



FY 2018

Annual Progress Report

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



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



FY 2018

Annual Progress Report

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



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

FY 2018 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2018 Commuter Connections Work Program. (July 1, 2017 – June 30, 2018.)

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.....	12
Monitoring and Evaluation.....	31
Employer Outreach.....	35
Guaranteed Ride Home Baltimore.....	38
Table 1 – Activity and Impact Summary.....	42
Regional Ridematching Application Data.....	43
Table 2 – Application Activity Summary.....	44
Network Ridematching Application Data.....	45
Table 5 – TERM/Commute Information.....	56
Table 6A – Calls/How Heard.....	57
Table 6B – Application/How Heard.....	58
GRH Usage Data.....	59
Employer Outreach Annual Verification Statement.....	63
Commuter Connections Web Site Usage Data.....	64

PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services:

The following ongoing activity occurred throughout the year:

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 in electronic format via email.

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 maintained a high-quality regional ridematching database by performing the monthly purge process. The process began at the end of each month when staff generated reports indicating commuter records set to expire during the subsequent month. The reports were distributed to local ridematching agencies on the first day of the subsequent month. The local Ridematching agencies were given the opportunity to contact commuters by telephone before COG/TPB staff commenced the purge process.

COG/TPB staff then contacted the commuter 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.

The following work was accomplished during the first quarter:

COG/TPB staff responded to technical support requests from Anne Arundel County, MD; Frederick County, MD; Loudoun County, VA; NBTMD; DATA; NSVRC; BMC; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware.

COG/TPB staff published the July 2017 edition of the Commuter Connections Resource Directory.

COG/TPB staff prepared a timeline and schedule as well as highlighted bullet points for the FY2019 CCWP.

COG/TPB staff held TDM system training during the quarter on the following dates:

- July 12, 2017 – Northern Shenandoah Valley Regional Commission
- July 27, 2017 – City of Alexandria
- August 16, 2017 – GW RideConnect

COG/TPB staff met with Netlift staff on July 24 and participated in a follow-up call on August 29th to discuss possible synergy between their program and Commuter Connections.

COG/TPB staff coordinated and held an STDM Work Group meetings on July 11th and September 12th.

COG/TPB staff coordinated and held a Commuter Connections Subcommittee meeting on July 18th. Highlights from the meeting included: the appointment and approval of a Vice Chair Nominating Committee, the presentation and endorsement of a Commuter Connections Flextime Incentive White Paper, an update on Clean Air

Partners activities, an update on the FY2017 Employer Recognition Awards event, a briefing on VRE's 25th anniversary, a briefing on the draft FY2015 – FY2017 TERM Analysis Report and establishment of a comment period, an update on the 2017 Car Free Day event, and the presentation of the 4th Quarter CCWP Budget Report.

A Commuter Connections Subcommittee Vice Chair Nominating Committee conference call was coordinated and held on August 11th.

COG/TPB staff held a conference call with TransLoc representatives on August 14th to discuss their program services.

COG/TPB staff coordinated and participated in a MPO TDM Peer Exchange group meeting on August 23rd.

A Commuter Connections Subcommittee meeting was coordinated and held on September 19th. Highlights from the meeting included: the announcement and approval of the results of the new Subcommittee Vice Chair, the change of the Chair, a briefing on recent activities of the TPB's Long Range Task Force, an update on the substantive updates to the draft FY2015-FY2017 Commuter Connections TERM Analysis Report and establishment of a comment period, a briefing on the I-395 Express Lanes extension project, an update on outreach activities for Car Free Day, an overview of TPB's current Enhanced Mobility solicitation for transportation projects, a review of the timeline of the development of the FY 2019 CCWP and highlights of the program as well as a briefing on the Commuter Connections Strategic Plan, a briefing of the FY2017 CCWP 4th quarter final budget report, the FY2017 CCWP 4th Quarter Progress Report, and the FY2017 CCWP Annual Progress Report.

COG/TPB staff secured a Vice Chair for the Ridematching Committee.

A Ridematching Committee meeting was coordinated and held by COG/TPB on September 19th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- Mobile Applications Update
- GIS Update
- Client Site Status/Roundtable
- July 2017 Commuter Connections Resources Directory
- Quarterly Progress Report

COG/TPB staff met with representatives at the US Census Bureau on September 28th to discuss Commuter Connections programs.

COG/TPB staff worked on promoting the SchoolPool program through an updated flyer and an email blast to school administrators.

The following was accomplished during the second quarter:

COG/TPB staff responded to technical support requests from Montgomery County, MD; Frederick County, MD; Loudoun County, VA; PRTC; NSVRC; BMC; and Rideshare Delaware.

COG/TPB staff developed and presented the FY2019 draft CCWP to the STDM Work Group on October 10th and November 14th and established a comment period. COG/TPB staff also developed and presented the FY2019 draft CCWP to the Commuter Connections Subcommittee on November 21st and established a

comment period. COG/TPB staff worked on updates to the document during December based on feedback and comments received.

COG/TPB staff began updating the January 2018 edition of the Commuter Connections Resource Directory.

COG/TPB staff held SchoolPool training for DATA staff on October 3, 2017.

COG/TPB staff held TDM system training during the quarter on the following dates:

- October 19, 2017 – Montgomery County Commuter Services
- November 29, 2017 – Montgomery County Commuter Services

COG/TPB staff attended a TDM coordination meeting at the Defense Pentagon on October 5, 2017.

COG/TPB staff coordinated a customer service training workshop on November 1, 2017. All rideshare coordinators were encouraged to attend the session which focused on providing an enhanced level of customer service to the commuting public.

COG/TPB staff attended a VDOT ICM SCC meeting at the Sully District Supervisor's office in Fairfax County, VA on November 14, 2017.

A Commuter Connections Subcommittee meeting was coordinated and held on November 21, 2017. Highlights from the meeting included: final review of the FY2015 – FY2017 TERM Analysis Report which was endorsed for release, a briefing on the 2017 Bike To Work Day event report and the establishment of a comment period, a discussion and call for information for input into the TPB's 2018 CMP Technical Report, results from the 2017 Car Free Day event, an update on the regional TDM Evaluation project, a status report on the regional TDM software system, a briefing on the FY2019 CCWP and Strategic Plan, and a briefing on the FY2018 1st quarter CCWP budget and Progress Report.

COG/TPB staff participated in a conference call with VDOT and WAZE representatives regarding the CarpoolNow mobile app on November 28th.

COG/TPB staff coordinated and held an MPO TDM Peer Exchange Group meeting on November 29th.

COG/TPB staff met with representatives from US Department of Defense – Washington Headquarter Services at COG on November 28, 2017 to discuss their interest in reinitiating their Commuter Connections membership.

COG/TPB staff coordinated and held STDM Work Group meetings on October 10th, November 14th, and December 12th.

COG/TPB staff held a conference call meeting with University of Maryland representatives on December 5th to discuss an upcoming Department of Energy TRANSNET meeting involving the incenTrip and Flextime Rewards program mobile apps. The meeting was held at the University on December 13th.

COG/TPB staff participated in a conference call with Scoop representatives on December 15th.

A Ridematching Committee meeting was coordinated and held by COG/TPB on December 19th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update

- Mobile Applications Update
- GIS Update
- Client Site Status/Roundtable
- Quarterly Progress Report

The following was accomplished during the third quarter:

COG/TPB staff responded to technical support requests from Frederick County, MD; NBTMD, DATA, PRTC; NSVRC; and the Rideshare Program of Charlottesville, VA.

COG/TPB staff met with Enterprise Rideshare staff on January 2, 2018 to review the 'Pool Rewards program as it applies to vanpools.

COG/TPB staff attended a SmartBenefits refresher training for federal government employees at the Senate's Russell Building on January 9th.

COG/TPB staff coordinated and held an STDM Work Group meetings on January 9th, February 13th, and March 13th.

COG/TPB staff participated in a North Carolina DOT panel conference call on the state's TDM Strategic Plan on January 10th.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on January 16th. Highlights from the meeting include:

- Endorsement of the 2017 Bike to Work Day event report
- Endorsement for the FY2019 CCWP and Strategic Plan
- A presentation of the TPB Long Range Endorsed Initiatives
- A briefing on the Purple Line project
- A briefing on the FY2017 GRH Customer Satisfaction surveys for both the Washington, DC and Baltimore metropolitan regions
- A briefing on the highlights from the FY2018 Placement Rate Study
- An update on the regional TDM Software System project, and
- A briefing on the FY2018 2nd quarter CCWP budget report.

COG/TPB staff attended the MDOT/MTA Quarterly Rideshare meeting at MDOT headquarters on January 18, 2018 and presented a training and reports section review for the attendees.

COG/TPB staff met with the GRH daily operations contractor on January 24, 2018 to review program operations.

COG/TPB staff finalized the draft FY2019 CCWP and incorporated comments from the November 21st Commuter Connections Subcommittee meeting comment period set and presented the document to the STDM Work Group on January 9th for approval. The updated draft document was also presented to the Commuter Connections Subcommittee on January 16th where it was endorsed for release. COG/TPB staff presented the document to the TPB's State Technical Working Group on January 30th in preparation for the TPB Technical Committee and TPB meetings in February. COG/TPB staff presented the draft FY2019 CCWP to the TPB Technical Committee on February 2nd, and to the TPB on February 21st. The document was released for public comment in February. Finally, COG/TPB staff presented the final draft of the FY2019 CCWP to the TPB Technical Committee on March 8th, and to the TPB on March 23rd. The document was approved by the TPB on March 23rd.

COG/TPB staff published the January 2018 edition of the Commuter Connections TDM Resource Directory in early February 2018.

COG/TPB staff participated in a MDOT Attainment Report Advisory Committee meetings on February 5th, and March 5th.

COG/TPB staff met with Arlington Potomac Yard TMP staff on February 8, 2018 to review 'Pool Rewards program as it applies to vanpools, the possibility of additional incentives, the Commuter Connections TDM System and related mobile applications.

COG/TPB staff hosted TDM System training on February 28th and March 7th for Prince George's County, MD and US Department of Defense staff respectively.

COG/TPB staff coordinated and participated in an MPO TDM Peer Exchange Group meeting on February 28th.

The Department of Defense Washington Headquarter Service (DOD/WHS) joined Commuter Connections as a Network member.

COG/TPB staff attended the March 16, 2018 meeting of the Bethesda TDM Advisory Committee, gave a presentation on CarpoolNow, and participated in a Q&A session.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on March 20th. Highlights from the meeting include:

- An endorsement for release of both the Washington and Baltimore metropolitan region FY2017 GRH Customer Satisfaction Survey Reports.
- A presentation of the draft FY2018 Placement Rate Study report
- An update on MDOT's statewide TDM program
- An update on the Transform66 project
- A discussion on the Long-Range Plan TDM Initiative
- An update on the 2018 Bike to Work Day event
- A briefing on the FY2018 2nd Quarter Progress Report.

A Ridematching Committee meeting was coordinated and held by COG/TPB on March 20th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- TDM System Mobile Application
- Client Site Status/Roundtable
- Quarterly Progress Report

COG/TPB staff attended and participated in a Federal Grant Management training course on March 22nd.

The following was completed during the fourth quarter:

COG/TPB staff responded to technical support requests from Frederick County, MD; Anne Arundel County, MD; Loudoun County, VA; NBTMD, PRTC; NSVRC; and the Rideshare Program of Charlottesville, VA.

COG/TPB staff participated in a MDOT Attainment Report Advisory Committee meetings on April 9th and June 11th.

COG/TPB staff coordinated and held an STDM Work Group meetings on April 10th, May 8th, and June 12th.

COG/TPB staff attending a National Mobility Summit in Washington, DC on April 12th.

COG/TPB staff coordinated and held Long Range Plan TDM Initiative Work Group conference call meetings on May 9th, May 31st, and June 21st. COG/TPB staff worked to finalize a draft memo on recommended strategies to present for the July Commuter Connections Subcommittee.

COG/TPB staff met with American University staff on May 11, 2018 to review the programs offer by Commuter Connections and to discuss options regarding a custom employer page for AU.

COG/TPB staff participated in a FHWA Subject Matter Expert web conference call meeting on May 14th titled "Linking Traffic Management and Travel Demand Management."

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on May 15th. Highlights from the meeting included:

- the endorsement for release of the FY2018 Placement Rate Study,
- an update on Clean Air Partners activities,
- a presentation on the launch of the icenTrip mobile application,
- a briefing on the status of the 2018 Bike to Work Day event,
- a discussion on the status on activities of the Long-Range Plan TDM Initiative Work Group,
- a briefing on Car Free Day 2018 activities,
- and a briefing on the 3rd Quarter CCWP Progress Report and budget.

COG/TPB staff held a follow-up meeting with Potomac Yard TMP staff on May 17, 2018 to continue discussion of the Commuter Connections TDM System and its incentive tracking/logging functionality.

COG/TPB staff attended a webinar on May 24, 2018 related to General Transit Feed Specifications (GTFS).

COG/TPB staff attended and participated in an MDOT Commuter Choice workshop on May 30th.

COG/TPB coordinated and participated in an MPO TDM Peer Exchange web/conference call meeting on May 30th.

COG/TPB staff participated in a conference call with SIR staff on June 1, 2018 to discuss current technological offerings of the products offered by Commuter Connections and planned enhancements to those products in the coming year.

A Ridematching Committee meeting was coordinated and held by COG/TPB on June 19th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update
- Mobile Applications Update
- GIS Update

- Client Site Status/Roundtable
- Quarterly Progress Report

COG/TPB staff participated in a NCDOT TDM Plan Update webinar to share best practices on June 20th.

COG/TPB staff participated and gave a presentation on the Commuter Connections mobile applications at the Department of Energy's ARPA-E Transnet Annual meeting in Santa Clara, CA on June 28 and 29th.

B. Transportation Information Services

Work Accomplished on all Products and Services:

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

C. Transportation Information Software, Hardware, and Database Maintenance

Work Accomplished on all Services Provided:

COG/TPB staff performed routine daily maintenance processes for the Commuter Connections TDM Software System. These ongoing activities included monitoring the web and database servers, making backups of the Oracle database, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports, preventing duplicate data entry (especially in the employers table) and correcting errors in data. Staff made corrections to commute logs for 'Pool Rewards and made changes to the graphics and text displayed on match letters.

COG/TPB staff continued producing reports as PDF files. Staff ran and audited reports for the monthly purge process, the biweekly end user reports, the monthly vanpool incentives reports, and the Flextime Rewards program report. Producing reports and distributing them electronically speeds delivery, saves paper, and reduces costs.

At the end of the fiscal year, COG and its members were serving 18,011 commuters registered in ridematching. At the beginning of this fiscal year, Commuter Connections served 18,435 commuters. Year over year and for the fiscal year this represents a decline of 424 ridematching commuters. We experienced a decrease of 1,630 in the first quarter, an increase of 353 in the second quarter, an increase of 507 during the third quarter, and another increase of 346 in the fourth quarter.

COG/TPB staff met with Media Beef representatives forty-six times during the fiscal year. Topics addressed most frequently were the Commuter Connections app for mobile devices, Flextime Rewards, the new bicycling map and web application, CarpoolNow.com (our dynamic ride matching app for smartphones and tablets), enhancements to Guaranteed Ride Home that enable a commuter to request a ride via the web, incenTrip integration (formerly called "iPRETi"), placement rate

surveys, an upgrade of the web server to Wildfly 12 from Wildfly 8, general maintenance, and new items for development in FY2018.

Work continued during the fiscal year on a suite of incentive programs for commuters that began in FY2017. There are two pieces to this. The first is a new incentive program called "incentrip," and its goal is to encourage commuters to change their travel plans when unusual traffic congestion is expected. The incentrip software makes predictions about travel time by analyzing traffic conditions. Given coordinate pairs for any trip's origin and destination, the program can determine optimal times to embark on the trip. The second piece of software is Commuter Connections' Flextime Rewards, which is implemented in the TDM system. The TDM system consumes the incentrip web service and displays the predictions in nicely formatted email messages it sends to participants. Flextime Rewards and incentrip were a cooperative development effort in which Commuter Connections, University of Maryland, and Media Beef participated.

To get these two pieces of software to work together, Media Beef and University of Maryland developed APIs (Application Program Interface) to enable access to a subset of functionality in each program. Commuter Connections uses the UMD API to access certain incentrip functions as described above, and incentrip uses some Commuter Connections functions especially for creating accounts and tracking trips.

To assist with coordinating the incentrip and Flextime Rewards development, COG/TPB staff participated in a total of twenty-four conference calls with University of Maryland and Media Beef during the fiscal year.

COG/TPB staff worked with the development contractor on enhancements and bug fixes for the TDM System throughout the year.

Media Beef worked on problems with searching for employers when creating accounts, error handling, route computation, and geocoding.

COG/TPB staff rewrote the functions in Oracle that handle geocoding. These changes to the database code were made necessary by changes to the TDM web application code which in turn were made necessary by Google's changes to the way web apps access their map services. Staff also downloaded new public keys for the Google geocoding API web service to enable our Oracle Database to access that service over HTTPS rather than HTTP. This approach provides a new layer of security. It conforms to the way location-based services should be accessed in web programs today.

COG/TPB staff wrote a new report that shows aggregated commute logs for participants in the Flextime Incentive program. This report can be used to award incentives and reveal trends in commuting habits. Staff also produced one custom report on commuters who work for Marriott for a local member.

COG/TPB staff welcomed back the DOD as a ridematching agency. Staff assigned an appform code and consolidated old employer records for Pentagon and the Mark Center. Commuters who had been using the old employer records were reassigned to the new ones. At the end of the quarter, there were 1,064 active commuter records assigned to the new ride matching agency.

COG/TPB staff wrote and published one Technical Service Bulletin on how to troubleshoot geocoding problems that result from invalid address input.

Work on the Commuter Connections app for mobile devices continued. COG/TPB staff developed enhancements and attended to bug fixes. Resolving the issue encountered by users when logging in for the first time with an account created by an administrator was top priority. When an administrator creates an account, the

program assigns a default password. The mobile app now asks the user to change his/her password during the first log in using the account. The mobile app behaves just like the desktop app when activating these accounts. The Commuter Connections mobile app has been downloaded approximately 700 times in FY18.

Development continued apace on the CarpoolNow software for mobile devices that was deployed last year. This app was developed according to the client/server model, meaning a client application runs on user devices in the field. Those clients send requests to a single server application, which handles those requests. This suite enables drivers and riders to form carpools on demand. The client app runs on commuters' mobile devices. A registered user driving a vehicle can inform the software that (s)he is willing and able to pick up a rider. Persons who need rides use the same software to notify the server application of their status. The server application then attempts to match drivers and riders and handles communication between the users.

Work commenced on an incentive program to stir interest in the Commuter Connections CarpoolNow app. The plan was to give drivers an incentive to pick up riders by offering to pay \$10 for trips originating, ending, or passing through the Howard County, Baltimore region subject to certain restrictions. A qualifying trip had to take place during peak commuting times. COG/TPB staff tested the software's location-based services in Howard County and verified things were working as designed. To promote the incentive aspect, Howard County staff worked to build a list of likely customers for marketing. COG/TPB staff then produced a mail list and sent email messages to commuters most likely to be interested in participating.

Most of the CarpoolNow improvements were complete and in place by the end of the second quarter. A project of this scope and size is guaranteed to need some enhancements and bug fixes, and those were addressed throughout the remainder of the fiscal year. There were user interface enhancements in the form of a new landing page designed by O'Donnell & Company. Media Beef addressed a few display issues. Finally, COG/TPB staff mulled over the possibility of expanding the incentive program from Howard County to the whole COG region.

By the end of the fiscal year, CarpoolNow had seen almost 2,700 downloads.

SchoolPool needed a new SSL certificate, and COG/TPB staff obtained one and assisted Media Beef with the installation. The old SSL certificate for SchoolPool expired in February 2018.

RideShare Delaware transitioned to a different ridematching system. COG/TPB staff assisted them by extracting all their data from the Commuter Connections Oracle database.

D. Commuter Information System

Work Accomplished on all Services Provided:

COG/TPB staff continued to maintain and monitor the ArcGIS server that provides data for the park and ride lot map to the public. It provides layers for park and ride lots, Capital Bikeshare locations, and metro lines to ESRI's ArcGIS Online server. The ArcGIS Online server makes the final map by adding this data to its basemap and serving it via a web app created by COG/TPB staff to the client web browser. Staff received new data from NAVTEQ for the region's street transportation network. It is this data that makes it possible for the ArcGIS server to calculate routes for bicycling, as well as for visualization of map features.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. Staff received new NAVTEQ Streets data and made updates to the interactive map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. To view the latest version, visit maps.mwcog.org.

COG/TPB staff continued to make progress developing an interactive map designed especially for bicycling and walking. This interactive map is a web app that enables users to enter a bicycle trip's origin and destination. The user can either point and click on the map or type in addresses for the program to geocode. The ArcGIS server will then compute an optimal bicycle route. The eventual coverage area is the non-attainment region, which includes the District of Columbia, the Maryland counties of Montgomery, Prince George's, Frederick, Charles, and Calvert and the Virginia counties of Arlington, Prince William, Fairfax, and Loudoun, as well as the towns in those counties (Fairfax City, Falls Church, Manassas, Manassas Park), and the City of Alexandria.

When creating the map, staff focused on District of Columbia, Alexandria, and Arlington during the first and second quarter. By the end of the quarter, the navigable paths in these three jurisdictions were on the map and routable. Staff used their Garmin units to save breadcrumb trails of certain rides to help clarify ambiguities in some data. The web mapping application was demonstrated at the September Ridematching Committee meeting.

During the third and fourth quarters, staff concentrated on creating data for the counties of Prince George's and Montgomery in Maryland, and Fairfax County, Falls Church, and Fairfax City in Virginia. All these were completed by the end of the fiscal year.

Mapping and bike routing will be available for Prince William and Loudoun counties in early FY2019. Charles and Calvert counties will follow.

COG/TPB staff did two more presentations of the web app during the last quarter. The first was in May, on the 15th, to the Bicycle and Pedestrian Subcommittee. The second was at June meeting of the Commuter Connections Ridematching Committee.

Following an initiative by Google aimed at populating Google Maps with transit routes and schedules, transit agencies have begun to publish transit information according to the General Transit Feed Specification (GTFS). COG/TPB staff attended a meeting in May hosted by USDOT officials concerning GTFS. GTFS files are plain text files formatted in a way that makes them completely platform neutral. The transit provider publishes his information by writing it out to a directory on his server, like the way RSS feeds are handled. Other applications can consume this data and include it in their applications. Commuter Connections already uses GTFS to create bus stop data for the region and staff are considering other applications for the technology for next fiscal year.

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 made no changes to the GRH Participation Guidelines during the fiscal year.

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

Discount coupons for area restaurants and attractions were provided to commuters who renewed their GRH membership, as part of the GRH Corporate Rewards program.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

Between the months of July 2017 and June 2018, there were 2,825 GRH applications received. 5,515 commuters were re-registered, and 2,614 commuters were newly registered in the regional GRH program. These new registrants included 92 previous “one-time exceptions.” A total of 7,866 registrants were registered for GRH at the end of FY 2018.

COG contracted with Diamond Transportation, Inc. to process GRH trip requests, approve/deny requests, and arrange rides. The GRH program provided 2,312 GRH trips in FY 2018. Eighty (4%) of these trips were “one-time” exceptions. Personal illness accounted for the largest portion of the GRH trip reasons (42%) followed by child care trip reasons (22%) and family emergency trip reasons (19%) as the top three reasons cited for GRH trips during FY 2018. Missed “pool” accounted for 1% and unscheduled overtime accounted for 15% of the trips taken during the fiscal year. 1% of the GRH trips taken during FY 2018 were categorized as “Other.” The average cost of a GRH trip in FY 2018 was \$77.81. This was slightly more than last fiscal year’s average cost of a trip.

Most registered commuters live in Virginia (58%), with 38% residing in Maryland and 2% 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 23% working in Virginia and 17% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2018, fifty-five percent (55%) of all GRH registrants use transit to travel to work, twenty-seven (27%) 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 (9%) as their commute mode. Seven percent (7%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY 2018, 50% used transit to commute to work, 33% carpool or vanpool, and 10% combine transit and pooling. 7% indicated “Other” was their primary commute mode and 0% indicated their commute mode of preference was “Bike/Walk Only w/transit.”

Meetings were held three times during the fiscal year with the daily operations contractor, Diamond Transportation Services, to discuss trip coordination and service provider issues. The meetings were held on September 27, 2017, January 24, 2018, and May 30, 2018.

COG/TPB staff held a conference call with Diamond Transportation, Inc. representatives on August 23rd to discuss the FY2018 GRH daily operations contract and budget.

COG/TPB staff coordinated and held a Customer Service training session for GRH customer service agents on November 1st.

COG signed a contract with Smart Ride to provide GRH trips to those working in Charles and Calvert counties in Maryland. Work on contract amendments for FY2018 with GRH ride providers continued.

A GRH Ride Provider RFQ was released for GRH Ride Providers on April 13th and a pre-bid meeting was held on April 23rd. The Technical Selection Committee for the GRH Ride Provider's RFQ issued met on May 11th to select providers for the project. Contracts were negotiated and issued for GRH trip providers as part of the RFQ issued and COG/TPB staff began a transitioning process for the new providers, which include:

- Barwood Taxi & Regency Taxi, Inc.
- Enterprise
- Transdev (umbrella for National Harbor Transportation),
- Transportation, Inc (umbrella for Red Top Cab of Arlington, Alexandria Yellow Cab, Northern Virginia Checker Cab, Loudon County Yellow Cab, Yellow Cab of Fairfax, and Falls Church Yellow Cab)
- Yellow Cab of D.C.
- Smart Ride submitted their information as part of the open bid process and a new contract was negotiated and signed for them to provide service in Charles and Calvert counties.

COG worked with the daily operations contractor and GRH trip providers on contract renewals.

COG/TPB staff processed and paid over 100 invoices for all GRH service providers throughout the fiscal year and processed and paid vouchers for those GRH commuters who used public transit as part of the GRH trip.

III. MARKETING

A. TDM Marketing and Advertising

Work Accomplished on all Products and Services:

COG/TPB staff oversaw all marketing activities performed by the primary marketing Contractor, O'Donnell Company. Bi-weekly status conference calls were held with the O'Donnell Company and its sub-contractors throughout the fiscal year to discuss the planning and implementation of FY18 regional TDM marketing project activities. Earned media conference calls were also held on a quarterly basis. COG/TPB staff processed over 200 invoices totaling over \$1.3 million in media buys on behalf of O'Donnell Company.

COG/TPB staff prepared and released a Regional TDM Marketing project RFP on April 25th to hire an advertising/marketing contractor to assist with implementing the program. A pre-bid meeting was held on May 10th for the Regional TDM Marketing project RFP which was issued. Proposals were due on May 24th. The RFP Technical Selection Committee met on May 31st to choose a contractor.

The FY 2018 Marketing Communications Plan and Schedule was posted to SharePoint for committee feedback. The Marketing Communications Plan and Schedule outlined a proposed strategy for Commuter Connections for the fiscal year

based on review of regional data and market research as well as previous campaign experience. The document proposed marketing plans and communication strategies which targeted specific audience groups likely to adopt alternative transportation practices which reduce traffic congestion and auto emissions. The FY18 plan outlined 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 Communications Plan and Schedule, and the final document was distributed at the September 19, 2017 Regional TDM Marketing Group meeting.

Volunteers were solicited from each state to serve on the FY 2018 Commuter Connections Marketing Workgroup. Members of the workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2018 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY18 workgroup members included DC - Antoinette Rucker, WMATA; MD - Thornette Leacock, Prince George's County; and VA - Katy Nicholson, PRTC.

The Commuter Connections newsletter and a Federal ETC insert were issued on a quarterly basis. The newsletters were drafted, edited, printed and mailed to employers, Committee members, and other stakeholders; a PDF version was also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA. HTML format newsletters were sent via email blast.

The fall media buy and earned media plan were executed beginning October 2017 and ran through the end of the calendar year, using ads developed in FY17. The fall campaign themes were "Problem. Solved" for Guaranteed Ride Home, and "A couple of clicks is all it takes" for Rideshare. Rideshare advertising consisted of a mix of news/talk, music, sports, and Hispanic radio stations, digital podcasts, and Facebook. GRH included YouTube, Facebook, and news/talk, music, and internet (Pandora) radio.

The FY18 Regional TDM Strategic Marketing Plan (SMP) and Resource Guide is a regional resource for TDM products & services, provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections, and its various network members. It also contains summaries of TDM research from the last five years. After distribution of the FY18 SMP draft report at the September 19, 2017 Regional TDM Marketing Group meeting, the draft report was posted to SharePoint and further updates were provided by network members. The final draft report was issued at the December 19, 2017 meeting and endorsed for release. The endorsed report was published onto the Commuter Connections website and printed in a spiral bound publication.

Direct mail campaigns were sent out twice during FY2018, in December 2017 and in June 2018, to 500,000 residents per mailing. A formal bid was sent out for the printing and distribution for the June mass mailer promoting Ridematching and GRH. Mailers were sent to targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on an analysis of applicants in the regional TDM software system. The 500,000 households within the Washington metropolitan have target demographics; of ages 25-64, with household incomes of \$75k and above. For each mailing, two unique brochures were created with images and messaging that provided emphasis on ridesharing or GRH. Each of the mailer versions cross promoted both services, as well as 'Pool Rewards program and the CarpoolNow mobile app. A perforated application form was built into the self-

mailers and included a postage paid reply application form, allowing recipients to apply for various programs offered by Commuter Connections, or to request additional information. The mailers also encouraged commuters to go online to register for Commuter Connections program services.

Radio scripts were written and finalized for the FY18 spring marketing campaign, and voice talent was selected. The new campaign themes were “Belonging has its Benefits” (Rideshare), and “Don’t Get Stuck” (Guaranteed Ride Home). The new GRH and Rideshare ads launched in February 2018 on radio, podcasts, Pandora, streaming services, and paid social media. In addition, both paid and donated GRH transit signage was placed throughout the region.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

September 19, 2017 – Jeannie Fazio from the Maryland Transit Administration was presented with a plaque and thanked for her service as Chair of the FY17 Regional TDM Marketing Group. Sharon Affinito from Loudoun County Commuter Services was announced as the new Chairperson for FY18, and the FY18 Vice Chairperson was announced as Antoinette Rucker, of the Washington Metropolitan Area Transit Authority (WMATA). Presentations were given on Commuter Connections’ regional TDM marketing activities, Potomac and Rappahannock Transportation Commission marketing, and the Virginia Department of Transportation (VDOT) I-66 Express Lanes. Other agenda items included the FY17 Resource Guide and Strategic Marketing Plan draft report. Final documents were issued for both the 2nd Half FY17 Regional TDM Marketing Campaign Summary and the FY18 Marketing Communications Plan and Schedule.

December 19, 2017 – Presentations included an update from WMATA, and Commuter Connections regional TDM marketing activities. The First Half FY18 Regional TDM Marketing Campaign summary draft report was issued; the FY 2018 Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan (SMP) final draft report was endorsed for release.

March 20, 2018 - Presentations included the Street Smart marketing campaign, and Commuter Connections FY18 spring marketing activity. The FY18 First Half Regional TDM Marketing Campaign Summary final report, and the FY18 Second Half Campaign Summary draft report were distributed.

June 19, 2018 – Presentations were given by VDOT on I-66 Corridor outreach, and on Commuter Connections regional TDM Marketing activities; a call for volunteers for the FY 2019 Marketing Workgroup was made, and an updated FY18 Second Half Regional TDM Marketing Campaign summary draft report was distributed.

Listings were placed into military base guides, and Commuter Connections brochures were revised and replenished as needed. A flash file reflecting the FY18 mass marketing campaign creative was placed onto the Commuter Connections home page. The commuter bulletin board was maintained.

COG/TPB staff finalized and published a Flextime Incentives White Paper which had been presented to the Commuter Connections Subcommittee on July 18th. A Flextime Incentive work group meeting was held on August 30th to discuss the eligibility and participation guidelines for the incentive program. COG/TPB staff launched and promoted the Flextime Rewards program in December 2017.

COG/TPB staff spoke with a representative on October 11th from Metropia on the Flextime Incentive project and mobile app.

COG/TPB staff participate in an I-395 Express Lanes TMP Transit/TDM Stakeholder Committee Meeting held by VDOT on October 19th.

The following transportation fairs and other events were attended during FY 2018:

- September 12, 2017 National Institutes of Health – Bethesda, MD
- September 27, 2017 U.S. Dept of Health and Human Services – Rockville, MD
- October 4, 2017 DATA Block Party @ Reston Town Center
- October 26, 2017 Riverdale Park Station (Prince George’s County)
- November 14, 2017 Ronald Reagan Washington National Airport
- December 6, 2017 Mark Center in Alexandria
- April 5, 2018 U.S. Patent and Trademark Office, Alexandria, VA
- April 17, 2018 U.S. Geological Survey, Reston, VA
- April 19, 2018 Department of Health and Human Services – Rockville, MD
- April 19, 2018 US Census Bureau's, Suitland. MD
- April 24, 2018 Department of Health and Human Services – Washington, DC
- April 26, 2018 Food and Drug Administration, White Oak, MD
- May 15, 2018 Pentagon - May 15th
- May 16, 2018 National Institutes of Health (Transportation Fair), Bethesda, MD
- June 7, 2018 National Institutes of Health (Take a Hike event), Bethesda, MD
- June 6, 2018 Fort Belvoir, VA
- June 20, 2018 Mark Center, Alexandria VA

The chart below reflects FY18 earned media coverage for Commuter Connections (not including Car Free Day or Bike to Work Day events), where Commuter Connections or one of its programs/services are mentioned, staff has been quoted within an article, or interviewed for an on-air broadcast.

Print/Online - 2		
Nov 17, 2017	DC Military Magazine	Getting Around
Jan 4, 2018	WTOP.com	For some commuters, I-66 tolls a better option than transit

Radio - 4		
Feb 25, 2018	WIAD 94.7 Fresh FM	Fresh Perspectives
Feb 25, 2018	WJFK 106.7 FM The Fan	Fresh Perspectives
Jan 18, 2018	WPGC	
Jan 18, 2018	WLZL	

COG/TPB staff continued to update the Commuter Connections website with news articles, publications, construction projects, press releases, and upcoming events. COG/TPB staff changed the Featured Member of the Month on the Commuter Connections website each month. COG/TPB staff monitored and reported to senior staff on analytics data from the paid social media campaigns. COG/TPB staff replaced the newsletter with the quarterly versions on the Commuter Connections website and distributed the newsletter to email recipients.

COG/TPB staff removed 13 publications and added 3 new case studies to the Commuter Connections website. COG/TPB staff built a landing page for the CarpoolNow app on the Commuter Connections website. COG/TPB staff redirected CarpoolNow and RideshareNow websites to the Commuter Connections CarpoolNow landing page. COG/TPB staff adjusted the VMT calculator's mileage number on the Commuter Connections website. COG/TPB staff activated the Employer Awards Nomination form on the Commuter Connections website.

COG/TPB staff updated the Transit Benefits amount to reflect current levels on the Commuter Connection website. COG/TPB staff upgraded the Commuter Connections Instagram account to a business account to ensure followers can contact us directly through the Instagram account via email or phone. COG/TPB staff created private TDM employer login pages on the Commuter Connections website for Reston Hospital and the Department of Defense.

COG/TPB staff assisted in installing a new SSL certificate for the TDM system. COG/TPB staff purchased and installed a new SSL certificate for the Commuter Connections website. COG/TPB staff created a new page for 2018 Employer Awards winners. COG/TPB staff added new bike rules list to the Commuter Connections site. COG/TPB staff added the winner of the Flextime Rewards contest to the Commuter Connections website. COG/TPB staff uploaded the 2018 Placement Rate Survey Report on the Commuter Connections website. COG/TPB staff set up a TDM login page for American University on the Commuter Connections website. COG/TPB staff added new images to the Employer Awards page to reflect the 2018 creative.

COG/TPB staff updated the CC Facebook page with new content and updates with associated hashtags and implemented paid social media campaigns throughout the year. COG/TPB staff monitored Google Analytics website traffic reports and compiled reports for review by senior staff and our third-party vendors. COG/TPB staff monitored website activity, troubleshot website errors, and computer code to maintain accurate website functionality.

A summary of social media activities and performance can be seen in the below table:

Social Media Inventory				
Campaign	Platform	Likes/Followers/Subscribers		# of Posts (FY18)
		Added in FY18	Total	
Bike To Work Day	Facebook	394	3,054	39
Bike To Work Day	Twitter	224	2,313	60
Car Free Day	Facebook	230	4,273	20
Car Free Day	Twitter	23	697	30
Commuter Connections	Facebook	174	1,277	31
Commuter Connections	YouTube	41	81	5

B. Bike to Work Day

Work Accomplished on all Products and Services:

Mark Sofman, Montgomery County Commuter Services was secured to serve as the FY 2018 Chairperson of the Bike to Work Day Steering Committee. COG/TPB staff provided support to the Committee.

A Bike to Work Day Steering Committee meeting was held on September 13th. Michelle Valeri from Capitol Hill BID was recognized with a plaque for her service as the 2017 event Committee Chairperson. Mark Sofman, Montgomery County Commuter Services was welcomed as the new Chairperson of the Bike to Work Day 2018 event Steering Committee. Other agenda topics for the meeting included a 2017 event slideshow, a briefing on the 2017 employer challenge event, pit stop manager event recaps, and the 2017 BTWD draft event report. Friday May 18th was established as the date of the 2018 Bike to Work Day event.

The Bike to Work Day sponsor declaration form was updated for 2018 and solicitation letters were sent out to perspective sponsors. Sponsor levels were increased for the first time in over a decade; between \$200-500 per level. The Bike to Work Day sponsor drive was held October 2017 through January 2018. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The drive netted a total of \$59,800 in cash donations, and invoices were generated for signed sponsor declaration forms, and payments were processed.

A Bike to Work Day Steering Committee meeting was held on November 8th. Highlights from the meeting included a presentation of the 2017 final event draft report; Committee endorsement of the 2018 event registration goal of 20,000,

nearly a 7% proposed increase over 2017; and based on a majority vote, the Steering Committee selected gold as the color theme for the 2018 event.

A meeting was held with new WABA staff on January 24, 2018 to discuss logistics for the May 2018 event.

Organizations interested in becoming a new pit stop for the 2018 event were corresponded with to qualify them as potential locations. A total of 17 new pit stops were brought into the fold, a new record. Throughout the planning and implementation process leading up to the event, questions from pit stop were answered, and general support and guidance was provided.

Event flyers, large posters, and rack cards were developed for the 2018 event, based on Committee feedback. Select flyers were also printed in Spanish. The materials were distributed to pit stops managers and other bicycling community stakeholders. Posters were also distributed to employers throughout the region, along with a letter asking them to display the poster at their worksite, to encourage employee participation.

Bike to Work Day Steering Committee meetings were held on January 10th and March 14th. Topics from the meetings included sponsorships, printed marketing materials (posters/rack cards), vinyl banners, and participation reports. Updates were given by pit stop managers on their local event planning progress, and feedback was given by the Committee regarding the posters and T-shirt.

At its April meeting, the Transportation Planning Board (TPB) adopted the regional Bike to Work Day proclamation. The proclamation was enlarged and signed by District of Columbia Councilmember and TPB Chairman, Charles Allen. Media placement for Bike to Work Day included endorsements from radio personalities (DJ's) by WIHT's Elizabethany, WJFK's Danny Rouhier, WMZQ's Ty Bailey, and WWDC's Scott Jackson. Paid social media was placed on Facebook and Twitter, and a digital campaign was deployed which included online banner ads on WTOP.com, and an animated video for Pandora and YouTube.

A Bike to Work Day Steering Committee meeting was held on May 9th. Highlights from the meeting included discussion of the pick-up of t-shirts and other giveaway materials, a review of the TPB Bike to Work Day Proclamation, radio ad, Earned Media strategy, and the WABA bicycle convoys; plus, progress reports from each of the pit stop managers.

The Commuter Connections Subcommittee was updated on the regional Bike to Work Day event at its May 19th meeting.

COG/TPB staff coordinated with Washington Area Bicyclist Association (WABA) on a letter of invitation to elected officials.

Vinyl banners were created as tools to promote Bike to Work Day and served as backdrops at the local pit stop events. The eight-foot-wide banners included event graphics and were customized with specific pit stop locations and times.

A calendar posting, and several press releases were sent, which included a final press release on the day of the event. Several elected officials and dignitaries participated with speaking roles at the local pit stop events, and some also participated by bicycling. Snapchat geo filters were purchased for all pit stops, each available for one day only, during pit stop hours. This enabled participants to take a selfie or picture, attach the BTWD filter, and post the photo to social media.

A total of 17,274 bicyclists registered for Bike to Work Day 2018, an 8 percent decrease over 2017. This was likely due to the deluge of heavy rains for the entire

week leading up to the event, which deterred late signups from following through as they typically do.

COG/TPB staff coordinated the Employer Challenge. The top employer participation was determined by analyzing the registration data, and a luncheon was coordinated for June 27 at the Environmental Protection Agency. Speaking remarks were given and a plaque was presented. Raffle prize winners were selected at random and prizes were mailed.

COG/TPB staff added new pit stops pages to the Bike to Work Day website and updated the pit stop list with accurate pit stops names. COG/TPB staff added new logos to the home page, sponsor page, and corresponding pit stop pages in addition to removing logos from sponsors who are no longer participating in Bike to Work Day. COG/TPB staff fixed a display error on the Bike to Work Day website that affected the pit stop maps. COG/TPB staff updated text and links on the website to reflect the 2018 Bike to Work COG/TPB staff updated pit stop managers' names and contact information on the website. COG/TPB staff added the new 2018 flyer pdf to the Bike to Work Day website.

COG/TPB staff distributed a T-Shirt size survey to all pit stop organizers. COG/TPB staff moved the Falls Church pit stop listing to have its own tab on the county list page. COG/TPB staff added new press releases and news stories to the Bike to Work Day news page. COG/TPB staff updated the convoy information on the Bike to Work Day site. COG/TPB staff added the new proclamation photo to the Bike to Work Day site. COG/TPB staff added new videos to the Bike to Work Day website. COG/TPB staff added new bike raffle winners to the Bike to Work Day site.

COG/TPB staff addressed follower's comments and concerns on Facebook. COG/TPB staff implemented the Bike to Work Day social media campaigns for Twitter, Facebook, and YouTube. COG/TPB staff updated the Twitter and Facebook cover art to reflect the 2018 campaign. COG/TPB staff added new raffle winners and deleted old winners from the Bike to Work Day website. COG/TPB staff changed the color scheme on the Bike to Work Day website to the 2018 colors.

COG/TPB staff monitored website activity and computer code to maintain accurate website functionality and updated plugins as needed.

COG/TPB staff oversaw all marketing activities performed by the primary marketing Contractor, O'Donnell Company, in relation to Bike to Work Day. COG/TPB staff approved media placements and processed the subsequent invoices.

Bike to Work Day 2018 earned media placements include:

Print/Online Coverage - 50		
4/2/2018	Fairfax County YouTube	Fairfax County Bike to Work Week 2018 15sec Ncm Spot
4/03/2018	White Flint	Bike to Work Day
4/30/2018	Grip Unlimited	May is National Bike Month: Let's Ride
4/3/2018	DC Military	NSAB Encourages Bike to Work Day Participation

Print/Online Coverage - 50		
4/23/2018	WABA	Crystal City Bid Takes Bike To Work Day To The Next Level
4/24/2018	goDCgo	Are You Ready for Bike to Work Day 2018?
4/30/2018	Alexandria Living Magazine	Bike to Work Day Coming May 18
4/30/2018	A DC Journey	Do This: Bike to Work Day
5/2/2018	FCNP	F.C. Pit Stop for Ride to Work Day May 18
5/4/2018	WTOP	10 health facts to know if you're biking to work
5/4/2018	WABA	How to Get Your Business Ready for Bike Month
5/4/2018	City of Alexandria	City of Alexandria Invites Participation in Bike to Work Day on May 18
5/4/2018	White Flint	Register for Bike to Work Day
5/8/2018	PRTC	Bike to Work Day is Friday, May 18
5/8/2018	The Washington Post	Capital Bikeshare rolling into Prince George's County
5/8/2018	Reston Now	Bike to Work Day Festivities Around Reston
5/9/2018	Bike Arlington	Bike to Work Day Registration is Open
5/9/2018	Bike Arlington	What to Do if Every Day is "Bike to Work Day" For You
5/10/2018	WTOP	Bike to Work Day is May 18; cyclists can enjoy pit stops around DC area
5/10/2018	Shooshan Company	Arlington Bike to Work Day 2018

Print/Online Coverage - 50		
5/11/2018	Our Community Now	Register Now For 'Bike to Work Day Dc' On May 18!
5/13/2018	DC Urban Life	Bike to Work Day
5/13/2018	Prince William Times	Ride your bike to work on May 18
5/14/2018	OmniRide	OmniRide can help you Bike to Work on May 18
5/14/2018	Reddit	5/18 is Bike to Work Day
5/14/2018	goDCgo	It's National Bike Month!
5/15/2018	My MC Media	County's First Ever Pop-Up Bike Lane to Debut On Bike To Work Day
5/15/2018	The Hyattsville Wire	Route 1 Corridor Preps for Bike to Work Day
5/15/2018	Curbed DC	A protected bike lane will pop up in downtown Bethesda on Bike to Work Day
5/15/2018	Popville	"Thursday morning at 7:30am we are going to make a human chain to protect the bike lane near Trader Joe's on 14th St. NW"
5/16/2018	WABA	Bike to Work Day Afterparties!
5/16/2018	Greater Greater Washington	Tactical urbanism like Bethesda's pop-up bike lane can create lasting change
5/17/2018	DC Commute Times	National Bike to Work Day: What You Need to Know
5/17/2018	The Georgetown	Weekend Round Up May 17, 2018
5/17/2018	Georgetown Metropolitan	Bike to Work Day Tomorrow!

Print/Online Coverage - 50		
5/17/2018	DC Water	Your Commute Just Got More Refreshing
5/17/2018	Washingtonian	Things to Do in DC This Weekend (May 17-20): An Exhibit About Diseases, Betty Who with an Orchestra, and Bike to Work Day
5/17/2018	Greater Greater Washington	Breakfast links: Bike to work tomorrow — it's really good for your health
5/17/2018	Mobility Lab	Greatest hits: our top five biking articles
5/18/2018	WAMU	For Bike-To-Work Week, These D.C. Advocates Guard A Bike Lane
5/18/2018	Reston Now	Friday Morning Notes – Bike to Work Day is Today
5/18/2018	My MC Media	Cyclists Undeterred by Bike to Work Day Rain
5/18/2018	Cycling Smarter	Bike to Work Day Is May 18; Cyclists Can Enjoy Pit Stops Around DC Area
5/18/2018	ARL Now	Soggy Bike to Work Day
5/18/2018	Dems.gov	Blumenauer, Crowley Release Proposal to Expand Bicycle Commuting
5/22/2018	National Capital Region TPB NEWS	It was a fun and rainy #BTWD2018
5/23/2018	Herndon Connection	Functional, Fun and Healthy in Herndon: Herndon Pit Stop draws both morning and afternoon cyclists at Bike to Work Day 2018
5/23/2018	Connection Newspapers	Reston Riders Join Bike to Work Day

Print/Online Coverage - 50		
6/6/2018	SoMdNews	Indian Head student offers bike safety tips, town gets new cop
6/30/2018	TripSavvy	Bike Events 2018 in Washington DC
Television - 1		
5/17/2017	Prince George's Community Television	Bike to Work Day
Radio - 2		
5/16/2018	WHUR	Bike to Work Friday
5/17/2018	WMAL	Bike to Work Day
Blog - 15		
N/A	Inova	Bike to Work Day 2018
5/4/2018	Arlington Transportation Partners	Bike to Work Day is Friday, May 18
5/9/2018	Advantedge	3 Reason Why Biking to Work Makes a Difference
5/13/2018	Next Door	This week's Mayoral update - make your commute fun by biking to work!
5/15/2018	Greater Washington	Bike to Work Tomorrow
5/16/2018	Anacostia Park	Grow your Capacity: Bike to Work Day, A Free Social Impact Job Board and More
5/16/2018	Greater Washington	Tactical urbanism like Bethesda's pop-up bike lane can create lasting change
5/17/2018	EYA	Top 5 Benefits of Biking to Work

Print/Online Coverage - 50		
5/18/2018	The DC Bike Blogger	This Year's Soggy National Bike to Work Day
5/18/2018	Friends of White Flint	A wonderful ... if wet ... Bike to Work Day 2018 at Pike & Rose
5/18/2018	Popville	12 Of Our Favorite Events in D.C. This Weekend – Pop a Wheelie
5/19/2018	Wheel Bike	From Wheels to Bikes
5/23/2018	Arlington Transportation Partners	4 Reasons National Bike Month is Great for New Riders
5/29/2018	FABB	Faces of Fairfax: Lou From Springfield
5/31/2018	DC Military	NSAB Hosts 'Pit Stop' on Bike to Work Day

C. Employer Recognition Awards

Work Accomplished on all Products and Services:

Thank you, letters were sent out to speakers, from the June 2017 awards event held at the National Press Club. The awards video, program booklet, winner seals and photos were posted to the Commuter Connections web site, and social media sites.

Program booklets from the FY2017 awards ceremony were distributed to TPB members at their July meeting. All vendor invoicing was finalized, and the 2017 Employer Recognition Award winners were featured in the Commuter Connections Summer newsletter.

A timeline for the 2018 Employer Recognition Awards program deliverables was produced. After forming the 2018 Employer Recognition Awards workgroup, creative concepts for the awards application brochure were developed and shared with the workgroup for feedback. The application brochure was developed into a self-mailer, printed and distributed to Level 3 & 4 Employee Transportation Coordinators, Chambers of Commerce, and Business Improvement Districts. The nomination brochure and form were also made available online, and a graphic link was placed on the Commuter Connections home page in early December 2017. A call for nominations email blast was sent to employers. COG/TPB staff and its contractor coordinated award submissions with local jurisdictions. The Employer Outreach Committee was briefed at their January meeting and asked to encourage employers to submit award nominations.

A competitive bidding process was conducted for the awards ceremony venue and a deposit was placed. The awards nominations were reviewed, and one-page

summaries were edited and finalized in preparation for the March 2018 Selection Committee meeting. COG/TPB staff facilitated the Selection Committee meeting. Selection Committee members were secured and sent welcome letters. Other materials provided for the Selection Committee meeting included agenda, instructions, ballots, and copies of the original employer nomination forms submitted. TPB member and City of Falls Church Council Member David Snyder served as Chair for the Selection Committee. Following the meeting, thank you letters were sent to Selection Committee members, and notification letters were sent to winners and non-winners. COG/TPB staff held internal meeting to discuss COG achievement award nominees. Further research was gathered on potential COG awards candidates, and winners were determined.

A competitive bidding process took place for video services and photography, questions were developed for filming, and edits were made. The videos encompassed short segments of each of five award-winning programs and were shown at the ceremony. Cell phone holders were ordered per workgroup feedback and given out at the ceremony. Glass trophies were ordered for award recipients. Signage was created and enlarged for the podium, and a program booklet was created with write-ups and photos of each winner, and letters from both the TPB and Commuter Connections Chairs. The printed program booklets were distributed at the awards ceremony, and at the TPB and Commuter Connections Subcommittee meetings. The ceremony agenda was created, and remarks were written for the presenters and emcee. COG/TPB staff recruited speakers and wrote their remarks. Confirmation letters were then sent to speakers along with instructions.

An online RSVP form was set up, and invitations were mailed in custom-themed envelopes. Reminder emails were sent out to those who did not RSVP, and a security QR code was sent to all attendees. Catering arrangements were made with the venue, and name badges were created. An internal logistics staff meeting was held, and team assignments were given.

The 21st annual Commuter Connections Employer Recognition Awards event was held on June 26, 2018 at the National Press Club. The Sales Team Achievement award was won by Loudoun County Commuter Services and presented by District of Columbia Council Member and TPB Chairman Charles Allen. The Councilmember also presented the Organization Achievement award to Legum & Norman for their management of Potomac Yard in Arlington.

The Incentives award was presented by Tom Calcagni, Regional Director AAA Mid-Atlantic, and given to the American Pharmacists Association, District of Columbia. The Marketing award was won by The Donohoe Companies of Bethesda, MD, and presented by Jim Bongiorno, Director of SmartBenefits and Business Sales, WMATA. Lastly, the Telework Award was presented by Ginanne Italiano, President & CEO of the Greater Bethesda Chamber of Commerce, and was given to IQ Solutions, North Bethesda.

COG/TPB staff live-streamed key moments of the Employer Awards ceremony to the Commuter Connections Facebook page. To recognize the employer winners, a quarter page display ad was placed into the Washington/Baltimore edition of the Wall Street Journal, which published Thursday, June 28.

Following the event, thank you letters were sent to the awards speakers, winner seals were shared with the winning employers for promotional use, along with ceremony photos, a custom press release, and a copy of the awards video. The awards program booklet and all other awards materials were placed onto the Commuter Connections website.

COG/TPB staff added new creative assets to the Commuter Connections website to reflect the 2018 event. COG/TPB staff uploaded a downloadable/printable copy Employer Awards Nomination form to the CC website.

Throughout the facilitation and administration of the event, COG/TPB staff oversaw the activities of the primary marketing contractor, O'Donnell Company. This included bi-weekly updates via conference call and processing of invoices related to the event.

Each of the three employer award winners publicized the winning of an Employer Recognition Award in some fashion, using materials provided by COG/TPB staff. Incentives winner, the American Pharmacists Association sent a press release, available on their website; Marketing Award winner The Donohoe Companies wrote a news piece for their web site and posted to social media (included a photo on each); and Telework winner IQ Solutions posted onto social media using their winner seal.

D. 'Pool Rewards

Work Accomplished on all Products and Services:

The fall media campaign for 'Pool Rewards ran November to December 2017 on WTOP radio, paid Facebook, and Pandora. The spring media campaign for 'Pool Rewards ran in January and February 2018 on paid Facebook, Pandora, WTOP radio, and Every Door post cards in Fairfax County. In addition, sponsored articles ran on WTOP.com to engage with audiences. The content focused on key brand elements of 'Pool Rewards, saving money and promoting carpooling. Articles included "Top 5 Ways to Keep Money in Your Pocket in 2018" and "The history of carpooling and its effects on the region". A portion of the 'Pool Rewards messaging promoted the extra \$100 bonus incentive for Ridesharing on I-395 and I-66, outside the Beltway.

COG/TPB staff implemented and monitored paid social media ads on Facebook/Twitter/Instagram to help promote the pool rewards program.

COG/TPB staff produce collateral items for distribution. This included an "Every Door" post card that was distributed to targeted households within Fairfax County. The postcard promoted 'Pool Rewards, plus the \$100 bonus for commuting on I-395. 'Pool Rewards was also mentioned in mass mailers sent in December 2017 and in June 2018, to 500,000 residents per mailing.

COG/TPB staff met with VDOT representatives and their contractor on January 9th to discuss the upcoming I-66 'Pool Rewards added incentive project.

Reviewing, processing, and registering of eligible 'Pool Reward applicants for both carpools and vanpools continued throughout the fiscal year. Trip logging was monitored for program participants and payments were processed for both carpools and vanpools.

COG/TPB staff collected, analyzing and submitted vanpool data for NTD reporting purposes. COG/TPB staff attended a National Transit Database (NTD) Urban Reporting Course to learn more about NTD reporting procedures on November 1st and 2nd in Newark, NJ. COG/TPB staff also participated in an NTD user webinar on November 16th. COG/TPB staff attended a webinar, hosted by NTI on February 20, 2018. The topic was NTD Reporting using Reduced Reporting in the Urban Module.

COG/TPB staff worked with an auditor to review NTD reporting practices for the program based on FTA requirements.

E. Car-Free Day

Work Accomplished on all Products and Services:

Car Free Day Steering Committee meetings were held in July and September 2017 which provided a forum for planning, reporting, discussion, and feedback regarding the event. The first Steering Committee meeting for 2018 was held on March 14, 2018. A comprehensive recap report of the 2017 event was distributed, which highlighted the various marketing and promotional aspects of the fall event. Topics of discussion for Car Free Day 2018 included setting a pledge goal of 10,000, and recognizing Car Free Day on Friday September 21, and Saturday September 22, and calling it Car Free Days. Highlights from the May 9, 2018 meeting included a discussion of marketing and social media strategies for the 2018 event, potential sponsors and prizes, and a roundtable discussion with network members regarding potential event plans within their jurisdictions. The Commuter Connections Subcommittee was updated on the planning progress of the regional Car Free Day 2018 event at their May 15th meeting. Potential 2018 event sponsors were solicited for the 2018 Car Free Day event COG/TPB staff provided support to the committee.

The Car Free Day 2017 proclamation signing occurred at the July 2017 TPB meeting. A promotional video for Car Free Day was produced internally and featured the Committee Chairperson Tracy McPhail from the North Bethesda Transportation Center. A poster concept was selected by the Steering Committee, and after a competitive bidding process, the posters were developed, printed and distributed to stakeholders. The theme of the posters was “Drop it for a Day”, and depicted a person dropping car keys. A poster mailing was sent to employers with a cover letter. An email blast was also sent to employers, past Car Free Day participants and marketing opt-in commuters from the TDM system database. A radio script was selected by the Steering Committee and subsequently recorded by the marketing contractor.

A promotion with Chipotle Mexican Grill offered buy one get one free meals to those who took the Car Free Day pledge. Other sponsors contributed prizes for the regional raffle. The marketing campaign included radio, opt-in text messages, paid and boosted social media ads, and online/mobile ads on WTOP.com. Clean Air Partners produced a video for the Car Free Day web site and embarked on a social media campaign to encourage pledges. An earned media campaign secured interviews and encouraged media outlets to place Car Free Day news stories. A partnership was developed with the American Lung Association to co-send a press release. COG/TPB staff met with representatives from the District of Columbia’s Department of the Environment (DDOE) to discuss the Car Free Day project and the United Nation’s World Health Organization (WHO) BreatheLife representatives on September 7th.

Ad space donations were coordinated with transit partners Montgomery County Ride On, Metrobus, Arlington Transit, and Prince George’s County. A printer was secured, and signage was printing to specifications, shipped and installed. The Capital Area Car Free College Campus Challenge was held as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges. New for Car Free Day, a paid endorsement with influential lifestyle blog writer Meg Biram was used to spread the word about Car Free Day in a grass-roots style fashion. A total of 11,205 people took the Car Free Day pledge in 2017.

The pledge count increased by nearly 149 percent over 2016. The pledge analysis of the event and the emissions impacts analysis were presented at the November Commuter Connections Subcommittee meeting. Raffle prizes were awarded and sent to winners, and prize recipients were publicized through social media and the event web site. An infographic was created, outlining results of the 2017 Car Free Day event, and posted to social media. Thank you, emails were sent to Car Free Day sponsors and participants. An event recap report was prepared for the March 2018 Steering Committee meeting.

COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. COG/TPB staff added new press releases to the Car Free Day website. COG/TPB staff added new sponsors to the Car Free Day sponsor page and removed sponsors no longer participating. COG/TPB updated pledge numbers and mode of travel counter on the Car Free Day website. COG/TPB staff distributed email reminders about the Car Free Event and reported results back to senior staff. COG/TPB staff compiled reports about sign ups to senior staff.

COG/TPB staff maintained a Car Free Day Facebook page. There were 20 posts made to promote the 2017 campaign. The page grew by 230 likes, bringing the total to 4,273.

COG/TPB staff also maintained a Car Free Day Twitter page. Staff produced 30 tweets to promote the 2017 campaign. The page grew by 23 followers, bringing the total to 697.

Throughout the facilitation and administration of the event, COG/TPB staff oversaw the activities of the primary marketing contractor, O'Donnell Company. This included bi-weekly updates via conference call and processing of invoices related to the event.

COG/TPB staff produced analytics reports and reported them to third party contractors for analysis.

Car Free Day 2017 Media Placements include the following:

Print /Online Coverage - 16		
Date	Outlet	Topic linked to URL
2/23/17	Washington Area Bicycling Association	"Bike Car-Free in DC"
8/14/17	Wash Cycle	"Car Free Day 2017"
9/11/17	goDCgo	"How Are You Preparing for Car Free Day"
9/11/17	Gallaudet University	"Car Free Day" to take place Friday, September 22, 2017
9/21/17	EYA	Park It: Car Free Day September 22
9/20/17	Alexandria News	Car Free Day Is September 22

Print /Online Coverage - 16		
8/29/17	The Frederick News Post	County, city to participate in Car Free Day
9/18/17	WDVM	Car Free Day
9/21/17	Reston Now	Friday is 'Car-Free Day' in Fairfax County, DC Metro
9/22/17	Bethesda Magazine	Car Free Day
9/22/17	ORS News2Use	Car Free Day 2017
9/22/17	DC.gov	Washington, DC Joins Global Breathe Life Campaign for Cleaner Air
9/22/17	Meg Biram	Take a New Path to Work on Car Free Day
9/12/17	National Capitol Region	For one day, drop the car keys for cleaner air. Car Free Day is Sept. 22!
8/02/17	Arlington Magazine	Car Free Day
9/22/17	Prince William Living	Car Free Day
Television - 3		
9/18/17	Prince George's Community Television	National Car Free Day for the Washington Metropolitan area is Friday, September 22nd.
9/22/17	WDVM	
9/12/17	Frederick County MD	PSA: Car Free Day 2017
Radio - 2		
9/21/17	WTOP	Park it: Could you get to work car-free if you had to?
9/21/17	WMAL	Park it: Could you get to work car-free if you had to?

F. CarpoolNow Mobile Application

Work Accomplished on all Products and Services:

Through a grant from Howard County, Commuter Connections conducted a media campaign to promote the on-demand Ridesharing mobile app, CarpoolNow to those who live or work in Howard County. Media plan recommendations for the fall campaign were provided by the marketing contractor and reviewed and discussed by COG/TPB staff. Howard County staff was corresponded with for feedback on ad creative, and radio scripts developed by the contractor. COG/TPB staff built a landing page for the CarpoolNow app on the Commuter Connections website. The CarpoolNow websites URL's were redirected to the Commuter Connections CarpoolNow landing page. Numerous Facebook posts were made on the Commuter Connections Facebook page promoting the application.

COG/TPB staff finalized the CarpoolNow Driver incentive participation and eligibility guidelines. COG/TPB staff managed the marketing and public relations contractors.

The media buy consisted of radio, digital, print, and out of home. Radio promoted the CarpoolNow mobile app on Baltimore market news and music stations. Ads also appeared on Pandora internet radio. Print ads included Living Local, a magazine delivered to households in Howard County, and the Business Monthly, a business-to-business newspaper covering Howard and Anne Arundel Counties. CarpoolNow advertising also appeared on Nextdoor, a private neighborhood social networking site, and ads were targeted to Howard County zip codes. Lastly, ads promoting CarpoolNow appeared on table tents at the premier mall in Howard County, the Mall at Columbia.

COG/TPB staff participated in interviews with radio stations WPGC and WLZL's community affairs programs on January 18th to discuss the CarpoolNow mobile app. In addition, a letter to employers was drafted about CarpoolNow, co-signed by the County and Economic Development Authority; a letter was crafted for MTA to use with messaging to area military bases; and an email message was sent to commuters who downloaded the CarpoolNow app, to remind them about the driver incentive opportunity.

To promote CarpoolNow, during April, COG/TPB staff designed a driver incentive program to stimulate interest. In May, COG/TPB staff sent email messages to CarpoolNow users to inform them about the driver incentive program and to encourage them to use the app. At that time, certain commuters whose trips pass through Howard County, MD became eligible to receive incentive payments. Drivers who give rides to instant carpool partners became eligible to earn dollar rewards for each trip they drive. By the end of June, the CarpoolNow mobile app had been downloaded almost 2,700 times. COG/TPB staff and Media Beef began preparing to expand the incentive program from its focus on Howard County, MD to the entire region.

Throughout the facilitation and administration of the campaign, COG/TPB staff oversaw the activities of the primary marketing contractor, O'Donnell Company. This included bi-weekly updates via conference call and processing of invoices related to the event.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Work Accomplished on all Products and Services:

COG/TPB staff selected a printer for the 2016 State of the Commute public report and “at-a-glance” pull-out sections. COG/TPB staff briefed the Bicycle/Pedestrian Committee on September 19th regarding highlights from the 2016 State of the Commute survey. The 2016 State of the Commute and draft public report and “at-a-glance” pull-out sections were received from the printer and distributed in September.

COG/TPB staff worked on the contract amendments with LDA Consulting for the regional TDM Evaluation project.

COG/TPB staff and LDA Consulting worked on a timeline and questionnaire updates for the FY2018 Placement Rate Study. Work on this year's placement rate survey began in September. COG/TPB staff produced database metadata for the survey consultant and code for storing and extracting data in Oracle for the development contractor. During the last two weeks of October, COG/TPB staff tested the survey code and Media Beef fixed bugs. All defects were remedied by October 30. COG/TPB staff created a list of commuters eligible to take the survey and handled preparing email invitations. The final version of the survey code was made available to the public October 31st. Invitations were then sent to eligible commuters. Staff launched the survey and monitored the incoming responses from commuters. To boost participation, staff sent reminder emails to eligible commuters who hadn't taken the survey. Commuter Connections received 28 responses in October (the survey was live for just one day), 364 in November, and 122 in December for a total of 514. CIC Research handled surveying by telephone those users who did not provide Commuter Connections with their email address. The draft report is expected early in 2018.

In January, highlights from the FY2018 Placement Rate Survey were compiled by LDA Consulting and presented to the Commuter Connections Subcommittee on January 16th. In February, LDA Consulting worked on preparing the FY2018 Placement Rate Study draft report which was presented to the Commuter Connections Subcommittee on March 26th. A comment period was established. COG/TPB staff worked on edits and updates to the FY2018 Placement Rate Survey report and the final draft was presented to the Commuter Connections Subcommittee on May 15th and was endorsed for release. COG/TPB staff uploaded the 2018 Placement Rate Survey Report on the Commuter Connections publications page on its website in June.

Staff continued to review the draft FY2015 – 2017 TERM Analysis Report. Additional data from the Operations Center, Guaranteed Ride Home, Employer Outreach and Mass Marketing covering the January to June 2017 period was delivered to LDA Consulting for inclusion into the report's calculations. The draft FY2015 – 2017 TERM Analysis Report was presented to the Commuter Connections Subcommittee on July 18th and a comment period was established. The updated draft report was presented to the Subcommittee on September 19th and a new comment period was established. COG/TPB staff presented information to the TPB's State Technical Working Group on October 3rd and to the TPB Technical Committee on October 6th regarding preliminary results from the FY2015-2017 TERM Analysis Draft Report. COG/TPB Staff continued to review the draft FY2015 – 2017 TERM draft Analysis Report and worked with LDA Consulting to make updates and corrections to the draft report. The final draft report was presented to the

Commuter Connections Subcommittee in November for final review and endorsement. The report was then published and distributed through hard copy and posted on the publications page on the Commuter Connections website.

COG/TPB staff also worked on another placement rate survey for VDRPT that targeted Virginia commuters. COG/TPB staff produced database metadata for the survey consultant targeting Virginia commuters. Queries used were coded and tested at the end of the third quarter. COG/TPB prepared data for the survey at the beginning of the fourth quarter and tested and extracted data from the TDM system Oracle database.

COG/TBP staff conducted an analysis of 2017 Car Free Day pledge data to measure emissions and greenhouse gas reductions impacts. The pledge analysis was conducted within a month of the event which summarized pledge counts by mode, state, and jurisdiction as well as an emissions and greenhouse gases impact analysis.

COG/TPB staff prepared the FY2108 – FY2020 TDM Evaluation Schedule and associated costs which was presented to the state funders on November 14th and to the Commuter Connections Subcommittee on November 21st.

COG/TPB staff prepared a Regional TDM Evaluation project RFP which was released on May 2nd to hire a contractor to assist with implementing the project. A pre-bid meeting on May 15th. Proposals were due and received on May 31st.

COG/TPB staff collected data documentation from the employer outreach activity reports and provided data to jurisdictions by request throughout the fiscal year. The following is a monthly summary of these activities:

- July: Employer Outreach sales activities reports were received from Arlington, Prince William, Fairfax, Loudoun, Frederick, Montgomery, Prince George's Counties and the District of Columbia as well as Tri-County Council and the City of Alexandria.
- August: Employer Outreach sales activity reports were received from Arlington and the District of Columbia. There are outstanding reports from Montgomery, Prince William, Prince George's, Loudoun, Fairfax, and Frederick Counties as well as Tri-County Council and the City of Alexandria.
- September: Employer Outreach sales activity reports were received from Arlington and the District of Columbia. There are outstanding reports from Montgomery, Prince William, Prince George's, Loudoun, Fairfax, and Frederick Counties as well as Tri-County Council and the City of Alexandria.
- October: Employer Outreach sales activity reports were received from Arlington and the District of Columbia. Outstanding reports are pending from Prince William, Fairfax, Loudoun, Frederick, Montgomery, Prince George's Counties and the District of Columbia as well as Tri-County Council and the City of Alexandria.
- November: Employer Outreach sales activity reports were received from Arlington and the District of Columbia. There are outstanding reports from Montgomery, Prince William, Prince George's, Loudoun, Fairfax, and Frederick Counties as well as Tri-County Council and the City of Alexandria. COG/TPB staff fulfilled data requests from Prince George's County and the District of Columbia
- December: Employer Outreach sales activity reports were received from Arlington, Frederick, Loudoun, Montgomery, Tri-County Council, and the

District of Columbia. Outstanding reports are pending from Prince William, Prince George's, Fairfax, and the City of Alexandria.

- January: Employer Outreach sales activity reports were received from Arlington County. There are outstanding reports from Montgomery, Loudoun, Prince William, Frederick, Prince George's, Fairfax Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council for Southern Maryland. COG/TPB staff fulfilled data requests from the District of Columbia, Montgomery County, and the City of Alexandria.
- February: Employer Outreach sales activity reports were received from Arlington County. There are outstanding reports from Montgomery, Loudoun, Prince William, Frederick, Prince George's, Fairfax Counties as well as the City of Alexandria, the District of Columbia, and Tri-County Council for Southern Maryland. COG/TPB staff fulfilled data requests from the District of Columbia, Montgomery County, and the City of Alexandria.
- March: Employer Outreach sales activity reports were received from Arlington County, Montgomery County, Tri-County Council and the District of Columbia. There are outstanding reports from Loudoun, Prince William, Frederick, Prince George's, Fairfax Counties as well as the City of Alexandria. COG/TPB staff fulfilled data requests from the District of Columbia, Fairfax County, Prince William County, and Arlington County.
- April: Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There are outstanding reports from Loudoun, Prince William, Frederick, Prince George's, Fairfax, Arlington, Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland. COG/TPB staff fulfilled data requests from Arlington and Montgomery Counties.
- May: Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There are outstanding reports from Loudoun, Prince William, Frederick, Prince George's, Fairfax, Arlington, Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland. COG/TPB staff fulfilled data requests from Frederick County and the City of Alexandria.
- June: Employer Outreach sales activity reports were received from Arlington, Frederick, Loudoun Counties, as well as Tri-County Council, the City of Alexandria and the District of Columbia. There are outstanding reports from Prince William, Prince George's, and Fairfax Counties. COG/TPB staff fulfilled data requests from Montgomery County and the District of Columbia.

COG/TPB staff conducted and completed a data sweeps of the ACT! database the week of July 17th, August 14th, September 18th, October 16th, November 13th, December 11th, January 15th, February 12th, March 19th, April 16th, May 14th, and June 11th.

COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year. There were no employer surveys conducted during the fiscal year; however, staff worked with Montgomery and Arlington counties to import survey data from customized surveys they had conducted with employers in their jurisdictions to the regional Employer Survey archive database.

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products and Services:

COG/TPB staff routinely prepared and reported program data to produce monthly executive summary reports and quarterly progress reports for work activities related to the CCWP. Monthly Executive Summary reports included those from June 2017 through May 2018. Quarterly progress reports included the Quarter Four of FY2017 as well as Quarters One through Three of FY2018. COG/TPB staff produced the FY2017 CCWP Annual Progress Report in September, which was presented at the September Commuter Connections Subcommittee meeting and subsequently distributed to program funders.

The effectiveness of advertising campaigns was tracked through call volumes, internet visits, and GRH and Rideshare applications. This information was made available as part of the first and second half Marketing Campaign Summary documents. The FY17 Second Half Marketing Campaign Summary final report was completed and issued at the September 19th Regional TDM Marketing Group meeting.

Data collected from the FY17 GRH Customer Satisfaction survey was analyzed and results were placed into the FY17 Washington, DC region GRH Customer Satisfaction survey report. Preliminary findings of the FY17 Guaranteed Ride Home Customer Satisfaction Survey for the Washington region were presented at the December Regional TDM Marketing Group meeting. After an initial presentation of the draft report at the January 16, 2018 Commuter Connections Subcommittee meeting, an open comment period was established. Subcommittee edits and comments were addressed, and the final draft report was issued at the March 20, 2018 meeting. The report was endorsed for release and published onto the Commuter Connections website. Results noted that 2,405 surveys were distributed in fiscal year 2017, and 336 (14 percent) of surveys were completed. The clear majority, 95 percent, of the survey respondents were pleased with the overall GRH service. Written responses were provided by 72 percent of the respondents, the overwhelming majority of which (70 percent) contained compliments. Compliments outweighed criticism more than 7 to 1. Good or above ratings were given for each program category by 93% or more of the respondents. The average response wait was 14 minutes, and 94% waited 30 minutes or less.

Throughout FY18, The GRH Customer Satisfaction Survey was sent via email to Washington, DC region commuters who used a GRH trip. Commuters without an email address were sent a hard copy version of the survey.

Throughout the year COG/TPB staff managed and oversaw contract work on the Employer Survey by continuing to work with contractors (VHB) to implement updates to the COG survey database. This work included updating and maintaining the Employer Commute Survey archived database. A conference call was held with VHB representatives on August 31st to discuss the FY2018 scope of work and budget for the Employer Services Survey Data Tabulation project. COG/TPB met with VHB representatives on September 28th to discuss and plan for Employer Outreach survey data tabulation project tasks for FY2018. COG/TPB staff worked closely with VHB to manage the conversion of the survey database from to SQL format to reduce load times, eliminate errors associated with the older format, and maintain data integrity.

COG/TPB staff also met with VHB on January 31st to determine priorities for the remainder of the fiscal year for the project. COG/TPB staff worked with VHB to manage the addition of new survey data to the survey database and to make

security enhancements to the converted SQL database. COG/TPB staff worked with VHB to prioritize data structure of the Employer Survey archive database to streamline the query process and improve the user interface. Results were presented to the Employer Outreach Committee on April 17th.

The additional customized surveys received from Arlington County were entered into the database.

In August COG/TPB staff began work on the Bike to Work Day 2017 report and prepared a draft which was presented to the Bike to Work Day Steering Committee in September. The second draft of the report was presented to the Bike to Work Day Steering Committee on November 8th and to the Commuter Connections Subcommittee on November 21st. The final draft of the report was presented to the Commuter Connections subcommittee on January 16th for endorsement.

COG/TPB staff collected data throughout the fiscal year from jurisdictions to produce the Employer Outreach conformity verification statements. The final third quarter FY2017 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 18th. The final fourth quarter FY2017 Conformity Verification Statement was presented at the October 17th Employer Outreach Committee meeting. The final first quarter FY2018 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 16th. The final second quarter FY2018 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 17th.

The annual Employer Outreach Snapshot Analysis and Project Recommendations were developed and sent to the three state funding agencies in June.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

Work Accomplished on all Products and Services:

Throughout the year COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT! database software. COG/TPB staff coordinated with the goDCgo staff to incorporate employer data records to the ACT! regional database in October.

In the third quarter, COG/TPB staff began the data import from the employer lists that the goDCgo staff sent on January 4. COG/TPB staff assisted in addressing database processing issues with the North Bethesda outreach staff. COG/STP staff researched and relayed information to Arlington County on former employer records. COG/TPB staff researched and relayed information to Montgomery County on employers in North Bethesda. COG/TPB staff also worked with Swiftpage throughout the quarter to address ACT! database performance issues.

In the fourth quarter, COG/TPB staff researched and relayed information to Montgomery County on employers located in North Bethesda. COG/TPB staff resolved ACT! database performance issues with Swiftpage and relayed the results to the Employer Outreach Committee on April 17th. In May, COG/STP staff researched and relayed information to Frederick County for reporting.

COG/TPB Staff held the following ACT! database training sessions:

- September 8: Prince George's County

- November 13: District of Columbia outreach staff
- January 25: Dulles Area Transportation Association

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services:

The 'Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees' was distributed at the May 18th Bike to Work Day pit stop events, as well as various employer events throughout FY18. The guides were also distributed as part of general fulfillment to employers.

COG/TPB staff made a presentation on bike safety to Pepco on March 13th in Washington, DC.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Products and Services:

Throughout the year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions. COG/TPB staff worked on FY2018 contract amendments with each of the Maryland jurisdictions. FY2018 contract amendments were executed with Frederick County and Tri-County Council for Southern Maryland in the 1st quarter.

A meeting was held with Prince George's County representatives on August 8th to discuss the Employer Outreach FY2018 contract and budget.

In the second quarter COG/TPB staff continued to work with Montgomery and Prince George's Counties on the FY18 contract renewals which were both signed during the third quarter.

FY 2019 Scopes of Work requests were sent to the jurisdictions for review and completion in June.

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

The following work was accomplished during the first quarter:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff collected the Spring sales support responses. Montgomery County's response was still outstanding.

COG/TPB staff hosted the First/Last Mile Challenge sales training session on September 26th. In preparation for this training, staff conducted research for a sales trainer and subsequently coordinated with the trainer to create an informative session.

COG/TPB staff added the three new Employer case studies produced in FY2017 to the Commuter Connections website. COG/TPB staff began working on identifying employers to showcase for the FY2018 case study series.

COG/TPB staff coordinated and presented at the July 18th Employer Outreach Committee. Topics covered were:

- Employer Case Studies
- Training update and review
- Montgomery County's Fareshare Program
- ACT! database review and helpful hints
- Employer Outreach Roundtable

COG/TPB staff met with representatives at the US Census Bureau on September 28 to discuss Commuter Connections programs.

COG/TPB staff began preparing meeting materials in anticipation of the October Employer Outreach Committee meeting.

The following work was accomplished during the second quarter:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff coordinated and presented at the October 17th Employer Outreach Committee meeting. Topics covered were:

- Final Fourth Quarter FY2017 and Draft First Quarter FY2018 Conformity Verification Reports
- Training Update and Review
- Update on Metro Outreach Activities
- Loudoun County Outreach Activities
- Employer Outreach Roundtable

COG/TPB staff continued work on identifying companies to profile for case studies in FY18.

COG/TPB staff coordinated with WMATA's SmartBenefits program sales staff.

COG/TPB staff hosted the Effective Communication sales training session on December 4th. The session was received positively by the attendees. In preparation for this training, staff conducted research for a sales trainer and subsequently coordinated with the trainer to create an informative session.

COG/TPB staff put together an employer contact list for the launch of the new regional Flex-time Incentive pilot and conducted outreach to employers.

Montgomery County's Spring Sales Support call responses were received. COG/TPB staff continued working on the fall sales support questionnaire responses.

The following work was accomplished during the third quarter:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff coordinated with WMATA's SmartBenefits program sales staff.

COG/TPB staff attended the SmartBenefits seminar on January 8th for Federal Employers.

COG/TPB staff continued work on identifying companies to profile for case studies in FY18.

COG/TPB staff hosted the Distracted Driving/Walking/Bicycling sales training session on March 14th. In preparation for this training, staff conducted research for a sales trainer and subsequently coordinated with the trainer to create an informative session.

COG/TPB staff continued collecting information on potential employers that would be interested in promoting the Flex-time incentive plot program to their respective employees.

COG/TPB staff coordinated and presented at the Employer Outreach Committee meeting on January 16th. Topics covered at the meeting were:

- 1st and 2nd Quarter Conformity Verification reports
- Training Update and Review
- TDM Marketing
- Employer Survey Archive Application Update
- Employer Recognition Awards

The following work was accomplished during the fourth quarter:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff coordinated the April 17th Employer Outreach Committee meeting. Topics discussed were:

- Second and Third Quarter of FY2018 Conformity Verification Statements
- Training update and review
- Case studies
- Employer survey archive application update
- ACT! database updates

COG/TPB staff completed two case studies, Inova Fairfax Hospital, World Resources Institute. A third case study, National Harbor/Peterson Companies, was completed in July 2018.

COG/TPB staff produced a survey for members of the Employer Outreach Committee to complete regarding training topics for FY 2019.

COG/TPB staff completed collecting information on the sales support questionnaire for the 2nd half of the fiscal year sales support conference call for DC and Maryland jurisdictions.

COG/TPB staff met with WMATA on April 25th to discuss the Smart Benefits program.

A sales training session was held on June 14th. The session was on Improving Decision Making. It was well attended and well received.

VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

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

Data entry for the FY2017 GRH Customer Satisfaction survey was completed. The data collected was analyzed and results were placed into the FY17 Baltimore region GRH Customer Satisfaction survey report. Preliminary findings of the FY17 Guaranteed Ride Home Customer Satisfaction Survey for the Baltimore region were presented at the December Regional TDM Marketing Group meeting. After an initial presentation of the draft report at the January 16, 2018 Commuter Connections Subcommittee meeting, an open comment period was established. Subcommittee edits and comments were addressed, and the final draft report was issued at the March 20, 2018 meeting. The report was endorsed for release and published onto the Commuter Connections website in April.

Of the 128 surveys distributed to Baltimore region GRH customers in fiscal year 2017, 21 surveys were completed, a 16 percent return. At 52 percent, personal illness was the reason most stated for using the GRH service. The clear majority, 86 percent of survey respondents were pleased with the Overall GRH service. Written responses were provided by 76 percent of survey participants. Compliments outweighed criticism two-to-one. The average wait time was 46 minutes, and 47 percent waited 30 minutes or less.

Throughout FY18, The GRH Customer Satisfaction Survey was sent via email to Baltimore region commuters who used a GRH trip. Commuters without an email address were sent a hard copy version of the survey.

GRH Baltimore advertising ran on WBAL, news/talk radio 1090 AM, WPOC country and on Facebook and YouTube. Discounted coupons to the International Spy Museum and Bowie Baysox Baseball were given to GRH Baltimore region customers who re-registered their accounts.

The GRH Baltimore program continued to enroll new applicants during FY18. The program has now been operational for eight 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 provided coupons to commuters who renewed their GRH membership.

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 made no changes to the GRH Participation Guidelines during the fiscal year.

COG/TPB staff and LDA consulting discussed the timeline and steps needed to complete the FY2016 GRH Baltimore Survey Impact Analysis Report. COG/TPB staff worked on obtaining updated emission factors needed to estimate impacts for the FY2016 GRH Baltimore Survey Impact Analysis Report. Work continued the preparation of the draft FY2017 GRH Baltimore Impact Analysis Report during the second quarter. The draft was prepared and released to MDOT and MTA representatives for review and feedback. During the third quarter, COG/TPB staff worked on edits to the draft report which was finalized and transmitted to the MTA and MDOT for their review and files.

COG/TPB staff continued collecting information for FY2018 contract amendments for each of the ride providers. COG executed a contract amendment with Diamond Transportation for GRH daily operations for FY2018.

GRH Baltimore spring 2018 advertising includes radio and paid social media. The COG/TPB contractor solicited companies to provide coupons to commuters who renewed their GRH membership.

Radio scripts were finalized for the FY18 spring marketing campaign, and voice talent was selected. The newly produced radio GRH ad theme was "Don't Get Stuck" (GRH). The ads launched in February on radio, podcasts, Pandora, streaming services, and paid social media.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

COG/TPB staff reports between the months of July 2017 and June 2018 there were 111 GRH applications received. 136 commuters were newly registered in the Baltimore GRH program including five (5) new registrants as "one-time exceptions" during FY 2018. A total of 277 commuters had a GRH status of "re-registrant." A total of 410 registrants were registered for the Baltimore GRH program at the end of FY 2018. The Baltimore GRH program provided 125 GRH trips in FY 2018. Overtime and Personal Illness accounted for the largest portion of the GRH trip reasons (65%) followed by Family Emergency (21%), Child Care (11%) and Missed "Pool" (1%) accounted for the remainder of specific reasons. Four percent (4%) of trips taken during FY 2018 were classified as "Other." The average cost of a GRH trip in FY 2018 was \$90.17 which was higher than in FY2017.

COG/TPB staff held a conference call with Diamond Transportation, Inc. representatives on August 23rd to discuss the FY2018 GRH daily operations contract and budget.

COG/TPB staff continued collecting information for FY2018 contract amendments for each of the ride providers. COG executed a contract amendment with Diamond Transportation for GRH daily operations for FY2018.

Additional meetings were held three times during the fiscal year with the daily operations contractor, Diamond Transportation Services, to discuss trip coordination and service provider issues. The meetings were held on September 27, 2017, January 24, 2018, and May 30, 2018.

COG/TPB worked with the daily operations contractor and GRH trip providers on contract renewals.

COG/TPB provided training for a new call center agent at Diamond Transportation Services.

COG/TPB staff identified a trainer to provide Customer Service training for GRH Customer Service Agents and coordinated with the selected firm to finalize the training materials for the session that was held on November 1st. All GRH dispatchers were encouraged to attend the session which focused on providing an enhanced level of customer service to the commuting public.

COG/TPB staff processed and paid 28 invoices for all GRH service providers throughout the fiscal year and processed and paid vouchers for those GRH commuters who used public transit as part of the GRH trip.

Work on contract amendments for FY2018 with GRH ride providers continued.

Several months prior to the GRH Ride Provider RFQ, Smart Ride submitted their information as part of the open bid process and a new contract was negotiated and signed for them to provide service in St. Mary's county.

A GRH Ride Provider RFQ was released for GRH Ride Providers on April 13th and a pre-bid meeting was held on April 23rd. The Technical Selection Committee for the GRH Ride Provider's RFQ met on May 11th to select providers for the project. Contracts were negotiated and issued for GRH trip providers as part of the RFQ issued and COG/TPB staff began a transitioning process for the new providers, which include:

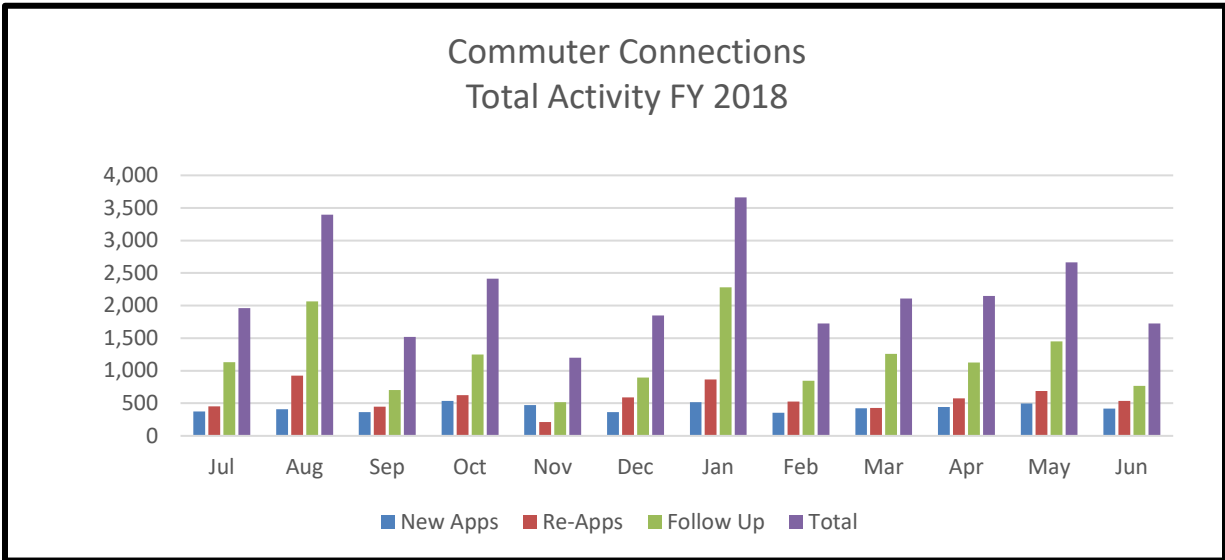
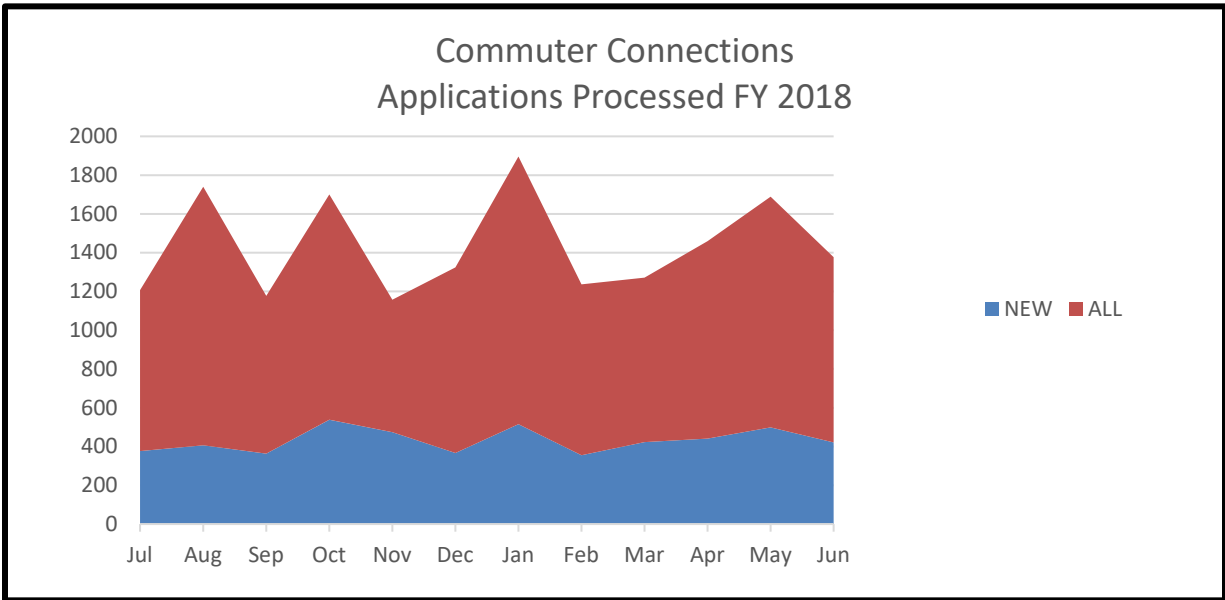
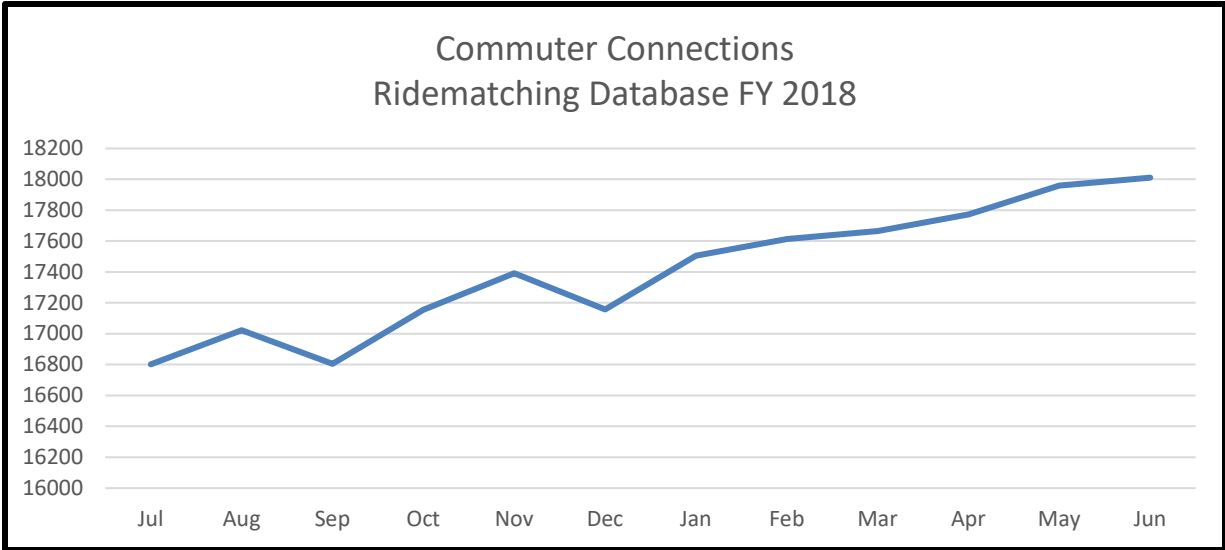
- Enterprise
- Smart Ride
- Transdev (Yellow Checker Cab of Baltimore and Associated Cab Company)

Table 1
Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary
FY 2018 Totals

Commuter Connections Activity	July 1, 2017 - June 30, 2018
Total applicants/info provided:	26,739
Rideshare applicants	12,059
Matchlists sent	27,201
Transit applicants/info sent	323
GRH applicants	6,810
Bike to work info requests	32
Telework info requests	51
Internet users	172,777
Internet applicants	19,183
New employer clients	973
Employee applicants	0

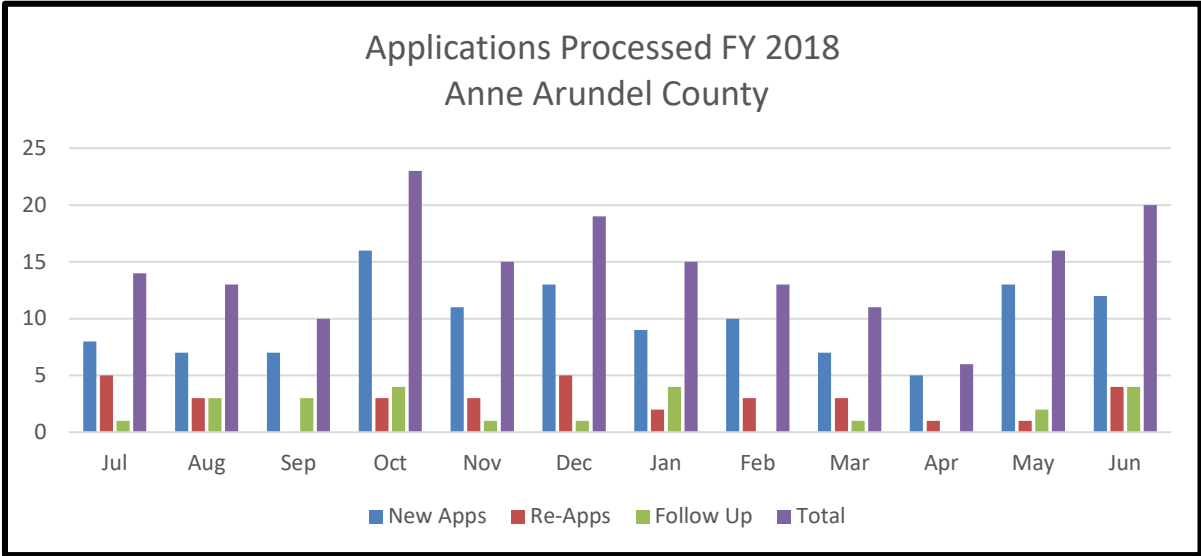
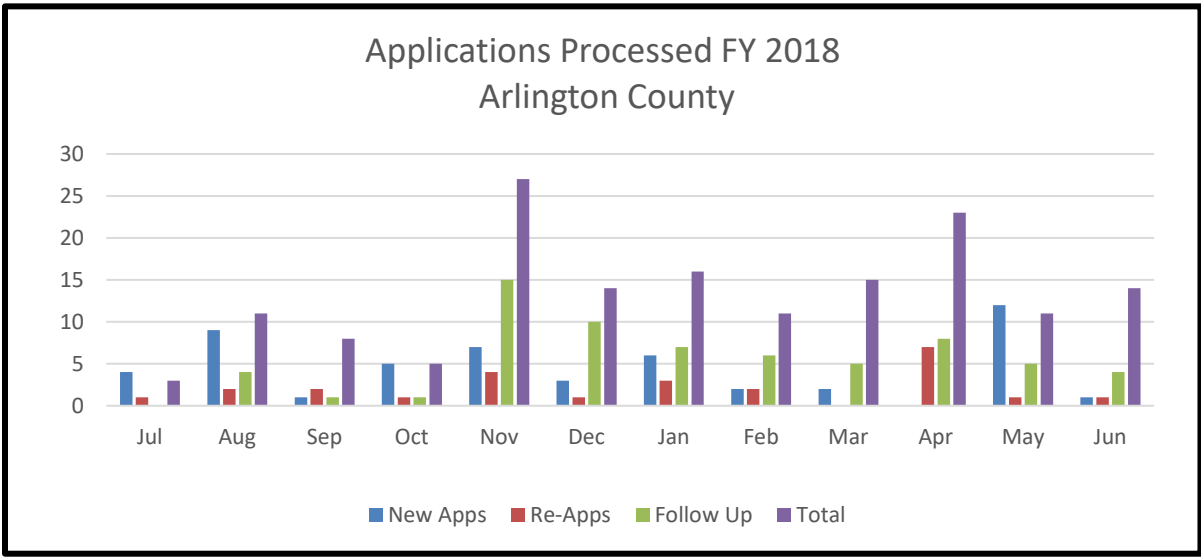
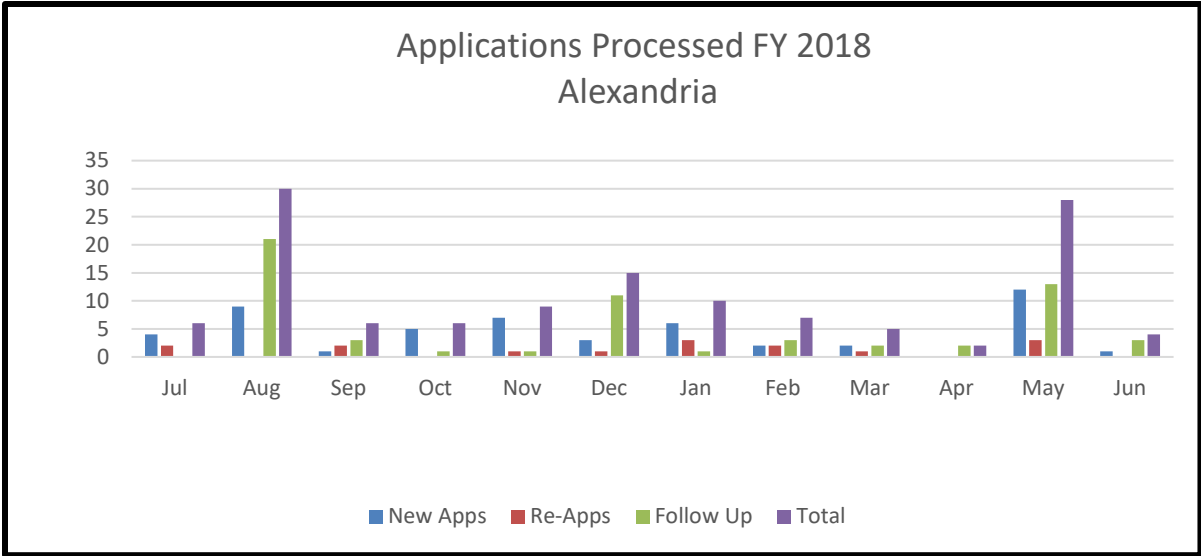
Program Impact Performance Measure	July 1, 2017 - June 30, 2018
Continued placements	4,263
Temporary/one-time placements	617
Daily vehicle trips reduced	2,361
Daily VMT reduced	64,727
Daily tons NOx reduced	0.0247
Daily tons VOC reduced	0.0131
Daily tons PM2.5 reduced	0.00080
Daily tons PM2.5 NOx reduced	0.0270
Daily tons GHG reduced	32.0824
Daily gallons of gas saved	3,253
Daily commuter costs saved	\$11,004

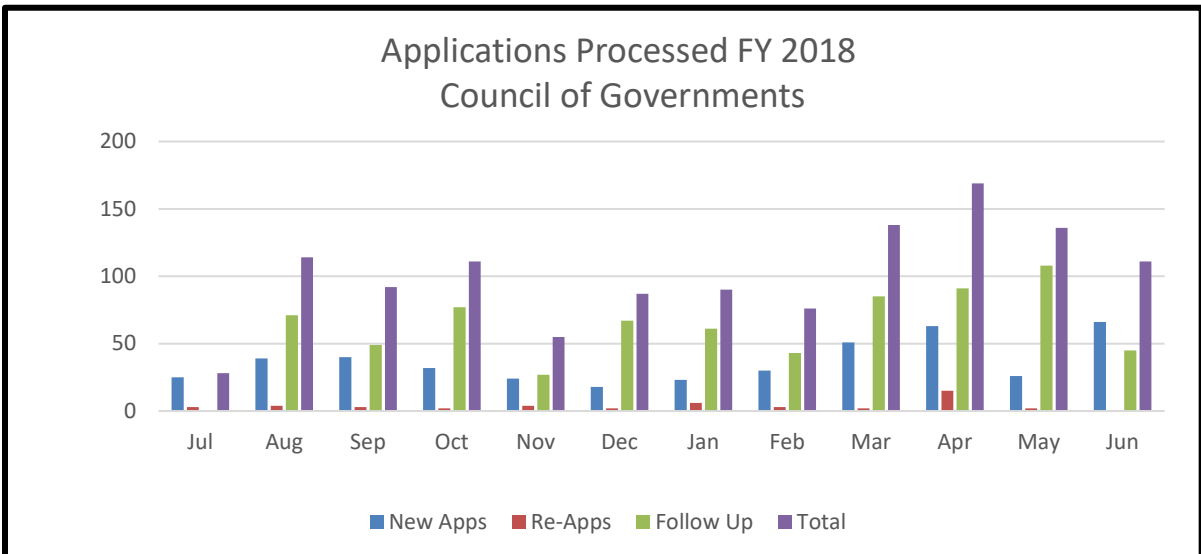
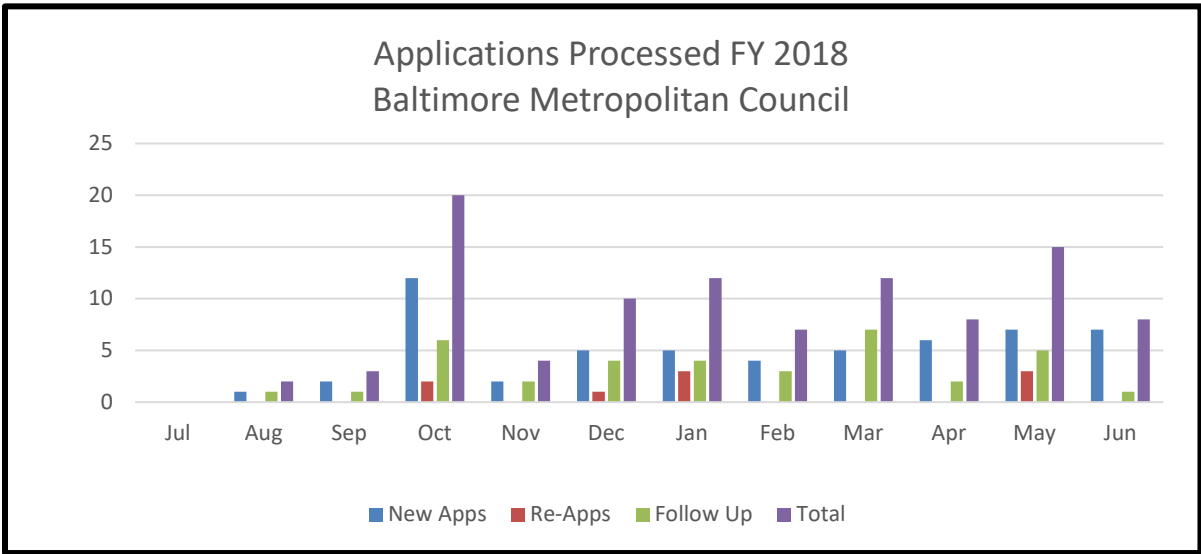
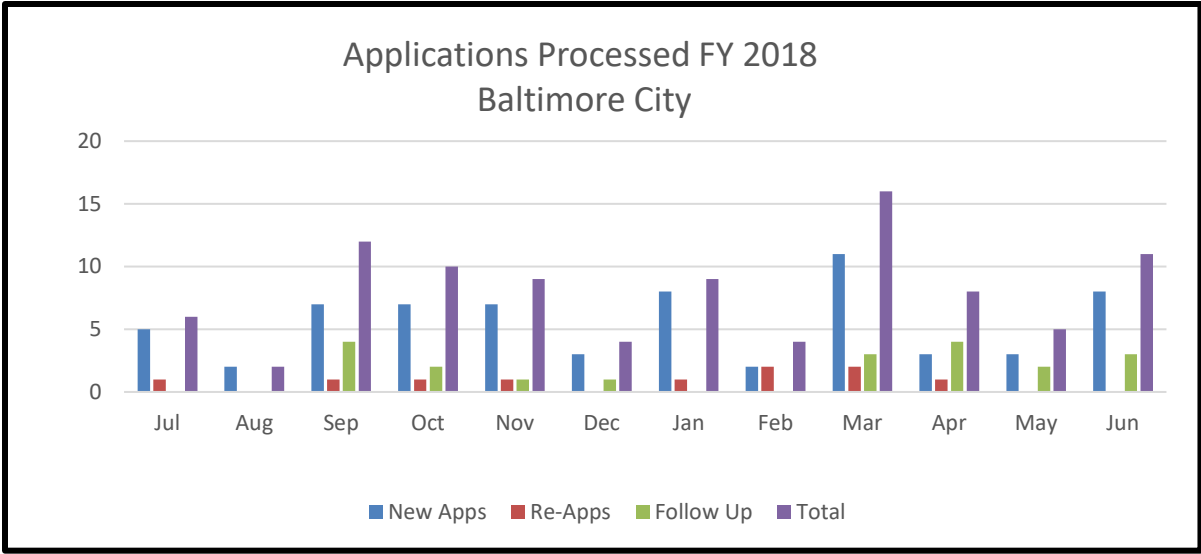
NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift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

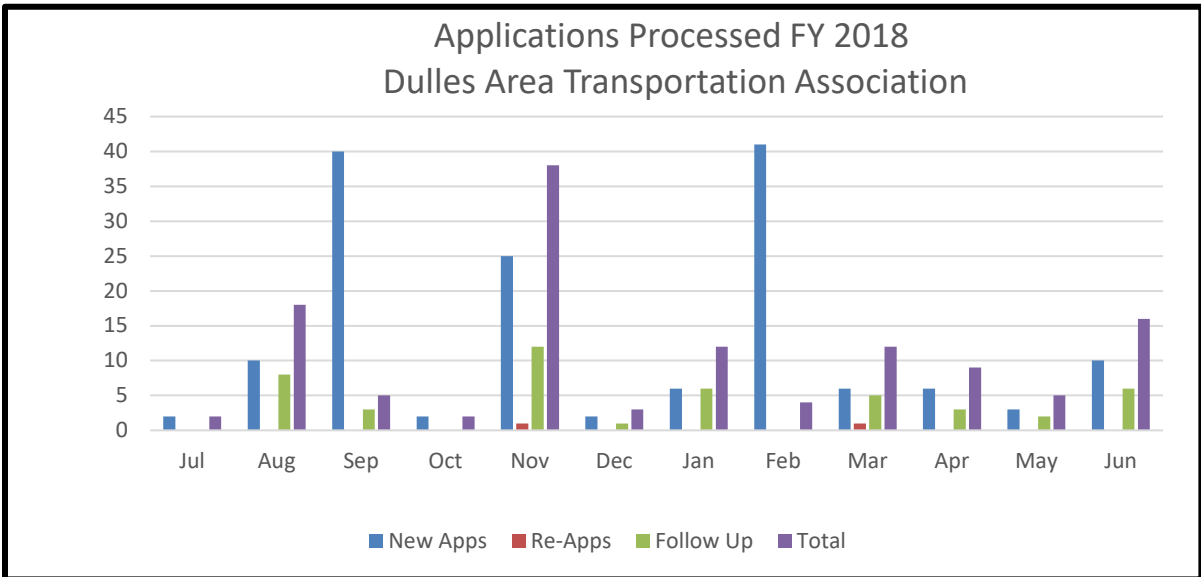
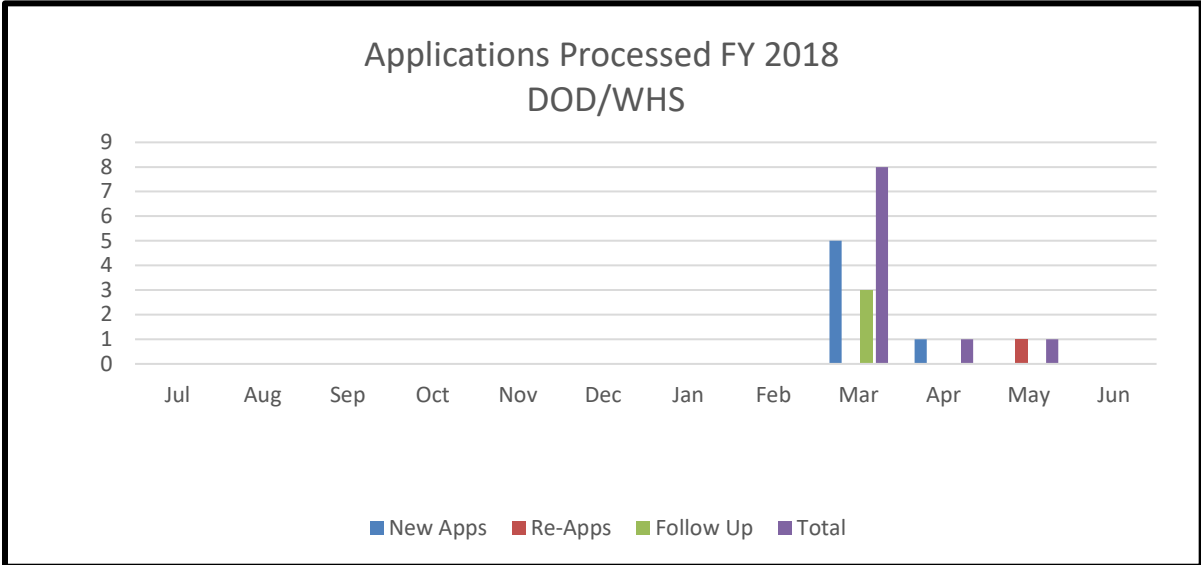
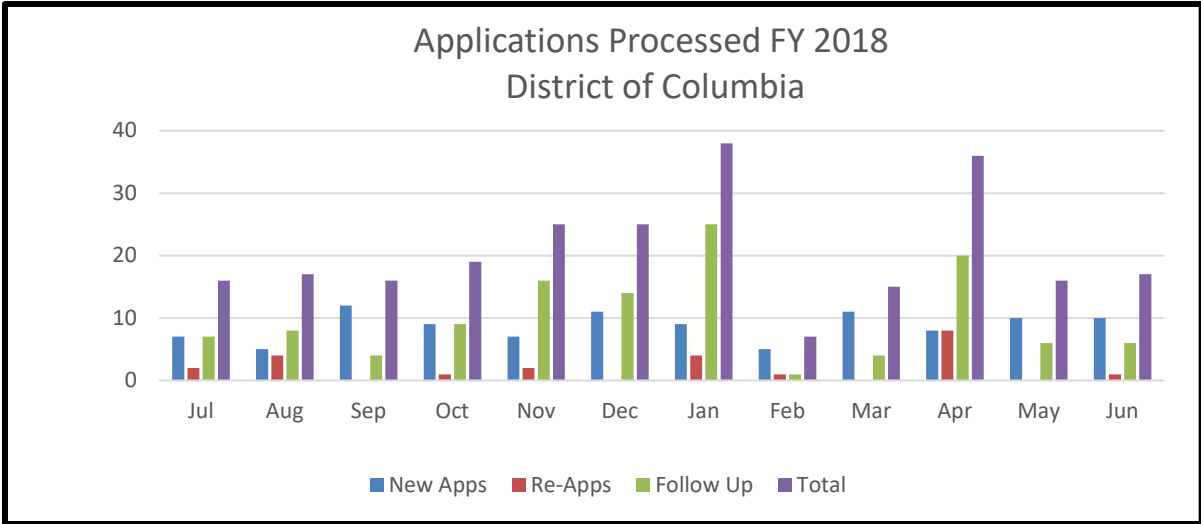


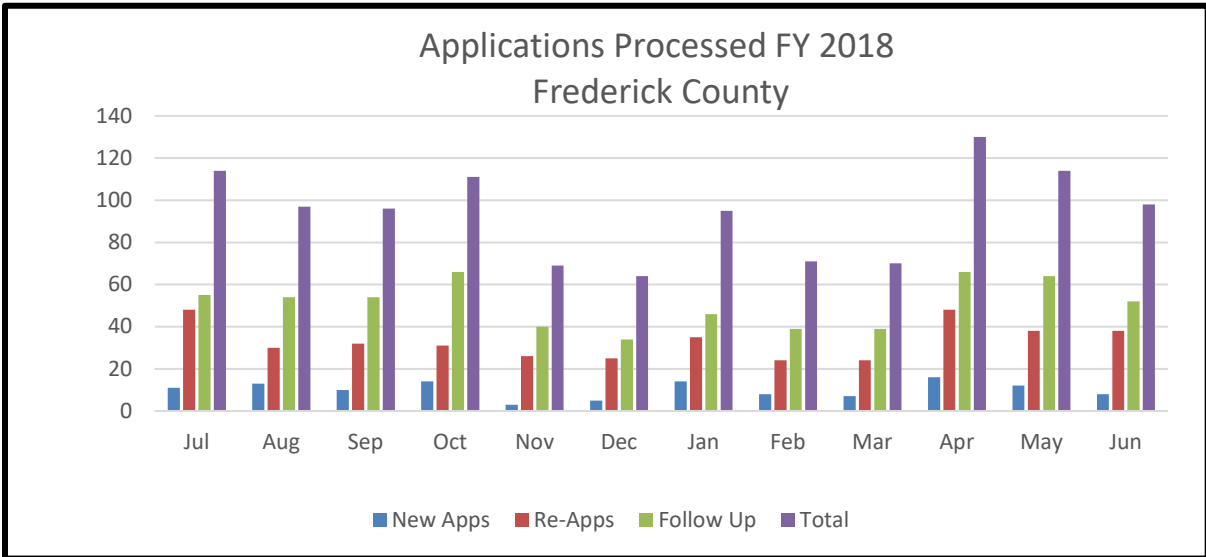
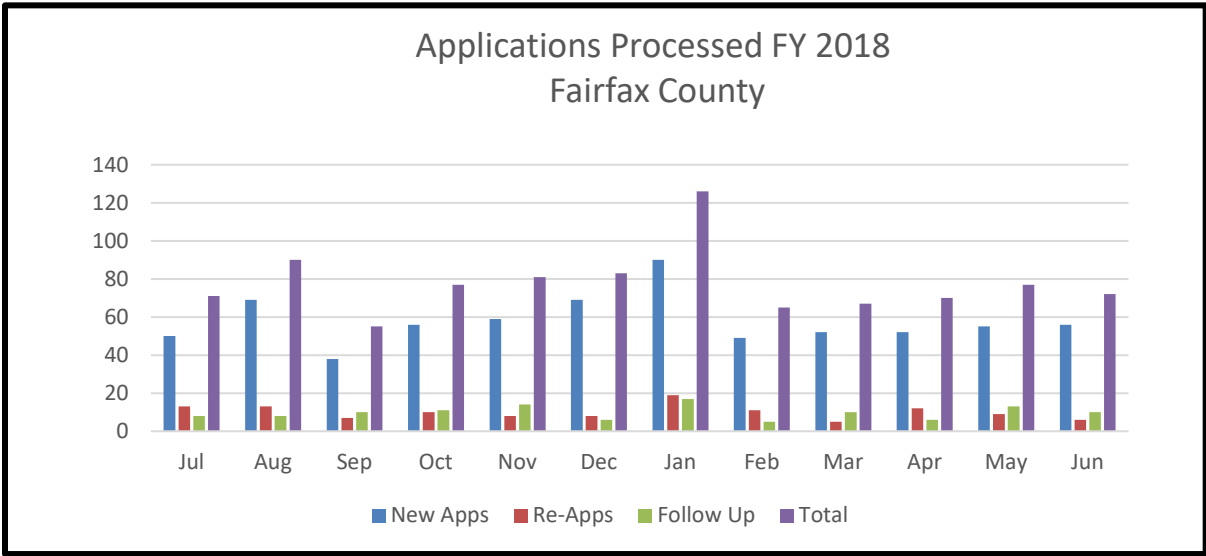
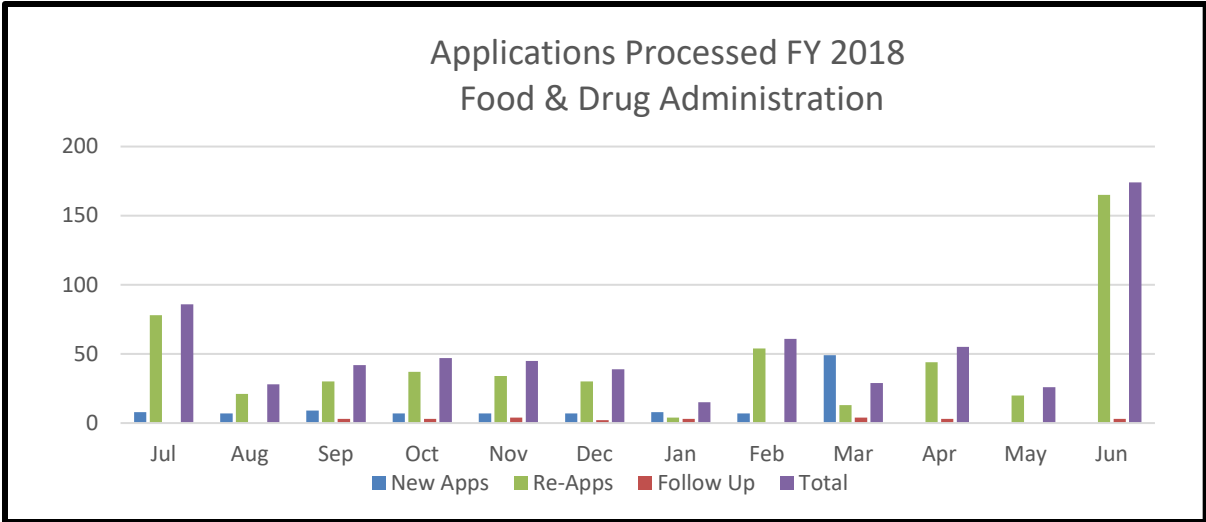
**TABLE 2
 COMMUTER CONNECTIONS
 APPLICATION ACTIVITY SUMMARY
 FY 2018**

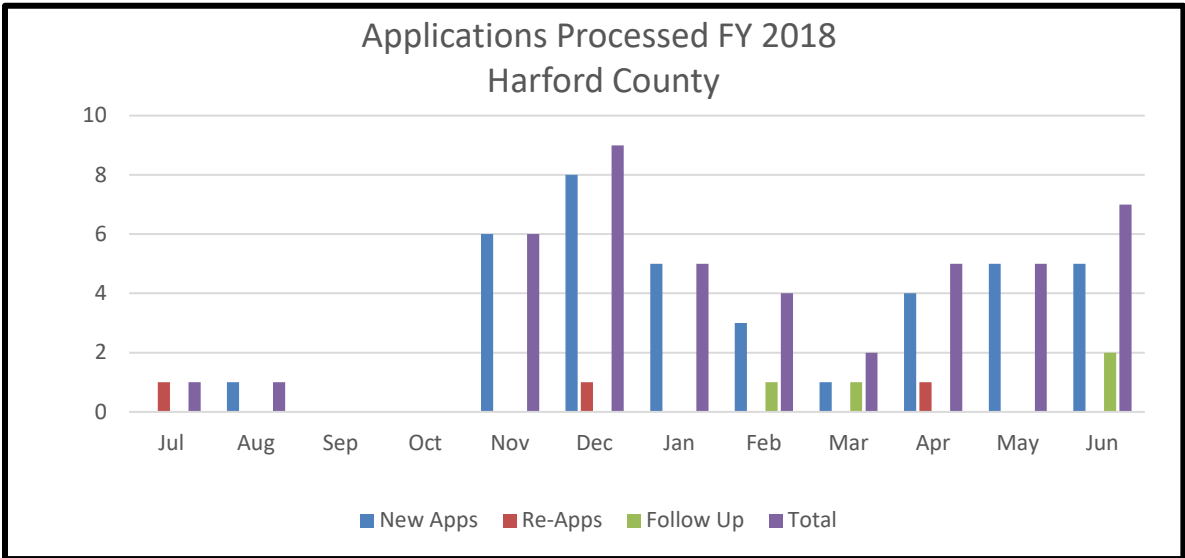
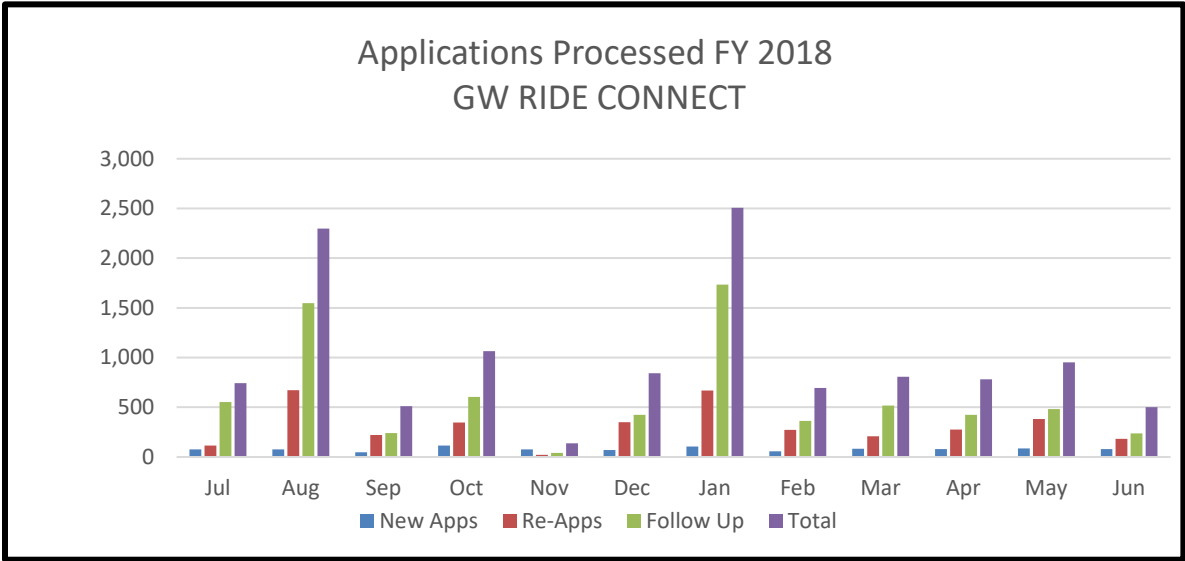
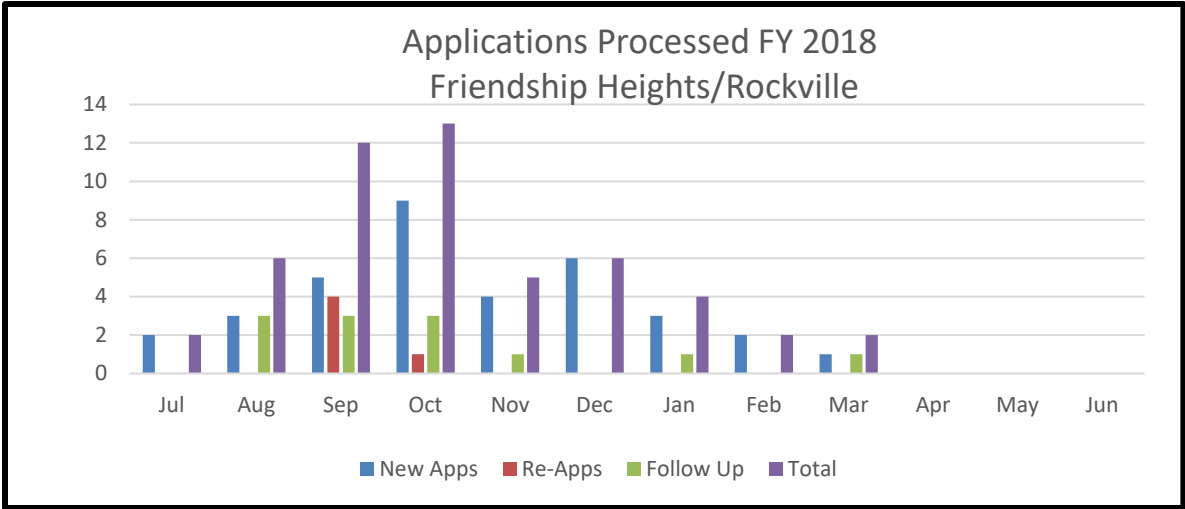
	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	52	15	45	112
ARLINGTON COUNTY	53	23	57	133
ANNE ARUNDEL COUNTY	93	28	24	145
BALTIMORE CITY	55	10	15	80
BALTIMORE METROPOLITAN COUNCIL	42	9	30	81
COUNCIL OF GOVERNMENTS	345	44	571	960
DOD/WHS	49	2	27	78
DULLES AREA TRANSPORTATION ASSOCIATION	65	2	38	105
DISTRICT OF COLUMBIA	84	22	108	214
US FOOD & DRUG ADMINISTRATION	80	345	22	447
FAIRFAX COUNTY	584	106	95	785
FREDERICK COUNTY	101	323	493	917
GW RIDE CONNECT	784	3,155	6,447	10,386
HARFORD COUNTY	28	3	4	35
HOWARD COUNTY	86	34	125	245
LOUDOUN COUNTY	271	70	369	710
MARYLAND TRANSIT ADMINISTRATION	19	11	11	41
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	107	78	244	429
Countywide	123	61	41	225
Friendship Heights/Rockville	35	5	12	52
North Bethesda TMD	342	552	1,948	2,842
Shady Grove	1	0	0	1
Silver Spring	48	38	27	113
NATIONAL INSTITUTES OF HEALTH	14	3	13	30
NATIONAL GUARD REDINESS CENTER	1	3	3	7
NORTHERN NECK PDC	0	0	0	0
NORTHERN SHENANDOAH PDC	64	30	4	98
PRINCE GEORGE'S COUNTY	175	33	61	269
POTOMAC & RAPPAHANOCK TC	452	178	641	1,271
RAPPAHANNOCK-RAPIDAN PDC	63	19	19	101
TRI - COUNTY COUNCIL	104	461	629	1,194
TDM NETWORK MEMBERS				
CHARLOTTESVILLE RIDESHARE	134	0	165	299
RIDESHARE DELAWARE	1,370	2	191	1,563
TOTAL INPUT COMMUTER CONNECTIONS	4,320	5,663	12,123	22,106
TOTAL INPUT TDM NETWORK MEMBERS	1,504	2	356	1,862
TOTAL INPUT (CC + NETWORK)	5,824	5,665	12,479	23,968
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		9,983		

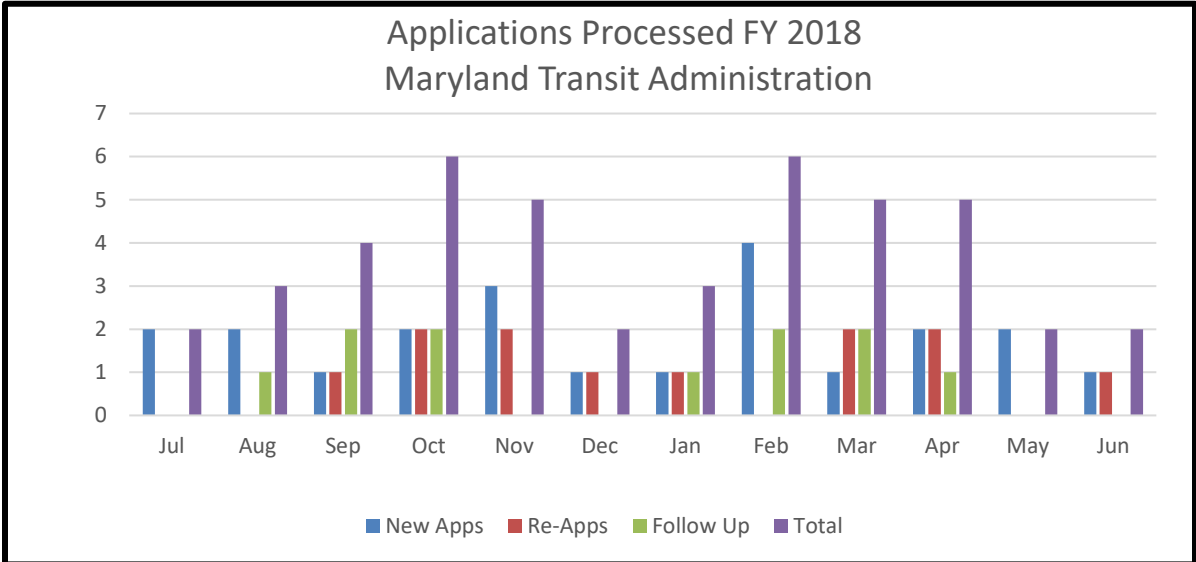
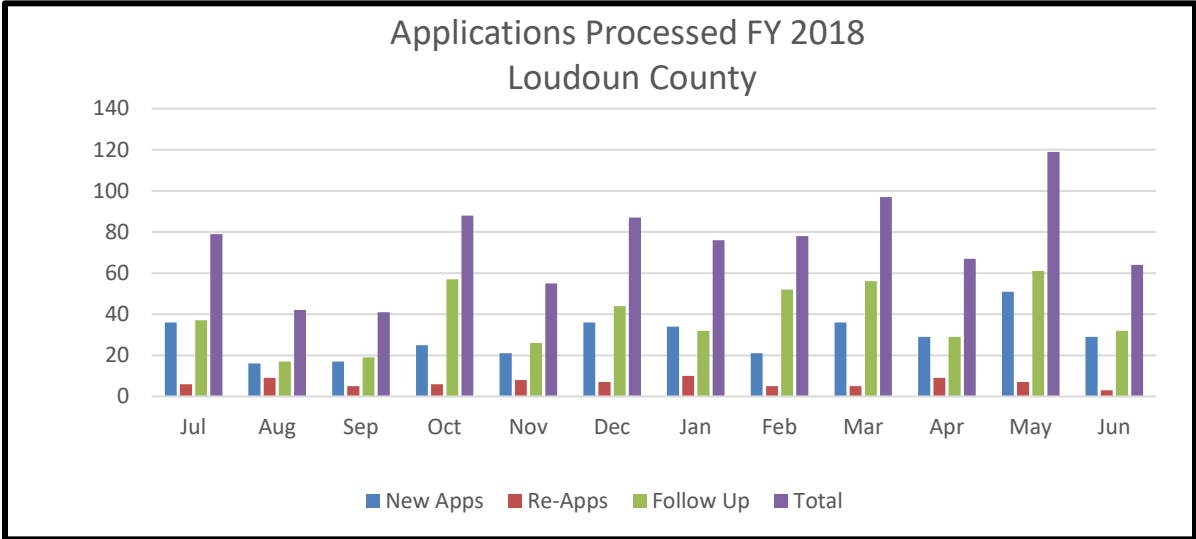
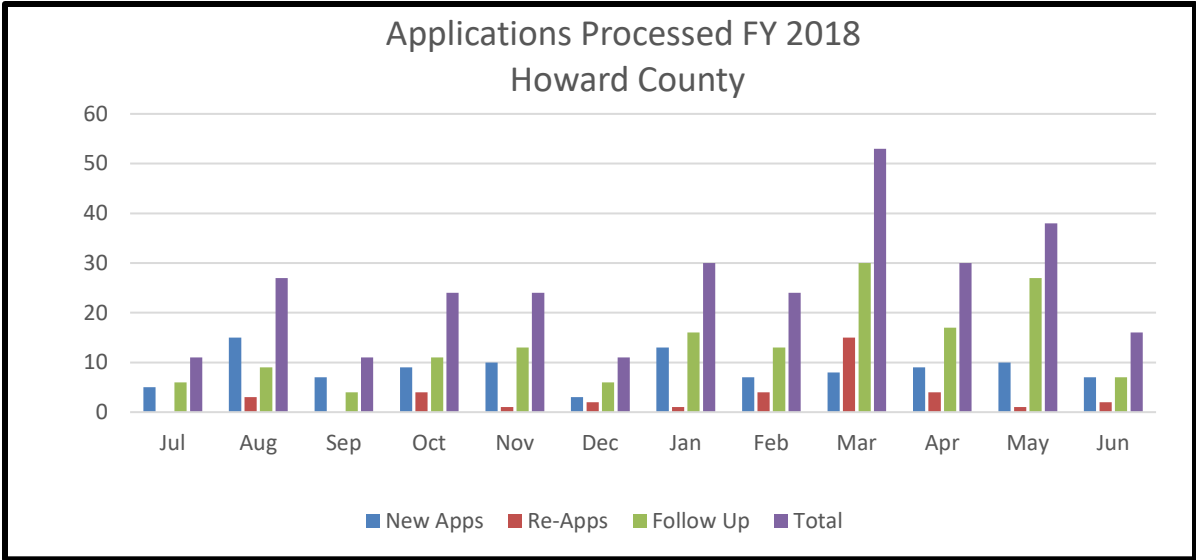


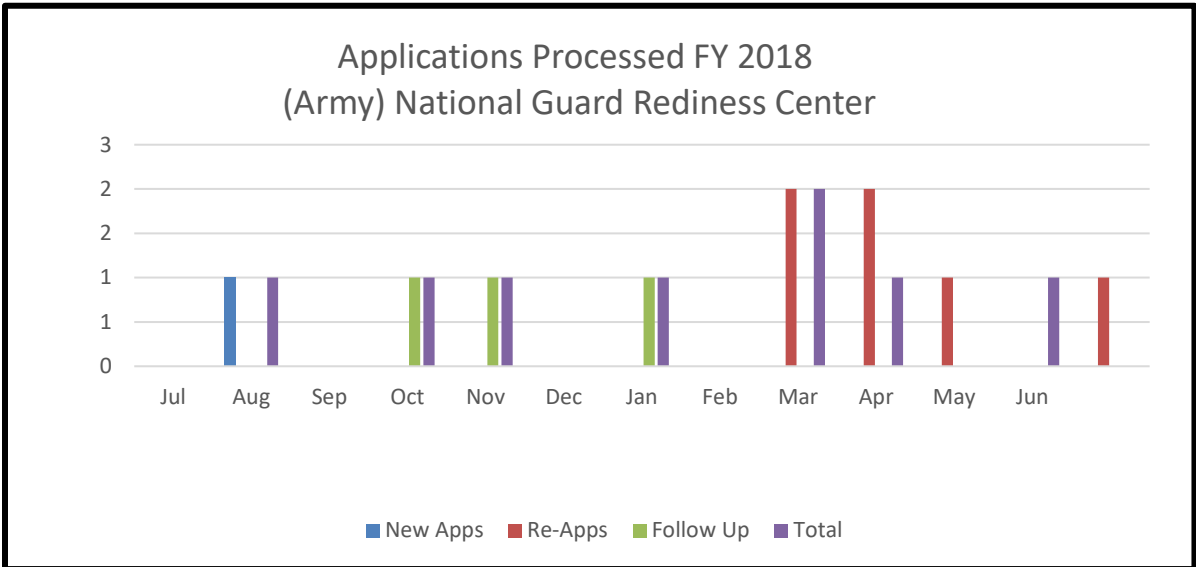
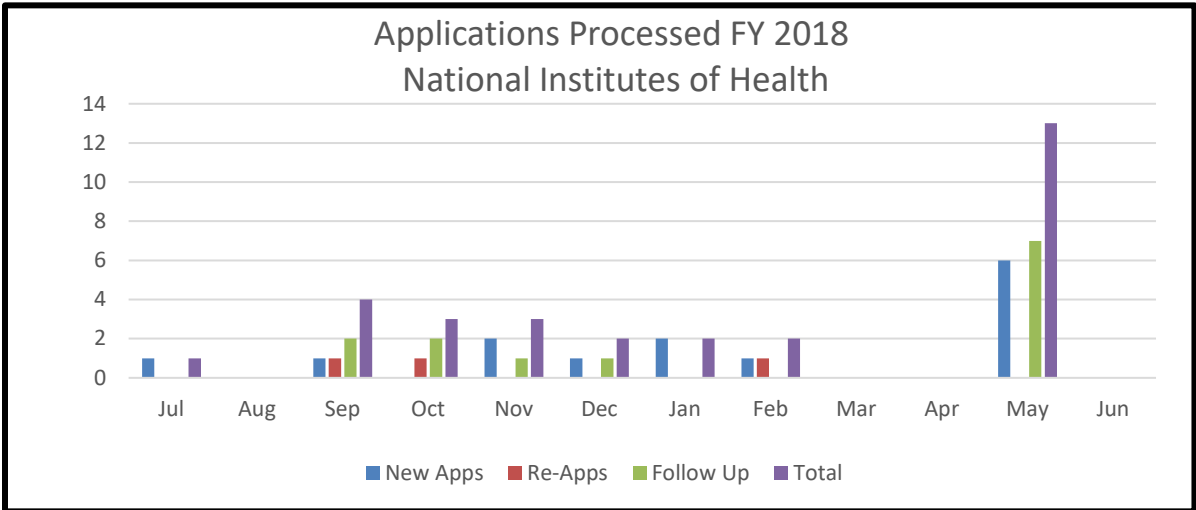
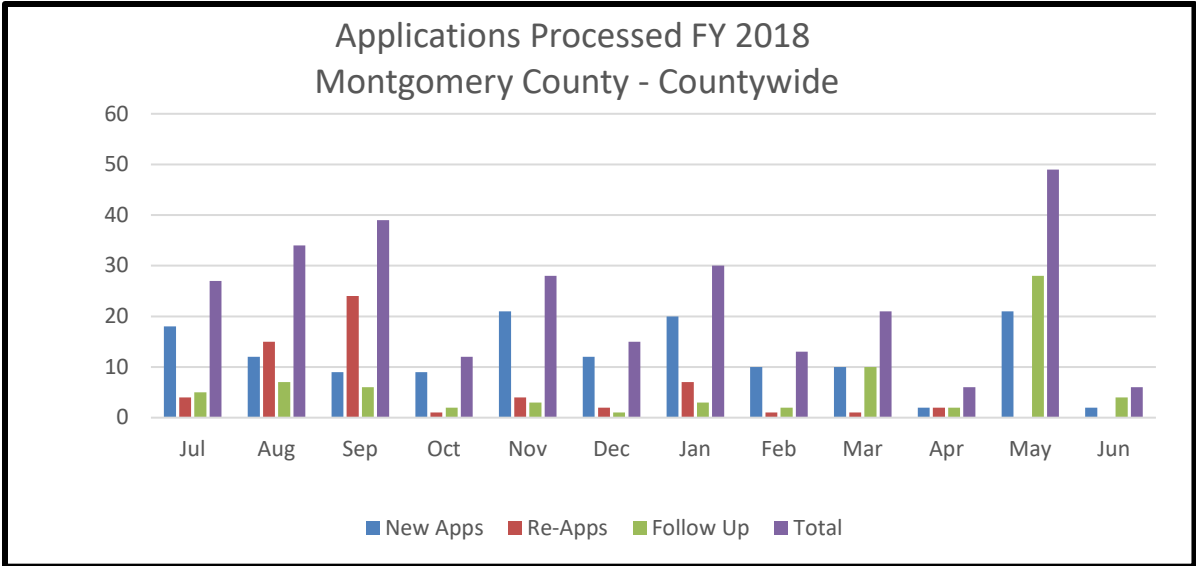


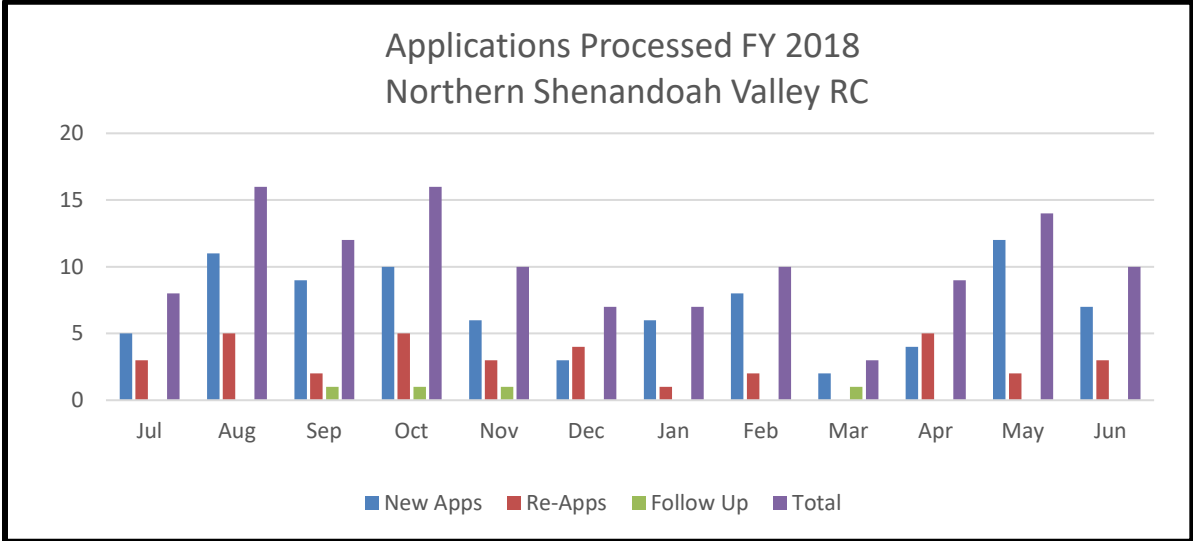
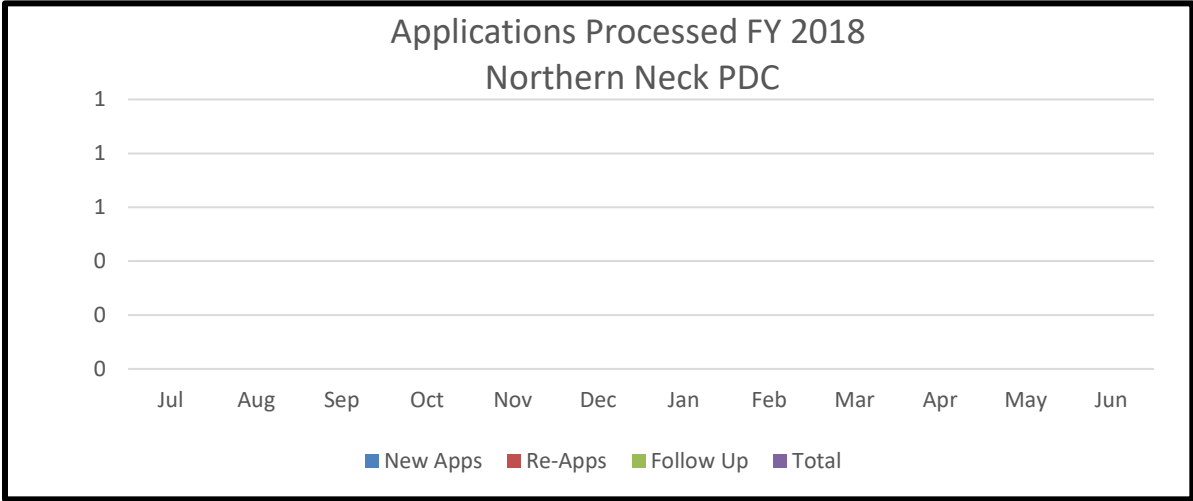
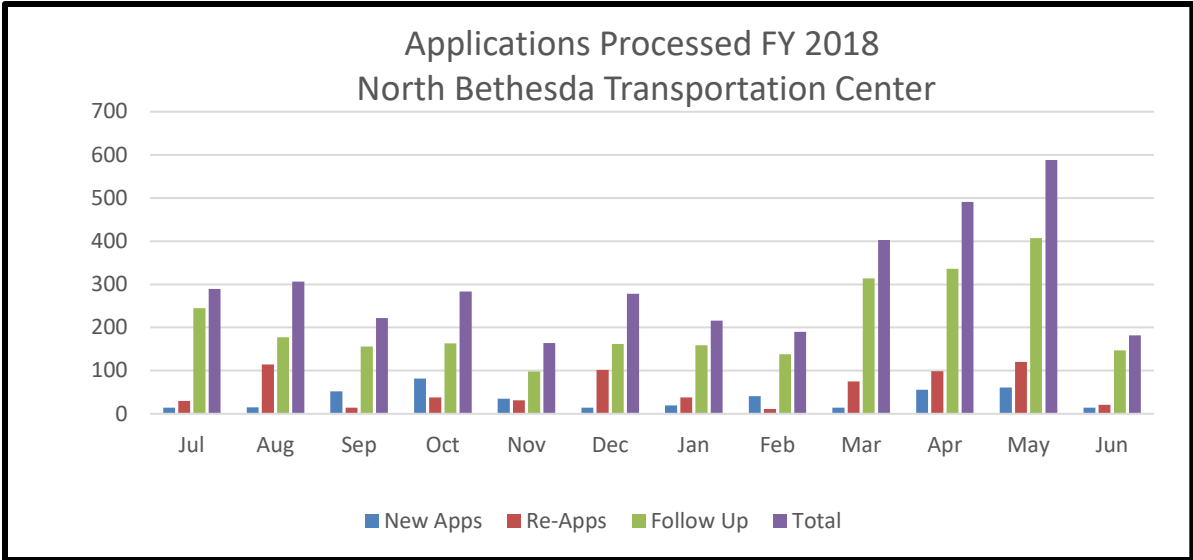


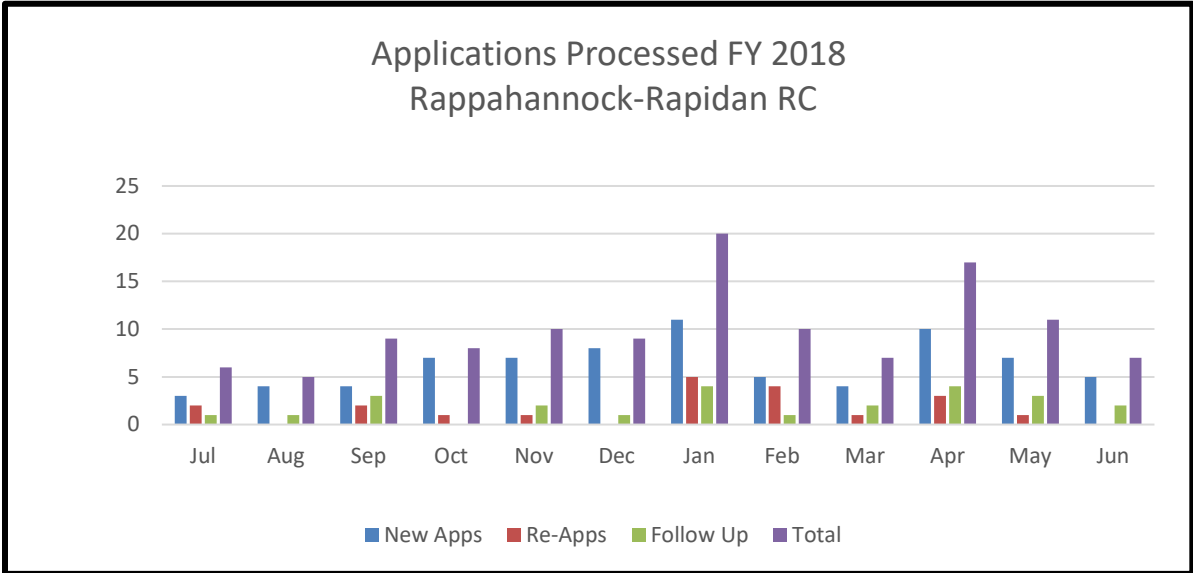
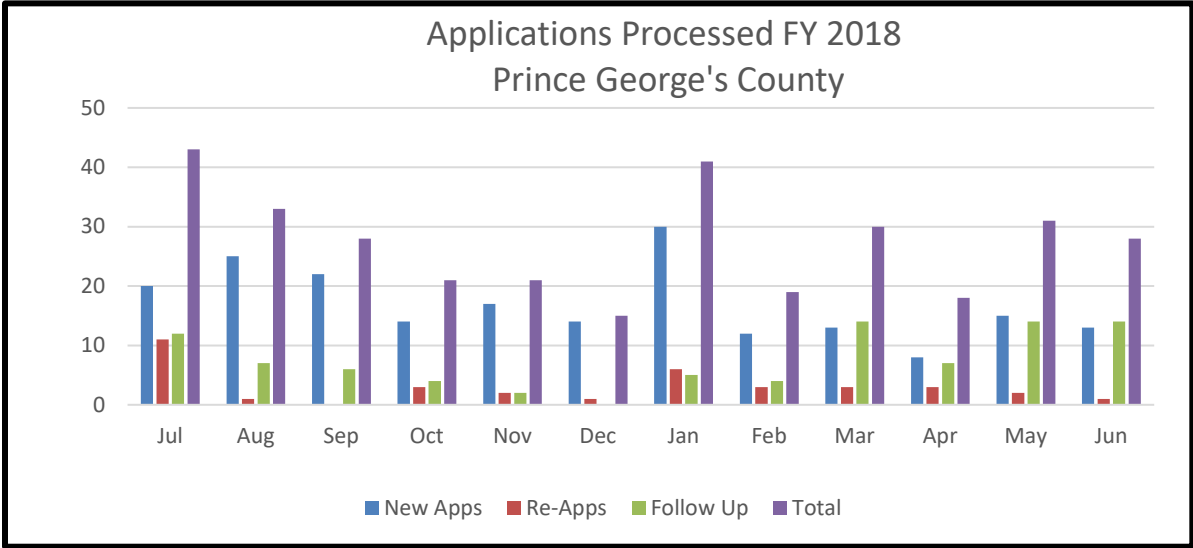
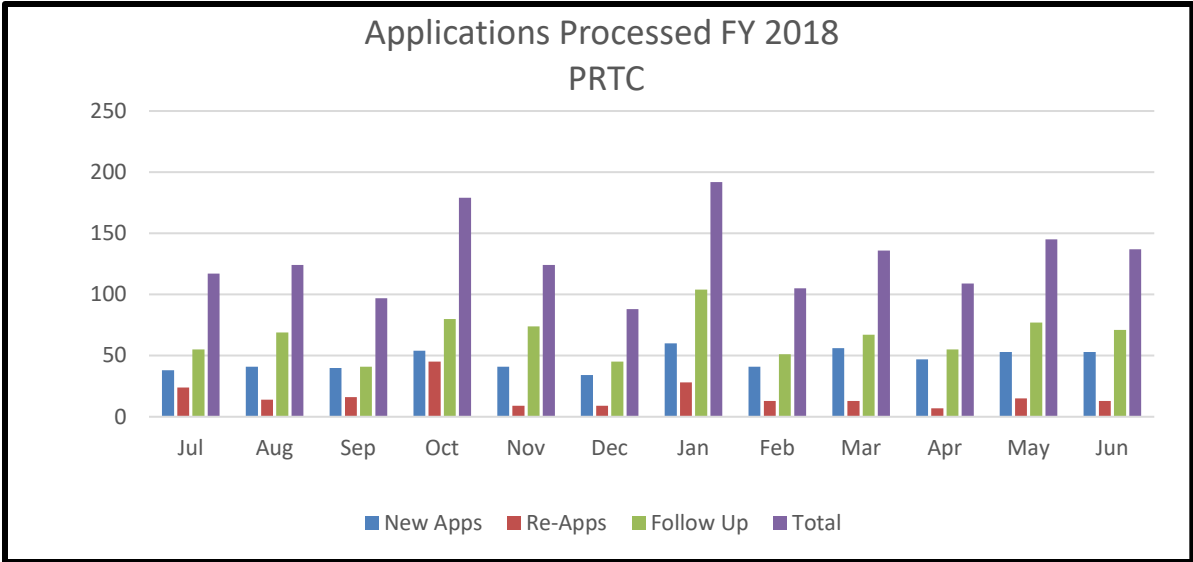


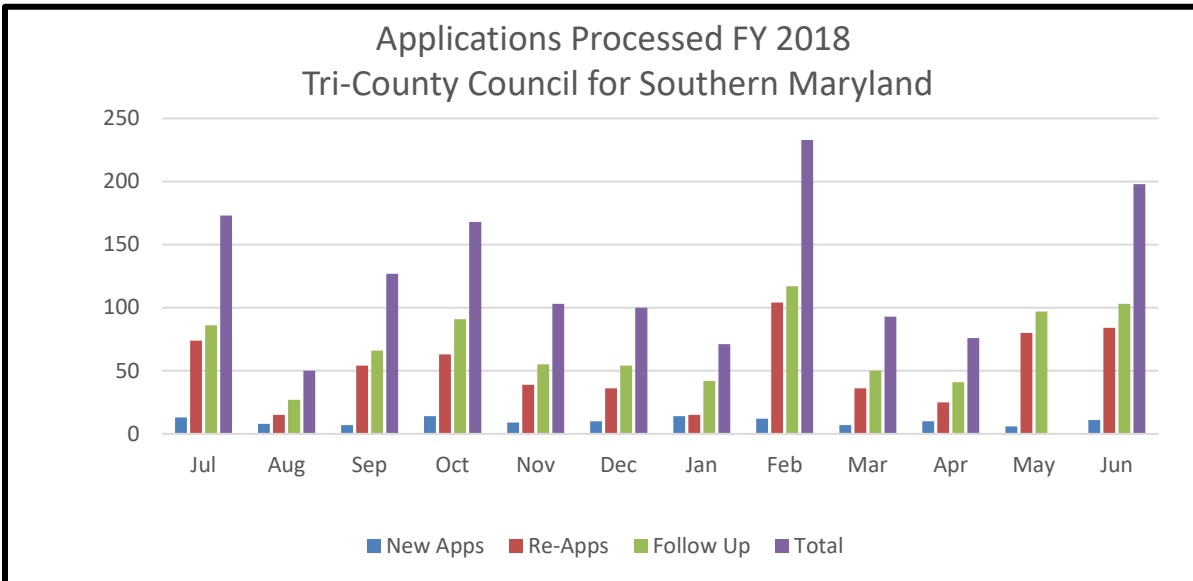
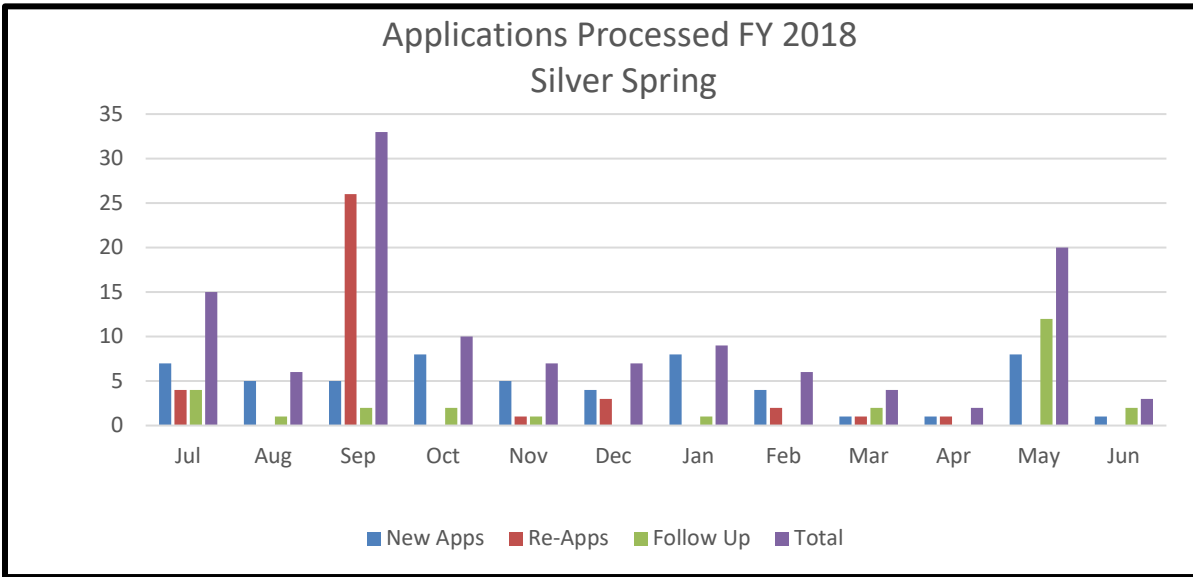
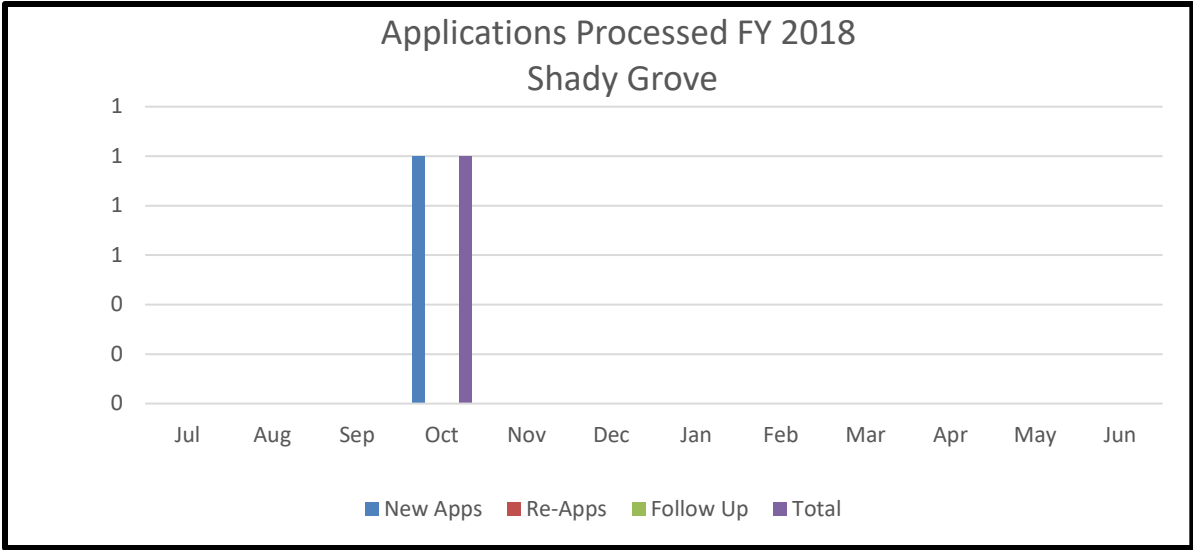




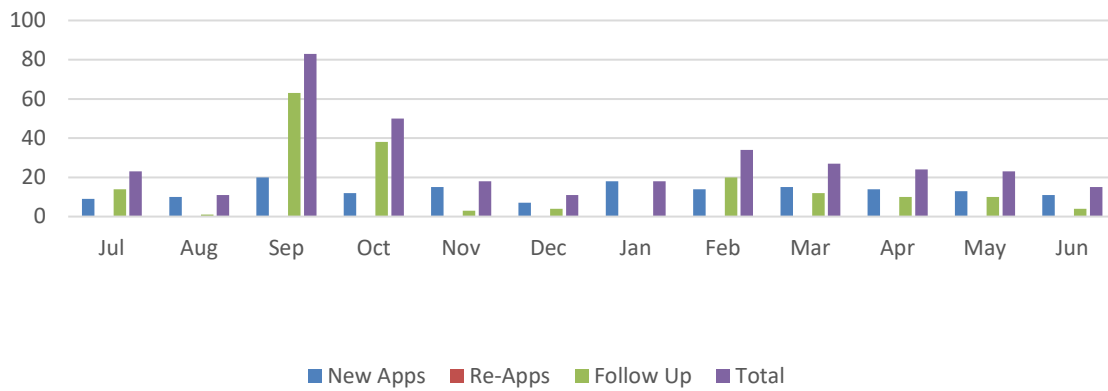




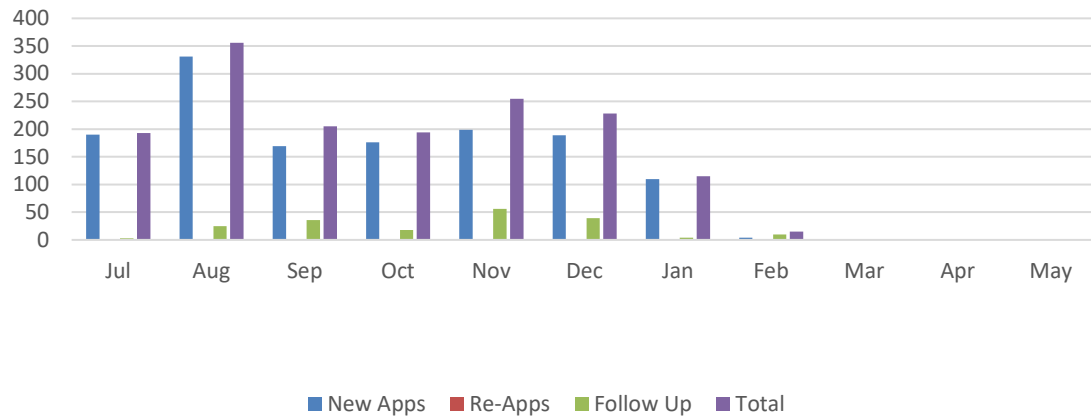




Applications Processed FY 2018 Charlottesville Rideshare



Applications Processed FY 2018 Rideshare Delaware



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2018**

APPLICATIONS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	0	0	N/A	N/A	N/A	0	N/A
Internet	51	7748	299	N/A	N/A	28	11428	N/A
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A
Purge Letters	N/A	114	0	N/A	N/A	N/A	493	N/A
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A
From Client	N/A	0	0	N/A	N/A	N/A	0	N/A
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A
Direct Mail	N/A	359	0	N/A	N/A	N/A	138	N/A
TOTAL	51	8221	299	N/A	N/A	32	12059	N/A
PHONE CALLS								
Brochure/Promo Materials	1	0	0	0	1	2	0	2
Bus/Train Schedule	0	1	0	0	8	0	2	1
Bus/Train Sign	4	4	0	0	41	3	4	12
Direct Mail	0	3	0	0	0	0	0	2
Employer	0	1	0	1	0	0	1	16
Employer Survey	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	1	0	0
Government Office	0	0	0	0	0	0	0	0
Highway Sign	0	2	0	0	21	2	7	67
Information (411)	0	1	0	0	0	0	11	21
Internet	1	9	0	0	25	2	10	31
Library	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	0	0	0	2	0	0	1
Park-and-Ride Lot Sign	0	0	0	0	2	0	0	2
Post Card (COG)	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0
Radio	0	0	0	0	1	0	1	0
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0
Referral from Transit Org	0	1	0	0	1	0	0	0
Theatre Slide	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	0	0	0	0
Was/Is Applicant	0	2032	0	0	10	0	355	36
White Pages	0	0	0	0	3	0	0	0
Word of Mouth	0	37	0	0	21	1	20	27
Yellow Pages - Verizon	0	0	0	0	0	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0
Other/Unknown	0	6	0	1	5	1	5	4
TOTAL CALLS	2	2097	0	2	162	12	416	222

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2018**

How they heard...	T O C T O A O A G L	O C N O L O L G Y	A L X	A R L	A A C	B A L T	B E T H	B M C	F D A	F F X	F R E D	G W D	H A R	H O W	L D N	M C A	M T A	N E H K	N S E N	P G C	P R T C	R A P	S S	P A S	P T A P	T R I G	D A T A	T R A N S	T O T A L			
Brochure/promo Matrix	5	5	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	30	
Bus/Train Schedule	13	9	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	53	
Bus/Train Sign	62	34	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	35		
Direct Mail	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Employer	19	18	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	31	
Employer Survey	6	0	0	0	0	0	0	0	0	0	0	1682	0	0	0	0	0	0	0	0	0	0	0	0	10	4	0	0	0	0	1699	
Fair/On Site Event	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	21	
Government Office	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	3	
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	100	77	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	77	
Information (411)	54	34	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	34	
Internet	79	61	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	89	
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	
Mobile Billboard	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	
Newsletter	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	
Newsleter	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	
Newspaper	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	
Newspaper (Local)	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	
Other Ridesharing Org	3	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	
Park-and-Ride Sign	4	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	
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	0	
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	
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	
Radio	2	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	
Real Estate/WelcomW	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	
Referral from Transit Org	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
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	
TV	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	
Van 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	0	
Was/s Applicant	2145	2123	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	2138
White Pages	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	
Word of Mouth	106	84	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	6944
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
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	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
Voice Mail Messages	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	2
Other	22	18	0	0	0	0	0	0	0	0	0	8321	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8424
Total	2627	2472	0	0	0	0	0	0	0	0	0	16862	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19660	

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

**TABLE 6B
APPLICATIONS RECEIVED TDM SYSTEM
FY 2018**

	C O G	D C L	A R L	A L X	A A	A R M	A T M	A A	B E T	B M C	B B W	B W I	F D A	F F X	F R E	G W D	H A R	H O W	L I N	L D N	M C A	M T A	N I H	N E C	N S H	N S H	P D O	P G C	P R T	R A S	T A P	T R I	A R N	A D A	T O T
How they heard...	51	21	13	14	9	7	1	9	0	6	82	21	34	2	29	0	53	21	3	0	0	0	0	4	1	32	62	7	5	1	23	0	1	512	
Brochure/Promo Matrix	17	3	0	22	13	0	3	0	2	23	13	5	4	14	0	47	7	7	0	0	1	0	1	0	1	0	16	26	1	3	0	32	0	0	259
Bus/Train Schedule	15	5	3	4	9	10	0	7	0	0	8	2	6	4	16	0	13	9	2	1	0	2	0	2	0	12	22	0	6	0	21	0	0	177	
Bus/Train Sign	17	6	7	9	0	0	0	0	1	49	15	2	0	2	29	20	0	20	0	0	0	0	0	0	0	20	55	1	10	1	24	0	0	268	
Direct Mail	82	45	26	16	46	33	25	16	0	106	115	29	66	17	24	0	48	44	6	13	0	8	1	57	114	3	21	15	26	0	1	1003			
Employer	3	0	1	1	1	0	50	0	0	1	0	0	1	0	2	0	1	0	0	0	0	0	0	0	0	1	1	0	0	51	0	0	114		
Employer Survey	4	5	3	0	2	2	30	0	0	12	2	4	2	1	0	11	6	2	1	0	0	0	0	0	17	4	0	5	326	0	0	29	468		
Fair/On Site Event	33	12	6	6	15	9	2	10	0	12	42	9	28	3	14	0	24	17	1	1	0	1	0	1	0	28	36	2	5	1	14	0	0	331	
Government Office	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	0	
GRH Program	6	0	0	1	1	2	0	1	0	0	8	0	2	0	3	0	3	2	0	0	0	16	0	16	0	2	6	0	0	2	0	0	0	57	
Highway Sign	0	0	1	0	0	1	1	0	0	0	0	0	4	0	0	0	2	0	0	0	0	0	0	0	0	2	2	0	1	0	2	0	0	16	
Information (411)	178	44	20	23	44	32	25	35	0	1	228	52	499	26	45	0	152	72	7	3	0	39	1	67	248	34	19	11	49	0	0	1954			
Internet	4	1	1	1	1	0	0	1	0	0	4	1	1	0	0	2	1	0	0	0	0	0	0	0	0	2	1	0	0	0	0	0	21		
Library	1	0	0	0	0	1	0	0	0	0	1	0	2	0	2	0	1	1	0	0	0	0	0	2	1	0	5	2	1	0	0	0	19		
Mobile Billboard	4	1	1	2	1	1	0	0	0	0	4	0	1	0	2	0	8	2	0	0	0	0	0	0	1	0	3	1	0	0	0	0	32		
Newsletter	4	1	1	0	0	0	0	0	0	0	2	2	2	0	2	0	3	1	0	0	0	0	0	1	0	0	2	0	0	0	0	0	21		
Newspaper	1	1	0	0	0	0	0	1	0	0	2	0	0	0	0	16	0	0	0	0	0	0	0	0	0	0	1	2	0	2	0	0	26		
Newspaper (Local)	9	3	1	0	4	2	0	3	0	1	15	4	11	2	0	7	4	2	1	0	1	0	1	0	1	0	3	34	4	1	2	2	0	51	167
Other Ridesharing Org	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	0	
Park-and-Ride Sign	2	0	0	0	0	0	0	0	0	0	4	1	0	0	0	2	1	0	0	0	0	0	0	0	0	5	1	0	0	0	0	0	0	16	
Post Card (COG)	2	1	0	0	1	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	9		
Presentation	56	9	10	6	16	7	0	8	0	2	67	19	71	3	11	0	44	19	3	3	0	4	1	23	79	13	11	1	10	1	0	497			
Radio	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	0	0	0	0	1	
Real Estate/WelcomeW	4	3	0	0	2	2	0	0	0	0	4	2	6	0	0	3	0	0	0	0	0	0	0	0	0	3	4	0	0	0	0	0	1	35	
Referral from Transit.Org	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	1	0	0	0	0	0	0	2		
Theatre Slide	2	0	0	1	3	1	0	1	0	0	8	1	1	0	0	2	0	0	0	0	1	0	1	0	4	4	1	1	0	7	0	0	38		
TV	3	0	0	0	1	1	0	1	0	2	0	0	3	0	1	0	2	1	0	1	0	0	0	0	1	4	1	0	0	0	0	0	22		
Van Sign	2	0	0	1	2	0	0	0	0	1	3	1	12	1	0	2	0	0	0	0	0	0	0	0	0	1	5	1	0	2	0	0	34		
Was/Is Applicant	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		
White Pages	44	14	16	9	27	12	0	9	0	9	81	19	164	9	21	0	35	20	13	2	0	9	0	9	0	24	126	10	3	2	24	0	0	702	
Word of Mouth	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-Verizon	0	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		
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	0	0	0		
Yellow Pages-Local	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	0	
Voice Mail Messages	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	0	
Other	76	23	15	16	27	11	0	16	0	7	125	29	89	21	20	0	71	34	6	2	0	19	0	19	0	46	135	19	13	2	38	0	0	860	
Total	622	199	125	110	234	147	134	121	0	152	887	224	1014	94	209	0	582	282	52	28	0	108	5	373	972	107	106	413	279	1	83	7663			

FIGURE 1

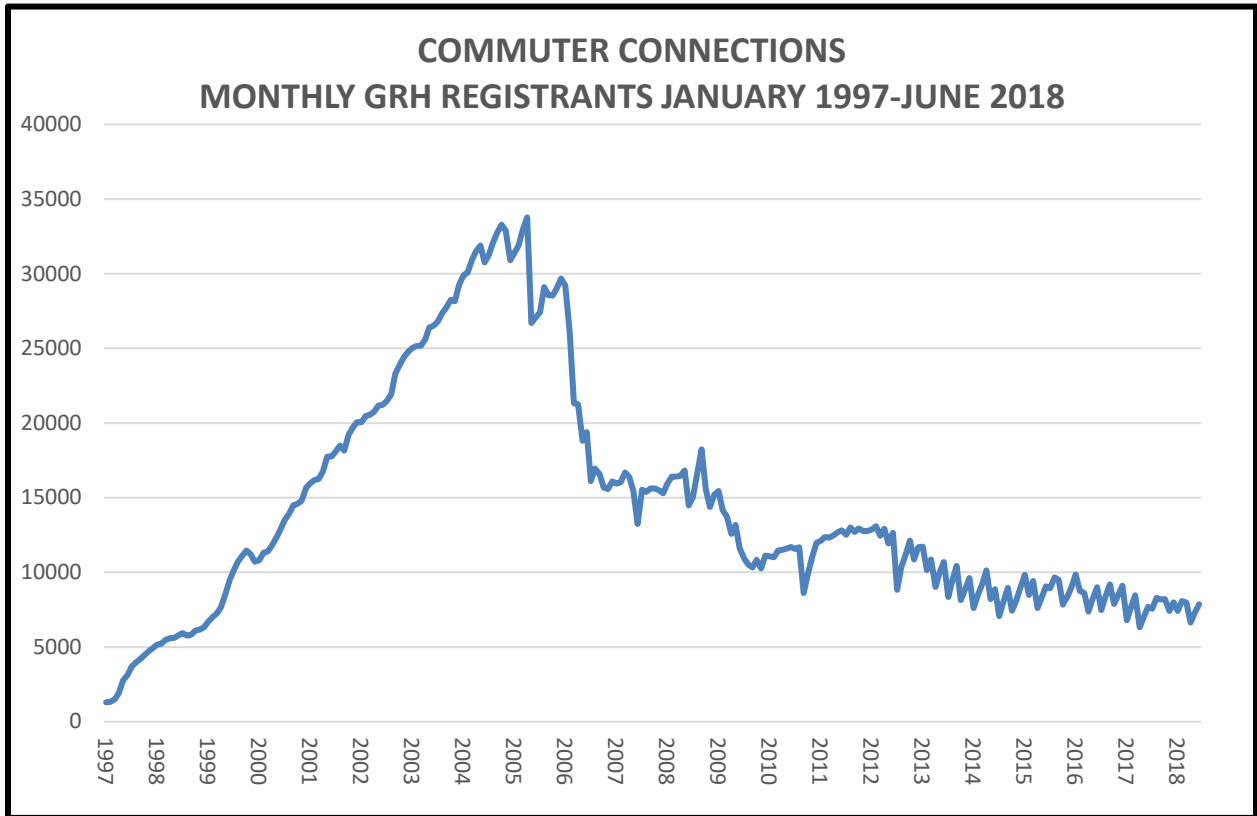


FIGURE 2

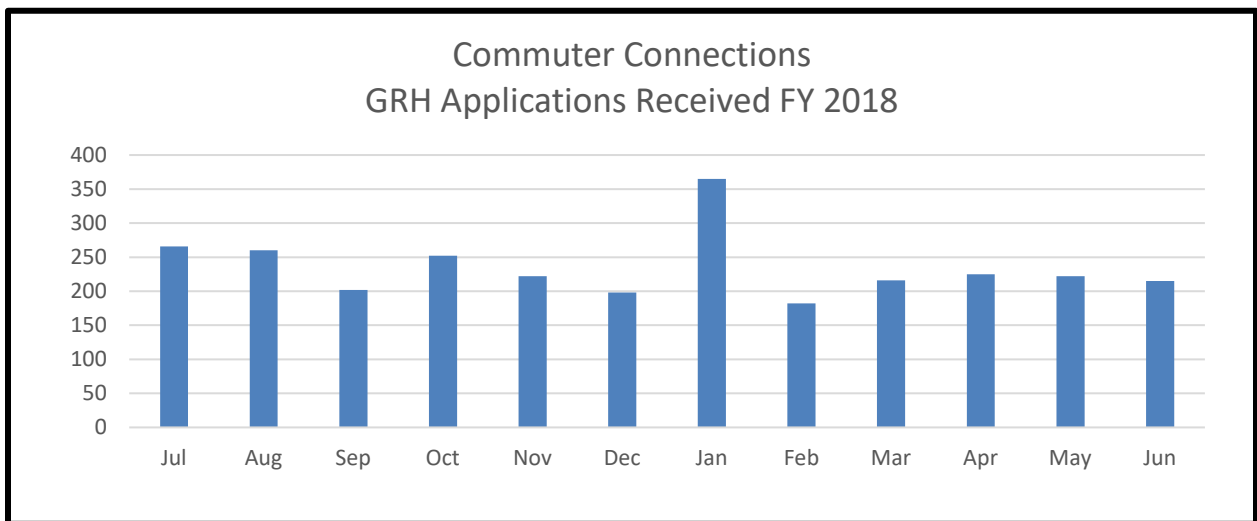


FIGURE 3

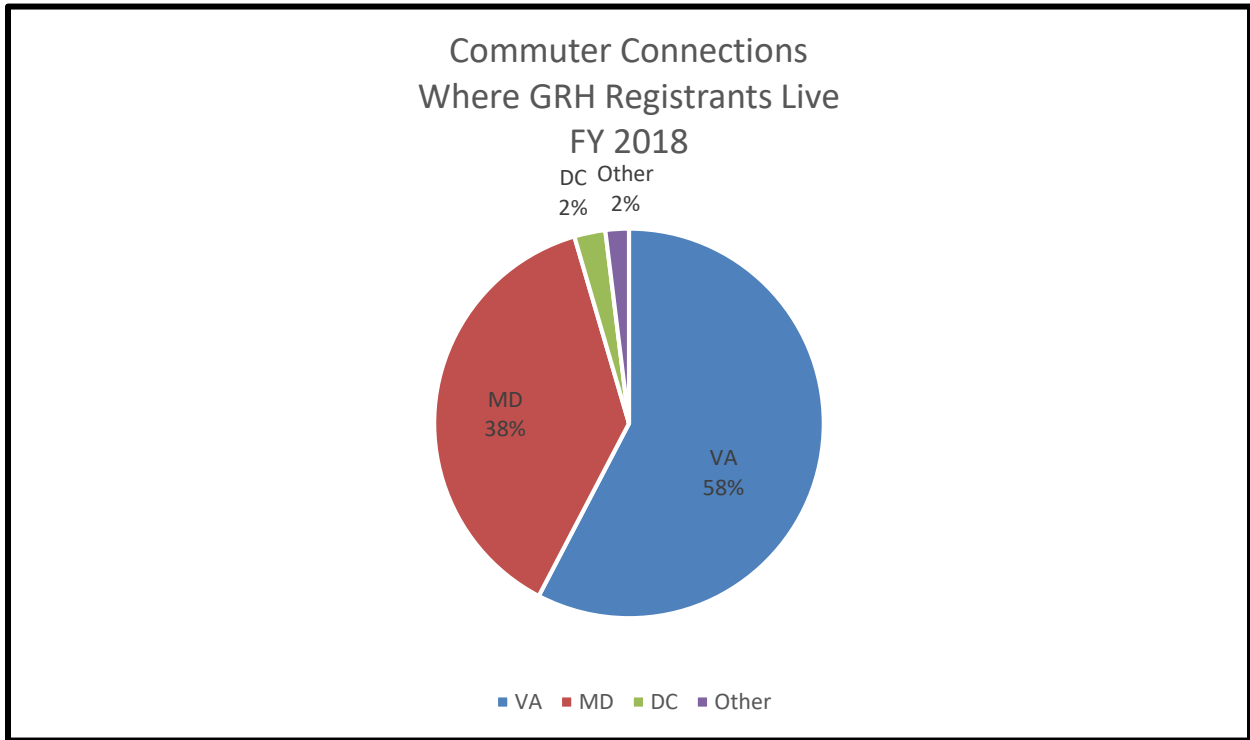


FIGURE 4

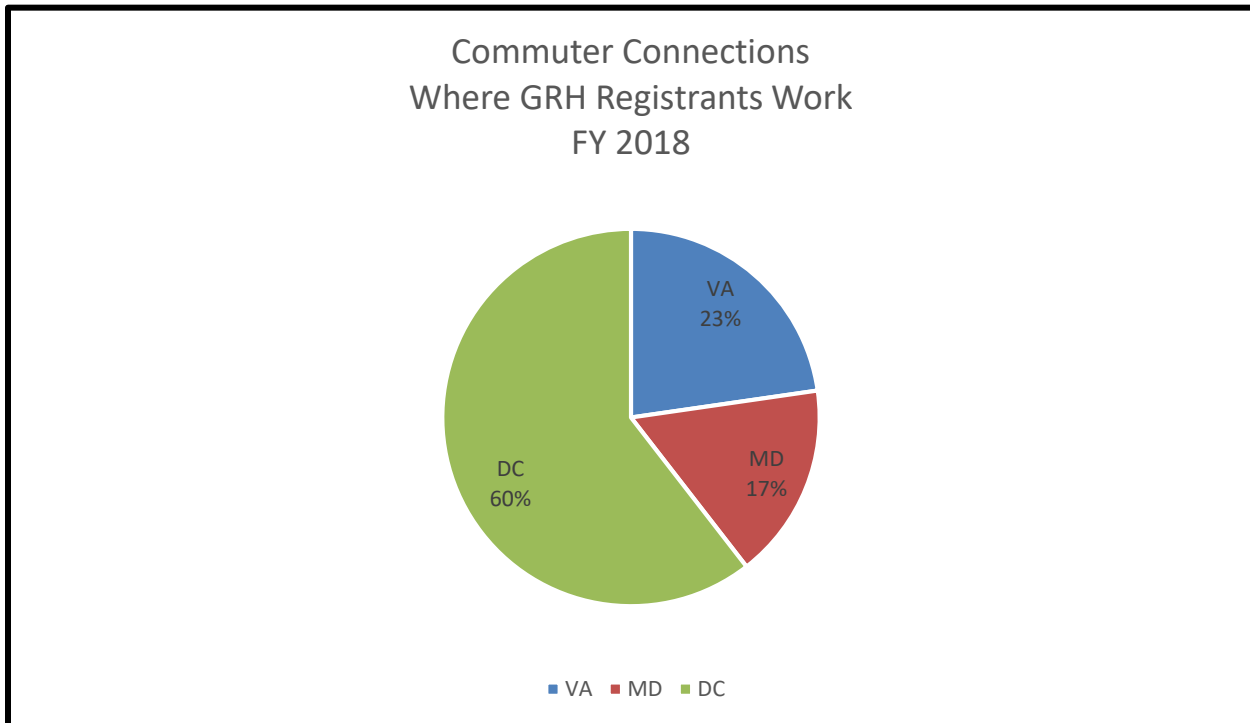


FIGURE 5

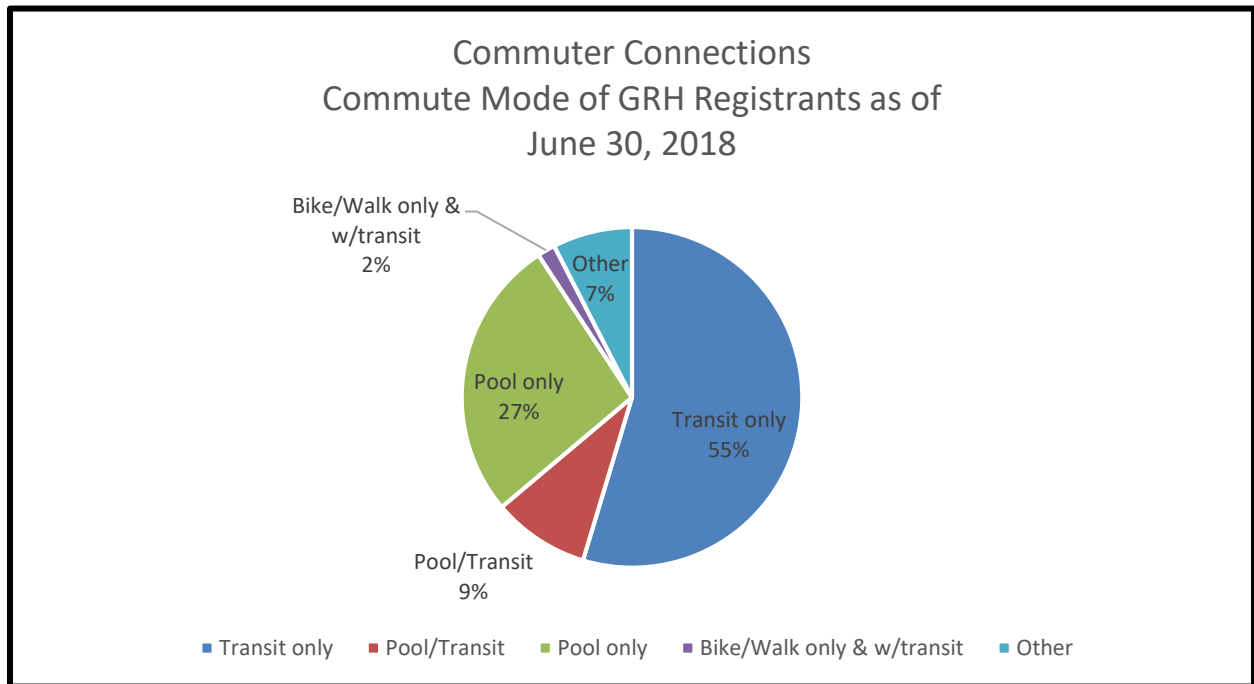


FIGURE 6

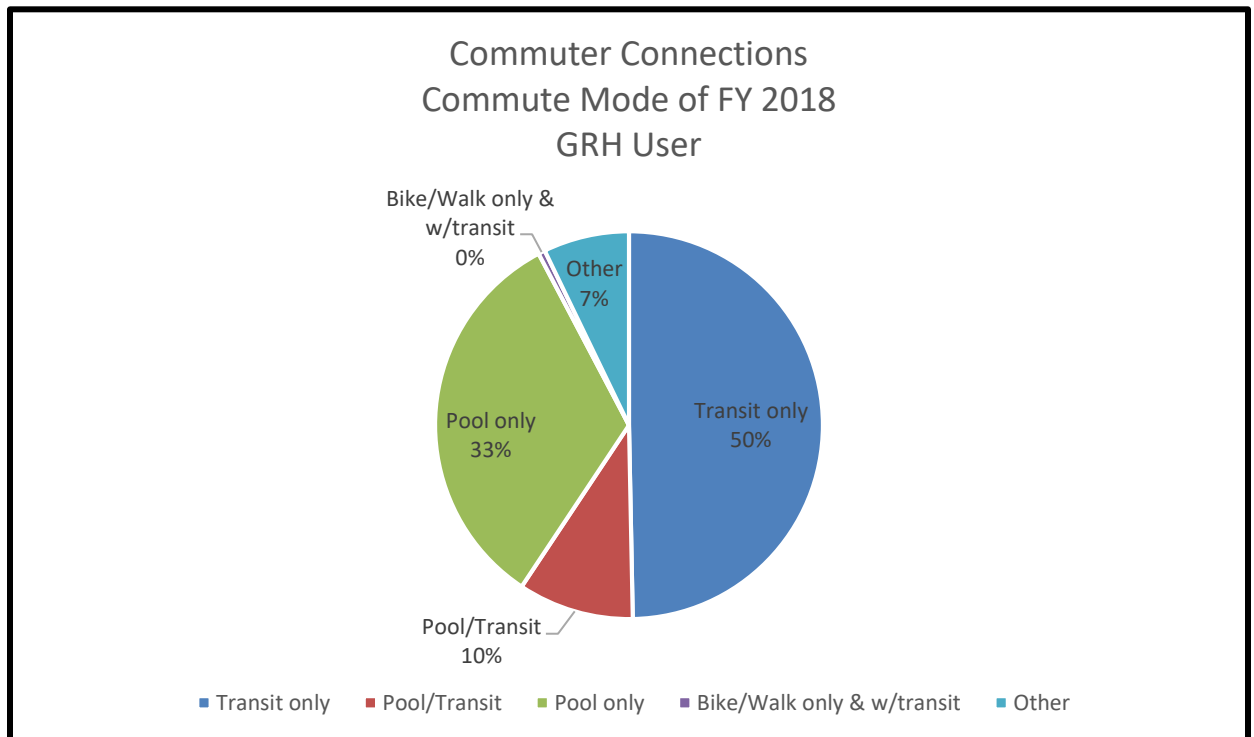


FIGURE 7

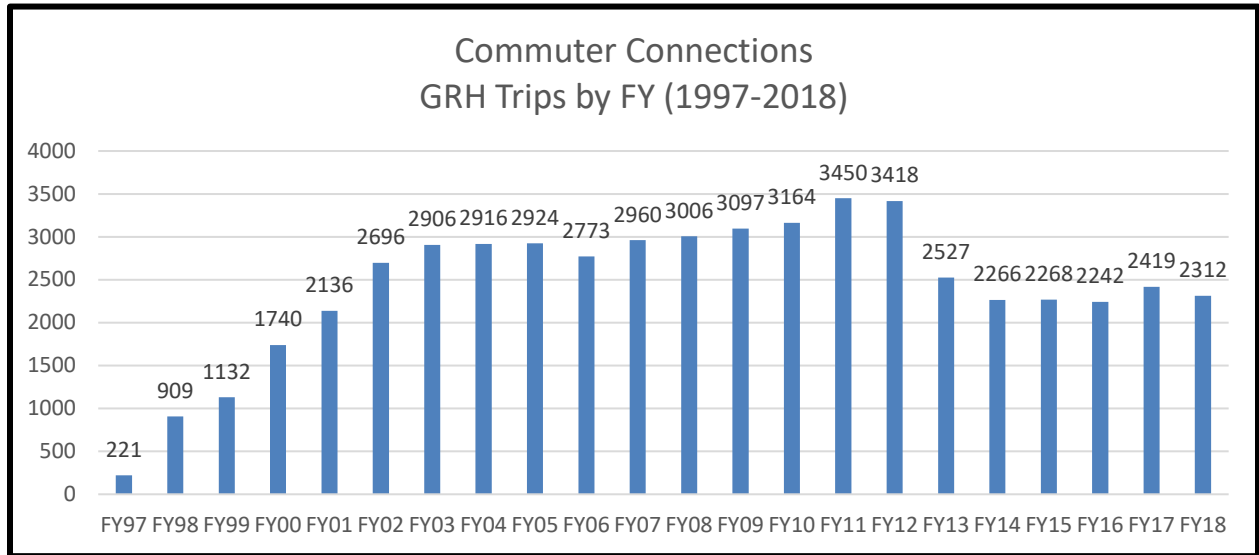
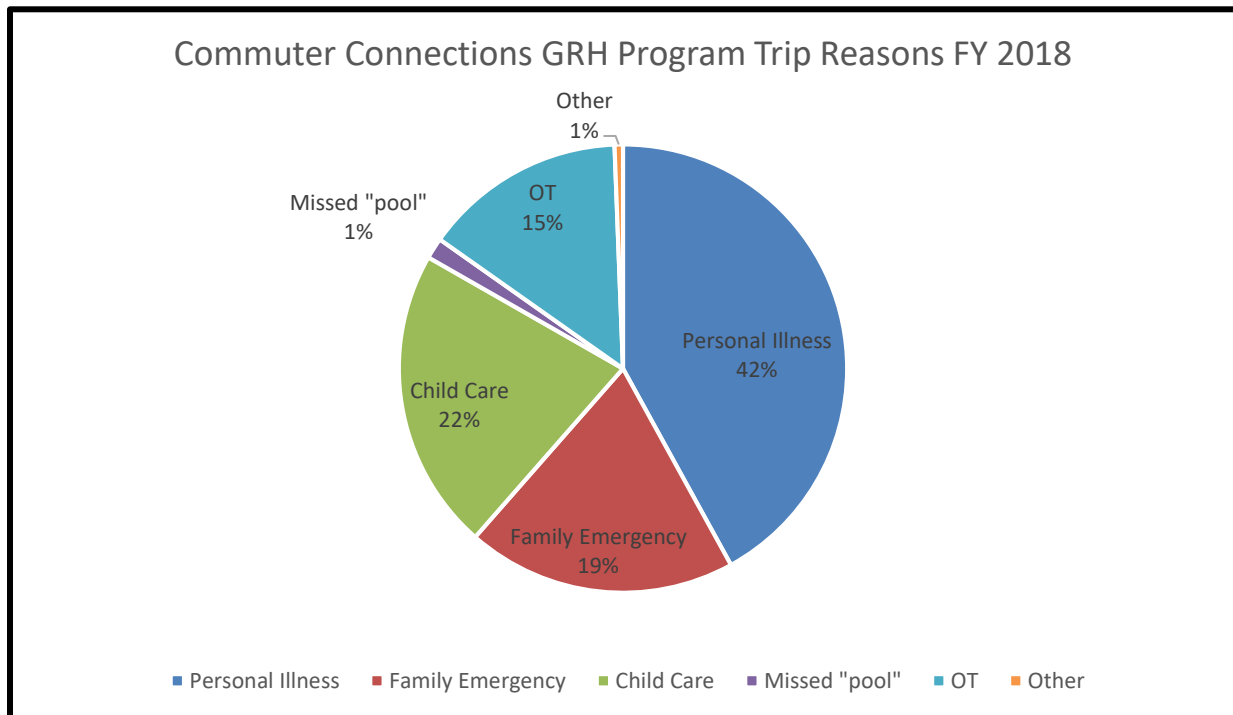


FIGURE 8



FY2018

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	Metro
Employers Contacted (new) Site Visits (prospects)	33	56	145	172	33	102	301	75	23	46	0
Telework Contacted (new)	0	0	0	0	3	0	5	0	0	11	0
Employers Contacted (follow-up)	359	8578	373	1583	111	516	4440	253	0	37	0
Telework Contacted (follow-up)	0	0	0	0	0	0	0	0	0	13	0
Total Broadcast Contacts Letters, Flyers, Newsletter	0	34096	22499	16195	10	621	40372	101	102	554	0
Total Sales Meetings	20	268	80	140	21	28	242	3	14	34	0
Total Employers Contacted	412	42998	23097	18090	178	1267	45360	432	139	695	0
New Level 1 TDM Programs	1	20	186	4	0	6	25	0	0	17	0
New Level 2 TDM Programs	2	9	32	7	4	0	10	0	0	7	0
New Level 3 TDM Programs	0	9	49	31	0	0	4	0	0	0	25
New Level 4 TDM Programs	0	2	16	2	0	0	0	0	0	0	0
New Telework Programs	0	0	0	0	0	0	0	0	0	4	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0



FY 2018 Web site visits

