a webinar sponsored by Survey Monkey on August 30th. The purpose of the webinar was to outline the major differences between Zoomerang and Survey Monkey.

In July, the data was collected for the finalization of the Employer Outreach 4th Quarter verification report. COG/TPB staff worked with the contractor to archive Employer survey data from the City of Alexandria and DATA.

In August, the data was collected for the finalization of the 4th Quarter conformity report. COG/TPB staff began work and finalized the first draft of the 2012 Bike to Work Day report.

In September, the data was collected for the finalization of the 4th Quarter Employer Outreach verification statement and for the 1st Quarter in FY 2013 draft statement.

A TDM Evaluation Group meeting was held on October 16th. Highlights from the meeting included a briefing on the FT 2013 planned data collection activities and timeline for the Commuter Connections TERMS, a briefing on the planned updates to the FY 2012 – FY 2014 Commuter Connections TERM Analysis Framework Methodology Document, a discussion on the proposed changes to the 2013 State of the Commute survey, and a discussion on changes to the methodology for the 2013 GRH Applicant Survey for both the Washington and Baltimore metropolitan regions.

In October, the data was collected for the finalization of the 4th Quarter conformity report. COG/TPB staff reviewed comments received for the 2012 Bike to Work event draft report. COG/TPB staff coordinated with VHB for the Employer commute survey application. COG/TPB staff prepared the 1st quarter FY2013 Quarterly Progress Report. In November COG/TPB Staff continued collecting data for the finalization of the 1st quarter Employer Outreach draft verification statement. COG/TPB staff met with VHB staff on November 6th and November 30th to discuss and review the Employer Commute survey project. The Bike to Work Day event final draft was reviewed by the Bike to Work Day Steering Committee on November 14th and reviewed and endorsed for release by the Commuter Connections Subcommittee on November 20th. In December, COG/TPB staff collected data for the draft second quarter conformity report as well as data for the finalization of the first quarter conformity report.

A TDM Evaluation Group meeting was held on November 20th. Highlights from the meeting included: a briefing on the planned enhancements to the FY 2012 – FY 2014 Commuter Connections TERM Framework Methodology document, a review of the questionnaire for the 2013 GRH Applicant survey being conducted on both the Baltimore and Washington DC metropolitan regions, and an update on the 2013 State of the Commute survey questionnaire changes.

A TDM Evaluation Group meeting was held on December 18th. Highlights from the meeting included: a status report on the 2013 State of the Commute data collection activities, a final review of the 2013 GRH Applicant survey questionnaire for the Washington DC and Baltimore metropolitan region's with a comment period established, and a briefing on the FY 2012 – FY 2014

Commuter Connections TERM Framework Methodology draft document with a comment period being established.

In January, data was collected for the draft second quarter Employer Outreach verification statement and work began on data collection for the draft 3rd quarter verification statement for FY 2013. COG/TPB staff continued working on maintaining the Employer Outreach archived database.

In February, Employer survey requests for Micron and Stone Industrial were processed. Data was collected for the Employer Outreach third quarter verification statement report. COG/TPB staff met with DATA staff on February 6th to discuss the E3calc software program

In March, The data was collected for the finalization of the 2nd Quarter conformity report. Further data was collected for the 3rd Quarter conformity report.

In April, data was collected for the finalization of the 3rd Quarter conformity Employer Outreach verification report. COG/TPB staff began work on two surveys for Prince William County to be conducted in May. The archived Employer Outreach database continued to be maintained.

In May, data was collected for the finalization of the 3rd Quarter Employer Outreach verification report and preliminary collection of 4th quarter data. Two Employer surveys were conducted in May, one in Prince William County and one in Frederick County. COG/TPB staff maintained the commuter survey archive database application.

In June, data was collected for the finalization of the 4th Quarter Employer Outreach verification report. Employer surveys were processed and completed for Prince William and Frederick Counties.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

In July, COG/TPB staff worked on the renewal the ACT! Premium for Web software licenses. Database maintenance was performed based on the Commuter Connection newsletter returns.

In August, COG/TPB Staff began work in data clearing for upcoming summer newsletter. The ACT! Premium for Web software was updated along with new user licenses.

In September, COG/TPB staff began reviewing the ACT! Premium for Web upgrade to determine a time period for the upgrade to the server.

On October 22nd, COG/TPB staff held an ACT for web training session on for BTS and NBTMD staff. The regional ACT! Employer Outreach database was upgraded to the new SAGE ACT! Premium software on October 25th.

In November, COG/TPB Staff coordinated with COG/IT staff and Stewart Technologies on the ACT 2013 upgrade done in October for follow-up questions with employer outreach representatives. A training session was held for Prince George's representatives on November 13th.

On December 4th, COG/TPB staff conducted a training session for the City of Alexandria.

In January, COG/TPB staff updated the ACT! database removing invalid accounts and client files. In February, COG/TPB staff maintained and executed quality control for the 12,000 records in the ACT database. In March, COG/TPB staff began quarterly data sweeps to ensure accuracy of information for the 12,000 employer records.

COG/TPB staff continued to manage and monitor the Employer Outreach regional database. COG/TPB staff conducted a data sweep on April 19th, May 16th and June 13th. COG/TPB staff reviewed the ACT! software licensing contract for FY 2014.

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services:

In January, The regional Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was under review by the TPB Bicycling/Pedestrian Subcommittee.

In February, updates to the regional Bicycling Guide for employers and Employees were made with assistance from the TPB's Bicycle/Pedestrian Subcommittee.

In March, the COG Bicycle and Pedestrian Subcommittee provided edits to the Bicycling in the Washington Area Guide and updates were made. COG/TPB staff assisted in delivering bike to work guides to employer sites having a pit stop for Bike To Work Day.

With assistance from the COG Bicycle/Pedestrian Subcommittee, COG/TPB staff finalized updating of the Washington area bicycling guides for employees and employers. Bike guides were printed and distributed in May. Updates were also made to the online version.

In April, COG/TPB staff conducted two planning sessions for Washington Gas's employee bicycling information meetings set for late April. The two meetings were subsequently put on hold at Washington Gas's request.

In May, work continued on the regional bike guide with assistance from the Bike/Ped committee.

COG/TPB staff provided assistance on the delivery of materials for Bike to Work Day to employers in the region.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Services:

Throughout the fiscal year, Maryland outreach representatives continued their outreach efforts.

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

In July, the FY 2012 employer case studies were published online and the final versions were distributed at the Employer Outreach Committee meeting on July 17th. COG/TPB staff worked with Maryland jurisdictions on their contract amendments. COG/TPB staff coordinated and held an Employer Outreach Committee meeting on July 17th. COG/TPB staff began research for the FY 2013 training sessions, the first being held on September 24th. Training topics were presented during the July 17th Employer Outreach Committee meeting.

In August, COG/TPB staff updated a new case study on Costar Realty Group. COG/TPB staff worked on contract renewals with Frederick County, Montgomery County, and Prince George's County. COG/TPB Staff finalized the sales support questionnaire. COG/TPB staff also worked on identifying a sales trainer for the Social Media Training session to be held in September.

In September, COG/TPB staff completed the CoStar case study. An Employer Outreach sales training session on social media was held on September 24th. COG/TPB staff began scheduling fall sales support calls.

In October, COG/TPB staff worked on further case studies for publication. Coordination for the December 12th survey training session began. COG/TPB staff met with Delegate Jim Scott and Councilmember Dan Drummond on October 10th regarding the status of Telework in the region. COG/TPB staff coordinated with local Maryland jurisdictions on expanding TDM and employer Telework programs. COG/TPB staff worked with Tri-County Council staff on assisting SMECO with their LEED upgrade.

The October 15th Employer Outreach Committee was coordinated by COG/TPB staff and topics covered were: Conformity; Survey Monkey demonstration; Employer case studies; ACT! CRM training; 'Pool Rewards contest; and, training review for FY2013.

In November, COG/TPB staff worked on further case studies for publication. COG/TPB staff attended and presented commute alternatives at the Canadian Embassy's "Green Embassies" event on November 14th. Coordination began for the upcoming sales training session on surveys to be held on December 12th. Work began to work on fall sales support telephone calls for Employer Outreach representatives in DC and Maryland.

In December, COG/TPB staff coordinated and helped moderate a training session on December 12th. The session covered surveys and how to administer, process, and how the survey is used for TERM analysis.

In January, COG/TPB staff compiled a list of eligible employers for case study review. COG/TPB staff began research for the March training on client customer service. COG/TPB staff coordinated an Employer Outreach Committee meeting on January 15th, 2013. Highlights from the meeting included: 1st and 2nd Quarter conformity reports; TDM evaluation framework; Third party van pool provider information; Training updates; and, employer awards updates.

In February, COG/TPB staff compiled templates for employer case studies and continued a search for employers to profile in both Maryland and

Virginia. COG/TPB staff researched prospective training experts for the March sales training session.

In March, COG/TPB staff updated information on recent case studies involving National Geographic and CoStar Realty. COG/TPB staff coordinated the Sales training seminar on Customer Care held on March 25th at COG. Arnold Sanow led the seminar. COG/TPB staff began updates to the sales call questionnaire for the upcoming phone interviews set for April 2013. COG/TPB staff started work on the upcoming Employer Outreach Committee meeting on April 16, 2013.

In April, COG/TPB staff conducted preliminary interviews with CH2M and Europ Assistance for case study profiles. COG/TPB staff completed the spring sales support questionnaire. COG/TPB staff coordinated and presented at the April 16th Employer Outreach Committee. Topics covered were: Second and Third Quarter conformity verification; an update from VRE on changes to service; Training updates; Levels of participation; and, employer case studies. COG/TPB staff coordinated training for the June 10th session on incentives.

In May, COG/TPB staff updated information for two case studies – CoStar Realty and Europ Assistance. COG/TPB staff conducted the spring sales support calls from May 1st to May 6th.

In June, COG/TPB staff completed CoStar Group's employer case study for release to the Commuter Connections website. COG/TPB staff completed the annual sales call write-up with MD/DC employer outreach representatives. A training session was held on June 10th for all employer outreach representatives. The session was an employer panel with representatives from American University, the American Speech Language Association, and Booz Allen on employer-based TDM incentive programs. COG/TPB staff met with CoStar on June 11th for information on LEED certification points.

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 contacted 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.

COG/TPB staff began discussion with the consultant in October regarding the 2013 GRH in-depth Applicant survey questionnaire. COG/TPB staff established a comment period for changes to the 2013 GRH Applicant survey for the Baltimore region presented at the November 20th TDM Evaluation Group meeting. COG/TPB staff continued to work with LDA Consulting in December to finalize the FY 2013 GRH Baltimore survey and established a new comment period for changes to the 2013 GRH Applicant survey for the

Baltimore region presented at the December 18th TDM Evaluation Group meeting.

A new GRH Transit Reimbursement Voucher form was created and will be used as part of an automated process each month to eliminate a manual method of handling it.

During the third quarter, COG/TPB staff continued discussion with the consultant regarding the 2013 GRH in-depth Applicant survey questionnaire and its programming.

During the fourth quarter, COG/TPB staff continued discussion with the consultant regarding the 2013 GRH in-depth Applicant survey questionnaire and its programming. COG/TPB staff completed software development and deployed the Baltimore version of the 2013 GRH Applicant on-line Applicant survey. COG/TPB staff worked with LDA Consulting to produce the survey software and to collect and process the data from both the on-line and telephone versions of the survey. COG/TPB staff completed data collection activities and LDA Consulting began data analysis.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Services Provided:

COG/TPB staff reports between the months of July 2012 and June 2013, there were 470 GRH applications received. 437 commuters were newly registered in the Baltimore GRH program. These new registrants included 2 previous "one-time exceptions." A total of 467 commuters had a GRH status of "re-registrant." A total of 922 registrants were registered for the Baltimore GRH program at the end of FY 2013. The Baltimore GRH program provided 190 GRH trips in FY 2013. Seven percent of these trips were "one-time" exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (40%) followed by Overtime (25%). Family Emergency (18%), Child Care (9%) and Missed "Pool" (7%) accounted for the remainder of specific reasons. One percent (1%) of trips taken during FY 2013 were classified as "Other." The average cost of a GRH trip in FY 2013 was \$70. This was fourteen dollars lower than last fiscal year which translates into a 17% decrease in the average trip cost.

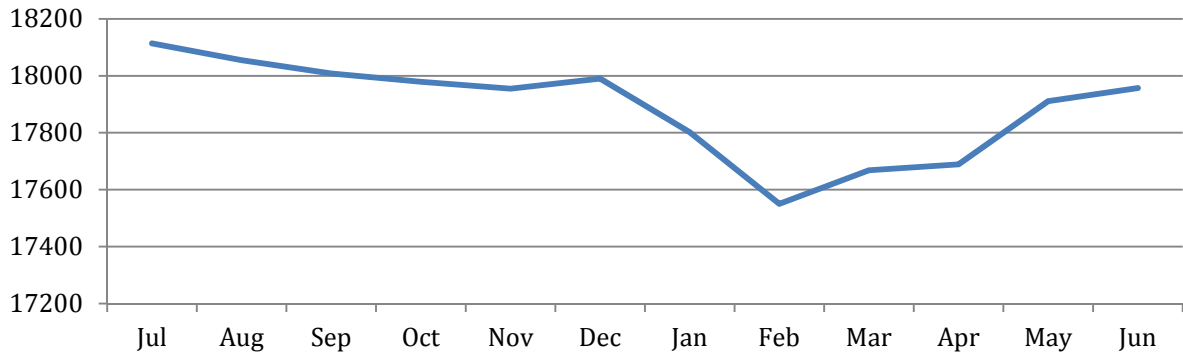
Table 1
Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary
FY 2013 Totals

Commuter Connections Activity	July 1, 2012- June 30, 2013
Total applicants/info provided:	31,882
Rideshare applicants	12,142
Matchlists sent	20,464
Transit applicants/info sent	531
GRH applicants	12,155
Bike to Work Info Requests	76
Telework info requests	74
Vanpool applicants	N/A
Internet users	137,656
Internet applicants	22,654
New employer clients	1,264
Employee applicants	0

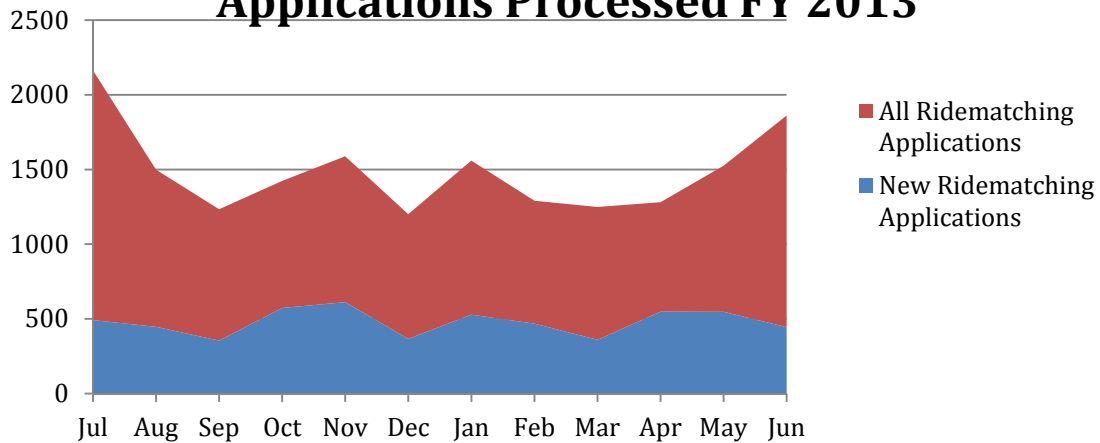
Program Impact Performance Measure	July 1, 2012 - June 30, 2013
Continued placements	4,293
Temporary/one-time placements	622
Daily vehicle trips reduced	2,378
Daily VMT reduced	65,172
Daily tons NOx reduced	0.0249
Daily tons VOC reduced	0.0132
Daily tons PM2.5 reduced	0.0008
Daily tons PM2.5 NOx reduced	0.0271
Daily tons GHG reduced	32.3033
Daily gallons of gas saved	3,275
Daily commuter costs saved	\$11,080

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.

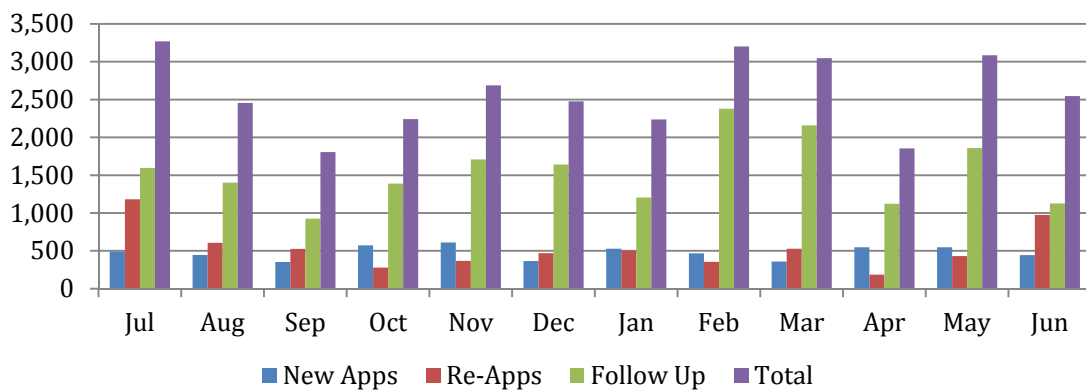
Commuter Connections Ridematching Database FY 2013



Commuter Connections Applications Processed FY 2013



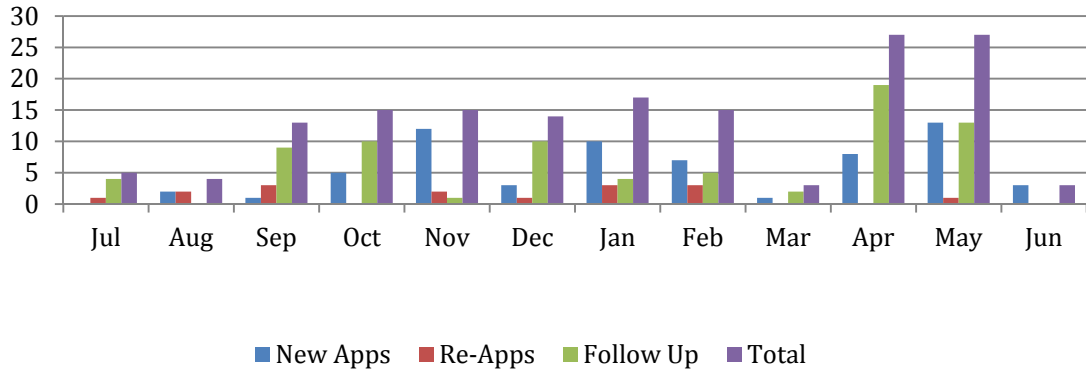
Commuter Connections Total Activity FY 2013



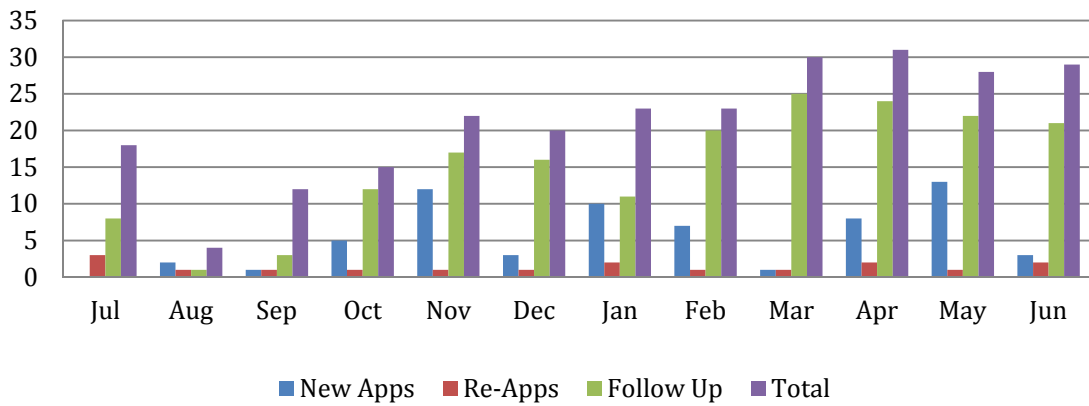
**TABLE 2
 COMMUTER CONNECTIONS
 APPLICATION ACTIVITY SUMMARY
 FY2013**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	65	16	77	158
ARLINGTON (COG)	58	17	180	255
ARTMA	69	40	202	311
BALTIMORE CITY	32	6	93	131
BMC	50	10	23	83
BWI BUSINESS PARTNERSHIP	91	123	256	470
COG	782	119	1,670	2,571
DISTRICT OF COLUMBIA	77	20	365	462
FDA	205	17	44	266
FAIRFAX COUNTY	509	213	1,435	2,157
FREDERICK	91	57	301	449
GW RIDE CONNECT	917	2,484	7,205	10,606
HARFORD	20	17	19	56
HOWARD	103	40	34	177
LINK	0	0	0	0
LOUDOUN	206	59	342	607
MTA	14	7	21	42
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	113	42	248	403
Countywide	210	184	1,232	1,626
Friendship Heights/Rockville	25	19	105	149
North Bethesda TMD	320	198	1,086	1,604
Shady Grove	328	11	1,077	1,416
Silver Spring	58	105	301	464
NIH	40	11	24	75
NATIONAL GUARD REDINESS CENTER	69	61	122	252
NORTHERN NECK	9	6	9	24
NORTHERN SHENANDOAH	63	34	65	162
PRINCE GEORGE'S	338	2,077	33	2,448
PRTC	618	242	1,004	1,864
RAPPAHANNOCK-RAPIDAN	96	47	18	161
TRI - COUNTY	160	124	923	1,207
TDM NETWORK MEMBERS				
CHARLOTTESVILLE	205	1	181	387
RIDESHARE DELAWARE	1,247	0	44	1,291
HAMPTON ROADS - TRAFFIX	249	0	151	400
TOTAL INPUT COMMUTER CONNECTIONS	5,408	6,395	17,437	29,240
TOTAL INPUT TDM NETWORK MEMBERS	1,701	1	376	2,078
TOTAL INPUT (CC + NETWORK)	7,109	6,396	17,813	31,318
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		11,803		

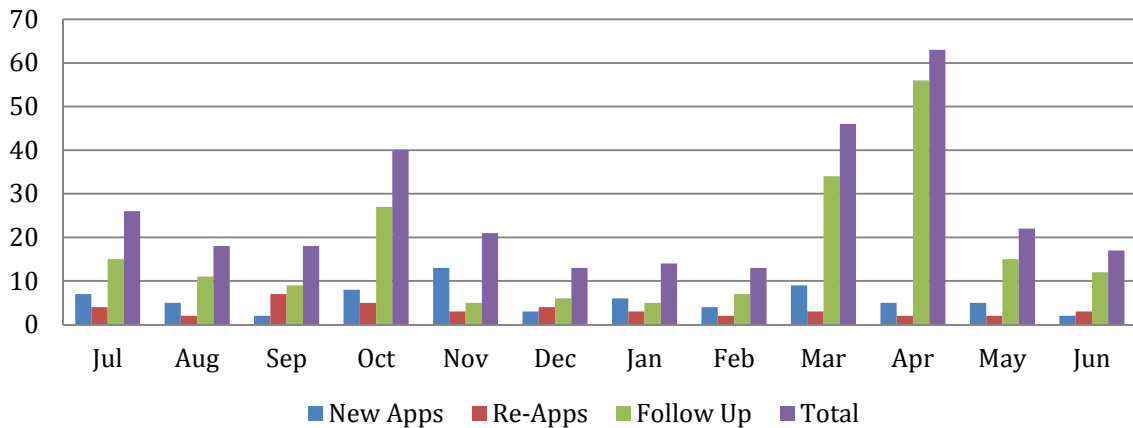
Applications Processed FY 2013 Alexandria



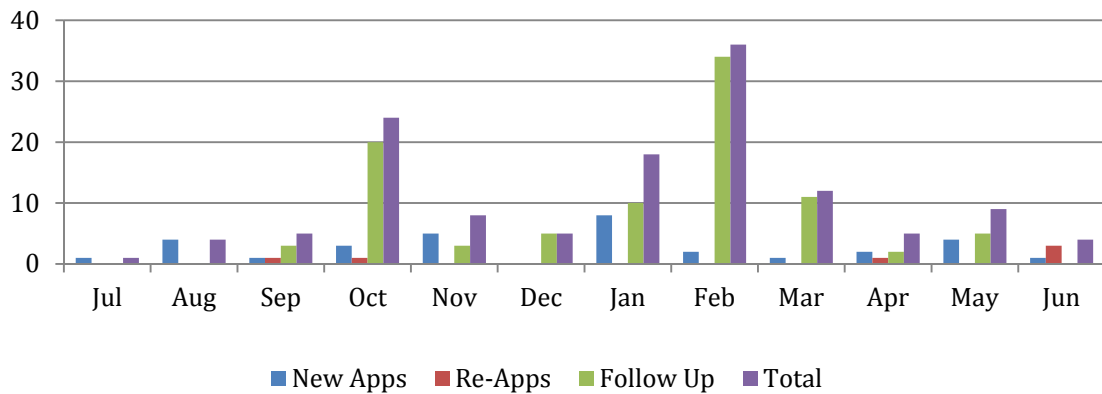
Applications Processed FY 2013 COG for Arlington



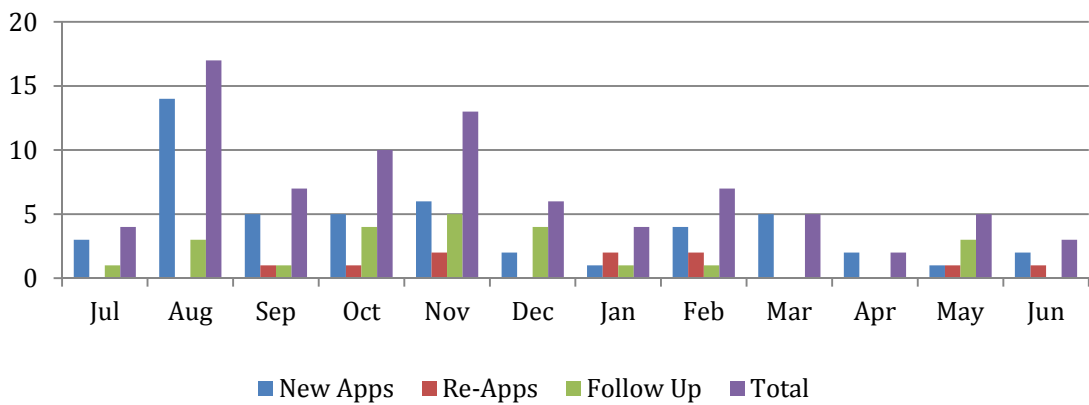
Applications Processed FY 2013 ARTMA



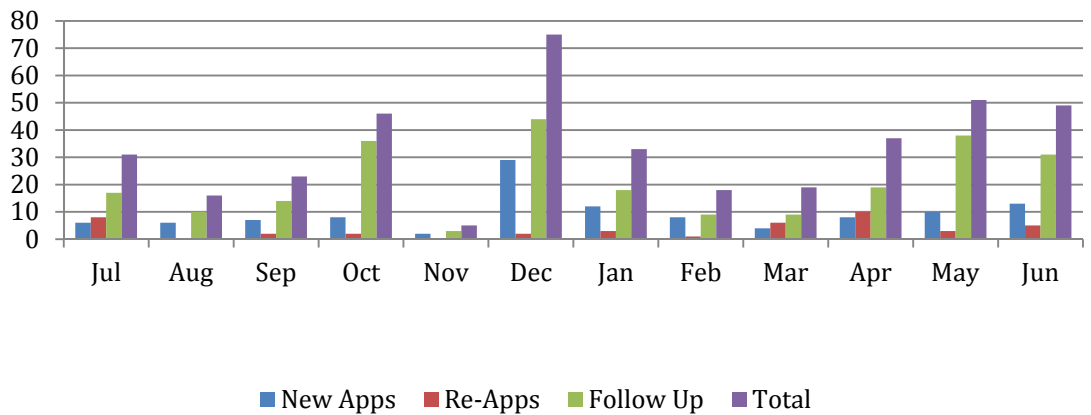
Applications Processed FY 2013 Baltimore City



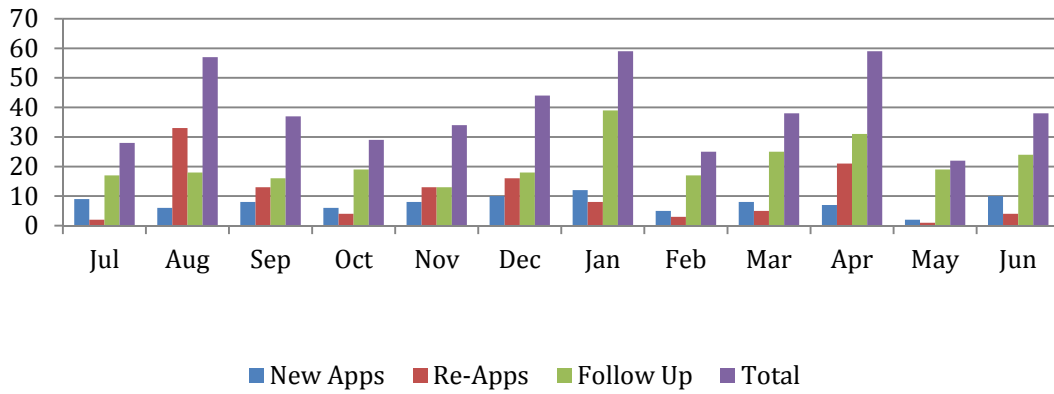
Applications Processed FY 2013 Baltimore Metropolitan Council



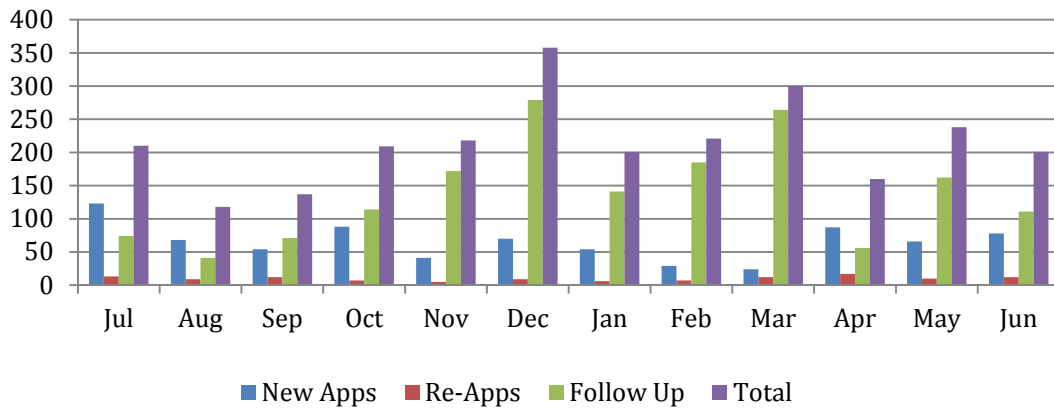
Applications Processed FY 2013 Bethesda Transportation Solutions



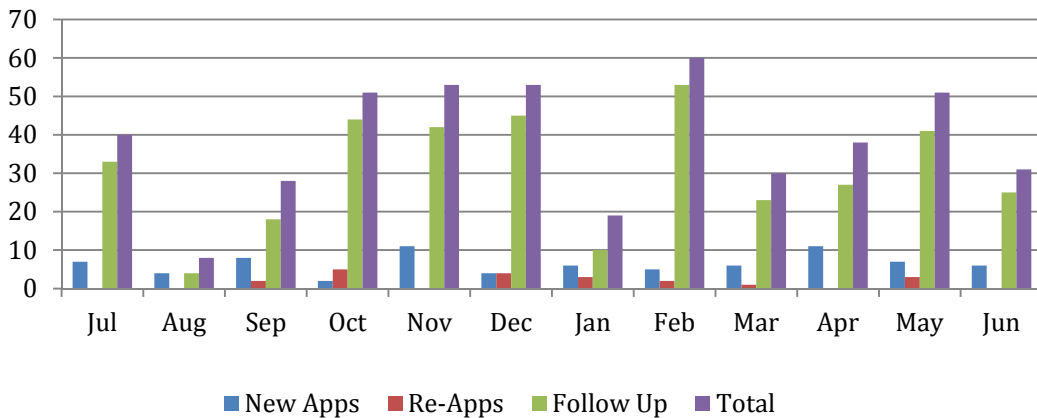
Applications Processed FY 2013 BWI Business Partnership



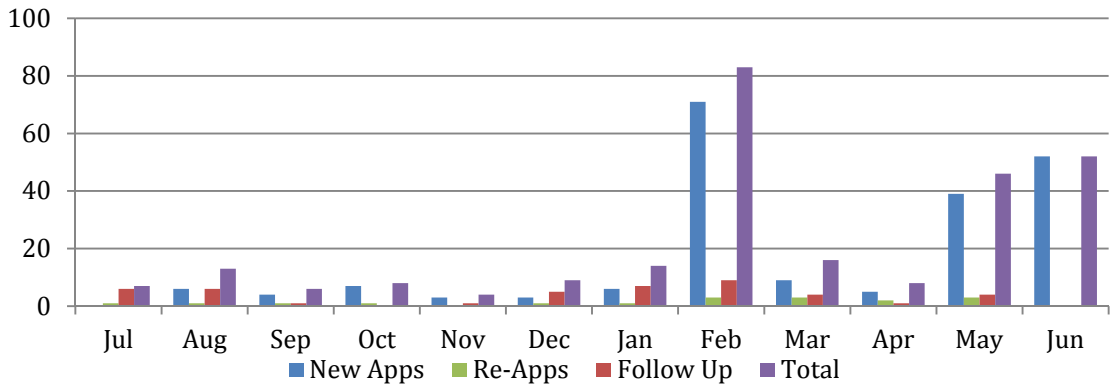
Applications Processed FY 2013 COG



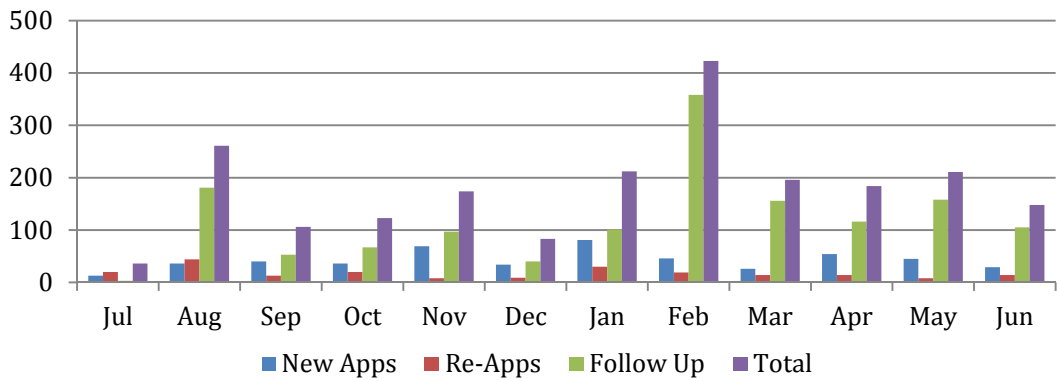
Applications Processed FY 2013 COG for District of Columbia



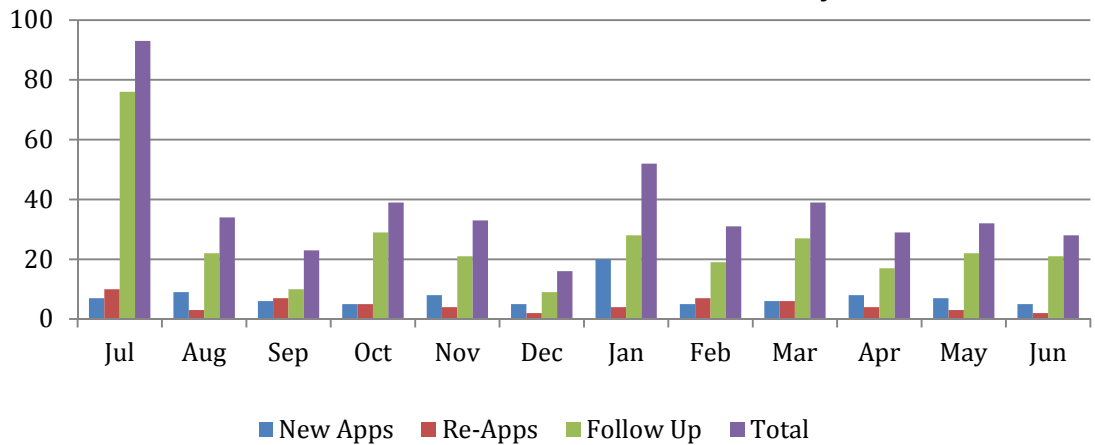
Applications Processed FY 2013 FDA



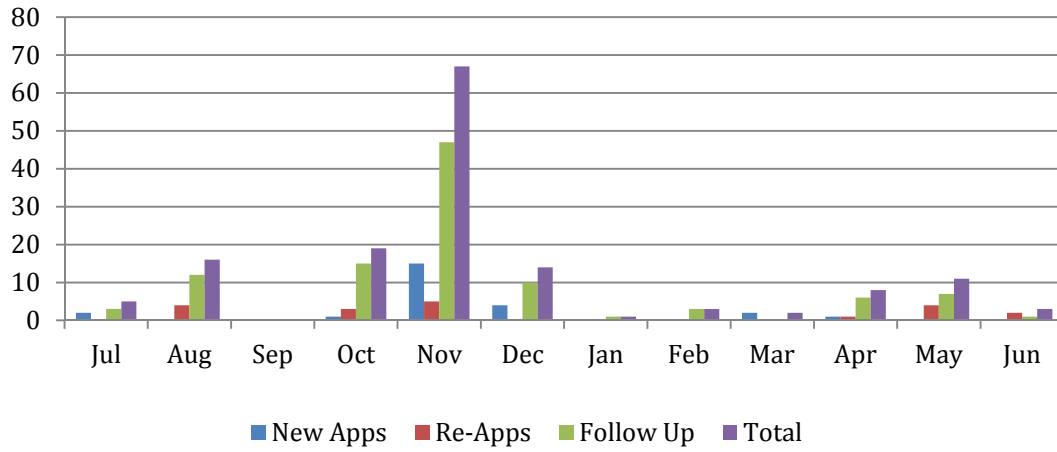
Applications Processed FY 2013 Fairfax County



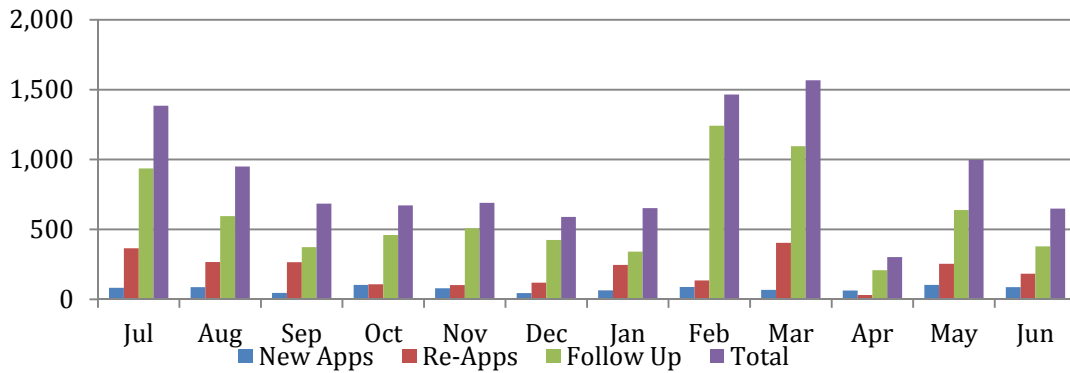
Applications Processed FY 2013 TRANSIT Services of Frederick County



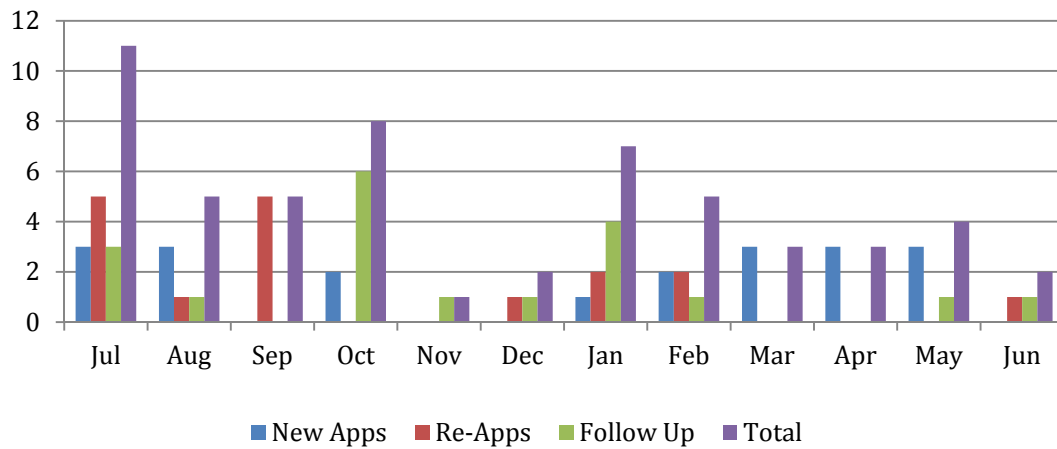
Applications Processed FY 2013 Friendship Heights/Rockville

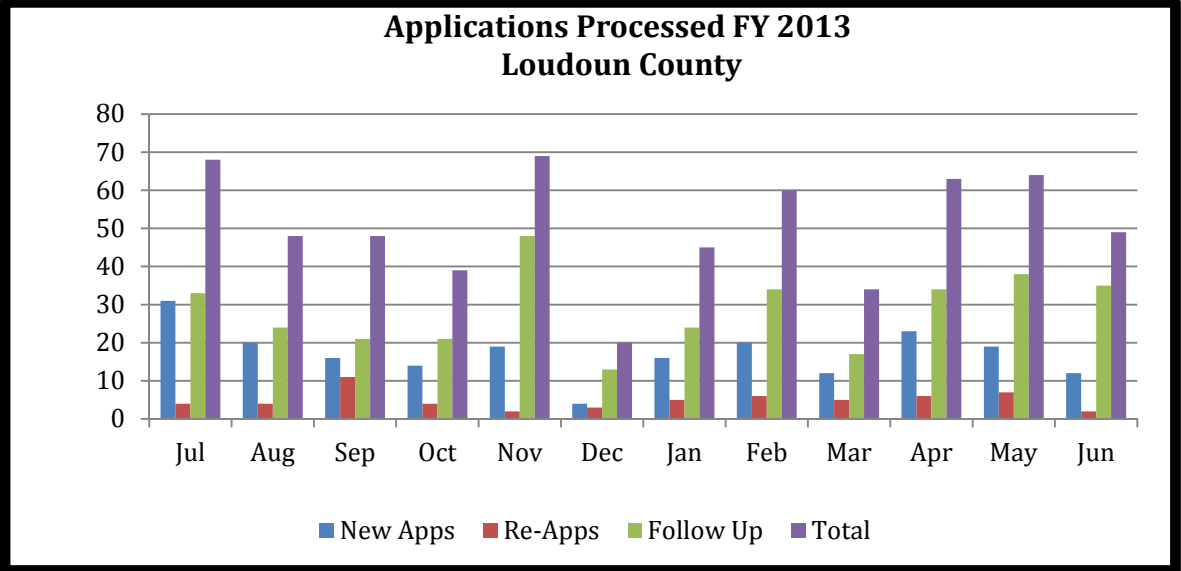
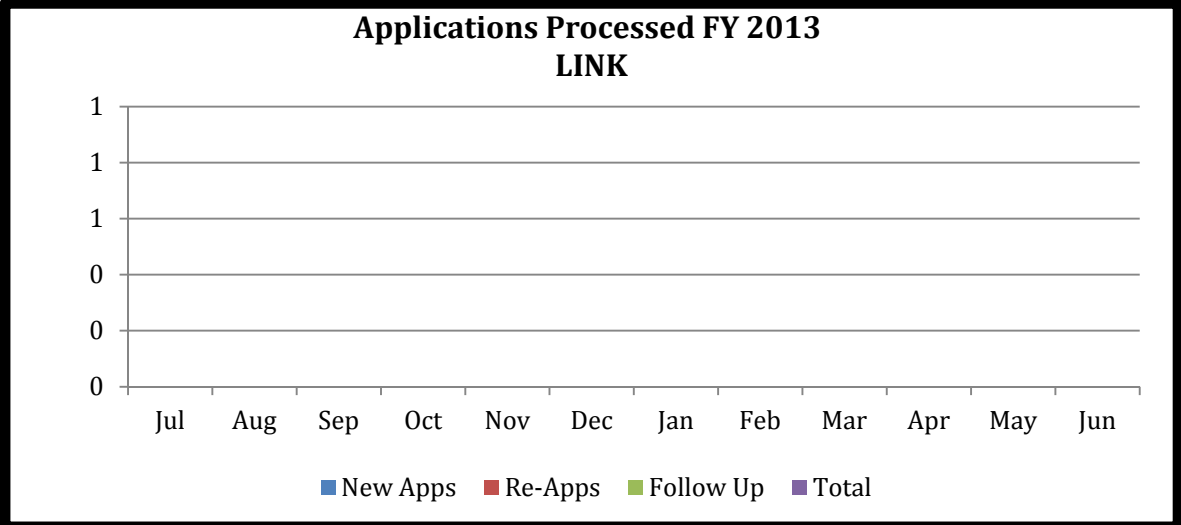
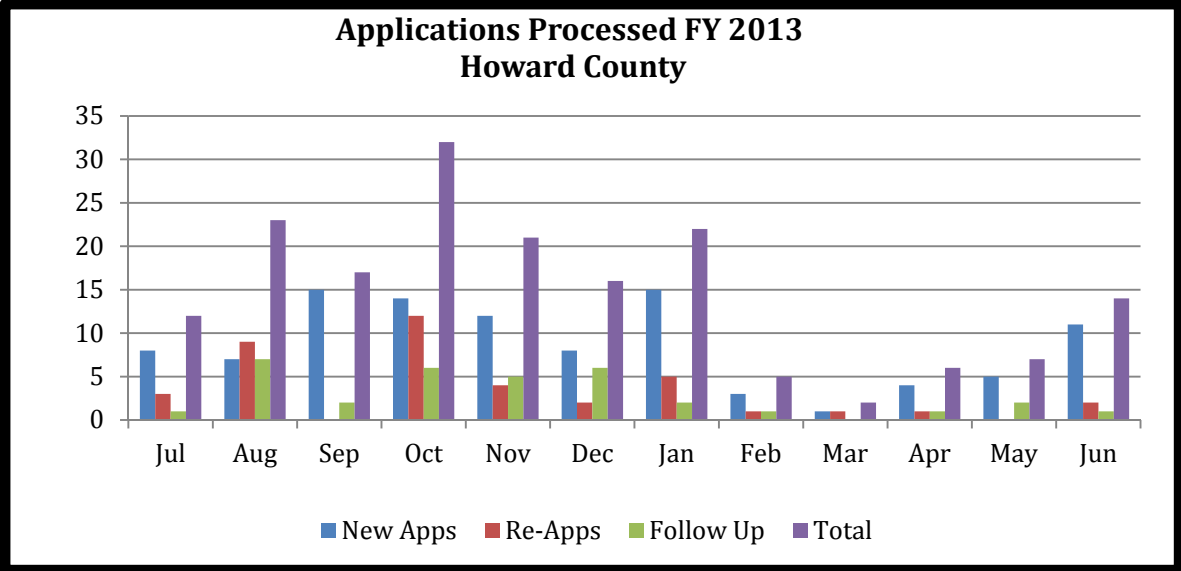


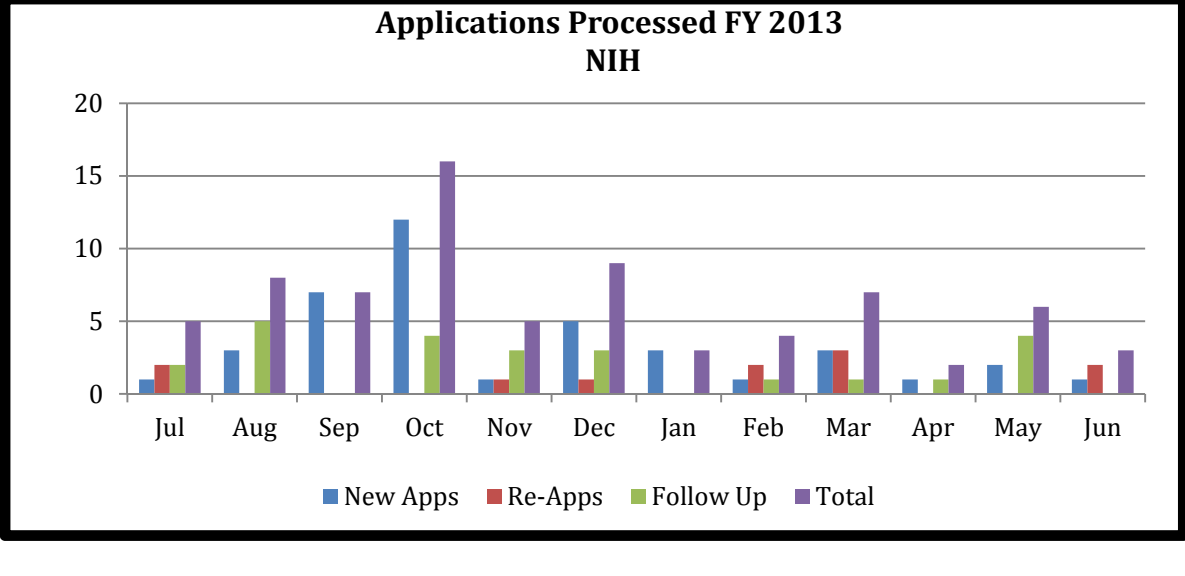
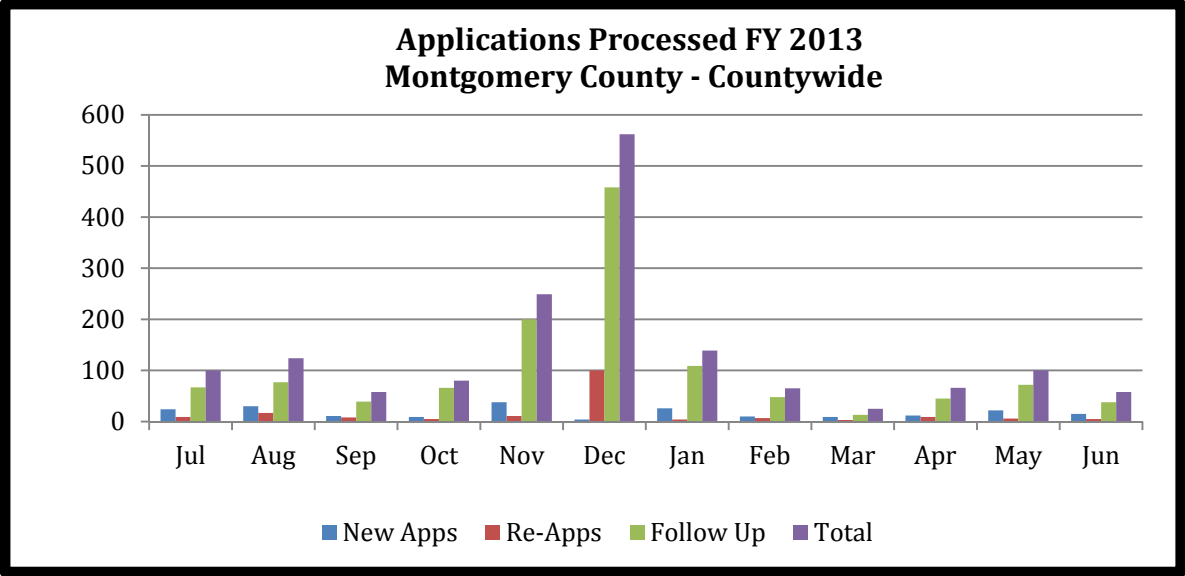
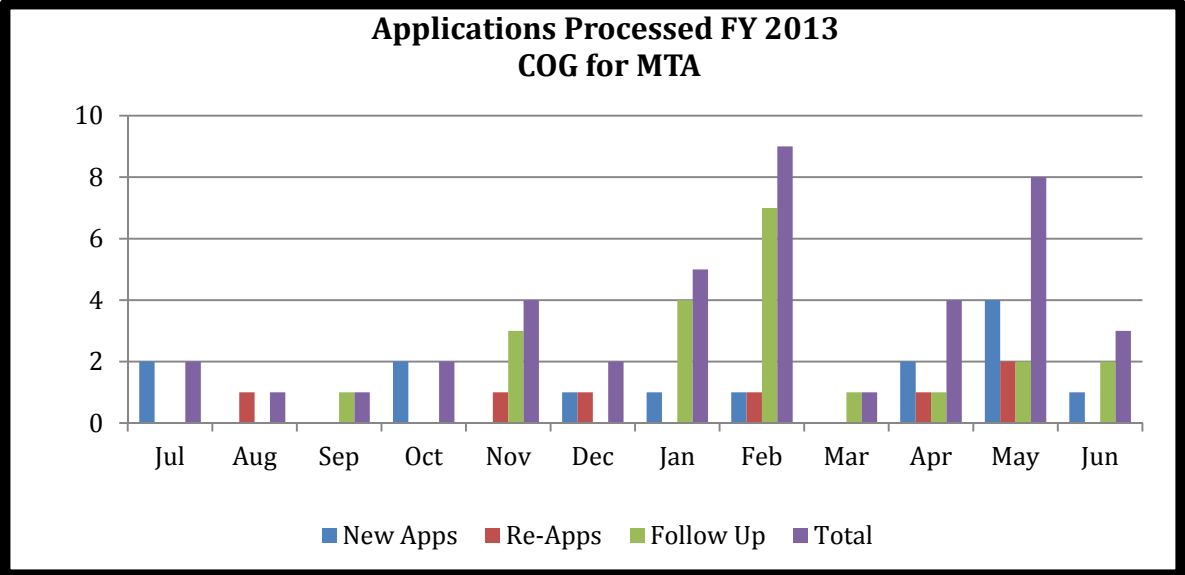
Applications Processed FY 2013 GW RIDE CONNECT



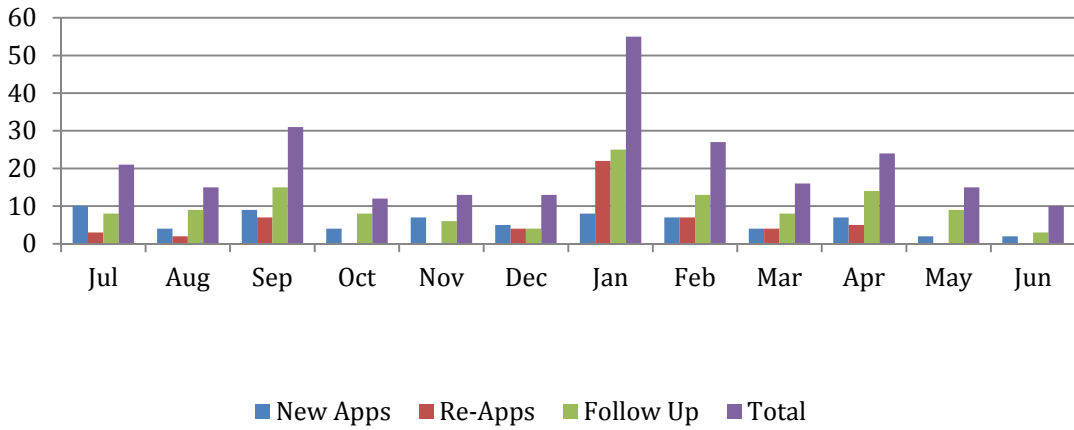
Applications Processed FY 2013 Harford County



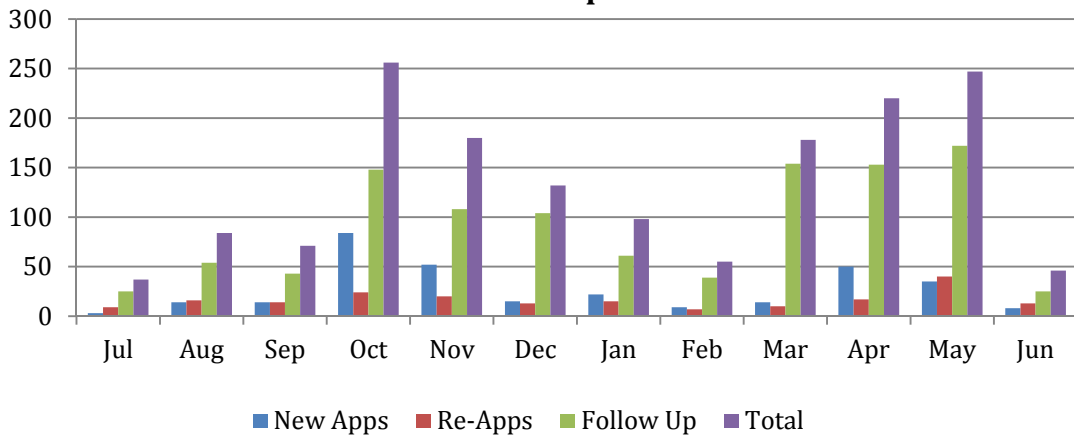




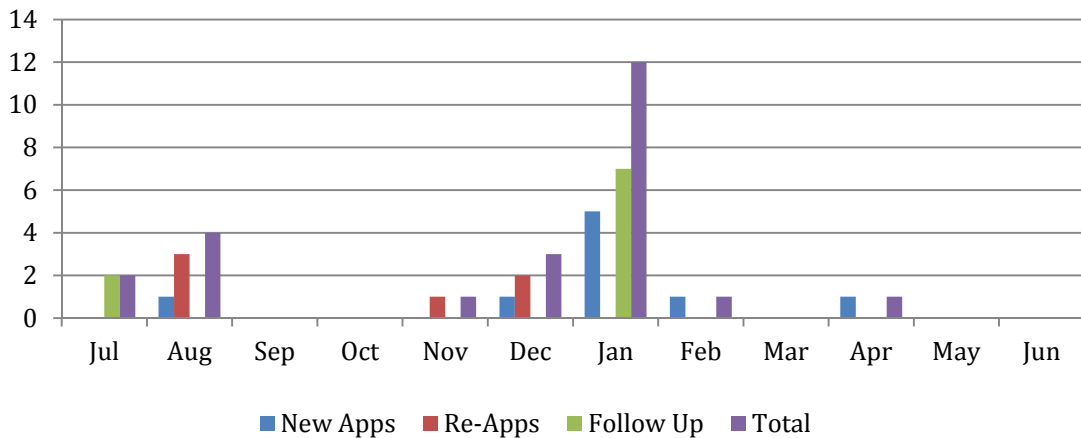
Applications Processed FY 2013 (Army) National Guard Rediness Center



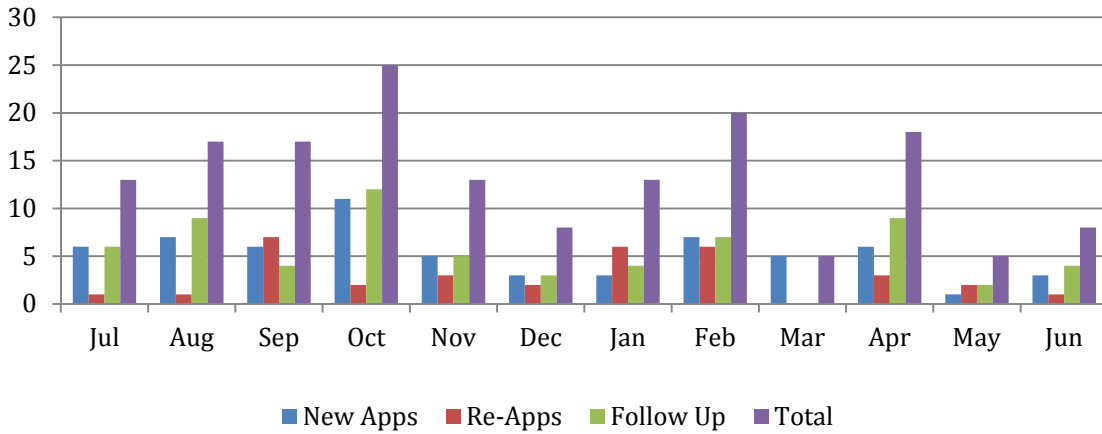
Applications Processed FY 2013 North Bethesda Transportation Center



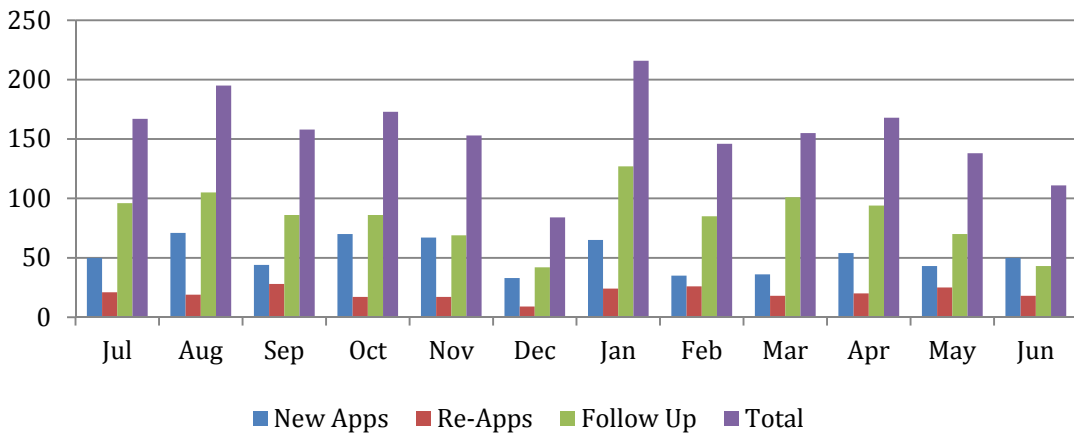
Applications Processed FY 2013 Northern Neck PDC



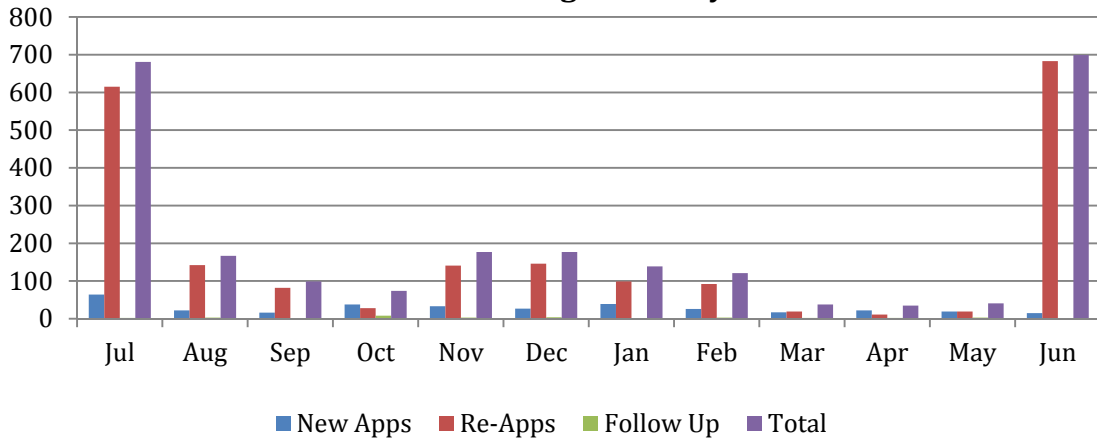
**Applications Processed FY 2013
Northern Shenandoah Valley**



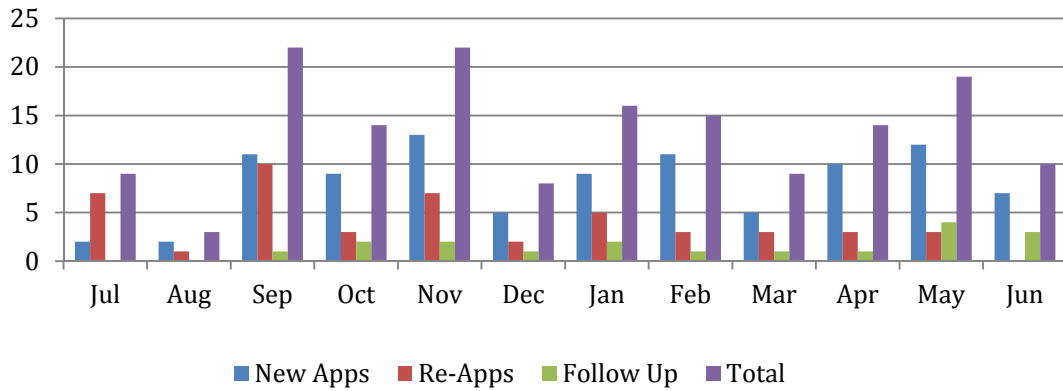
**Applications Processed FY 2013
PRTC**



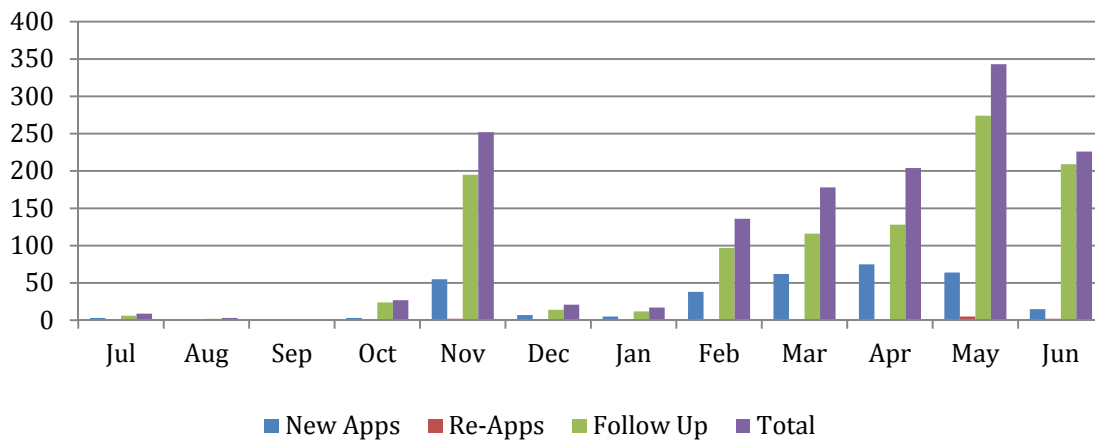
**Applications Processed FY 2013
Prince George's County**



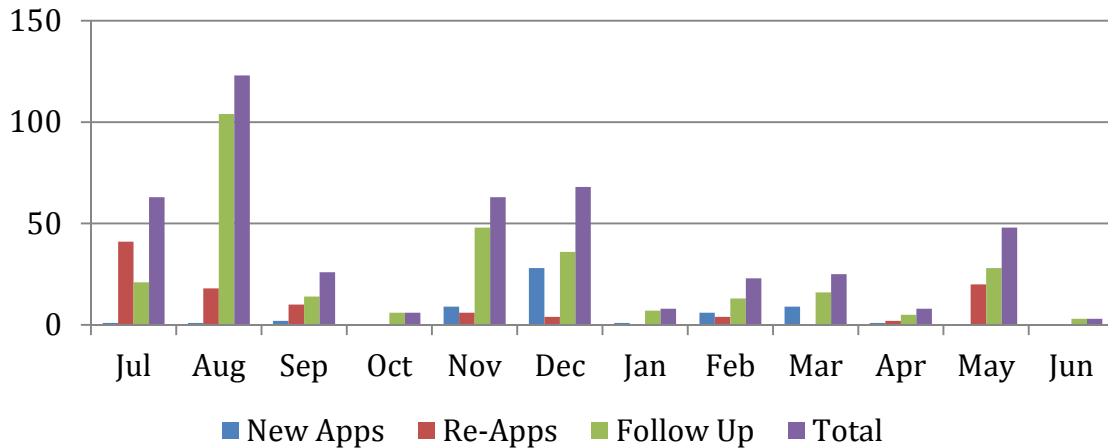
**Applications Processed FY 2013
Rappahannock-Rapidan RC**



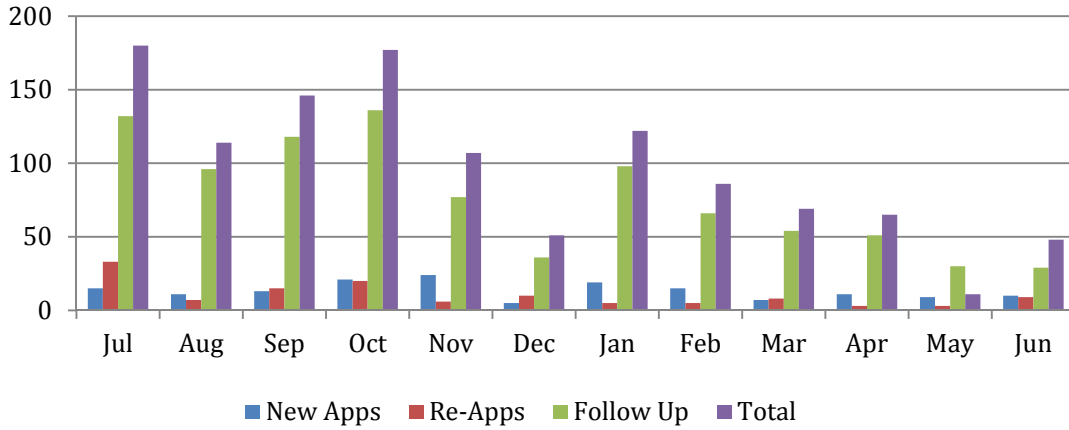
**Applications Processed FY 2013
Shady Grove**



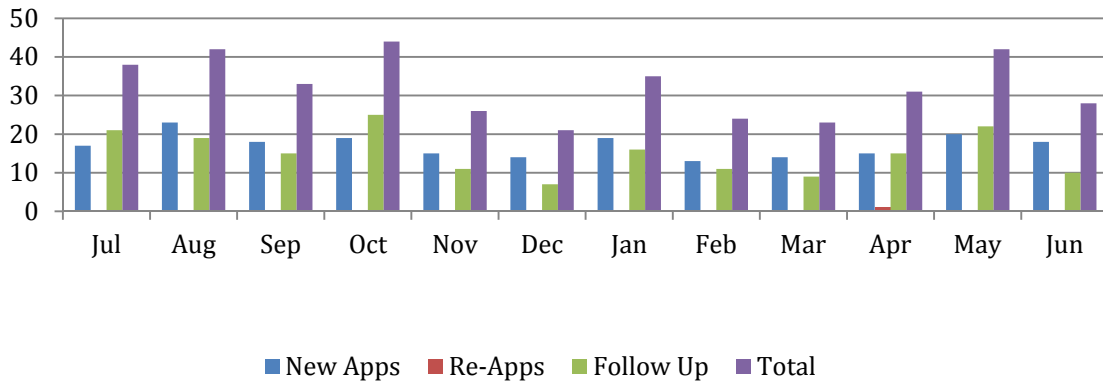
**Applications Processed FY 2013
Silver Spring**



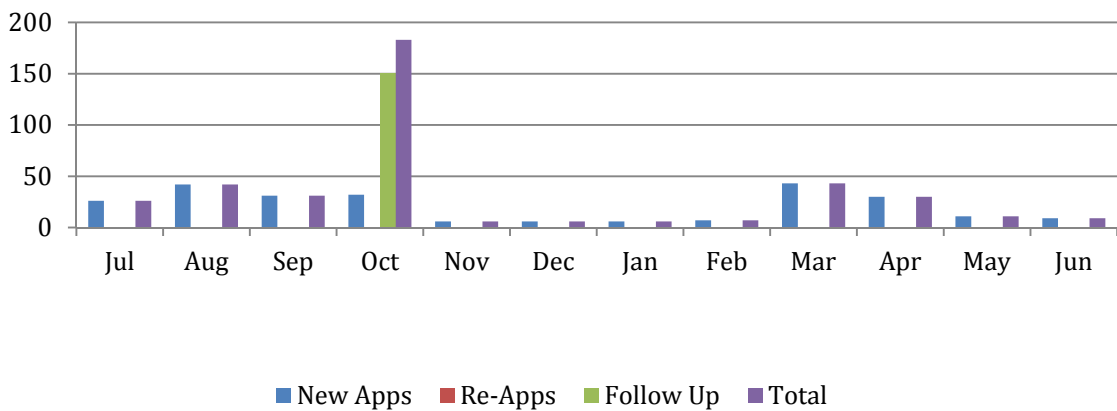
**Applications Processed FY 2013
Tri-County Council for Southern Maryland**



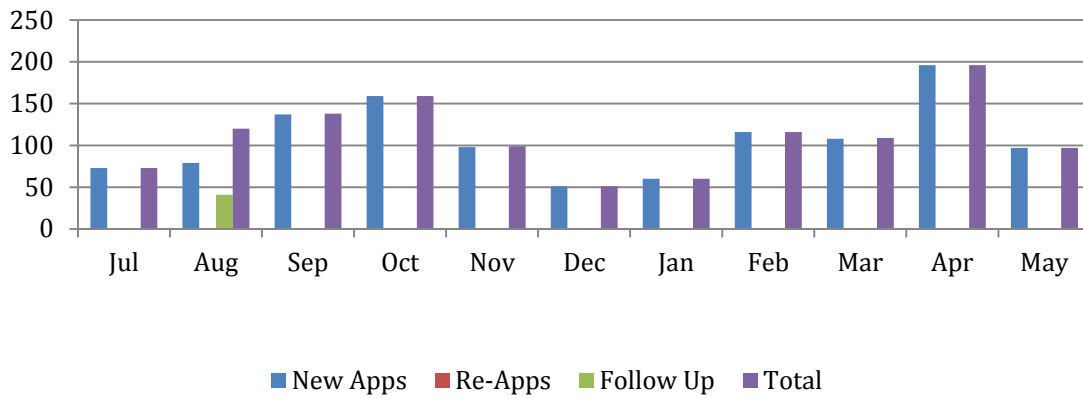
**Applications Processed FY 2013
Charlottesville - Rideshare**



**Applications Processed FY 2013
Hampton Roads - Traffic**



Applications Processed FY 2013 Rideshare Delaware



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2013**

	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS									
Mail	N/A	307	0	N/A	N/A	N/A	126	N/A	
Internet	N/A	10100	535	N/A	N/A	N/A	10237	N/A	
Kiosks	N/A	0	0	N/A	N/A	N/A	167	N/A	
Purge Letters	N/A	0	0	N/A	N/A	N/A	580	N/A	
Fax/Phone	N/A	13	0	N/A	N/A	N/A	4	N/A	
From Client	N/A	1293	119	N/A	N/A	N/A	857	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	175	N/A	
TOTAL	N/A	11713	654	N/A	N/A	67	11971	N/A	
PHONE CALLS									
Brochure/Promo Materials	0	18	0	0	1	1	5	4	29
Bus/Train Schedule	3	44	0	0	25	0	5	7	84
Bus/Train Sign	13	49	0	0	82	0	10	14	168
Direct Mail	0	9	0	0	1	0	5	6	21
Employer	0	14	0	0	4	0	9	32	59
Employer Survey	0	0	0	0	5	0	2	13	20
Fair/On Site Event	0	0	0	0	0	0	0	0	0
Government Office	0	8	0	0	12	0	9	17	46
Highway Sign	6	7	0	0	43	0	22	125	203
Information (411)	0	0	0	0	1	0	0	2	3
Internet	19	34	0	1	127	1	95	111	388
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	1	0	0	2	3
Newspaper	0	0	0	0	0	0	0	1	1
Newspaper	0	0	0	0	1	0	0	2	3
Newspaper (Local)	0	0	0	0	2	0	0	8	10
Other Ridesharing Org	0	5	0	0	2	0	1	0	8
Park-and-Ride Lot Sign	1	1	0	0	8	0	5	11	26
Post Card (COG)	0	0	0	0	0	0	0	0	0
Presentation	0	3	0	0	3	0	0	2	8
Radio	0	10	0	0	1	0	11	1	23
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	1	7	0	0	21	0	15	8	52
Theatre Slide	0	333	0	0	0	0	91	3	427
TV	0	2	0	0	1	0	1	1	5
Van Sign	0	21	0	0	7	0	18	7	53
Was/Is Applicant	1	3177	2	4	10	0	760	52	4006
White Pages	0	3	0	0	1	0	0	2	6
Word of Mouth	9	94	1	2	72	0	70	40	288
Yellow Pages - Verizon	1	8	0	0	13	0	8	6	36
Yellow Pages - Yellow Book	0	3	0	0	2	0	0	0	5
Yellow Pages - Local/Other	3	372	0	0	81	0	121	54	631
Voice Mail Messages	5	51	0	0	62	1	55	79	253
Other/Unknown	0	18	0	0	17	3	8	13	59
TOTAL CALLS	62	4291	3	7	606	6	1326	623	6924

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2013**

	T O C T O A G L	O C N O L G Y	A L X	A R L	A R M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	W R N M	P G C	P R T C	R A P	S S	S P A N I	T A P	T R I	T R A N S	T O T A L		
Calls Transfrd by COG	N/A	N/A	2	0	16	8	**	13	8	0	20	3	37	2	37	0	12	17	23	0	1	19	0	30	24	5	**	17	**	22	149	465		
How they heard...																																		
Brochure/Promo MatrIs	27	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	608	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	631
Bus/Train Schedule	87	62	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2871	125	0	0	0	0	0	0	0	0	0	11	0	0	0	0	0	3069
Bus/Train Sign	168	113	0	0	0	0	2	0	0	0	0	0	0	0	0	0	716	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	844
Direct Mail	21	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24
Employer	56	40	0	0	0	0	0	0	0	0	0	0	7	0	0	0	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75
Employer Survey	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	0	0	0	0	0	1
Fair/On Site Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21
Government Office	7	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	16	
GRH Program	22	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	68	0	0	0	0	0	0	0	0	0	22	3	0	0	0	110	
Highway Sign	206	139	0	0	0	0	0	0	0	0	0	0	11	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	167
Information (411)	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	139	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	141
Internet	417	290	0	0	0	1	5	0	0	0	0	0	142	0	0	0	1522	38	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1999	
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	0	0	0	0	0	
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	0	0	1
Newsletter	1	0	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	0	0	1
Newspaper	9	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18
Newspaper (Local)	5	4	0	0	0	0	0	0	0	0	0	0	6	0	0	0	61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	71
Other Ridesharing Org	11	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1217	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1224
Park-and-Ride Sign	24	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	83	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	96
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	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	0	0	0	0	
Radio	24	20	0	0	0	0	0	0	0	0	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55
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	0	
Refferal from Transit Org	55	42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	375	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	417
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	0	
TV	5	4	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	4
Van Sign	16	15	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	15
Was/Is Applicant	4158	3696	0	0	0	0	0	0	0	0	0	0	0	0	0	0	37	37	0	0	0	0	0	0	0	0	2	0	0	0	0	0	3772	
White Pages	4	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	0	0	0	2	
Word of Mouth	296	221	0	0	0	0	5	0	0	0	0	0	5837	0	0	0	638	224	0	0	0	0	0	0	0	0	29	0	0	0	0	0	6954	
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	0	0	0	0	0	
Yellow Pgs-One Book	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	0	1	
Yellow Pages-Local	41	13	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	13	
Voice Mail Messages	285	233	0	0	0	1	6	0	0	0	0	0	0	0	0	0	67	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	307	
Other	59	49	0	0	0	0	6	0	0	0	0	0	22	0	0	0	329	574	0	0	0	0	0	0	0	0	1087	99	0	0	0	2166		
Total	6009	5028	0	N/A	0	2	24	0	0	0	0	0	6061	0	0	0	8757	1087	0	0	0	0	0	0	0	0	1154	102	0	0	0	22215		

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.

NOTE: This table has been updated since the first run of this report - 10/11/2013

**TABLE 6B
APPLICATIONS RECEIVED TDM SYSTEM
FY 2013**

	C O G	D C	A R L	A L X	A R T M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	N S A	P G C	P R T C	R A P	S S	T A P	T R I	T O T A L		
How they heard...																																
Brochure/Promo Matrls	24	31	22	22	14	21	6	16	20	3	96	25	19	15	16	1	52	50	0	8	0	3	0	53	89	7	13	7	45	678		
Bus/Train Schedule	18	9	12	4	17	22	1	19	6	0	41	11	15	8	25	0	59	15	9	0	0	2	0	40	42	0	3	1	34	413		
Bus/Train Sign	40	13	4	0	33	123	0	93	16	0	45	7	10	13	37	0	22	19	7	2	2	1	0	26	27	6	1	0	27	574		
Direct Mail	1	7	14	7	0	1	1	2	3	1	57	16	0	1	2	0	16	19	0	0	0	0	0	21	41	0	2	2	13	227		
Employer	51	75	35	38	41	24	8	32	63	225	184	50	96	11	32	0	55	68	13	24	1	12	0	82	159	6	11	15	69	1480		
Employer Survey	0	3	3	0	2	0	40	0	0	3	3	1	4	0	1	0	2	30	0	2	0	0	0	2	5	0	32	123	1	257		
Fair/On Site Event	2	20	6	11	3	15	76	3	16	2	72	6	4	2	2	0	34	18	0	0	0	0	0	19	21	3	0	134	2	471		
Government Office	20	13	8	14	15	8	1	6	28	12	61	14	39	7	11	0	30	24	8	9	0	7	0	28	47	10	5	3	32	460		
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	0	
Highway Sign	6	1	0	1	1	0	0	1	2	0	7	1	19	0	2	0	5	1	0	0	2	5	0	5	10	5	0	1	6	81		
Information (411)	2	0	0	0	0	0	0	3	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	2	0	0	0	0	11		
Internet	49	29	28	31	47	34	51	36	29	1	207	39	213	18	37	0	88	101	12	12	2	35	0	81	231	37	4	12	49	1513		
Library	1	0	0	1	0	0	0	1	0	0	4	0	0	0	2	0	1	2	0	0	0	1	0	0	3	0	0	0	1	17		
Mobile Billboard	1	1	1	0	4	4	0	3	0	0	1	1	1	3	1	0	1	1	0	0	0	0	0	1	1	0	0	0	2	27		
Newsletter	0	3	0	1	1	1	0	2	0	0	1	2	2	1	1	0	4	5	1	0	0	0	0	1	4	1	0	0	4	35		
Newspaper	0	0	0	0	0	0	0	0	0	0	3	1	1	0	0	0	3	0	0	0	0	0	0	1	0	2	0	0	3	14		
Newspaper (Local)	0	0	1	1	2	1	0	0	0	0	2	1	6	0	1	0	2	0	0	0	0	0	0	0	3	1	0	0	3	24		
Other Ridesharing Org	7	3	1	1	1	0	0	5	6	0	18	4	16	1	1	0	5	4	0	2	0	9	0	5	83	3	2	0	6	183		
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)	1	0	0	0	0	0	1	1	2	0	18	0	0	0	0	0	5	23	0	0	0	0	0	4	5	2	5	0	2	69		
Presentation	1	1	0	3	1	1	0	1	1	1	3	3	2	0	0	0	14	0	0	0	0	0	0	2	2	0	1	4	0	41		
Radio	26	16	14	11	18	7	1	5	10	2	104	19	120	3	15	0	51	50	4	5	2	13	0	38	99	19	1	0	37	690		
Real Estate/WelcomeW	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	3		
Referral from Transit.Org	3	0	0	1	3	2	0	1	2	0	6	2	6	1	3	0	5	1	1	0	0	0	0	5	6	0	0	0	7	55		
Theatre Slide	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	1		
TV	4	2	0	2	1	3	0	0	1	1	9	2	7	0	2	0	4	4	0	1	0	1	0	11	12	2	2	0	4	75		
Van Sign	4	0	0	0	1	2	0	2	0	1	3	2	5	1	0	0	1	2	0	0	0	0	0	2	5	2	0	0	3	36		
Was/Is Applicant	2	0	1	0	3	1	1	0	1	0	6	4	11	1	2	0	3	1	0	0	0	0	0	2	4	1	0	0	4	48		
White Pages	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	5		
Word of Mouth	33	19	22	14	18	22	1	24	16	11	116	30	303	21	18	0	50	40	4	7	0	8	0	52	166	10	42	1	40	1088		
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	0	0	0		
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	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2		
Voice Mail Messages	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	1	0	0	1	3		
Other	52	90	27	16	38	23	1	29	11	8	154	40	117	21	35	0	42	35	9	3	3	19	0	92	244	13	11	4	60	1197		
Total	349	338	199	179	264	315	189	287	233	271	1222	282	1017	129	246	1	542	527	68	75	12	116	0	576	1313	131	135	307	455	9778		

FIGURE 1

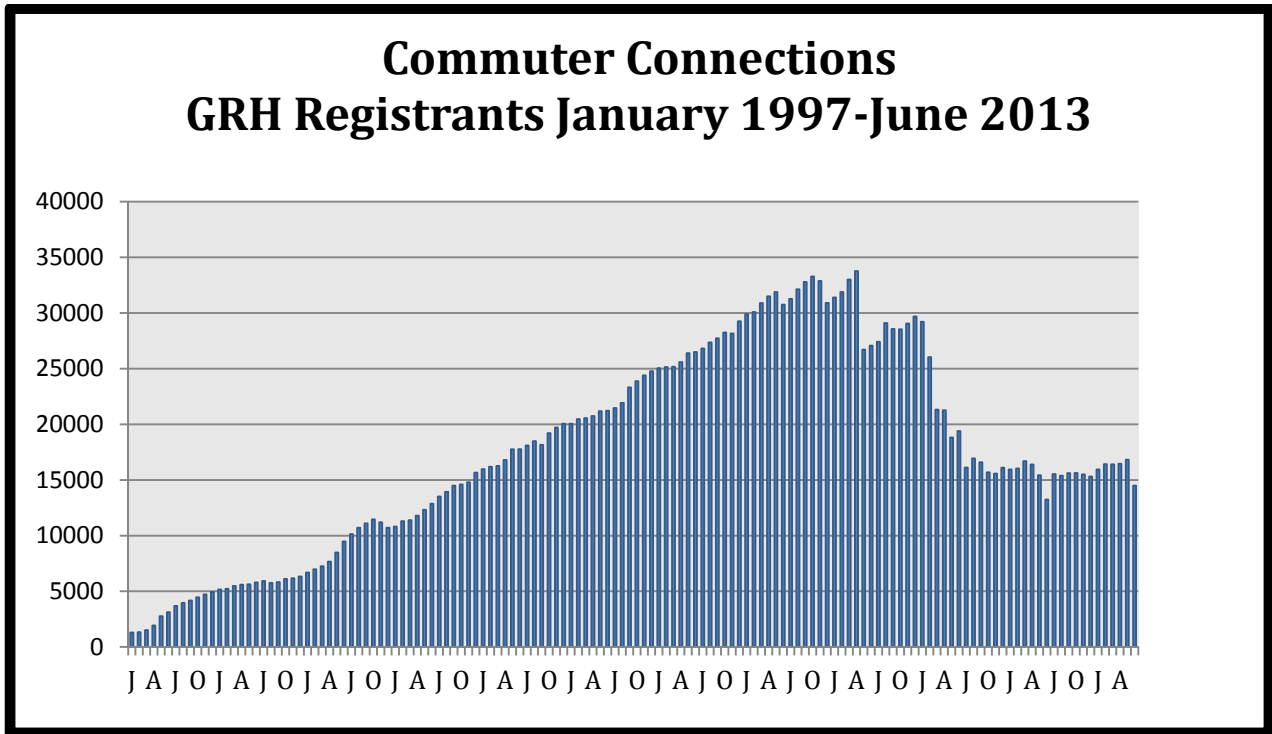


FIGURE 2

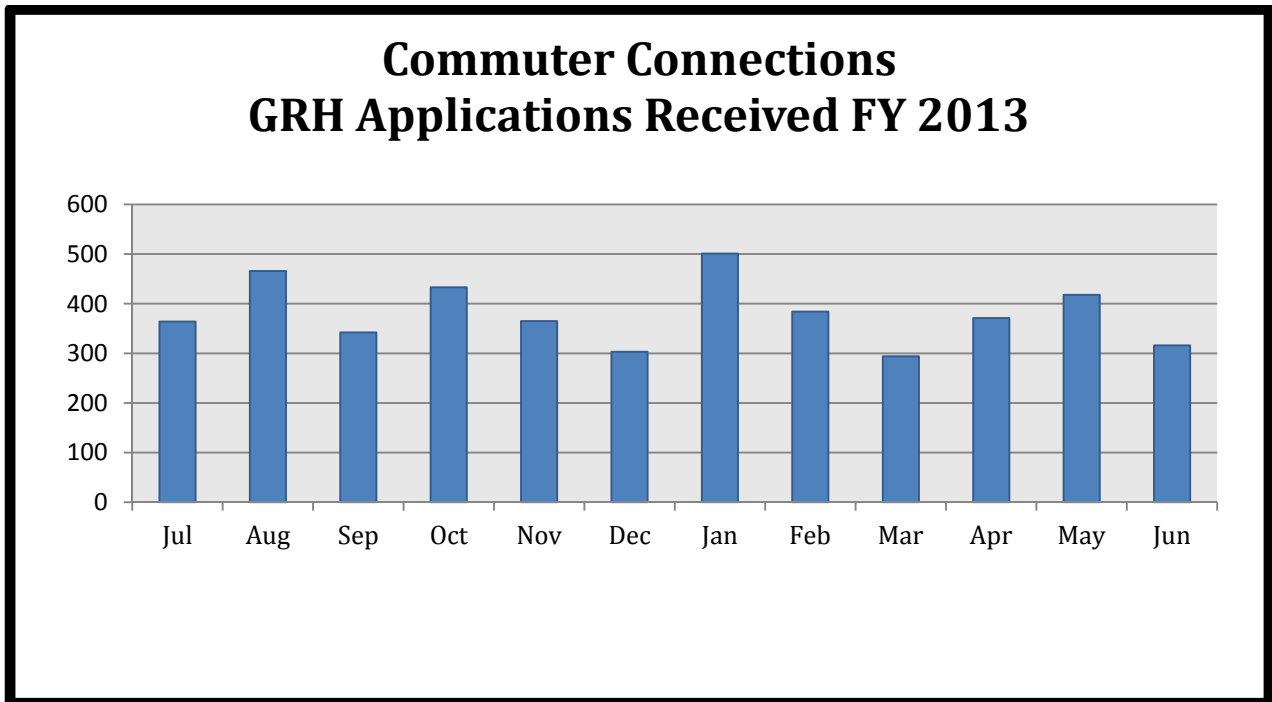


FIGURE 3

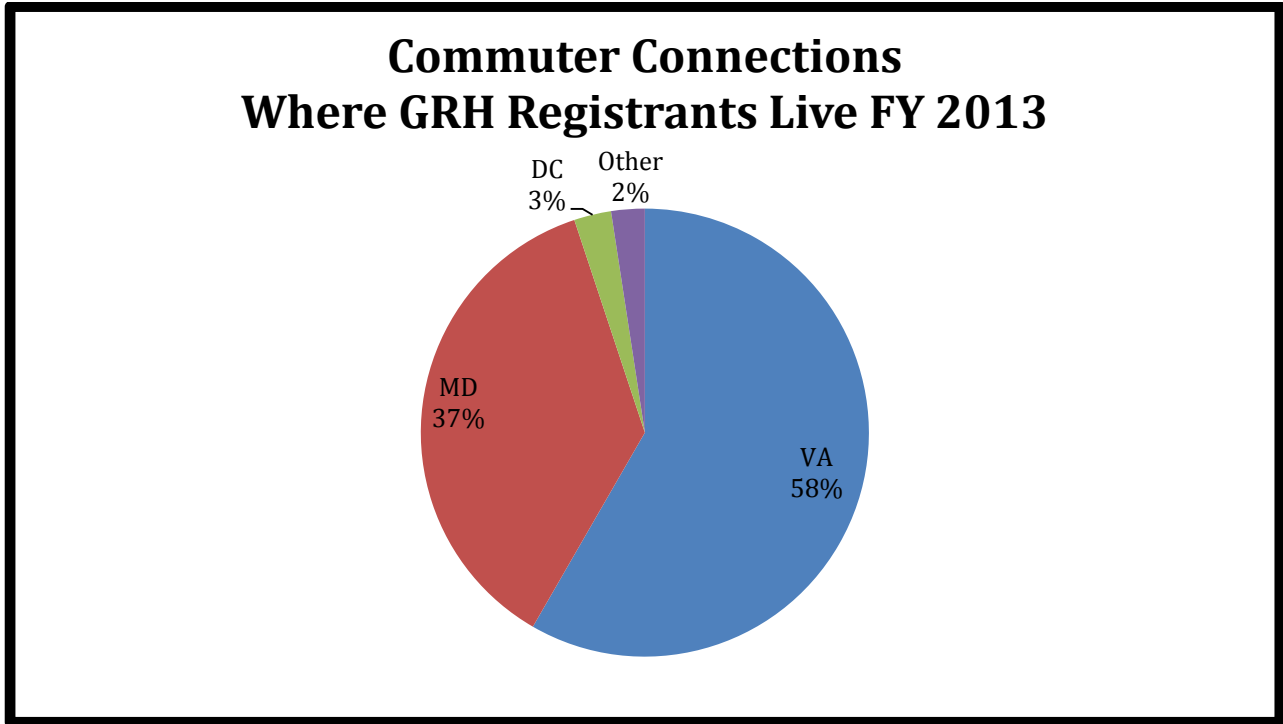


FIGURE 4

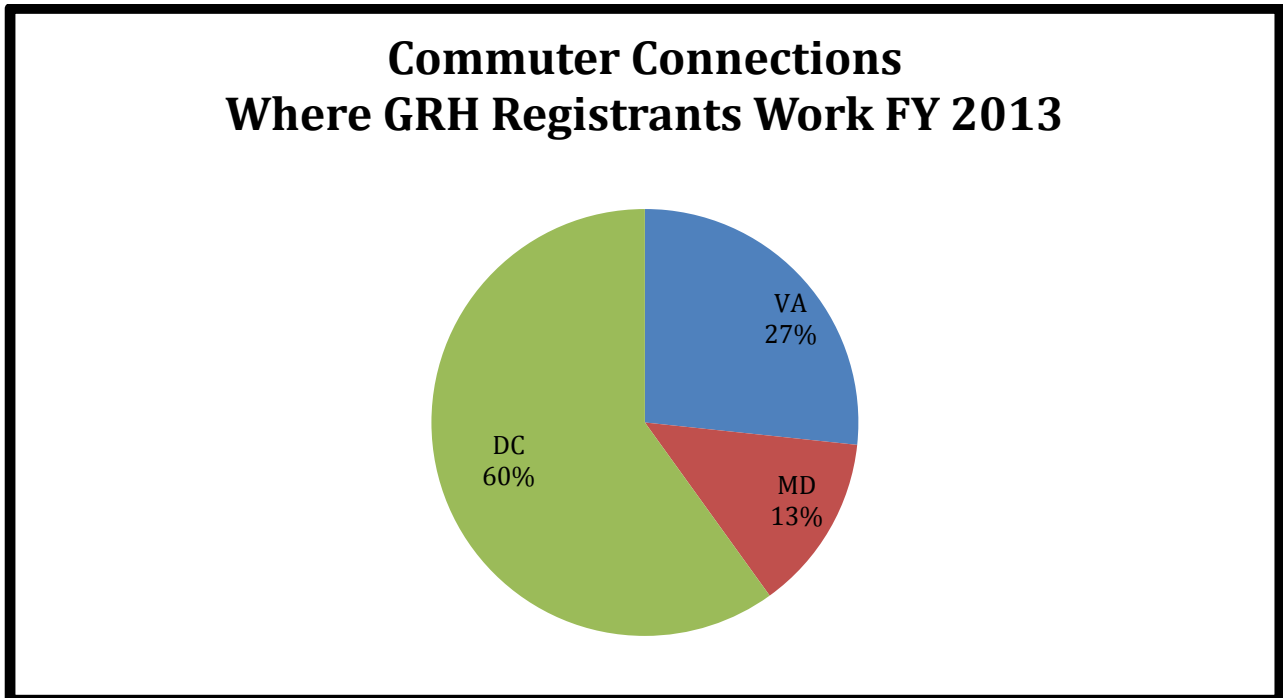


FIGURE 5

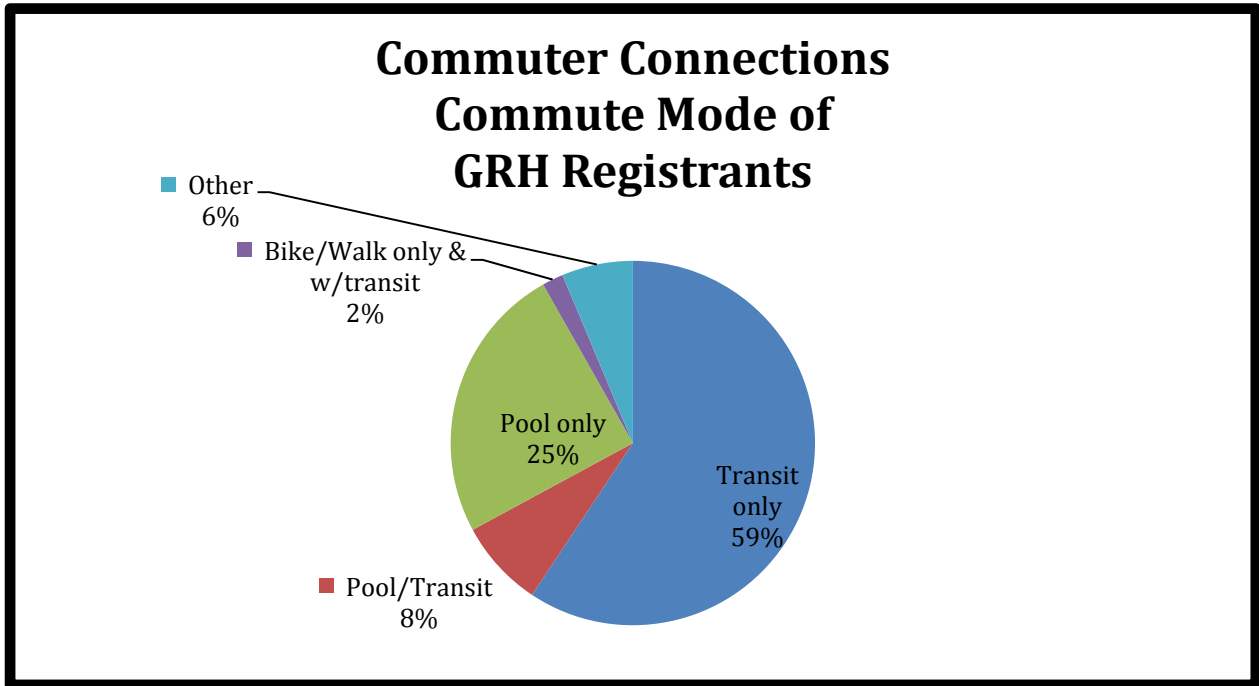


FIGURE 6

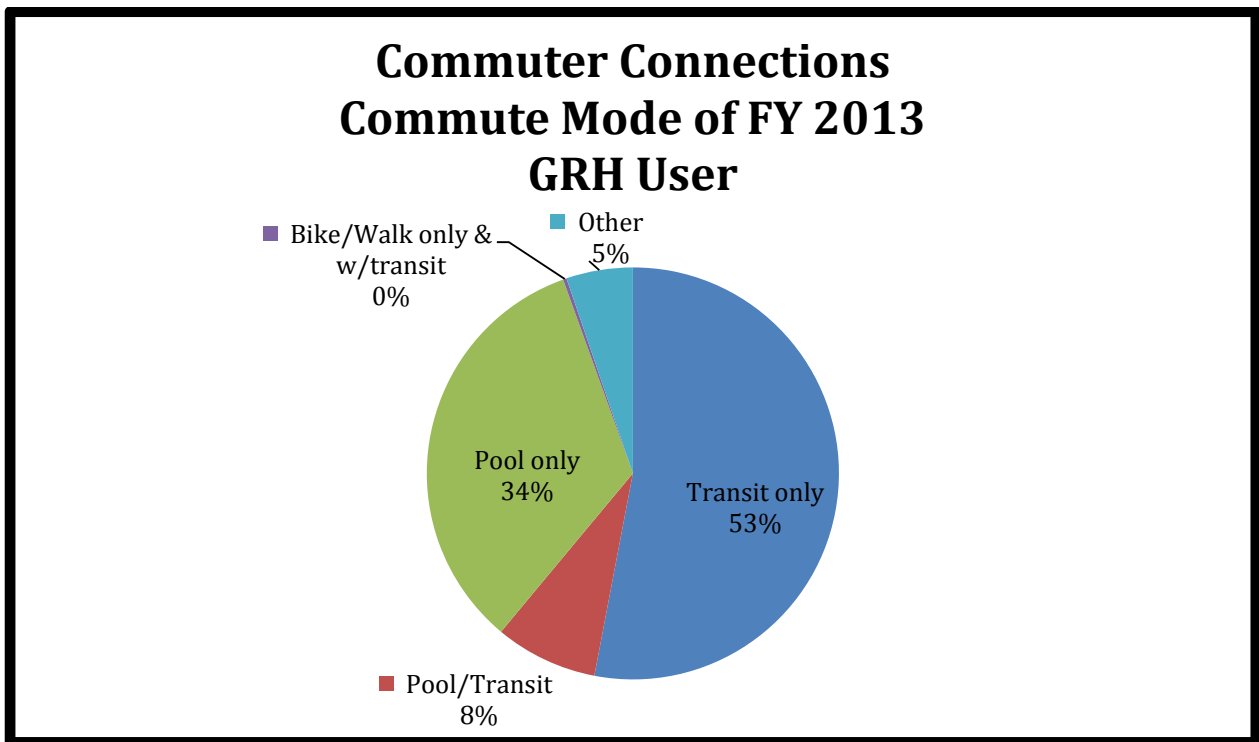


FIGURE 7

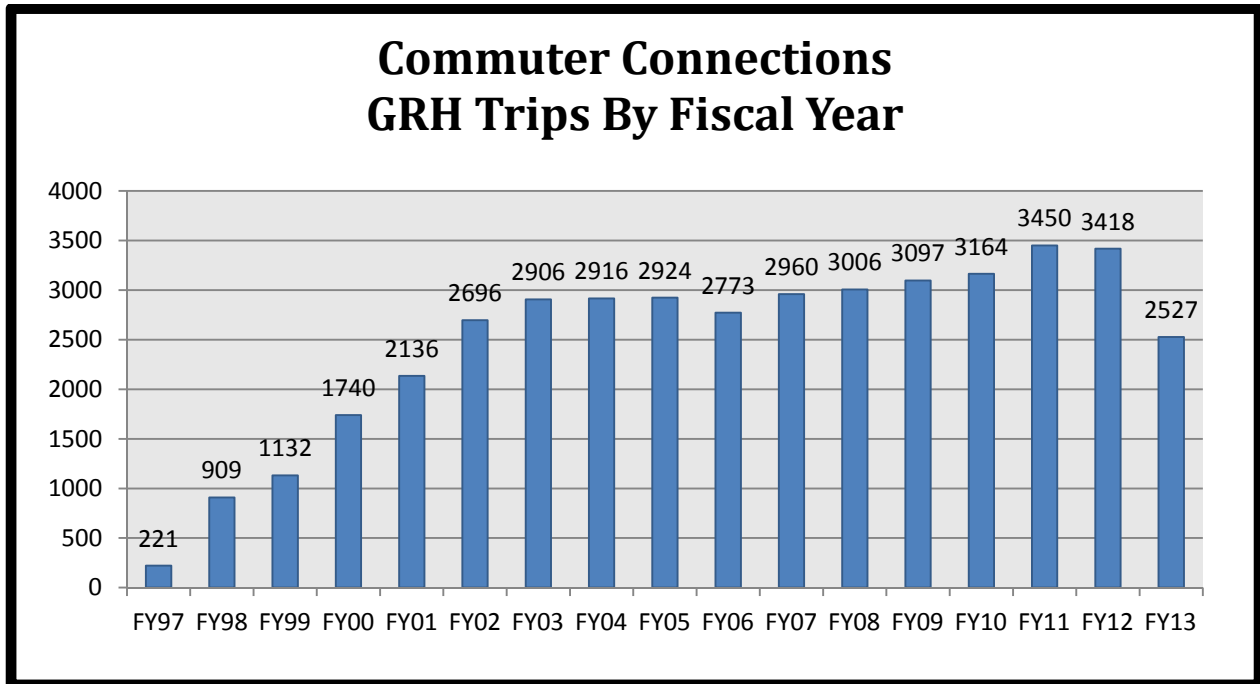
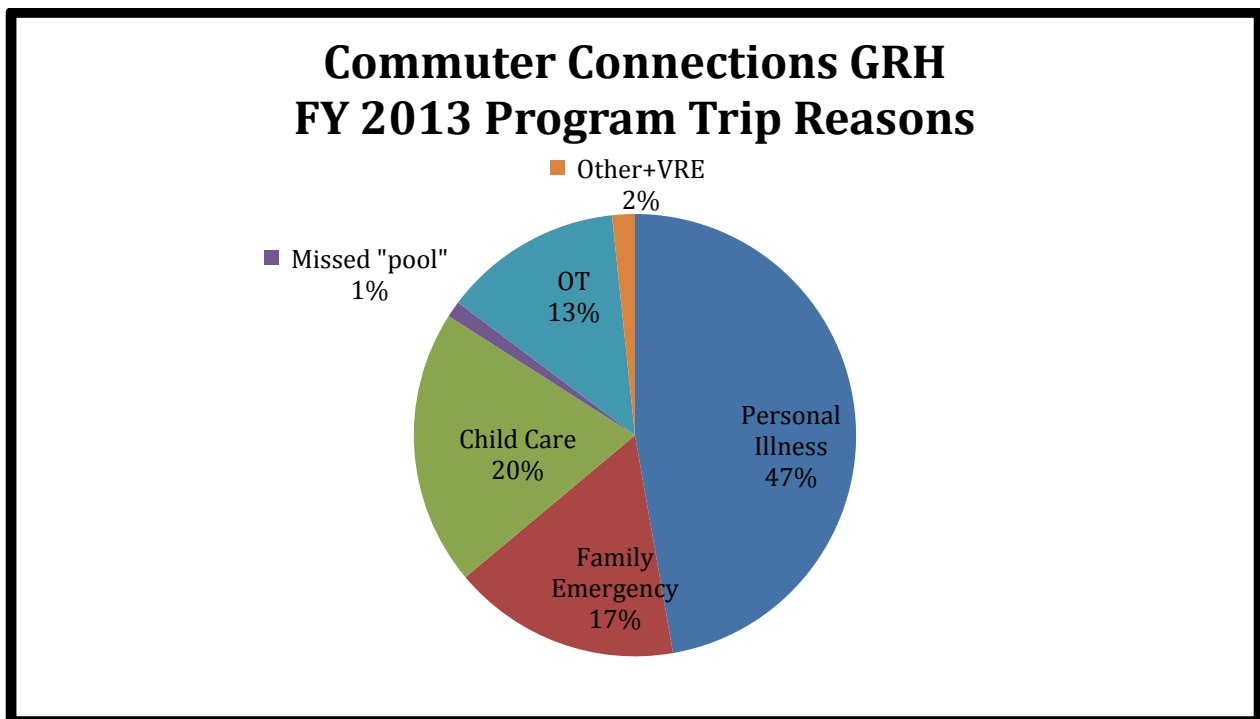


FIGURE 8



FY 2013

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)	95	89	127	245	423	23	366	27	0	129
Employers Contacted (follow-up)	0	787	0	0	6	148	2706	0	1151	8
Total Broadcast Contacts Letters, Flyers, Newsletter	432	31589	1634	774	217	238	31744	176	762	55
Total Sales Meetings	0	25	0	0	53	7	119	0	0	13
Total Employers Contacted	527	32490	1761	1019	699	416	34935	203	1913	205
New Level 1 TDM Programs	5	58	9	265	2	2	126	0	6	72
New Level 2 TDM Programs	3	13	6	280	2	1	24	0	7	9
New Level 3 TDM Programs	12	11	109	353	2	0	16	0	14	0
New Level 4 TDM Programs	0	2	1	142	0	0	6	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



FY 2013 Monthly Web Visits

