



FY 2020

Annual Progress Report

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



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



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FY 2020 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2020 Commuter Connections Work Program. (July 1, 2019 – June 30, 2020.)

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.

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services:

COG/TPB staff continued coordinated system administration functions for all Commuter Connections network members. Staff provided, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email. Additionally, 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. To help keep a high level of data integrity within the ridematching database, staff distributed the Follow-up Reports on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff provided technical support to local agencies utilizing the TDM System. COG/TPB staff also hosted a few TDM System trainings throughout the fiscal year:

- ARNG, WHS/DOD, Prince George's County, MD - April 10, 2020
- Alexandria, VA – June 12, 2020

Commuter Connections updated and published two TDM Resource Directories in FY20; a July version and a January version. Each were presented at the subsequent Ridematching Committee meetings and distributed to network members electronically.

STDM Work Group meetings were coordinated and held in 2019 on July 16th, September 10th, October 8th, November 12th, December 10th; and in 2020 on January 14th, February 11th, March 10th, April 14th, May 12th, and June 9th.

A Commuter Connections Vice Chair Nominating Committee conference call meeting was held on August 22, 2019 to secure a new Vice Chair for the Subcommittee. Marina Budmir, DDOT, was nominated.

Commuter Connections Subcommittee meetings were held on a bi-monthly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

July 16, 2019 – Chairperson George Clark, TCCSMD, announced the appointment and approval of a Vice Chair Nominating Committee. COG/TPB staff assigned a comment period for the FY2019 Car Free Day Event Report. Marcus Moore, Fairfax County, gave an update from the Clean Air Partners. Lori Diggins, LDA Consulting (COG/TPB Contractor), briefed the Subcommittee on draft highlights from the 2019 State of the Commute Survey and the 2019 Guaranteed Ride Home (GRH) Surveys. Michael Weinberger, WMATA, briefed the Subcommittee on the status of the Metro Platform Shutdown project. Dani Simons, Waze Carpool, briefed the Subcommittee on the planned Waze Carpool app rollout within the region. COG/TPB staff gave a briefing on the 4th Quarter 2019 CCWP Budget Report.

September 17, 2019 – George Clark, TCCSMD, was presented with a plaque and thanked for his services as Chairperson of the Commuter Connections Subcommittee; Marcus Moore, Fairfax County, was announced as the new Chairperson, and Marina

Budmir, DDOT, was announced as the new Vice Chairperson for. The Subcommittee endorsed the FY2019 Car Free Day Draft Report, the 2019 State of the Commute Survey Report, and the 2019 Guaranteed Ride Home (GRH) survey. COG/TPB staff gave several informational updates, including a briefing on the 2020 Congestion Management Process (CMP) Technical Report, the FY2020 Regional TDM Evaluation Project, the 2019 Car Free Day(s) Event, and the FY2021 CCWP Development and Strategic Plan. COG/TPB staff gave an overview of the FY19 4th Quarter CCWP Budget Report, FY19 4th Quarter Progress Report, and FY19 CCWP Annual Report.

November 19, 2019 – COG/TPB staff presented notable findings from the 2019 Bike to Work Day Draft Event Report. COG/TPB provided an overview of recent COG/TPB Dockless Shared Mobility Device activities. COG/TPB staff briefed the Subcommittee on preliminary findings of the Regional Travel Survey. COG/TPB staff briefed the Subcommittee on results from the 2019 Car Free Days Event. COG/TPB staff updated the Subcommittee on progress made on the Regional TDM Evaluation Project; staff also briefed the Subcommittee on the FY2020 CCWP and Commuter Connections Strategic Plan. COG/TPB staff gave an overview of the FY20 1st Quarter CCWP Budget Report and FY19 1st Quarter Progress Report.

January 21, 2020 – The 2019 Bike to Work Day Event Report was endorsed for release. The FY2021 Commuter Connections Work Program (CCWP) and 2019-2020 Strategic Plan were also endorsed for release. An update to the GRH Participation Guidelines was endorsed. WMATA representatives briefed the Subcommittee on planned platform work/shutdowns scheduled to take place during the summer. Lori Diggins, LDA Consulting, briefed the Subcommittee on highlights from the Bike to Work Day and Car Free Day 2019 Event Surveys. COG/TPB staff briefed the Subcommittee on results from the FY2019 GRH surveys and on the Regional TDM Evaluation Project. COG/TPB staff also gave an overview of the FY2020 2nd Quarter CCWP Budget Report.

March 17, 2020 (Webex) – The FY19 GRH Customer Satisfaction Surveys were endorsed for release. The FY2019 Bike to Work Day Event Survey was also endorsed for release. Sandra Brecher, Montgomery County, briefed the Subcommittee on the County's NextGen TDM program. Lora Byala, Foursquare ITP, briefed the Subcommittee on the recently concluded Regional Bus Transformation Study. COG/TPB staff provided highlights from the 2020 Vanpool Driver Survey; gave a briefing on the 2020 Bike to Work Day Event; and gave an update on the status of the TDM Evaluation Project. COG/TPB staff gave an overview of the FY2020 2nd Quarter Progress Report.

May 19, 2020 (Webex) – COG/TPB staff reviewed the FY2020 Regional Vanpool Driver Survey Report and the FY2020 Car Free Day Event Report. Marina Budmir, DDOT, provided an update on Clean Air Partners Activities. COG/TPB staff gave updates on the Regional TDM Evaluation Project, the 2020 Bike to Work Day Event, and the 2020 Car Free Day Event; staff also provided an overview of the FY2020 3rd Quarter Progress Report and FY2020 3rd Quarter Budget Report.

Ridematching Committee meetings were held 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 17, 2019 – Thomas Hamed, City of Alexandria, was presented with a plaque and thanked for his service as Chairperson of the FY2019 Ridematching Committee. Allison Kemp, BTS, was announced as the new Chairperson for FY2020 and Yolanda Creal, WHS/DOD, was announced as the new Vice Chairperson for FY2020. COG/TPB staff presented scheduled updates expected to take place to the

TDM System throughout FY2020, the public launch of incenTrip, and a refresher on SchoolPool. The July edition of the TDM Resource Directory was announced. COG/TPB staff reported notable elements of the FY2019 4th Quarter Progress Report.

December 17, 2019 – Presentations by COG/TPB staff included an update on TDM System enhancements, an update on all Commuter Connections mobile applications, and requested updates for the January edition of the TDM Resource Directory. Sarah McGowan, DATA, provided advice on effectively using the SchoolPool module. COG/TPB staff also reported notable elements of the FY2020 1st Quarter Progress Report.

March 17, 2020 (Webex) – An update to the TDM System, incenTrip, and CarpoolNow mobile applications was given by COG/TPB staff. George Clark, TCCSMD, presented commuter follow-up best practices utilized in Southern Maryland. The January edition of the TDM Resource Directory was announced. COG/TPB staff reported notable elements of the FY2020 2nd Quarter Progress Report.

June 16, 2020 (Webex) – An update to the TDM System was given by COG/TPB staff. COG/TPB staff also presented updates to the CarpoolNow mobile application and requested updates for the July edition of the TDM Resource Directory. COG/TPB staff led a discussion on upcoming fairs and promotions in the region and reported notable elements of the FY2020 3rd Quarter Progress Report.

The FY2021 Commuter Connections Work Program and the 2019 - 2020 Commuter Connections Strategic Plan were drafted by staff, reviewed by stakeholders, and adopted by the TPB. Drafts of both documents were developed and presented to the STDM Work Group on October 8 2019 and November 12, 2019; feedback from the group was incorporated into the documents. The draft work plan was then presented to the Commuter Connections Subcommittee on November 20, 2020 and a comment period was established. Staff worked integrate any necessary feedback and comments received during the comment period. New COG overhead rates were also incorporated into the budget. Both documents were presented to the STDM Work Group on January 14, 2020 for approval; and to the Commuter Connections Subcommittee on January 21, 2020, where they were endorsed for release. Staff then presented the FY2021 draft CCWP to the TPB Technical Committee on February 7, 2020 and the TPB on February 22, 2020. The work program was subsequently released for public comment. Staff then integrated comments, when appropriate, into the work program following the comment period. Staff presented the final version of the work program to the TPB Technical Committee on March 6, 2020, and the TPB on March 18, 2020. The TPB voted to approve the work program as documented in Resolution TPB R13-2020. Staff then posted the document to the Publications section of the Commuter Connections website. Hard copies were distributed to stakeholders. TIP funding schedules were reviewed.

Commuter Connections collaborated with UMD to write a grant application to FHWA's Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD). The grant application was submitted on August 5, 2019. The USDOT/FHWA awarded Commuter Connections funding on June 16, 2020. The \$5.95 million project will allow Commuter Connections, in partnership with the University of Maryland, to enhance incenTrip and expand its presence throughout the Greater Washington, D.C. megaregion. A project stakeholders meeting was held on June 22, 2020; a kickoff meeting with USDOT was scheduled for July 9, 2020.

COG/TPB staff participated in TEAD project meetings hosted by the University of Maryland on October 10, 2019 and November 26, 2019. Staff also worked extensively on a Non-Disclosure Agreement between COG and UMD for the use of the region's Vehicle Registration data.

COG/TPB staff convened and coordinated a work group with representation from GSA, NCPC, and COG to facilitate Federal ETC handbook updates and a Federal ETC response to the coronavirus pandemic. The group met several times throughout May and June. Staff completed an initial round of updates to the Federal ETC TMP Handbook and submitted the updates to GSA and NCPC for initial review. Once feedback is received, a second round of updates will be incorporated. Additionally, a return-to-office pandemic response questionnaire was developed and distributed on May 29, 2020 to Federal ETCs to help better understand return-to-office trends and concerns. The results were used to help craft guidance for Federal ETCs as federal worksites in the region begin to re-open. As a result, a Commute with Confidence document that is tailored to Federal ETCs was developed to be posted to the FederalETC.org website. A draft version of this document is currently under review by GSA; it is scheduled to be released/posted the first week of July.

Commuter Connections engaged in regional TDM efforts among network members to ease the commute interruptions caused by summer Metrorail platform work. In 2019, several Metrorail stations in Virginia along the Blue and Yellow lines were closed for platform construction from late May through early September. COG/TPB staff facilitated the WMATA Platform Shutdown TDM Work Group on August 14, 2019 to discuss the remaining work being completed by WMATA; staff also participated on a WMATA PIO conference call on September 4, 2019. Planning efforts for the 2020 shutdown, which closed several Metrorail stations in Virginia along the Orange and Silver lines, began when COG/TPB staff participated in NVTC Transit Coordination Committee conference call on January 9, 2020. Staff then met with WMATA representatives on marketing communications related to the platform construction project on March 6, 2020; April 8, 2020; and May 18, 2020. Staff also participated on NVTC NOVA Transit Coordination calls on April 22, 2020 and May 12, 2020 to help coordinate the response effort. Staff reconvened and coordinated the WMATA Platform Shutdown TDM Work Group, which held conference call meetings on February 26, 2020, March 25, 2020, April 29, 2020 and May 20, 2020 to discuss coordinated regional TDM efforts. A meeting agenda and minutes were prepared for each meeting. Since the coronavirus pandemic began in mid-March, the overall impact of the shutdown to commuters was minimal. Commuter Connections created a “Metro Shutdown” page on the CommuterConnections.org website that outlined station closures, parking impacts, and commuting alternatives.

As a result of the *Coronavirus and TDM* discussion that took place at the Commuter Connections Subcommittee meeting on May 19, 2020, COG/TPB staff created the TDM Pandemic Response Work Group and coordinated a conference call with the group on May 28, 2020. Based on input gathered on the meeting, COG/TPB staff began compiling relevant information for work group comment and review; a brief comment period concluded in early June. Using feedback from the Work Group, staff compiled safe commuting tips, transit agency operating statuses, and other resources for the region as office worksite re-opening plans begin to materialize. The information was organized into a webpage, titled *Commute with Confidence*, on the Commuter Connections website; a link to the page was placed on the homepage. *Commute with Confidence* has seen widespread distribution amongst local transportation stakeholders. Staff continue to update information on the webpage regularly. The information can also be downloaded from the Commuter Connections website in a PDF format.

COG/TPB staff participated in Sexual Harassment and Title VI training sessions in May.

Commuter Connections procured a new folding machine for the Operations Center. As part of the standard procurement process, COG/TPB staff obtained three cost quotes prior to purchase; a Purchase Order was created and the invoice was subsequently processed.

Commuter Connections was featured in a number of conferences/seminars/panels to showcase the innovative work being done in the greater Washington D.C. region. COG/TPB staff also participated in several industry-related conference calls to keep informed of industry trends, innovations, and best practices:

- Facilitated and participated in the MPO Peer Exchange Group – August 28, 2019
- Presentation on Commuter Connections incentive programs at the International Symposium on Emerging Transportation Trends (ISETT) – Rome, Italy, October 2–4, 2019.
- Presented incenTrip at the NBTMD Advisory Group meeting – October 23, 2019
- Facilitated and participated in the MPO Peer Exchange Group – November 20, 2019
- Presented incenTrip at FHWA’s Mobility on Demand webinar – November 20, 2019
- Attended a University of Maryland TRB reception – College Park, MD – January 9, 2020
- Presented telework results from the 2019 State of the Commute survey to the ACT Telework Council – January 28, 2020
- Attended a TDMI Board Meeting – January 30, 2020.
- Attended DATA’s board meeting and presented information regarding commuting during the coronavirus pandemic – May 20, 2020
- Facilitated and participated in the MPO Peer Exchange Group – May 27, 2020

COG/TPB staff participated in several TDM-related coordination efforts throughout the fiscal year. Notable efforts include:

- Participation in the TPB’s STWG meeting on July 9, 2019.
- Participation in a VDOT I-66 TMP Working Group meeting via conference call on September 24, 2019.
- Participation in conference call discussions on December 5, 2019; December 12, 2019; and January 15, 2020 with VDOT and its consultants on the Regional Multimodal Mobility Program (RM3P) Dynamic Incentivization group.
- COG/TPB staff attended the COG Annual Meeting on December 11, 2019.
- Meeting with with NCPC staff on October 17, 2019 to discuss the update to the Federal Employee Transportation Coordinator electronic TMP handbook.
- Participation in a NOVA Transit Coordination conference call on February 18, 2020.
- Met with GWRideConnect to discuss potential enhancements to vanpool components of the TDM System on February 20, 2020.
- Participation in a VDOT I-66 TMP Working Group Briefing meeting on May 13, 2020.
- Met with VDOT representatives and their consultants on the RM3P project on June 1, 2020 and attended an information session, hosted by VDOT, on June 25, 2020.

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. 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 carried out daily maintenance processes for the Commuter Connections TDM Software System. These tasks include monitoring the web and database servers, moving accounts and data among jurisdictions and agencies, making corrections to commute logs for 'Pool Rewards, setting up access to reports for new ridematching coordinators, producing email lists, and making backups of the Oracle database.

COG/TPB staff produced reports as PDF files. Staff ran and audited reports for the monthly purge process, the biweekly end user reports, and the monthly vanpool incentives reports. Staff formatted the data and converted reports to PDF.

At the start of the fiscal year, COG and its members were serving 17,820 ridematching commuters. COG and its members were serving 16,560 ridematching commuters at the end of the fiscal year. Year over year and for the fiscal year this amounts to a decline of 1,260 participants. Commuter Connections experienced a decrease of 453 in the first quarter, an increase of 435 in the second quarter, a decrease of 234 in the third quarter, and a decrease of 1,008 registrants in the fourth quarter.

COG/TPB worked closely with the TDM Technology Contractor, Media Beef, to advance and maintain the TDM System and associated Commuter Connections applications. A scope of work for Media Beef was developed and adopted; priority levels were assigned in September. Staff met with Media Beef representatives every week or every other week through the course of the fiscal year. Notable work items include:

CCRS Re-Registration: A message automatically produced for users with expired CCRS accounts was added; the message prompts users to renew their registration and appears on the home page after a user logs in to their account.

CCTDM-CLONE Test Environment: A new testing environment, compatible with Wildfly 12, was created that allows for internal testing of enhancements/bug fixes before the change is launched to production.

Chatbot: An off-the-shelf Chatbot solution was identified and customized for Commuter Connections' needs by Media Beef. The bot was programmed to understand the top questions received by the Operations Center and provide adequate answers. At the end of the fiscal year, the bot was awaiting deployment to production as a bug was prohibiting manual-takeover of chat conversations.

Employer-based Ridematching: As a result of the coronavirus pandemic, employer-based ridematching was added as an enhancement to the TDM System. This will allow registered users to request match lists that include only commuters who are registered with the same employer. As a byproduct of the enhancement, an employer de-duplication process commenced in which over 90,000 duplicate employer records were removed from the system.

GIS Depot: COG/TPB staff completed work on creating in-house web services for geocoding and street network routing. ArcGIS Server was maintained at version 10.7 to accommodate the enhancements. Both deliverables are part of a phased plan to create and store various elements of Commuter Connections geographic data and applications in-house. To assist Media Beef with consuming the new geocoding service in the TDM System, COG/TPB staff wrote a sample web page to demonstrate how a web application sends a request to ArcGIS Server and interprets the server's response. ArcGIS Server also includes a "suggest as you type" facility similar to that supplied by better search engines. At the end of the fiscal year, a new version of the TDM System pushed to production changed from using Google for geocoding and routing to using Commuter Connections geocoding and routing that runs on COG's ArcGIS Server.

Password Recovery: A new password recovery method was introduced that allows users to recover passwords from an automatically generated email that gets sent upon requests.

Report Improvements: Media Beef, with direct assistance from COG/TPB staff, fixed bugs in the CarpoolNow and Flextime Incentive reports. These reports are used to track commuter trips that are eligible for incentives payments

Ridematching Algorithm Enhancement: Route based ride-matching was improved to include alternative destination/origin matching. Additionally, a bug was fixed that prohibited, on rare occasion, alternative addresses from properly geocoding.

Streamlined Registration: A new registration process was created that eases registration for new users. Improved elements include a step-by-step progress bar, employer assignments (to reduce duplication in the database), and program registration. Only essential data is needed to create an account. Additional data intake varies depending upon the program(s) for which a user registers.

SchoolPool underwent some bug fixes and enhancements from Media Beef. A problem arose if a parent has one (or more) children attached to the account and then the parent changes the home address. From time to time, the home address was not updating for the children on the account. This was fixed. Media Beef also provided documentation for the "match to nearby schools" feature. When a user selects "Nearby" for "Match Preference," the program ranks all the schools in the database by their distance to the destination, chooses up to 15 of the closest ones, and matches families that attend those schools with the family requesting the match. The logic does not consider a distance limit. Another bug fix solved a geocoding issue that now correctly displays the addresses the commuter is currently using for ridematching. Other bug fixes and enhancements, which includes (1) a fix for ensuring the final page of registration always displays properly, (2) an annual purge process, and (3) alternative start/end locations for users requesting ridematches were scoped and planned for summer 2020 implementation.

A new version of the CarpoolNow mobile application was completed and pushed to the app stores. Enhancements included improvements to CarpoolNow's geographic capabilities. This new feature will show informal carpooling pickup points that are nearby the user's current location. These new lots have been named "CarpoolNow+ Lots." Staff gathered data from the web, HERE streets, and aerial photography to place slugging hotspots on the system's map data. Finally, staff extracted, transformed, and loaded the data into Oracle Database to make it available to web applications. Prior to public release, COG/TPB staff performed field testing of the CarpoolNow mobile application to test the new integration of "CarpoolNow+" lots that identify popular

pickup points for casual carpools. Another (unrelated) improvement to the app includes the ability for drivers to call riders they've agreed to pickup directly from the app.

Significant progress was made on developing, releasing, and enhancing the incenTrip mobile application. COG/TPB staff coordinated with Media Beef and the University of Maryland (UMD) to develop and implement several enhancements to incenTrip. Staff collaborated with both development teams to implement work items created by the Commuter Connections incenTrip Work Group in spring 2019. The app was customized and prepared for a public launch in late August 2019. As part of the preparation for the public launch, a registration API that allows new users to create an account in Commuter Connections while creating an incenTrip account was finalized prior to the public launch. Commuter Connections staff developed new administrative processes for handling users who registered through incenTrip. UMD also created an incentives dashboard for COG/TPB staff to monitor, award, and track incentive fulfillment. As the app gained popularity and downloads after its public launch, feedback from Commuter Connections committees and general users was passed along to UMD. In late 2019, COG/TPB staff proposed registration UI enhancements to UMD to communicate registration requirements more effectively as part of the Commuter Connections Check Incentive Program. A manual for outlining COG/TPB's administrative process for the incenTrip program was developed in winter 2020. It was discovered in February 2020 that the incenTrip points allocation model was not distributing points as originally designed; the model was fixed and point corrections were issued.

Plans for a large update to the incenTrip mobile application began to be developed in March 2020. Program guidelines and updated graphics were created and placed into strategic screens of the app. Staff asked Media Beef to investigate electronic payment methods such as Venmo or PayPal to facilitate incentive payments. After receiving Media Beef's original recommendation, staff alerted COG's Finance department of potential solutions. Staff convened a work group with developers from UMD and Media Beef to discuss improvements to incenTrip; meetings were held regularly in May and June. New improvements under consideration included (1) the creation of a method to auto-upload trip logs recorded within incenTrip into the TDM System; (2) a method of decreasing duplicate employers generated within the TDM System as a result of registrations occurring via the incenTrip Registration API; (3) employer commuter challenges within incenTrip; and (4) linked accounts between the TDM System and incenTrip. After several scoping discussions with UMD and Media Beef, the designs of two independent APIs were finalized: The Trip Log API, and the Employer Registration API. Both APIs are scheduled to be submitted to COG for testing in July. Other scoping discussions related to employer commuter challenges within incenTrip and linked accounts between the TDM System/incenTrip are still being fleshed out among all three parties.

COG/TPB staff set up a database server and installed the newest version of the Oracle Database software. This is version 19c. Staff loaded sample data and tested the web applications against the new database. The testing includes terminating web applications' access to 12c and resuming access on 19c. The migration to 19c was completed in April 2020.

COG/TPB staff met with Oracle representatives on February 6, 2020 and February 27, 2020 to discuss cloud server solutions and upgrading from the Standard Edition platform to Enterprise Edition. Staff then began investigating upgrading the Oracle Database to Enterprise Edition and moving it to cloud servers. A meeting was held on March 25, 2020 with Oracle representatives to discuss the matter further. It was decided that the additional costs of the Enterprise Edition did not warrant the upgrade.

COG/TPB staff completed the installation of SSL certificates on the Commuter Connections ArcGIS server.

COG/TPB staff discussed new tasks with Media Beef to be included in a FY2021 contract amendment.

The Commuter Connections mobile apps continued to gain popularity. The Commuter Connections mobile app was downloaded nearly 1,070 times in FY20, bringing total downloads to 5,593.

D. Commuter Information System

Work Accomplished on all Services Provided:

COG/TPB staff received new data from HERE for the region's street transportation network and incorporated it into the maps for routing. It is this data that makes it possible for the ArcGIS server to calculate routes for bicycling and commuting over the road, as well as for visualization of map features.

COG/TPB staff maintained and monitored the in-house ArcGIS Server. This server handles three tasks. It provides data for two ArcGIS Online web mapping applications and it generates and supplies routes over the street network to the TDM System. It delivers park and ride lots, Capital Bikeshare locations, and metro lines to ESRI's ArcGIS Online server for the Commute Options web mapping application. It furnishes routes to ESRI's ArcGIS Online server for the Commuter Connections Bike Router web application. Once the ArcGIS Online server receives data from COG's server, it makes the final map by adding this content to the ESRI basemap. Finally, it serves it via a web app created by COG/TPB staff to the client web browser.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server as described above. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, visit <https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c503038a8b36e2> or use the Commuter Connections web site to navigate to it.

COG/TPB staff maintained the map service and web application for the interactive web map for bicycle routing. The web app helps the user find the safest, most enjoyable routes when traveling by bicycle in the Washington, DC Metropolitan Region. View the latest version at <https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=aa012761214b47609556e817f60bd5be> or use the Commuter Connections web site to navigate to it.

A completely new street network using NAVTEQ/HERE data was built in order to accommodate changes made to the regional Park and Ride map. A refreshed Park and Ride lot database was layered on top of the street network. The listing was also updated.

COG/TPB staff continued work on expanding in-house GIS capabilities as part of the Commuter Connections GIS Depot project.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

COG/TPB staff continued sending registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were

contacted to update their information. This process was conducted weekly prior to the coronavirus pandemic; the processes shifted to a monthly execution in April 2020.

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

COG/TPB staff provided AAA and Pizza Hut coupons to commuters who renewed their GRH membership from July - December.

Draft changes to the GRH Participation Guidelines were drafted by COG/TPB staff and presented during the November 19, 2019 Commuter Connections Subcommittee meeting. A comment period was subsequently established for December 20, 2019. Changes included (1) the ability to submit ride requests via the Commuter Connections website, and (2) the addition of Transportation Network Companies (TNCs) as providers. The Commuter Connections Subcommittee endorsed changes to the GRH Program Guidelines during the January 21, 2020 meeting. The new guidelines were subsequently posted to the website.

As a result of the coronavirus pandemic, language regarding GRH's availability to essential workers was posted to the Commuter Connections website in April 2020.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

COG/TPB staff collected information necessary for contract renewals from ride providers in July and August 2019; GRH providers provide coverage for the entire program region. Staff executed a contract amendment in August 2019 with the GRH Operations Contractor (Diamond Transportation Services) for daily program operations.

COG/TPB staff monitored and maintained the GRH database and server. Between the months of July 2019 and June 2020, there were 2,215 new GRH applications received. A total of 2,119 applicants were registered (2,065 new applicants and 54 previous "one-time exception" users). 4,177 commuters were re-registered. During the same time, the GRH program provided 1,707 GRH trips. 31 of these trips were "one-time" exceptions accounting for 2% of the total number of GRH trips provided. The average trip cost for FY2020 was \$79.82. "Personal Illness" accounted for the largest portion of the GRH trip reasons followed by "Child Care." As of June 30, 2020, a total of 6,027 commuters are currently registered in the GRH database.

COG/TPB staff continued to monitor the Guaranteed Ride Home program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff processed and paid invoices for all GRH service providers and. This includes additional work for obtaining and processing final FY19 invoices from ride providers. Staff also occasionally processed reimbursement requests from registrants who submitted transit vouchers.

Uber began providing GRH trips in July 2019.

COG/TPB staff met with Diamond Transportation staff on September 25, 2019; January 29, 2020; and May 27, 2020 to discuss GRH program operations and invoicing.

Beginning on March 24, 2020, COG/TPB held check-in meetings with Diamond Transportation staff with regards to program operations and impacts from the coronavirus pandemic and held a meeting on June 18, 2020 to discuss changes to the FY2021 contract. Staff analyzed Q1 FY2020 call center data to help determine an appropriate threshold of staffing for the first part of FY2021.

COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2021.

III. MARKETING

A. TDM Marketing and Advertising

Work Accomplished on all Products and Services:

Marketing activities performed by the primary marketing contractor, Odonnell Company, were overseen by COG/TPB staff through daily contact and bi-weekly status conference calls held with the contractor and its sub-contractors throughout the fiscal year to discuss the planning and implementation of FY20 regional TDM marketing project activities. Earned media conference calls were also held on a quarterly basis.

The FY20 Marketing Communications Plan and Schedule was posted to SharePoint for Regional TDM Marketing Group 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 to reduce traffic congestion and auto emissions. The FY2020 plan outlined proposed tactics and media allocations for Ridesharing, GRH (DC and Baltimore markets), 'Pool Rewards, CarpoolNow, Flextime 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 17, 2019 Regional TDM Marketing Group meeting.

Volunteers were solicited from each state to serve on the FY2020 Commuter Connections Marketing Workgroup. Members of the workgroup helped provide feedback on radio scripts and creative concepts developed for the FY2020 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY2020 workgroup members included Antoinette Rucker, WMATA; Sharon Affinito, Loudoun County; and Michelle Golden, Montgomery County.

The Commuter Connections newsletter and Federal ETC insert were issued on a quarterly basis throughout the fiscal year. 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 FY2020 fall media buy and earned media plan were executed beginning October 2019 and ran through the end of the calendar year, using ads developed in spring FY2019. The fall campaign themes were "Why Rideshare? Why Not?" (Rideshare), and "Don't Freak Out" (Guaranteed Ride Home). Rideshare advertising consisted of a mix of media placements on radio, YouTube, and Facebook. GRH advertising consisted of a mix of news/talk, music, and internet radio stations, streaming TV, digital ads, Spotify, native articles (WTOP and Popville), YouTube, and Facebook. Insertion orders and media invoices were processed.

The FY2020 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 FY2020 SMP draft report at the September 17, 2019 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 17, 2019 meeting and endorsed for release. The endorsed report was published onto the Commuter Connections website and printed in a spiral bound publication and made available on a request basis.

A direct mail campaign promoting Ridematching and GRH was sent out in December 2019 to 478,000 households. The mailers used the Fall 2019 Umbrella campaign messaging. A formal bid process was conducted to secure a vendor for the printing and distribution. Targeted zip codes were those with 10 or more current GRH commuters, based on an analysis of applicants in the regional TDM software system. The 478,000 households within the Washington metropolitan region were ages 25-64, with household incomes of \$75,000 and above. Two unique mailers/post cards were created with images and messaging that provided emphasis on either ridesharing or GRH. New this year, the post cards included a QR code that tracked scans and redirected users through a bitly link to the Commuter Connections website.

Creative content for the FY2020 spring media buy and earned media plan were developed in late fall 2019/early winter 2020. The new campaign themes were “The Big Deal” for Rideshare, and “Why Ride Alone?” for GRH (as selected by the FY2020 Commuter Connections Marketing Workgroup). Radio scripts were written and finalized. Voice talent was selected, scheduled, and the newly produced radio spots were finalized. Both new campaigns launched in February 2020 and included radio and social media. The GRH campaign also included broadcast and streaming TV, digital, native articles, and MARC interiors. Staff provided edits and input for native content articles on Popville.com and video ads created by the Marketing Contractor for YouTube. Coordination occurred with various transit agencies to secure donated ad space throughout the region using GRH artwork developed by the marketing contractor. The following transit properties partnered with Commuter Connections as part of the spring GRH campaign: bus interiors on Arlington Transit, OmniRide, and Fairfax Connector; bus shelters and station benches in Prince George's County; and bus exteriors on Montgomery County Ride On.

All spring 2020 marketing campaigns were paused in March due to the coronavirus pandemic. In lieu of traditional campaigns, Commuter Connections promoted enhanced telework resources that were released in March 2020 as a result of efforts related to the Transportation Planning Board's (TPB) adopted aspirational initiatives in its Visualize 2045 long-range transportation plan. The emphasis on telework fit well into maintaining continuity of operations, as many employers looked for guidance and assistance to shift to a remote workforce model during the pandemic. The online telework resources were promoted on social media, a press release, and by images on the COG and Commuter Connections homepages. The lead article featured in the Spring Commuter Connections newsletter was “Telework Surges Amid Coronavirus Pandemic - New Resources Available”.

After pausing briefly, the GRH spring campaign pivoted messaging to instead focus on essential workers and safe commuting practices, i.e. use of masks while using shared transportation. As part of the GRH radio buy, value-added PSA's were secured to announce the Orange and Silver line Metro station closures due to WMATA's Platform Improvement Project. An email was also sent to over 4,000 transit riders in Virginia within the Commuter Connections database to alert them of alternate options available during the construction.

Regional TDM Marketing Group meetings were held 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 17, 2019 – Antoinette Rucker, Washington Metropolitan Area Transit Authority (WMATA), was presented with a plaque and thanked for her service as Chairperson of the FY2019 Regional TDM Marketing Group. Semia Hackett, PGCDPWT, was announced as the new Chairperson for FY2020 and Bobbi Greenberg, Arlington County, was announced as the new Vice Chairperson for FY2020. The following reports were issued and reviewed: FY2019 Final Second Half Marketing Campaign Summary report; FY2020 Final Marketing Communications Plan and Schedule; FY2020 Draft Regional TDM Resource Guide and Strategic Marketing Plan. Informational presentations were given by Odonnell Company on FY2020 Commuter Connection marketing activity; Mike McGurk, Transurban, on the education campaign for the fall 2019 opening of the I-395 Express Lanes; and Marc Bowman and Morgan Bassford, who provided updates on the Metro Platform Improvement Project.

December 17, 2019 – The FY2020 Final Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report was endorsed for release. Odonnell Company presented FY2020 Commuter Connections marketing activity and distributed the FY2020 First Half Marketing Campaign Summary draft report. Information presentations were made by Matthew Friedman and Jae Watkins, NVTC, who updated the group on the NovaRides marketing campaign; and by George Clark, TCCSMD, who presented on recent marketing activity conducted in Southern Maryland. Preliminary findings from the FY2019 GRH Customer Satisfaction Surveys were presented by COG/TPB staff.

March 17, 2020 (Webex) – The FY2020 Final First Half Regional TDM Marketing Campaign Summary report was distributed and reviewed, as well as the FY2020 Draft Second Half Marketing Campaign Summary report. Odonnell Company presented Commuter Connections' FY2020 spring marketing activity. Informational presentations included Cindy King, VRE, who presented marketing activities of the commuter rail service; Thomas Hamed, City of Alexandria, who provided an update on the City's TDM marketing initiatives.

June 16, 2020 (Webex) – A presentation was given by Odonnell Company on FY2020 regional TDM Marketing activities. Members of the FY2021 Marketing Workgroup were announced. Thomasine Johnson, PGCDPWT, provided an overview of Prince George's County TDM marketing efforts. Danelle Carey, goDCgo, presented an update to the District's TDM marketing program. COG/TPB staff updated the group on the status of the FY2021 Regional TDM Resource Guide and Strategic Marketing Plan.

Commuter Connections brochures, stationary, and giveaway items were revised and replenished as needed. The *Commuter Connections Incentive Programs* rack card was updated with new information and a print order was submitted. COG/TPB staff worked to update the paper version of the Commuter Connections (Park and Ride Lot) Map. The new paper map, last updated in 2012, includes several updates to Park & Ride lots throughout the National Capital Region. These updates include two notable new Park & Ride lots opened in Northern Virginia: One is at University Boulevard (Gainesville) with approximately 1,000 spaces; the second lot added is at Haymarket with approximately 230 spaces. COG/TPB staff completed all development of the map in-house, including typesetting and paper map creation. The map was submitted to the printer for blueline review in late June 2020. Print quotes were obtained for a new paper version of the Commuter Options (Park & Ride Lot) Map. A blueline copy of the map was submitted in June 2020; the map is expected to be replenished in July 2020.

The following transportation fairs and other events were attended by COG/TPB staff during FY:

- Landmark Mall – Alexandria, VA, July 10, 2019
- NIH – Bethesda, MD, August 20, 2019
- U.S. Coast Guard – Washington, DC, September 4, 2019
- NIH – Bethesda, MD, September 12, 2019
- Tysons One Place – Tysons, VA, September 17, 2019
- Engender Health – Washington DC, November 15, 2019

The chart below reflects FY2020 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.

Commuter Connections FY20 Media Coverage		
Date	Media Outlet	Headline
8/28/2019	ARL Now	<u>New Local Transit Planning App Offers Users Cash Rewards for Greener Commutes</u>
8/28/2019	LocalDMV.com	<u>incentTrip app rewards DC area residents for “smart” commutes</u>
8/28/2019	WAMU	<u>Commuter Connections App Wants To Pay You To Get Out Of Your Car</u>
8/29/2019	Greater Greater Washington	<u>A new app will pay you not to drive</u>
8/29/2019	NBC4 TV	<u>Rush Hour Rewards: App Offers Incentives for Commuting</u>
8/30/2019	Southern Maryland News	<u>Commuting app launched this week to help save time, money</u>
9/2/2019	Alexandria Living	<u>Commuter Connections Launches incentTrip App</u>
9/4/2019	Technically	<u>Commuter Connections and UMD partnered up to launch a mobile app</u>
9/9/2019	Traffic Technology Today	<u>Washington DC gets new incentivized travel app</u>
9/18/2019	NBC4	<u>Study Identifies the Happiest Commuters in DC Region</u>
9/18/2019	WAMU	<u>Most People Spend 43 Minutes Commuting, Plus 9 Other Facts From ‘The State Of The Commute’</u>
9/18/2019	WTOP	<u>Solo drivers are dumping cars; more commuters take transit or telework</u>
9/19/2019	Curbed DC	<u>Driving alone remains the most popular way of commuting in the D.C. area</u>
9/19/2019	Inside NOVA	<u>Car-based commuting declining, but still the major force across region</u>
9/19/2019	WUSA9	<u>Here’s what’s making crippling DC commutes slightly better, according to a new survey</u>
9/30/2019	Greater Greater Washington	<u>DC commuters are driving less and using transit more</u>
10/4/2019	Prince William Living	<u>Survey Shows High Awareness of OmniRide Ridesharing Services</u>

10/2/2019	94.7 The Drive	D.C. Commuters Increasingly Taking Public Transit, Report Says
10/5/2019	The Washington Post	A glimmer of hope as ridership rebounds for Metro and other transit systems
1/21/2020	Greater Greater Washington	This app pays you for commuting
1/24/2020	WMAU	D.C. Has Some Of The Longest Commutes In The Country
1/28/2020	The Business Monthly	Can we reduce commute time?
6/3/2020	Southern Maryland News	Teleworking part of new normal

Various updates were made to the Commuter Connections website throughout the year. Routine updates included changes to programmatic pages, news articles, construction projects, press releases, and upcoming events. Other notable changes include:

- Built and published the incenTrip program page and added a link to the homepage;
- New creative content for respective marketing campaigns were updated;
- Added a new “Customized Landing Webpage for Worksites” accordion tab;
- Uploaded new 2020 Employer Awards brochures and nomination forms;
- Removed reference to car2go and Alexandria Van Start Van Save;
- Added a CarpoolNow Mobile App Terms of Use page and added CarpoolNow+ casual carpool pickup locations;
- Updated the version of the *Commuter Connections Incentives Programs Rack card*;
- Updated the GRH Participation Guidelines;
- Updated Flextime Rewards Participation requirements;
- Created a new Metro Platform Shutdown page with summer 2020 info;
- Updated the Federal Transit Benefit amount listed on the website;
- Updated credentials for the online brochure order form;
- Significant Telework content updates;
- Created and made updates to the COVID-19 Commute with Confidence webpage and added a link to the page on the homepage
- Uploaded and replaced quarterly newsletters;
- Other broken links, plugins, and general content in the accordions.

Several publications were uploaded to the website throughout the year, including the:

- 2019 Guaranteed Ride Home Applicant Survey Report for the Washington, D.C. Region;
- 2019 Guaranteed Ride Home Applicant Survey Report for the Baltimore Region;
- Car Free Day 2018 Event Report;
- 2019 Employer Outreach Customer Satisfaction Report;
- 2019 GRH Washington, D.C. Customer Satisfaction Survey Report;
- 2019 GRH Baltimore Customer Satisfaction Survey Report;
- FY2020 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan (SMP);

- FY2019 Bike to Work Day Event Report;
- FY2019 Bike to Work Day Survey Analysis Final Report;
- FY2021 Commuter Connections Work Program;
- 2019 – 2020 Commuter Connections Strategic Plan

COG/TPB staff regularly monitored website activity and computer code to maintain accurate website functionality. A meeting was held with the Commuter Connections website ISP on August 21, 2019 to discuss upgrades to WordPress.

Commuter Connections' social media presence was maintained and expanded through page updates and postings on Facebook, Instagram, YouTube, and Twitter. New content was posted periodically, including updates with associated hashtags. Paid social media advertising campaigns were also conducted. COG/TPB staff monitored and reported to senior staff on analytics data from the paid social media campaigns. These data were periodically compiled into a new report created to examine social and digital media marketing trends for Commuter Connections: *The Commuter Connections Digital Marketing Report*. Website data compiled from Google Analytics is also included in the report. Commuter Connections' social media presence was leveraged to help raise awareness about Earth Day (via paid message) and TDM alternatives to the Metrorail Platform Shutdown.

COG/TPB staff met with ODonnell Company staff on June 19, 2020 to discuss changes to the contract for FY2021 as a result of the lingering coronavirus pandemic and its effect on commuting.

B. Bike to Work Day

Work Accomplished on all Products and Services:

Raffle winners from the 2019 event were added to the Bike to Work Day website.

A Bike to Work Day Steering Committee meeting was held on September 11, 2019. Henry Dunbar, Bike Arlington, was recognized with a plaque for his service as the 2019 event Committee Chairperson. McKenna Pugh, Capitol Hill BID, was selected as Chairperson for the 2020 Steering Committee. Agenda topics for the meeting included a 2019 event slideshow, a briefing on the 2019 employer challenge luncheon won by the National Institutes of Health (NIH), pit stop manager recaps, an overview of the 2019 Event Draft Report, an overview of the Pit Stop Expectations and Best Practices document, and a discussion on virtual pit stops. Friday, May 15, 2020 was established as the date of the 2020 Bike to Work Day event. The Pit Stop Responsibilities and Requirements document was posted on SharePoint for an open comment period.

The Bike to Work Day sponsor declaration form was updated for 2020 and solicitation letters were sent out to perspective sponsors. The Bike to Work Day sponsor drive was held October 2019 through January 2020. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The sponsor drive netted \$56,000 in cash. Invoices were generated and sent to sponsors.

A Bike to Work Day Steering Committee meeting was held on November 13, 2019. Highlights from the meeting included the 2019 Final Draft Bike to Work Day Event Report; the Committee endorsed the 2020 event registration goal of 18,800 bicyclists; and based on a majority vote, the Steering Committee selected Deep Raspberry as the color theme for the 2020 event T-shirts. A T-shirt size survey was subsequently built and distributed to all pit stops.

Organizations interested in becoming new pit stops for the 2020 event were contacted to qualify them as potential locations. A total of nine new pit stops were brought into the

fold. Each new pit stop signed a copy of the *Pit Stop Responsibilities and Best Practices* document, which was updated by staff. Additionally, representatives from each new pit stop were also invited to attend a *New Pit Stop Orientation* session on January 8, 2020.

Bike to Work Day Steering Committee meetings were held on January 8, 2020 and March 11, 2020. Topics from the meetings included sponsorships, printed marketing materials (posters/rack cards), vinyl banners, new pit stops, 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.

Event posters and rack cards were designed by COG/TPB staff in conjunction with Odonnell Company. A total of 100,000 Bike to Work Day flyers, rack cards, large posters, plus flyers translated into Spanish were printed and distributed to pit stop managers and employers throughout the region. A formal bid was issued for the Bike to Work Day T-shirts and a vendor was selected. The T-shirt art was created and finalized. Size allocations were determined based on a pit stop manager questionnaire. Calendar listings notifications were sent to publications and websites throughout the region with events calendars.

Banner art was created for the pit stops, each containing the look and feel of the 2020 graphics, along with a custom area for pit stop specifics. The Washington Area Bicyclist Association (WABA) designed a new registration page which was tested by Commuter Connections staff and modified accordingly. Registration for the Bike to Work Day event was officially launched the first week of March 2020 with an announcement on social media.

The Bike to Work Day website was updated to include information relevant to the 2020 event; the color scheme was updated to match the 2020 colors. PDF versions of the flyer and rack cards were uploaded. The masthead was updated. All of the pit stop locations, names, and primary contacts were confirmed and updated. New logos were added to the home page, sponsor page, and corresponding pit stop pages; logos were removed for sponsors who were no longer participating in the event. Press releases and news stories were added to the website. The sponsor declaration form was replaced with a new version. Other text and links were also updated.

Discussions were held with the state funding agencies, COG senior management, and WABA regarding the coronavirus pandemic and its impact on the 2020 Bike to Work Day event. An online survey was also conducted of the Bike to Work Day Steering Committee with regard to the possible canceling/postponement of the event. After all possible scenarios were carefully examined, on March 30, 2020 the decision was made to cancel the Bike to Work Day event for the entirety of the calendar year. Messages were sent out to notify the Steering Committee, registrants (thus far) and sponsors about the event cancellation. The Bike to Work Day website was updated with language pertaining to the event's cancellation. Planning for the Bike to Work Day media buy was paused. Registrants were informed that they could participate in the regional Car Free Day event which would be held on September 22, 2020.

An email was sent to the Bike to Work Day Steering Committee about WABA's substitute "Bike Anywhere Week." This virtual event was not affiliated with Bike to Work Day, rather was promoted as a way to use bicycling during the coronavirus stay-at-home directives. Bicycling is considered an acceptable form of outdoor exercise as part of maintaining physical and mental health, as well as a form of transportation for essential trips. Discussions were held with the vendor who was contracted to print and ship the vinyl banners. A full refund of the \$3,600 deposit was negotiated for Bike to Work Day 2020, and received. Sponsors of Bike to Work Day 2020 were contacted and were given the option to receive a full refund or to receive a credit toward the 2021 event.

A Bike to Work Day Steering Committee meeting was held on May 6, 2020, largely to discuss the coronavirus virus pandemic and its impact on cancelling the Bike to Work Day event for 2020. In addition, it was an opportunity to announce the Car Free Day event as another opportunity to get back to bicycling. This year, the League of American Bicyclists has declared September 22, 2020 as a celebration for bicycling to work, coinciding with Car Free Day. The Commuter Connections Subcommittee was updated regarding the Bike to Work Day cancellation on May 19, 2020.

C. Employer Recognition Awards

Work Accomplished on all Products and Services:

Thank-you letters were sent out to speakers who participated at the June 24, 2019 awards event held at the National Press Club. Program booklets from the awards ceremony were distributed to TPB members at their July meeting. All vendor invoicing was obtained, and the 2019 Employer Recognition Award winners were featured in the Commuter Connections Summer 2019 newsletter.

A timeline for the 2020 Employer Recognition Awards program deliverables was produced. The 2020 Employer Recognition Awards workgroup was formed to include Janiece Timmons, WMATA; Kari Snyder, MDOT; and Heidi Mitter, VDOT. FY20 workgroup members reviewed and provided feedback on creative concepts developed for the awards application brochure. Creative concepts for the nomination brochure were designed with feedback from the workgroup and printed and distributed in early December 2019. Recipients of the nomination brochure included level 3 & 4 Employee Transportation Coordinators, Chambers of Commerce, and Business Improvement Districts. To boost nominations, an email blast was also sent to the recipients. The nomination brochure and form were also made available online. An estimate and contract were obtained from the National Press Club to host the 2020 Employer Recognition Awards ceremony on June 23, 2020. A deposit check for the venue was sent. Cost estimates were obtained for photography services, awards trophies, and various giveaway item choices were sent to the awards workgroup members for ranking.

Employer nominations were reviewed and qualified nominees were interviewed to clarify any ambiguous or omitted information on the submitted nomination forms. One-page summary reports were created of each nominee for Selection Committee review. The Awards Selection Committee was formed of various TDM professionals and stakeholders from throughout the region, and welcome letters were sent. Remarks were prepared for TPB Vice Chairman and District of Columbia Councilmember, Charles Allen, who was to serve as Chair for the Selection Committee. An agenda was prepared for the Selection Committee meeting scheduled for March 20, 2020, which was then postponed due to the coronavirus pandemic and rescheduled for April 29, 2020. A separate meeting was held internally among COG/TPB staff to discuss the Employer Services Organization and Sales Team Achievement awards. Development of additional elements for the Employer Recognition Awards were placed on hold in mid-March, due to the coronavirus pandemic. Items on hold included the program booklet, invitations, video, podium signage, and print ad.

Planning for the event resumed in April 2020. The 2020 Employer Recognition Awards winners were contacted by phone and sent letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status. Winners of the Employer Services awards were determined through performance and program analysis. Questions were developed for each of the winners to use as they filmed selfie videos. The videos went through an editing phase, and the final produced video encompassed two-to-three-minute segments of each award-winning program.

A program booklet with the theme “Leading the Way” was developed and printed. The booklets included write-ups and photos for each winner and letters from both the TPB and Commuter Connections Chairs. Cellphone cleaner/stands were selected as giveaway items based on workgroup feedback and provided to guests through a mailing which included a copy of the awards program booklet. Glass award trophies were ordered, inscribed, and shipped to each winner. An email was sent to viewers with links to watch the ceremony on Commuter Connections’ social media sites. Speaking remarks were written for TPB officers, City of Frederick Alderman, Kelly Russell, and DC Councilmember Charles Allen. Confirmation and thank you letters were sent to speakers.

The annual Employer Recognition Awards ceremony took place virtually on June 23, 2020 through the National Press Club broadcast studio and was live streamed on YouTube and Facebook. COG/TPB staff finalized and sent out a press release on June 23, 2020 and posted it to the Commuter Connections website. COG/TPB staff also created a winner’s page for the 2020 awards on the Commuter Connections website. To further recognize the employer winners, a display ad appeared in the Wall Street Journal on the Friday following the event. Winners received a custom press release, and electronic winner seal and a copy of their video.

The employer winners were: Incentives Award - Abt Associates, Marketing Award - United Therapeutics, and Telework Award - ANA Enterprise. The Employer Services winners were: Sales Team Achievement Award - Fairfax County Commuter Services, and Organization Achievement Award - Maryland Department of Transportation’s Maryland Transit Administration for its CharmPass mobile app.

D. Pool Rewards

Work Accomplished on all Products and Services:

Media buy options developed by the marketing contractor (Odonnell Company) were approved by COG/TPB staff for the fall ‘Pool Rewards campaign; insertion orders were processed. The campaign consisted of radio ads on WTOP, native articles on WTOP.com and PoPville, and Facebook boosted posts.

COG/TPB staff operated the ‘Pool Rewards incentive program, which includes routine review, processing, and registering of eligible ‘Pool Rewards applicants for both carpools and vanpools. Staff monitored trip logging for program participants and awarded incentive payments accordingly. A total of eleven vanpools operated in FY2020; this includes six new vanpools that joined the program. There was one eligible ‘Pool Rewards carpool that received payment in FY2020. A contract amendment was signed in August with Commute by Enterprise to help operate the program. Representative from Enterprise met with COG staff on November 6, 2019 to discuss program status. COG/TPB staff met with VDOT and its contractor’s on November 6, 2019 and December 10, 2019 to discuss a possible promotion for ‘Pool Rewards related to the I-66 Express Lanes construction project.

Reporting to the National Transit Database (NTD) was completed. COG/TPB staff collected, analyzed, and submitted FY19 vanpool data to FTA in autumn 2019.

As a result of the coronavirus pandemic, several vanpools elected to suspend service beginning in April 2020. Enterprise approached Commuter Connections about using CARES Act funding, which Commuter Connections obtained as a result of NTD reporting, to cover the costs of idle vans. COG/TPB staff met with Enterprise, WMATA and FTA staff to discuss the feasibility of using CARES Act funding for the idled ‘Pool Rewards vans. COG/TPB staff also had preliminary discussions with the state funding agencies to determine next steps with the possibility of using the CARES Act dollars for payments to be made.

E. Car-Free Day

Work Accomplished on all Products and Services:

A Car Free Day 2019 Event Steering Committee meeting was coordinated and held on July 10, 2019, where an updated version of the poster was presented and radio segments were played. An overview of the Car Free Day Proclamation was presented and a discussion was held regarding potential and secured sponsors for the event.

Briefings on Car Free Days 2019 occurred at several COG Committees. COG/TPB staff briefed the TPB Technical Committee on July 12, 2019 and the Commuter Connections Subcommittee on July 16, 2019. Staff also briefed the TPB about Car Free Days at their July 24, 2019 meeting and the Car Free Day Proclamation was endorsed by the TPB Chair. The proclamation signing was live streamed on the Car Free Day Facebook page.

The 2019 Car Free Days campaign continued with the “Drop it for a Day” theme from the previous year, with a visual of a hand dropping car keys. The call to action directed area workers, residents, and students to go online and take the pledge to use transportation alternatives on September 20, 21, and/or 23, 2019. A letter was drafted and sent to employers, along with the poster, as part of a mailout campaign.

COG/TPB staff managed the marketing and public relations contractors (Odonnell Company) to promote the event. Marketing strategy calls were held on August 8, 2019 and 14, 2019. The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges. An Earned Media Plan for the event was drafted and refined/approved by Commuter Connections. Marketing for the event included media interviews, an email blast, text messages, pre-recorded radio endorsement ads with on-air personalities, a native sponsored article on WTOP.com, paid blogs, and a social media marketing campaign on Facebook, Instagram, and YouTube. Press releases were developed and sent on August 13, September 12, and 20, 2019. COG/TPB staff coordinated with the Dulles Area Transportation Association to place a Car Free Day display ad, developed by the marketing contractor, into the @Livemore publication. COG/TPB staff coordinated the printing and installation of Car Free Day transit signage around the region. All creative material was reviewed and approved by each jurisdiction who donated the transit space.

COG/TPB staff and the marketing contractor discussed sponsorship opportunities with various businesses and organizations and secured sponsor agreements. \$30 Nift gifts were included with every pledge.

Car Free Days were included as a “Challenge” within the incenTrip mobile app. Users who pledged to go Car Free and logged a trip on one of the three eligible days received bonus points redeemable for cash.

The following updates were implemented on the Car Free Day website:

- Added the new poster (PDF) and proclamation photo;
- Added new sponsors and partners and their respective logos;
- Updated the masthead;
- Updated the privacy policy;
- Changed language on the website sign-up button;
- Created a new banner for the homepage;
- Added a new prize listing;
- Modified sign-up message to include incenTrip and Nift links

COG/TPB staff met with Clean Air Partners staff and the programs' marketing contractor on August 12, 2019 to discuss promoting Car Free Days.

A Car Free Day Steering Committee meeting was coordinated and held on September 11, 2019. Prior to the meeting, COG/TPB staff secured Kendall Tiffany, Frederick County TransIT, as the new Chair for the 2020 event. Ms. Tiffany was announced at the September 11, 2019 meeting. Other agenda topics for the meeting included updates on sponsorships, marketing, and earned media.

COG/TPB staff provided a Car Free Day update at the September 17, 2019 Commuter Connections Subcommittee meeting.

More than 4,700 took the pledge to go Car Free or Car-Lite on September 21-23, 2019. The breakdown by mode is as follows: Rail 22%, Walk 21%, Bike 20%, Bus 20%, Pool 9%, and Telework 8%. The SOV group consisted of 50% of those who pledged, reducing 102,196 vehicle miles over the three-day event. Pledges were made by residents of the District 30%, Maryland 31%, Virginia 38%, and other states 1%.

Raffle prizes were awarded and sent to winners, and prize recipients were publicized through social media and the event website. A summary of Car Free Day 2019 pledge data and an emissions impacts analysis were prepared and presented at the November 19, 2019 Commuter Connections Subcommittee meeting. A debrief report of earned media was created by the contractor summarizing press coverage of the Car Free Day event. "Thank you" emails were sent to Car Free Day sponsors and participants. The 2019 Capital Area Car Free Day College Campus Challenge luncheon was arranged and took place on January 10, 2020 at Georgetown University. Ledo Pizza provided the food and iHeart Radio's WASH-FM provided music and giveaways. Speaking remarks were written for Commuter Connections Director Nicholas Ramfos. Mr. Ramfos presented a commemorative plaque to Diann Smith, Georgetown University Office of Transportation Management and Shuttle Director for an outstanding year in support of the Car Free Day event and winning the Campus Challenge. The University had 109 pledges using their @georgetown.edu domain.

Car Free Day 2019 Media Placements:

CFD 2019 Print /Online Coverage		
Date	Outlet	Topic linked to URL
8/14/2019	InsideNOVA	Registration Now Open for Regional Car Free Day
8/21/2019	Sun-Gazette Newspaper	Registration Open for 'Car Free Day'
9/1/2019	Better Ways to Work	Celebrate Car Free Day 2019: Sept. 21-23
9/4/2019	Curbed DC	D.C. area to host three car-free days September 21 through 23
9/9/2019	Montgomery County	7 ways you can make an impact this Car Free Day
9/10/2019	Arlington Transportation Partners	Pledge Your Mode for Car Free Day
9/10/2019	Prince William Chamber of Commerce	OmniRide Celebrates Try Transit Week – Sept. 16-20

9/10/2019	Prince William Living	OmniRide Celebrates Try Transit Week
9/11/2019	Bristow Beat	OmniRide Celebrates Try Transit Week
9/11/2019	PoPville	Park It on Car Free Day Starting September 21
9/12/2019	Loudoun County	Loudoun Celebrates 2019 "Try Transit Week," "Car Free Days" in September
9/12/2019	Potomac Local	OmniRide offers free rides during 'Try Transit Week'
9/12/2019	Virginia Patch	Loudoun Encourages Commuters To Ditch Cars Next Week
9/13/2019	Maryland DOT	Car Free Days 2019
9/13/2019	Prince William Living	Car Free Days 2019
9/14/2019	Fairfax County	Fairfax County Encourages Residents to Try Transit, Sept. 16-20 and Go Car Free, Sept. 16-23
9/16/2019	Frederick News-Post	Weekend brings car-free days
9/18/2019	EYA	How to Participate in Car Free Day: September 21st – September 23rd
9/19/2019	City of Frederick	2019 World Car Free Days Celebrated in Frederick
9/19/2019	The Wash Cycle	Car Free Days Starts Tomorrow
9/20/2019	ITS International	World cities drive change on Car-Free Day
CFD 2019 Television Coverage		
9/20/2019	CBS DC	Commuters Can Get Free Fares For 'Car Free Day'
CFD 2019 Radio Coverage		
9/18/2019	WFMD	Car Free Days Are Coming Up

The first Steering Committee meeting for 2020 was held on March 11th with a pledge goal set at 11,000, and the date for Car Free Day being established for September 22, 2020.

A Car Free Day Steering Committee meeting was coordinated and held on May 6, 2020 for the planning of the 2020 Car Free Day event. Topics from the meeting included a new creative approach for the 2020 event, sponsors and prizes, the regional proclamation, and a roundtable discussion with network members regarding potential event plans within their jurisdictions.

An update was given to the Commuter Connections Subcommittee on May 19, 2020 regarding upcoming plans for the 2020 Car Free Day event. The draft FY2020 Car Free Day Event Report was also presented to the Subcommittee and a comment period was established.

F. CarpoolNow Mobile Application

Work Accomplished on all Products and Services:

A conference call was held with Odonnell Company on February 14, 2020 to discuss a marketing strategy for the app; a media strategy was subsequently developed. Talking points and scripts for value-added CarpoolNow radio were written and fine-tuned and a CarpoolNow Spring 2020 campaign media plan was developed. Plans for participation in Metro popup events to address the summer platform improvement project were discussed. All plans were placed on pause in March 2020 due to the coronavirus pandemic; it was subsequently decided to cancel all marketing efforts for the app for the remainder of the fiscal year.

The CarpoolNow app was updated in June 2020 to include CarpoolNow+ pickup points; the listing was also included on the CarpoolNow webpage at CommuterConnections.org. The app update also included a new function to call riders, once matched, via shortcut from the app.

COG/TPB staff regularly monitored participation within CarpoolNow. Driver Incentive claims were reviewed; payment was issued upon approval. The CarpoolNow mobile app was downloaded nearly 530 times in FY2020, bringing total lifetime downloads to 4,286.

G. Flextime Rewards

Work Accomplished on all Products and Services:

Planning for the Flextime Rewards marketing campaign was conducted in January and February 2020; the media buy was finalized and launched in February 2020. The Flextime Rewards marketing campaign included social media, and wtop.com and Federal News Radio website banner ads. The campaign continued through mid-March and was then placed on pause due to the coronavirus pandemic; it was subsequently decided to cancel all marketing efforts for the app for the remainder of the fiscal year.

COG/TPB staff regularly monitored participation of the Flextime Rewards program. Flexed Trip logs were reviewed; payment was issued upon approval.

H. incentTrip Mobile Application

Work Accomplished on all Products and Services:

A new webpage was created for incentTrip and published in August 2019 on the Commuter Connections website.

A launch event for incentTrip was planned and facilitated at the National Press Club on August 28, 2019. COG/TPB staff secured TPB officers for speaking roles at the event and prepared written remarks. A flyer for the event was also created that describes the points and rewards structure for incentTrip. The press event generated several earned media articles published from various media outlets.

Marketing creative for incentTrip was developed by the marketing contractor (Odonnell Company) with oversight provided by COG/TPB staff. A creative brief was prepared for co-marketing along with Car Free Days; social media ads were also developed.

COG/TPB staff briefed the TPB Technical Committee on the launch of the incentTrip application at the September 9, 2019 meeting.

An independent incenTrip social media marketing campaign was also developed and ran from October 2019 – March 2020. The campaign consisted of Facebook and Instagram boosted posts, radio ads (WTOP), and Google ad words. While the campaign was scheduled to continue through June 2020, COG/TPB staff elected to cancel the campaign in March 2020 due to the coronavirus pandemic.

COG/TPB staff monitored incenTrip program participation. Staff routinely responded to user inquiries regarding the app via email and phone calls. An internal process for pulling data from the online incenTrip dashboard, screening trip logs, and awarding payment was developed and implemented. Staff reviewed 1,443 incentive payment requests throughout FY2020; payment was issued upon approval. A total of 2,553 new Commuter Connections accounts were created through the incenTrip Registration API throughout FY2020.

COG/TPB staff met with representatives from goDCgo and UMD on March 26, 2020 and April 15, 2020 to discuss the possibility of hosting an employer commuter challenge through the app. While goDCgo elected to use a different platform, valuable feedback was obtained and plans were made to improve incenTrip to better accommodate future employer commuter challenge opportunities.

IV. MONITORING AND EVALUATION

A. Regional TDM Data Collection and Analysis

Work Accomplished on all Products and Services:

A contract for FY2020 was fully executed with the Regional TDM Evaluation Contractor (LDA Consulting) in August 2019. Timelines for data collection activities taking place during FY2020 were developed by COG/TPB staff in conjunction with LDA Consulting. The timeline was presented at the September 17, 2019 Commuter Connections Subcommittee meeting.

COG/TPB staff oversaw and provided guidance to LDA Consulting as work continued on the 2019 State of the Commute Technical Report. The draft report was presented to the Commuter Connections Subcommittee on July 16, 2019 and subsequently posted to SharePoint for a comment period that concluded on August 20, 2019. The report was updated and presented at the September 17, 2019 Commuter Connections Subcommittee meeting where it was then endorsed for release. Staff also briefed the TPB Technical Committee on September 6, 2019 and the TPB on September 18, 2019 on key findings from the report. Several media interviews regarding the results were also conducted.

COG/TPB staff oversaw and provided guidance to LDA Consulting as work continued on the 2019 Guaranteed Ride Home Applicant Survey Report for the Washington, DC Region. The draft report was presented to the Commuter Connections Subcommittee on July 16, 2019 and subsequently posted to SharePoint for a comment period that concluded on August 15, 2019. The report was updated and presented at the September 17, 2019 Commuter Connections Subcommittee meeting where it was then endorsed for release. The report was published on the Commuter Connections website and distributed to those interested in receiving a hard copy.

COG/TPB staff, in consultation with LDA Consulting and the TDM Evaluation Work Group, developed a Car Free Day Event survey. The survey was initially distributed on November 7, 2019 with follow-up reminders sent on November 13th, 20th, and 26th. Analysis on survey responses commenced in December 2019. Findings from the survey were announced in January and presented to the Commuter Connections Subcommittee on January 21, 2020 and to the Car Free Day Steering Committee on March 11, 2020.

COG/TPB staff, in consultation with the LDA Consulting and the TDM Evaluation Work Group, developed a Bike To Work Day Event survey. The survey was initially distributed on November 5, 2019 with follow-up reminders sent on November 14th, 21st, and 26th. Analysis on survey responses commenced in December 2019. A draft report was prepared and presented to the Commuter Connections Subcommittee on January 21, 2020 and an open comment period was then established through February 28, 2020. Comments received from the open comment period were addressed and the report was finalized. The FY2019 Bike to Work Day Survey Results report was endorsed by the Commuter Connections Subcommittee on March 17, 2020. The report was subsequently posted to the Commuter Connections website.

COG/TPB staff developed the emission impacts and presented an infographic from the 2019 Car Free Day event to the Commuter Connections Subcommittee at its November 19, 2019 meeting.

COG/TPB staff created two maps detailing the breakdown between formal v. informal carpool trends using State of the Commute data. This data, along with other State of the Commute findings, was presented at the December 12, 2019 TPB Citizens' Advisory Committee meeting.

Work began in February 2020 on a telework survey for Maryland employers that received telework assistance from Commuter Connections at any point between January 2017 – December 2019 as part of the Telework TDM project. A list of employers to receive the survey was assembled. The survey instrument was developed in conjunction with LDA Consulting and reviewed/finalized by staff. Shortly before its expected distribution, however, work on the survey paused in mid-March 2020 due to the coronavirus pandemic. COG/TPB staff discussed the plausibility of adjusting/broadening the scope of the survey to include pandemic impacts on telework with program funders and stakeholders; the scope change was approved. A contract amendment was initiated with LDA Consulting in order to make these changes. COG/TPB staff worked with LDA Consulting to enhance the survey to include questions related to teleworking as a result of the coronavirus pandemic. Maryland employers received traditional questions in addition to the pandemic-related questions; District of Columbia and Virginia employers received only pandemic-related questions. After an initial round of review internally, the draft survey was shared with network members for comments. A request was also made for network members to submit employer lists to whom the survey could be sent. Feedback received during the open comment period was integrated into the survey. A final version of the survey was completed and distributed via Informz to "Group A" recipients on May 27, 2020. Reminders were distributed via Informz for Group A on June 3rd, 10th, and 23rd, 2020. The survey was distributed to Group B on June 22, 2020 and a reminder was sent on June 24th. Telephone interviews were conducted by CIC Research. Data analysis on survey responses will commence in July FY2021.

Work commenced on the 'Pool Rewards evaluation project in May 2020. Past carpool participants were identified, and a distribution list was created. An initial draft of survey questions for 'Pool Rewards carpool applicants was developed. The survey was finalized and programmed by COG/TPB staff into SurveyMonkey. The survey was distributed via Informz on June 17, 2020. A reminder message was sent on June 23, 2020. Data analysis on survey responses will commence in July. As preparation for the analysis, staff assembled a listing of 'Pool Rewards vanpools that operated within the survey period and calculated average daily vehicle miles traveled.

Information packaging for the draft Regional TDM Analysis Report began in February 2020. The ACT! Regional Employer Database with information relative from July 2017 – December 2019 was packaged and sent to LDA Consulting for analysis. Data on the Operations Center, Guaranteed Ride Home, and Mass Marketing from July 2017 –

December 2019 was also packaged and sent to LDA Consulting for analysis. Emissions factors relevant to the Regional TDM Analysis report were updated and supplied to LDA Consulting.

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

August: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Frederick, Loudoun, Montgomery, and Fairfax Counties as well as Tri-County Council for Southern Maryland.

September: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Frederick, Loudoun, Montgomery, and Fairfax Counties as well as Tri-County Council for Southern Maryland.

October: For October the monthly Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia as well as Fairfax, Loudoun, Montgomery, Frederick Counties and Tri-County Council for Southern Maryland. There were outstanding reports from Prince William and Prince George's Counties.

November: Employer Outreach sales activity reports were received from Arlington County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery, Frederick Counties and Tri-County Council for Southern Maryland.

December: Employer Outreach sales activity reports were received from Arlington County, Frederick County the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

January: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

February: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

March: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

April: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

May: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

June: Employer Outreach sales activity reports were received from Arlington County, Frederick County, the City of Alexandria, and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Fairfax, Loudoun, Montgomery counties, and Tri-County Council for Southern Maryland.

COG/TPB staff conducted and completed data sweeps of the ACT! database during the weeks of July 22nd, August 12th, September 16th, October 14th, November 11th, December 16th, January 13th, February 10th, March 9th, April 16th, May 18th, and June 15th.

COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year. A contract amendment for work activities during FY2020 with VHB was fully executed.

COG/TPB staff fulfilled data requests from various local jurisdictions upon request.

COG/TPB staff performed an emissions/greenhouse gasses analysis and memo based on Car Free Day 2019 pledge data. The pledge analysis was conducted within a month of the event which summarized pledge counts by mode, state, and jurisdictions well as an emissions and greenhouse gases impact analysis. The analysis was presented to the Commuter Connections Subcommittee on November 19, 2020.

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 2019 through May 2020. Quarterly progress reports included the Fourth Quarter FY2019 as well as the First – Third Quarters of FY2020. The FY2019 CCWP Annual Progress Report was published in September and presented at the September 17, 2019 Commuter Connections Subcommittee meeting. The report was subsequently distributed to program funders.

Advertising campaign effectiveness was tracked through call volumes and internet visits throughout the year. The FY2019 Second Half Regional TDM Marketing Campaign Summary Final Report was completed in summer 2019 and presented at the September 17, 2019 Regional TDM Marketing Group meeting. The FY2020 First Half Regional TDM Marketing Campaign Summary Final Report was completed in winter 2020 and presented at the March 17, 2020 Regional TDM Marketing Group meeting. These reports contained data showing the degree of effectiveness of the marketing campaigns based on tracked call volumes, internet visits, and GRH and Rideshare applications for the period. Similar data collection began in summer 2020 for the FY2020 Second Half Regional TDM Marketing Campaign Summary Draft Report

The Regional Guaranteed Ride Home 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. Data collected from surveys sent in FY2019 was compiled into the FY2019 GRH Customer Satisfaction Survey Report for the Washington, DC Region. Preliminary findings from the survey were presented at the December 17, 2019 Regional TDM Marketing Group meeting and the January 21, 2020 Commuter Connections Subcommittee. After an open comment period, a final report was endorsed for release during the March 17, 2020 Commuter Connections Subcommittee meeting. The report was published onto the Commuter Connections website. Of 2,304 surveys distributed in fiscal year 2019, 300 (13%) of surveys were completed. The

overwhelming majority, 94 percent of survey respondents were satisfied with the overall GRH service. Written responses were provided by more than two-thirds (69%) of respondents, the majority of which, 77 percent contained compliments. Compliments outweighed criticism more than 6 to 1. For every program category, good or above ratings were given by 94% or more respondents. Lastly, the average response time wait was 13 minutes and 96 percent waited 30 minutes or less.

COG/TPB used survey data procured by the Regional TDM Evaluation Contractor, LDA Consulting, to create the 2019 Employer Outreach Satisfaction Survey draft report to document the results from the survey. A draft report was presented at the July 10, 2019 Employer Outreach Committee meeting and subsequently posted to SharePoint for an open comment period. Comments and edits were integrated into the report and a final version was presented to the Employer Outreach Committee on October 15, 2019. The report was subsequently posted for distribution to the Commuter Connections website.

A Regional TDM Evaluation Group meeting was coordinated and held on October 15, 2019. The group provided data collection and analysis feedback to COG/TPB staff on the following work elements:

- FY2020 Data Collection Activities and Schedule for Commuter Connections Regional TDM Evaluation Projects;
- FY2020 Vanpool Driver Survey;
- FY2020 Bike to Work Day Survey;
- FY2020 Car Free Day Survey;
- FY2020 Employer Telework Data Collection;
- FY2020 Employer Outreach Program Analysis;
- FY2018-FY2020 TDM Analysis Report

COG/TPB staff, in consultation with the Regional TDM Evaluation contractor LDA Consulting, drafted the Vanpool Driver Survey. Staff coordinated with regional vanpooling stakeholders such as Vanpool Alliance, GWRideConnect, and Commute With Enterprise to develop distribution processes; the survey was a topic for discussion at the October 15, 2019 Regional TDM Evaluation Work Group meeting. Staff produced a list of commuters for distribution from the TDM System. The draft version of the survey was finalized in January 2020. Staff distributed the survey on January 17, 2020 via Informz. Staff then monitored the status of the survey. Reminders were sent to survey recipients on January 24, February 3, and February 11, 2020 via Informz. Staff also coordinated with Enterprise to send the survey to its list of vanpool drivers during the weeks of February 17 and 24, 2020. Notable findings from the survey were highlighted at the March 17, 2020 Commuter Connections Subcommittee meeting. The 2020 Vanpool Driver Survey Draft Report was completed and presented at the May 19, 2020 Commuter Connections Subcommittee meeting. An open comment period through June 18, 2020 was established. The document was updated and prepared for endorsement at the upcoming July FY2021 Commuter Connections Subcommittee meeting.

COG/TPB staff assembled the Bike to Work Day 2019 Event Report. The report was presented in draft form at the Bike to Work Day Committee on September 11, 2019. Staff continued integrating edits submitted by pit stops and presented an updated version of the report at the November 13, 2019 Bike to Work Day Committee and to the Commuter Connections Subcommittee on November 19, 2019. Staff continued incorporating edits suggested by Committee members. The report was prepared for endorsement and presented at the January 21, 2020 Commuter Connections Subcommittee meeting. The report was posted to the Commuter Connections website.

COG/TPB staff assembled the Car Free Day(s) 2019 Event Report. A draft version of the report was presented to the Car Free Day Steering Committee on March 11, 2020. The comprehensive recap draft report of the 2019 event highlighted the various marketing and promotional aspects of the fall event. Following the meeting, the Car Free Day 2019 event recap draft report was posted to SharePoint for an open comment period. COG/TPB staff also presented the draft 2019 Car Free Day Event Survey results and discussed notable highlights: The online survey was completed at a 21.6 percent rate of response. Almost all respondents (98%) used alternative methods of transportation during Car Free Days, and most used the same travel mode as previously designated when taking the online pledge. About 8.5 out of 10 respondents (86%) used a travel alternative for a work trip. About nine in ten (91%) respondents participated in the event on Monday, while about half did so during the weekend. Nearly half (47%) of respondents walked for a trip during Car Free Days, but only 15 percent walked for a work-related trip. Other than walking, respondents made work and non-work trips using other travel modes at about a similar ratio. More than 8 in 10 (84%) used an alternative travel mode to get to work, while only 16 percent drove alone. Transit was the most frequently used travel method (47%) for a work trip. Respondents traveled an average of 14.9 miles to work. Of respondents who changed their commute mode for a work trip during Car Free Days, 71 percent would otherwise be likely to have driven alone. Lastly, exactly a third of respondents increased use of alternative travel modes for non-work-related trips since participating in Car Free Days. After the comment period, the report was updated and presented at the May 19, 2020 Commuter Connections Subcommittee meeting. A comment period was established and concluded June 19, 2020. Staff incorporated edits where necessary and prepared a final draft of the report for the upcoming July FY2021 Commuter Connections Subcommittee meeting.

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. A FY2020 scoping meeting was held on August 9, 2019 to develop a contract amendment for the new fiscal year. The amendment was fully executed in September 2019. A meeting was held on December 9, 2019 to discuss migration of the new mapping features to COG's servers. A demonstration presentation on the new mapping feature was conducted at the January 21, 2020 Employer Outreach Committee meeting. VHB continued scrubbing the survey database in preparation for updates to the web application and new GIS mapping features. A new testing server, CCSTEST, was created to host the application dashboard improvements internally on COG's servers. VHB uploaded the updated SQL database and revamped dashboard to the CCSTEST server for COG testing in April 2020. Staff tested the new version of the dashboard on the CCSTEST testing server and provided feedback on the updates and guided further enhancements/fixes via progress updates that were held regularly with VHB throughout May 2020 and June 2020. Data was scrubbed within the database, a new application interface was published, and a webmap was linked to the application dashboard. A demonstration presentation was created for the April 21, 2020 Employer Outreach Committee meeting. All enhancements were pushed to production by June 30, 2020. Monthly project invoices were reviewed and processed and COG/TPB staff also discussed tasks for an FY2021 contract amendment.

Data was collected throughout the fiscal year from jurisdictions to produce the Employer Outreach Conformity Verification Statements. The final third quarter FY2019 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 16, 2019. The final fourth quarter FY2019 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on October 15, 2019. The final first quarter FY2020 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 21, 2020. The final

second quarter FY2020 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 21, 2020.

COG/TPB staff met with Greater Washington Partnership in April to discuss the regional employer survey and surveying of employers in general.

The annual Employer Outreach Snapshot Analysis and Project Recommendations were developed and sent to the three state funding agencies in early June 2020.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

Work Accomplished on all Products and Services:

Throughout the fiscal year, COG/TPB staff coordinated with COG/ITS staff to maintain and update the ACT! Regional Employer Database software. An ACT! database training was conducted for all Employer Outreach sales representatives on October 30, 2019. Staff met with North Bethesda TMD staff on January 15, 2020 and with Bethesda Transportation Solutions on January 22, 2020 to discuss and resolve issues with the ACT! database.

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 as part of general fulfillment to employers. Staff coordinated with COG's Bicycling/Pedestrian Subcommittee to take edits and updates for the Employer/Employee Bicycling to Work Guide. Due to the cancellation of the Bike to Work Day event, an updated Employer/Employees Bicycle Guide was not produced and was placed on hold until next fiscal year.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Products and Services:

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

Contract amendments for Tri-County Council for Southern Maryland was completed in September 2019; Frederick County, Prince George's County and Montgomery County's amendments were completed in fall 2019.

COG/TPB staff provided updated regional employment data to the state funding agencies based on COG's Round 9.1a forecast for 2020 for employment to be used in the jurisdictional funding formulas for FY2021 Employer Outreach contracts. This update occurred in late spring 2020.

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. Staff also coordinated with WMATA's SmartBenefits program sales staff.

New sales portfolio folders were created and distributed upon request to local TDM jurisdictions. Orders were filled for Loudoun County, DATA, Tri County Council for Southern Maryland, and GoAlex.

COG/TPB met with Fairfax County representatives on August 27, 2019 to address data collections activities and procedures.

Work commenced on new case studies for FY2020 in summer 2019. Hauptman Ham, LLP (Virginia), Donohoe Companies (Maryland), and Covington & Burling, LLP (D.C.) were identified as having high-quality TDM programs. COG/TPB staff interviewed ETCs and reps from local jurisdictions when developing the case studies. The case studies were finalized in June 2020 and prepared for the July FY2021 Employer Outreach Committee meeting.

The Telework Work Group was convened as part of an aspirational effort charged to Commuter Connections in TPB Resolution R10-2019. Conference call meetings were held on October 10, 2019 and November 21, 2019. An additional conference call was held on December 23, 2019 to discuss a re-vamp to the materials on the Commuter Connections website and to develop telework policy templates. Discussion topics included the development of a telework toolkit for small to mid-sized employers along with other alternative work hours information. As part of the effort, staff also consulted with Elham Shirazi to develop telework and flexwork materials on behalf of the Work Group. A new teleworking landing page was created on the Commuter Connections website to host the new materials. The landing page also includes select information from teleworking sections located in both the Commuters and Employers menus. Sample agreements and policy templates developed by Elham Shirazi were uploaded to the website. Updated FAQs, best practices for teleworking, and updated information on alternative work schedules were also posted.

Employer Outreach Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

July 16, 2019 – The final Q3 FY2019 and draft Q4 FY2019 Conformity Verification Statements were presented. Matt Caywood, TransitScreen, demonstrated CommuteExpert, a new web tool that encourages commuters to utilize transit. COG/TPB staff presented the FY2019 Employer Satisfaction Survey Draft Report, briefed the Committee on FY2020 training sessions, and discussed effective distribution/administration techniques for the Employer Commuter Survey. The meeting concluded with a roundtable discussion.

October 15, 2019 – Judy Galen, Loudoun County, was presented with a plaque and thanked for her service as Chairperson of the Committee throughout FY2020. Paul Gatons, Montgomery County, was announced as the new Chairperson for FY2020 and Rebecca Johnson, goDCgo, was announced as the new Vice Chairperson for FY2020. The final Q4 FY2019 and draft Q1 FY2020 Conformity Verification Statements were presented by. COG/TPB staff also updated the Committee on recent and upcoming sales trainings. The Committee was briefed on an updated Lead Generation Template. COG/TPB staff presented the final FY2019 Employer Satisfaction Survey Report and briefed the Committee on the most recent training session and upcoming FY2020 sessions. Lori Diggins, LDA Consulting, reviewed the Employer Outreach Program Element Analysis; COG/TPB staff subsequently reviewed entry items required in the ACT! Regional Employer Database in order to perform the Program Element Analysis. The meeting concluded with a roundtable discussion.

January 21, 2020 – The final Q1 FY2020 and draft Q2 FY2020 Conformity Verification Statements were presented. COG/TPB staff also updated the Committee on enhancements to the Employer Commuter Survey Archive Database, the Telework Work Group, and FY2020 sales trainings. The meeting concluded with a roundtable discussion.

April 21, 2020 (Webex) – The final Q2 FY2020 and draft Q3 FY2020 Conformity Verification Statements were presented. COG/TPB staff updated the Committee on enhancements to the Employer Commuter Survey Archive Database, the Telework Initiative, the Regional TDM Analysis Project, and FY2020 sales trainings. The meeting concluded with a roundtable discussion.

Sales training topics were identified from a survey programmed and distributed by COG/TPB staff. The topics chosen and the dates of the respective trainings are identified below:

September 30, 2019: Flexwork and Telework. The training was conducted by Elham Shirazi and taught attendees how to sell “best practice” flexwork and telework policies. Ms. Shirazi also included several valuable policy templates for use by attendees. Attendee reviews of the training were generally favorable.

December 3, 2019: Pitching Products and Projects to the C-Suite. The training was conducted by Gail Cooperman with Merit Career Development. Employer Outreach representatives learned about sales techniques suited for executives. Ms. Cooperman provided materials for reference that were posted to SharePoint. Attendee reviews of the training were generally favorable.

March 10, 2020: Best Practices for Expanding Commuting Programs at Employer Sites. The training was conducted by Felica Woodruff, Woodruff Company Engineered Solutions. Attendees learned sales techniques for selling TDM at local worksites. Attendees expressed gratitude training but also noted and recommended the need to update sales tactics.

June 22, 2020: Write Less, Say More. The training was conducted via WebEx by Tom Snyder, Senior Advisor, Institute for Excellence in Sales. Attendees learned about the importance of concise communications; portions of the training were adapted to the current pandemic environment. An evaluation survey was created by staff and sent via SurveyMonkey/email following the session. Training session materials were posted to SharePoint.

COG/TPB staff prepared and distributed the bi-annual sales support questionnaire for DC and Maryland sales representatives.

VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

The GRH Baltimore program continued to enroll new applicants during FY2020. A total of 92 applicants were registered in FY2020. Applicants whose records were expiring were contacted to update their information. 181 were re-registered in FY2020. AAA and Pizza Hut coupons to commuters who renewed their GRHB membership from July 2019 – December 2019. As of June 30, 2020, a total of 276 commuters are currently registered in the GRH Baltimore program.

COG/TPB staff monitored and maintained the GRH database and server throughout the fiscal year. Staff also monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

The FY2019 GRH Customer Satisfaction Survey report for the Baltimore region was presented at the Commuter Connections Subcommittee meeting on January 21, 2020. The survey reflects ratings and feedback from respondents who took trips between July 2018 and June 2019. After an open comment period, the final version was endorsed for release at the March 17, 2020 Commuter Connections Subcommittee meeting. The report was published onto the Commuter Connections website. Of 118 surveys distributed in fiscal year 2019, 14 percent responded. At 50 percent, overtime was the reason most stated for using the GRH service within the Baltimore region. The vast majority, 93 percent of survey respondents were pleased with the overall GRH service. Written responses were made by 75% of survey participants and no comments were classified as complaints. The average response wait time was 31 minutes, with 75 percent waiting 30 minutes or less for their ride.

Throughout FY2020, the Customer Satisfaction Survey was sent via email to Baltimore region commuters who used a GRHB trip. Commuters without an email address were sent a hard copy version of the survey.

The fall 2019 GRH Baltimore marketing campaign was launched in October 2019 and ran through December 2019 using ads developed in the previous fiscal year. Radio spots ran on WPOC. Advertising was also placed on YouTube and Facebook. Radio scripts and creative were finalized for the FY2020 Guaranteed Ride Home Baltimore region spring marketing campaign, using the theme of “Why Ride Alone?”. The campaign launched in February 2020 and was paused in mid-March, due to the coronavirus pandemic. After pausing briefly, the GRH spring Baltimore campaign pivoted messaging to instead focus on essential workers and safe commuting practices, i.e. use of masks while using shared transportation.

COG/TPB staff, in consultation with the Regional TDM Evaluation Contractor (LDA Consulting), developed and finalized the 2019 GRH Baltimore and St. Mary’s County Applicant Survey Report. The draft report was presented to the Commuter Connections Subcommittee on July 16, 2019 and subsequently posted to SharePoint for a comment period that concluded on August 15, 2019. The report was updated and presented at the September 17, 2019 Commuter Connections Subcommittee meeting where it was then endorsed for release. The report was published on the Commuter Connections website and distributed to those interested in receiving a hard copy.

COG/TPB staff continued sending registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information. This process was conducted weekly prior to the coronavirus pandemic; the processes shifted to a monthly execution in April 2020.

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

Draft changes to the GRH Participation Guidelines were drafted by COG/TPB staff and presented during the November 19, 2019 Commuter Connections Subcommittee meeting. A comment period was subsequently established for December 20, 2019. Changes included (1) the ability to submit ride requests via the Commuter Connections website, and (2) the addition of Transportation Network Companies (TNCs) as providers. The Commuter Connections Subcommittee endorsed changes to the GRH Program Guidelines during the January 21, 2020 meeting. The new guidelines were subsequently posted to the website.

As a result of the coronavirus pandemic, language regarding GRHB's availability to essential workers was posted to the Commuter Connections website in April 2020.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

COG/TPB staff continued to monitor the GRHB. The GRHB program provided 68 trips in FY2020. The average trip cost for FY2020 was \$109.20. Staff regularly provided oversight to Diamond Transportation, Inc., the dispatchers for the GRHB program. Staff became involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff collected information necessary for contract renewals from ride providers in July and August 2019; GRHB providers provide coverage for the entire program region. COG/TPB staff executed a contract amendment with the GRH Baltimore Operations Contractor (Diamond Transportation Services) in August 2019 for daily program operations.

COG/TPB staff processed and paid invoices for all GRHB service providers and. This includes additional work for obtaining and processing final FY2019 invoices from ride providers. Staff also occasionally processed reimbursement requests from registrants who submitted transit vouchers.

Uber began providing trips in July 2019.

COG/TPB staff met with Diamond Transportation staff on September 25, 2019; January 29, 2020; and May 27, 2020 to discuss GRH program operations and invoicing.

Beginning on March 24, 2020, COG/TPB held check-in meetings with Diamond Transportation staff with regards to program operations and impacts from the coronavirus pandemic and held a meeting on June 18th to discuss changes to the FY2021 contract. Staff analyzed Q1 FY2020 call center data to help determine an appropriate threshold of staffing for the first part of FY2021.

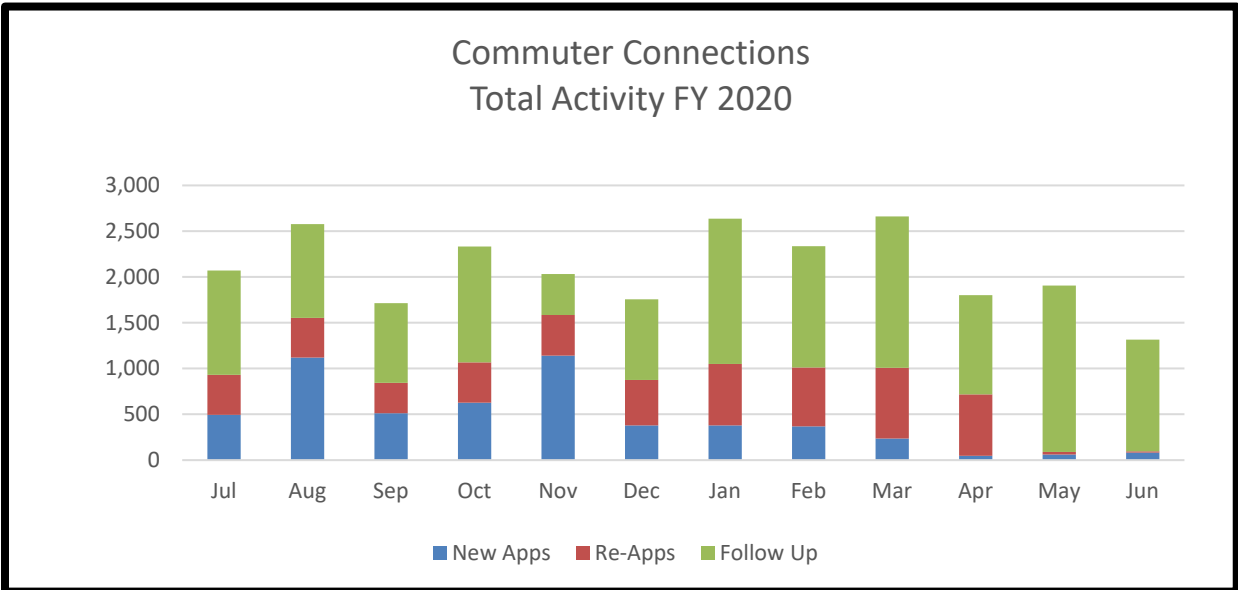
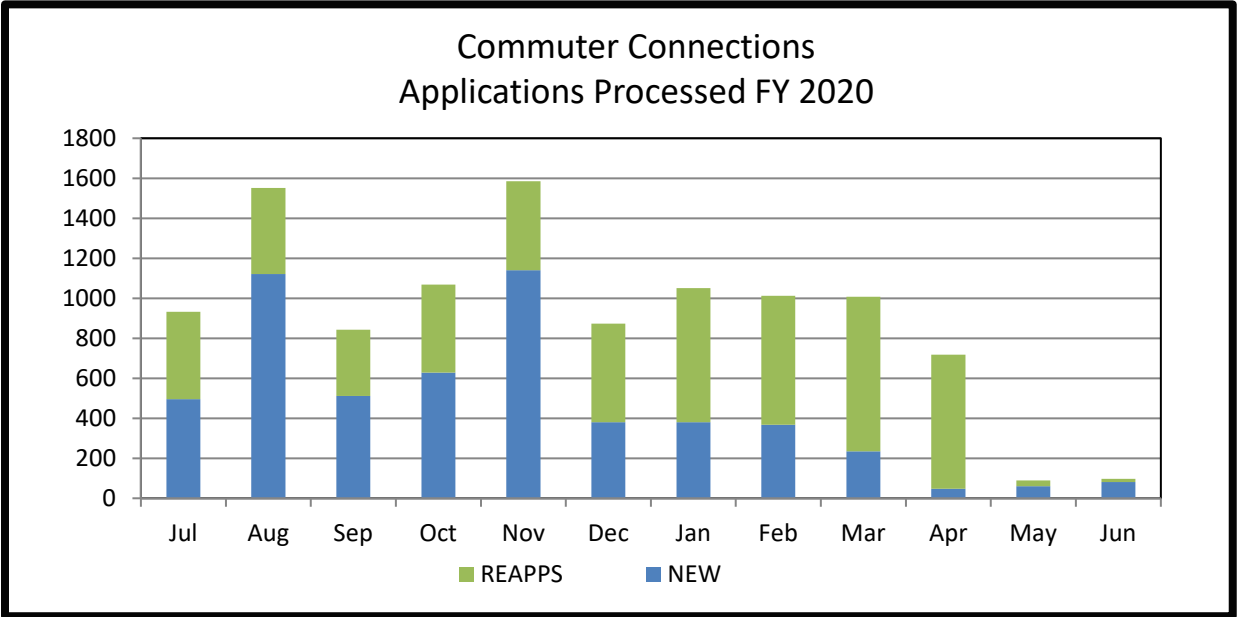
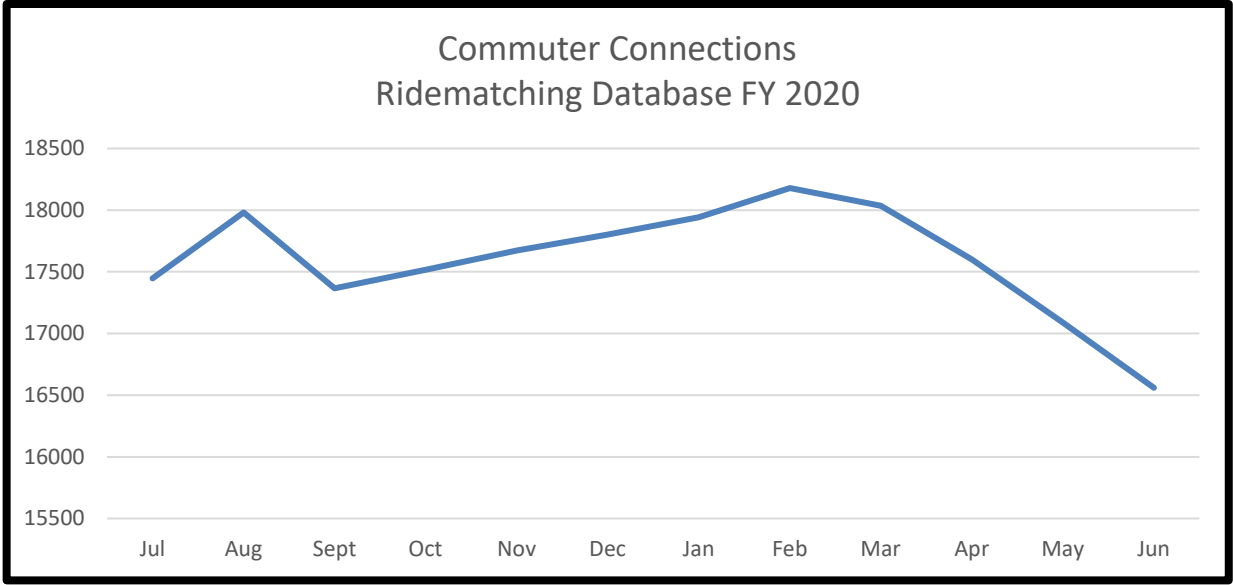
COG/TPB staff began contacting the ride providers to collect information pertaining to contract amendments to provide services during FY2021.

Table 1
Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary
FY 2020 Totals

Commuter Connections Activity	July 1, 2019 - June 30, 2020
Total applicants/info provided:	25,741
Rideshare applicants	10,138
Matchlists sent	19,640
Transit applicants/info sent	169
GRH applicants	6,275
Bike to work info requests	18
Telework info requests	172
Internet users	101,243
Internet applicants	16,851
New employer clients	940
Employee applicants	0

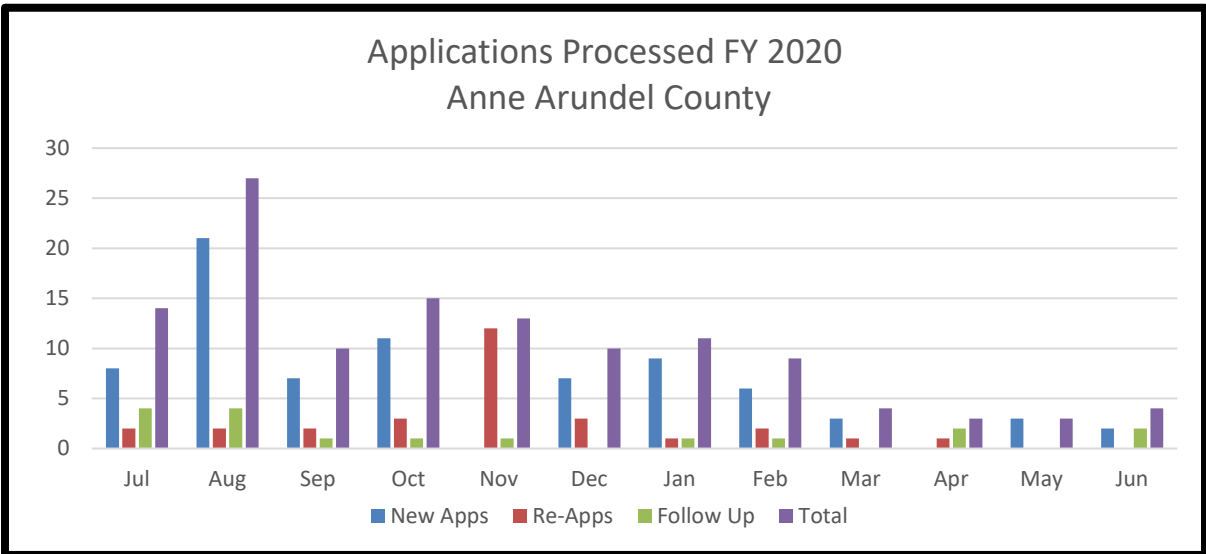
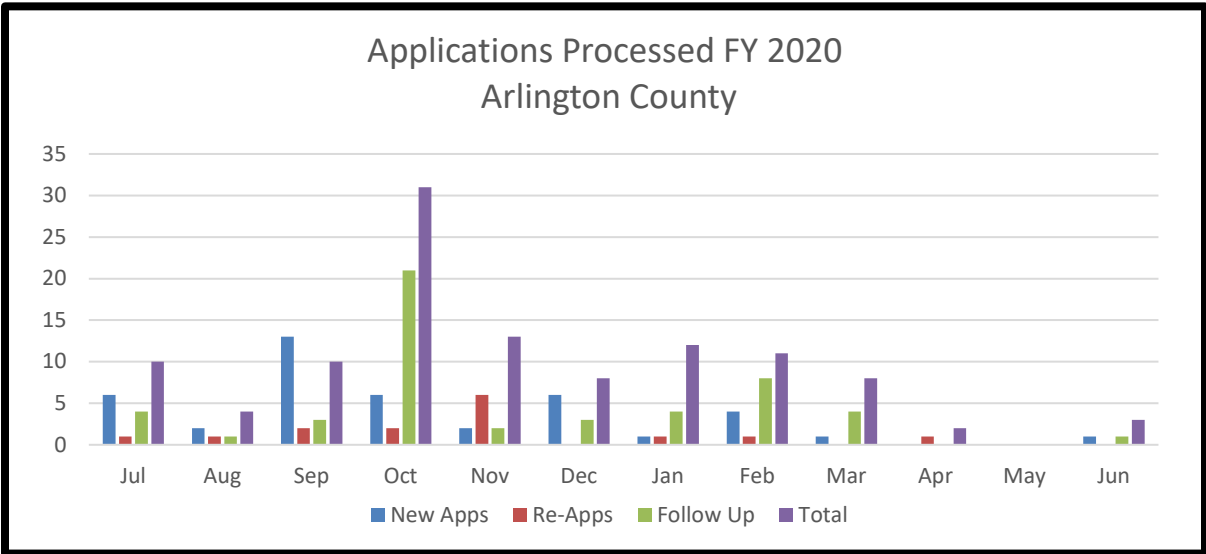
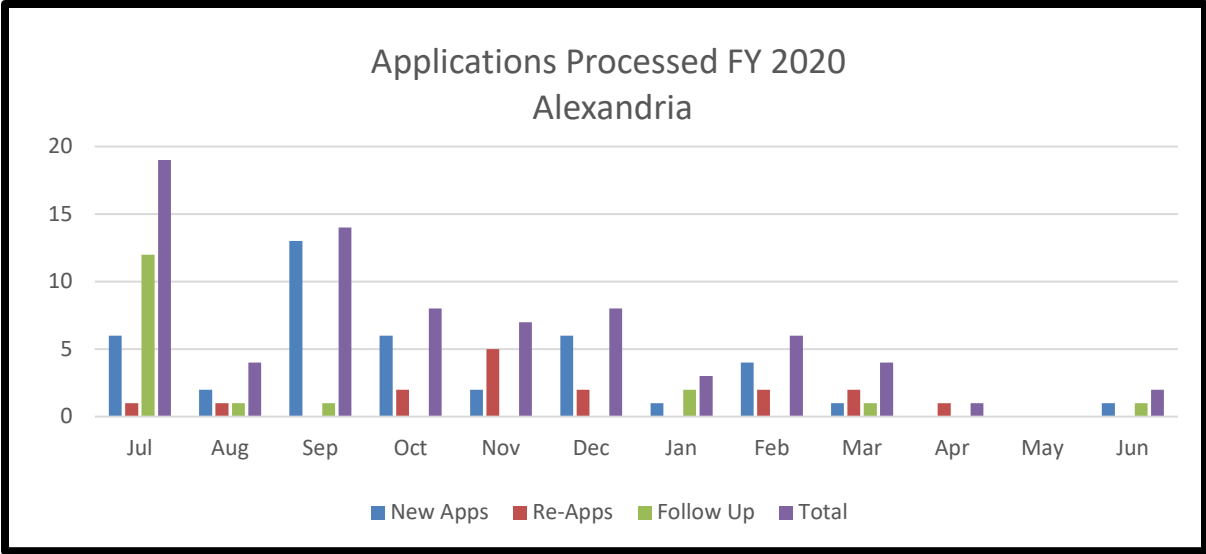
Program Impact Performance Measure	July 1, 2019 - June 30, 2020
Continued placements	3,685
Temporary/one-time placements	530
Daily vehicle trips reduced	1,921
Daily VMT reduced	56,480
Daily tons NOx reduced	0.0128
Daily tons VOC reduced	0.0072
Daily tons PM2.5 reduced	0.00096
Daily tons PM2.5 NOx reduced	0.0136
Daily tons GHG reduced	23.0000
Daily gallons of gas saved	3,138
Daily commuter costs saved	\$11,578

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.

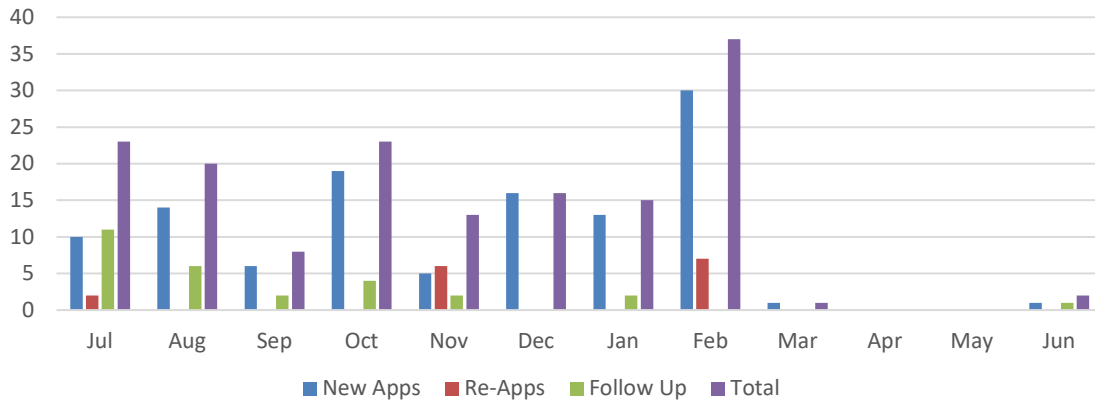


**TABLE 2
 COMMUTER CONNECTIONS
 APPLICATION ACTIVITY SUMMARY
 FY 2020**

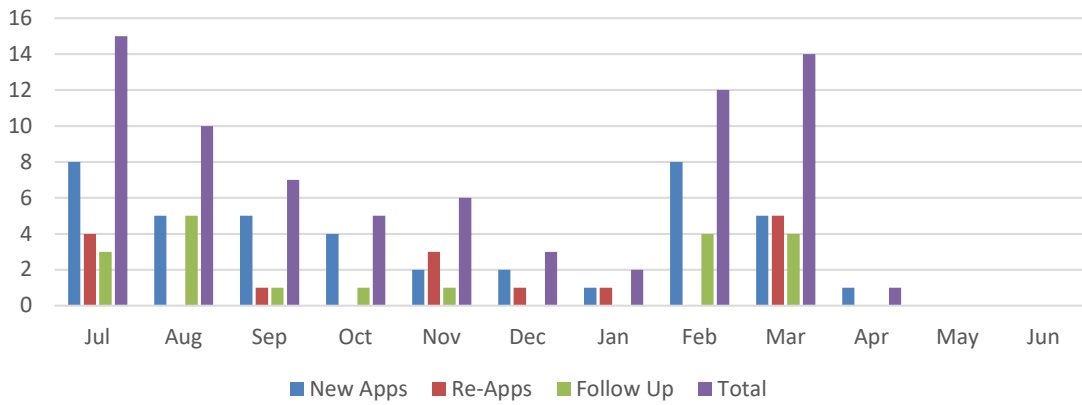
	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	42	16	18	76
ARLINGTON COUNTY	46	15	51	112
ANNE ARUNDEL COUNTY	77	29	17	123
BALTIMORE CITY	115	15	28	158
BALTIMORE METROPOLITAN COUNCIL	41	15	19	75
COUNCIL OF GOVERNMENTS	1,007	102	619	1,728
DOD/WHS	21	5	1	27
DULLES AREA TRANSPORTATION ASSOCIATION	22	5	2	29
DISTRICT OF COLUMBIA	117	27	129	273
US FOOD & DRUG ADMINISTRATION	71	485	10	566
FAIRFAX COUNTY	622	170	64	856
FREDERICK COUNTY	148	352	650	1,150
GW RIDE CONNECT	1,181	2,135	6,980	10,296
HARFORD COUNTY	21	5	7	33
HOWARD COUNTY	68	15	53	136
LOUDOUN COUNTY	299	76	324	699
MARYLAND TRANSIT ADMINISTRATION	14	7	14	35
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	54	40	85	179
Countywide	65	38	82	185
Friendship Heights/Rockville	0	13	0	13
North Bethesda TMD	448	825	3,540	4,813
Shady Grove	0	1	0	1
Silver Spring	26	9	24	59
NATIONAL INSTITUTES OF HEALTH	11	9	10	30
NATIONAL GUARD REDINESS CENTER	0	3	4	7
NORTHERN NECK PDC	2	1	4	7
NORTHERN SHENANDOAH PDC	49	33	9	91
PRINCE GEORGE'S COUNTY	177	36	50	263
POTOMAC & RAPPAHANOCK TC	502	201	513	1,216
RAPPAHANNOCK-RAPIDAN PDC	56	24	15	95
TRI - COUNTY COUNCIL	164	678	996	1,838
TOTAL INPUT COMMUTER CONNECTIONS	5,466	5,385	14,318	25,169
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		10,851		



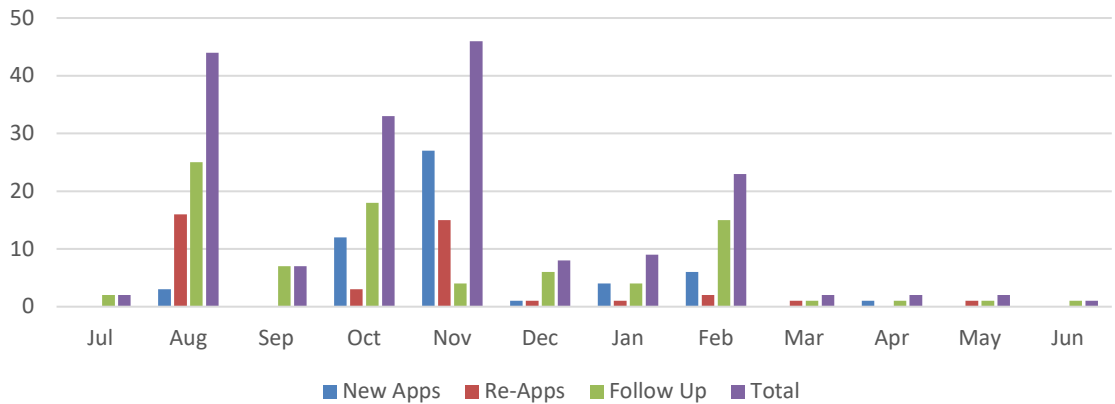
Applications Processed FY 2020 Baltimore City

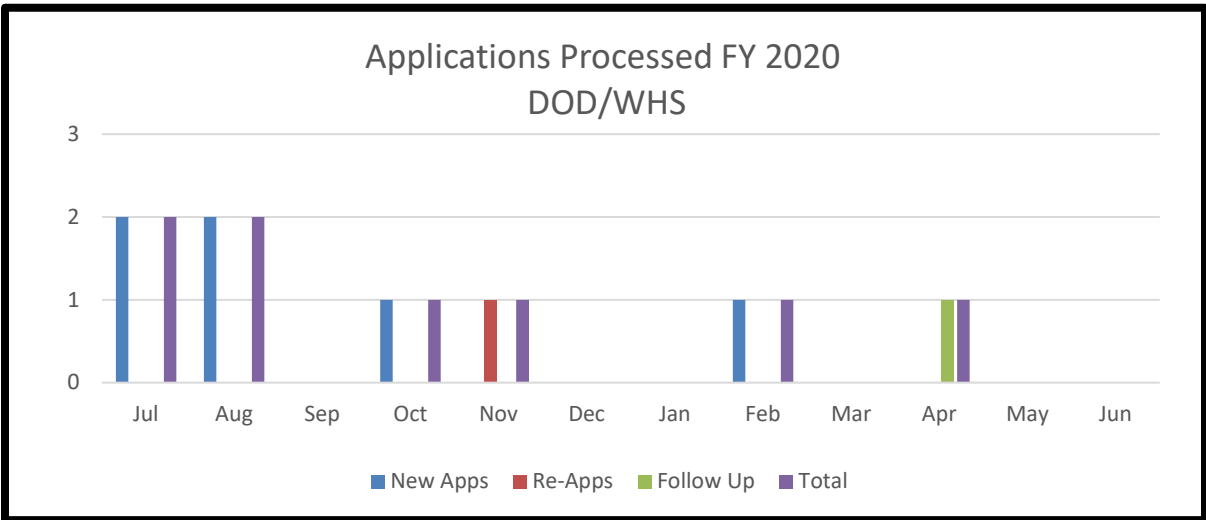
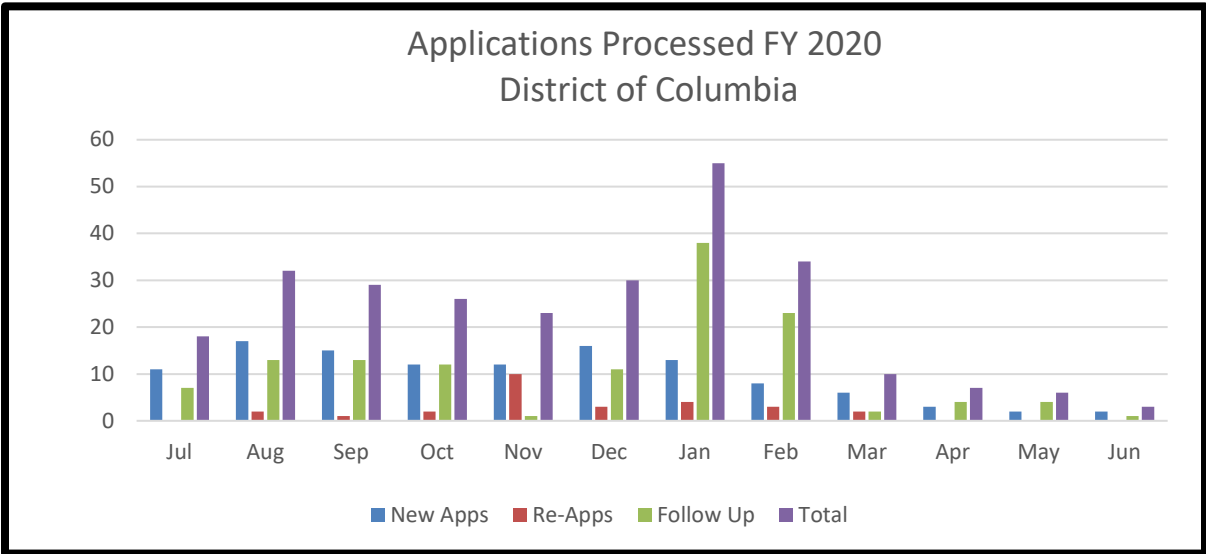
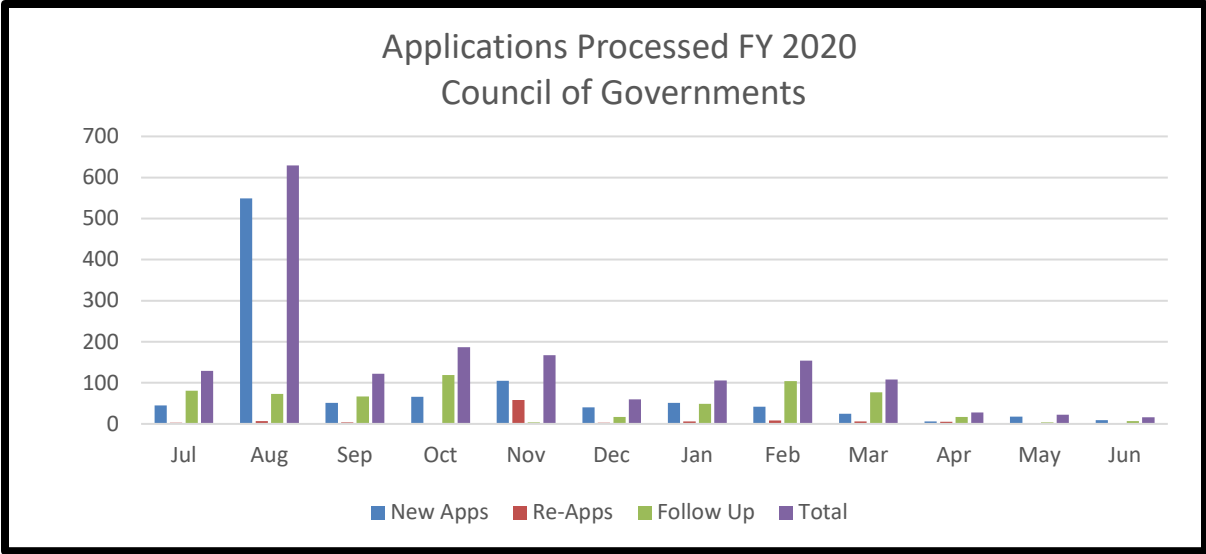


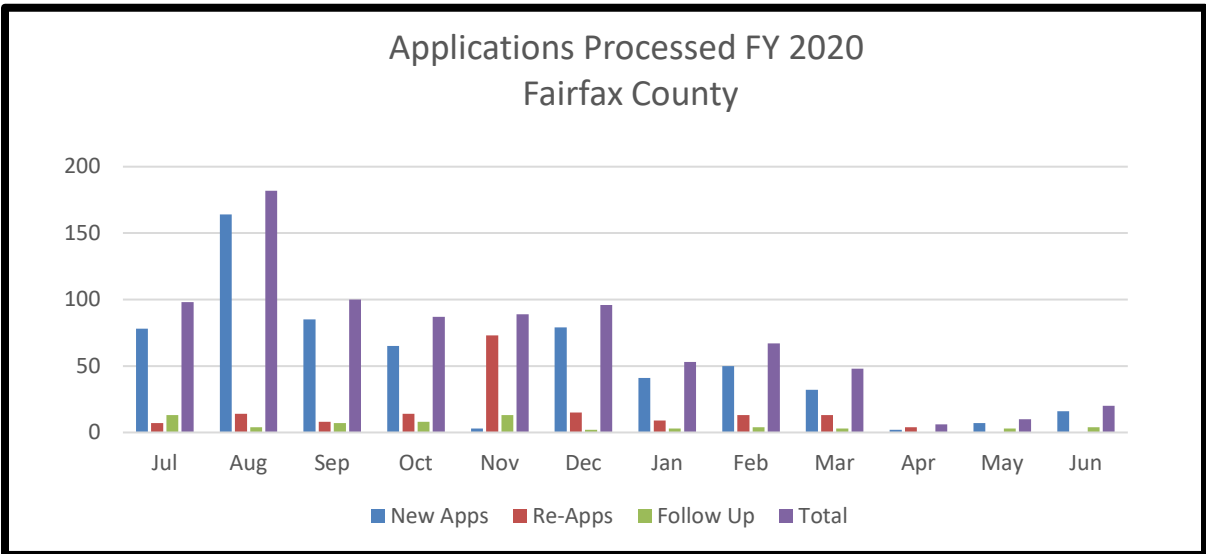
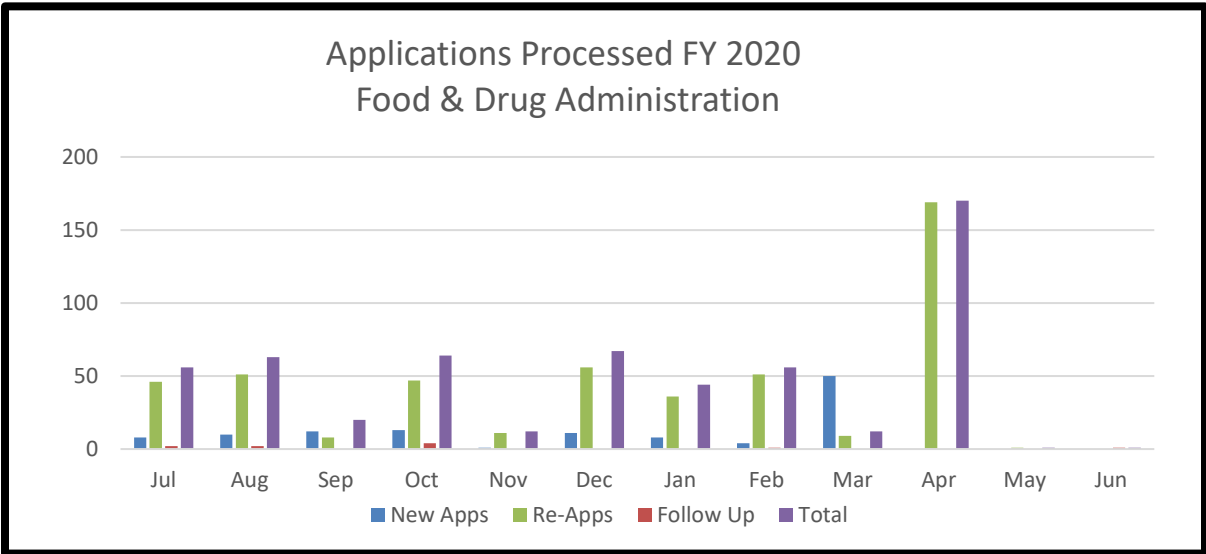
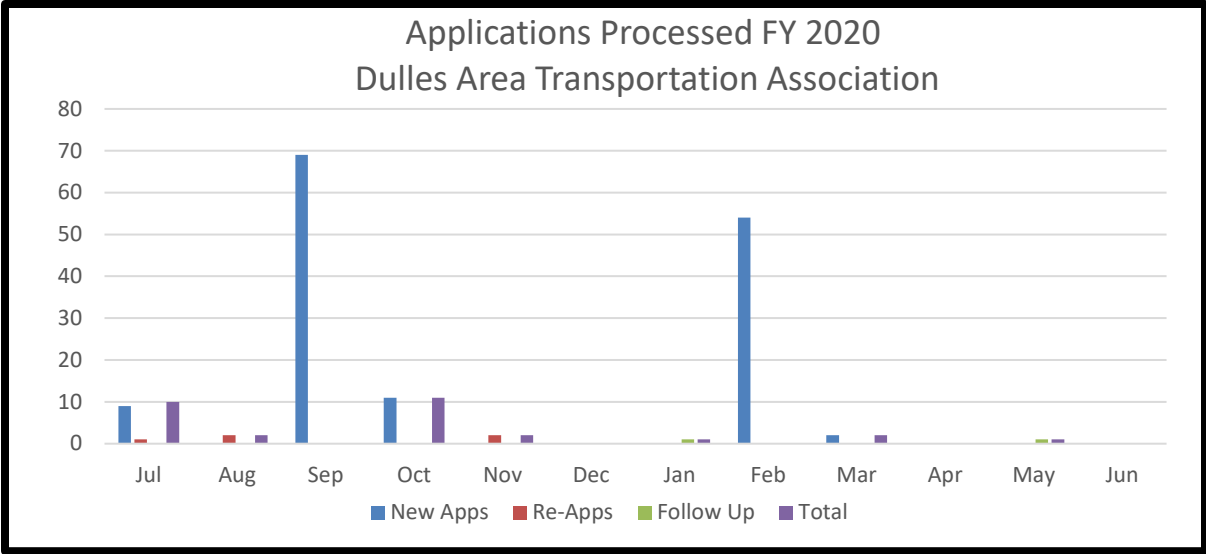
Applications Processed FY 2020 Baltimore Metropolitan Council

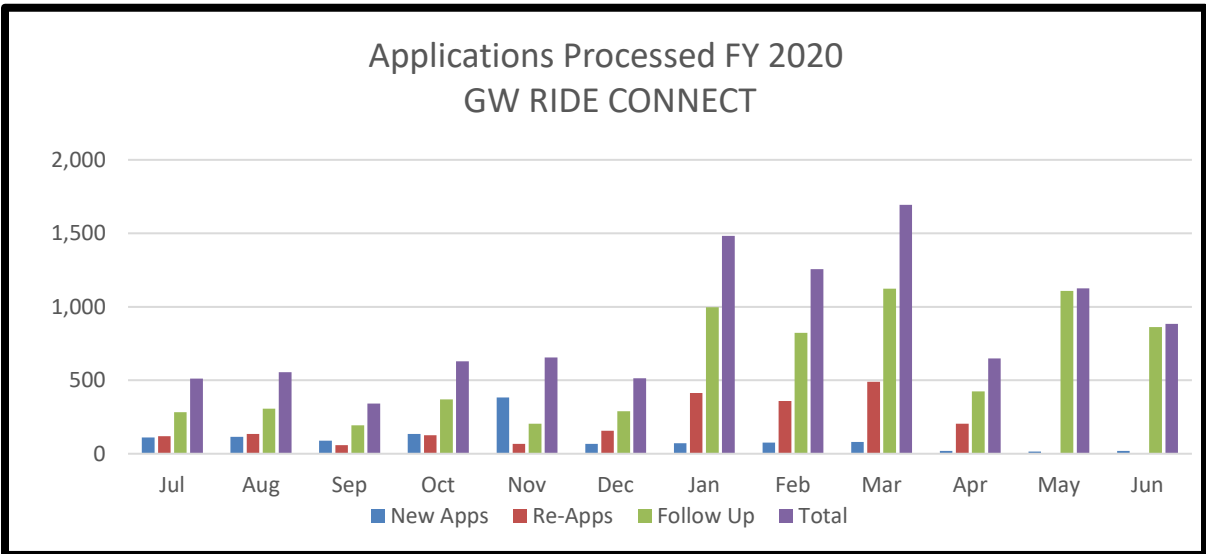
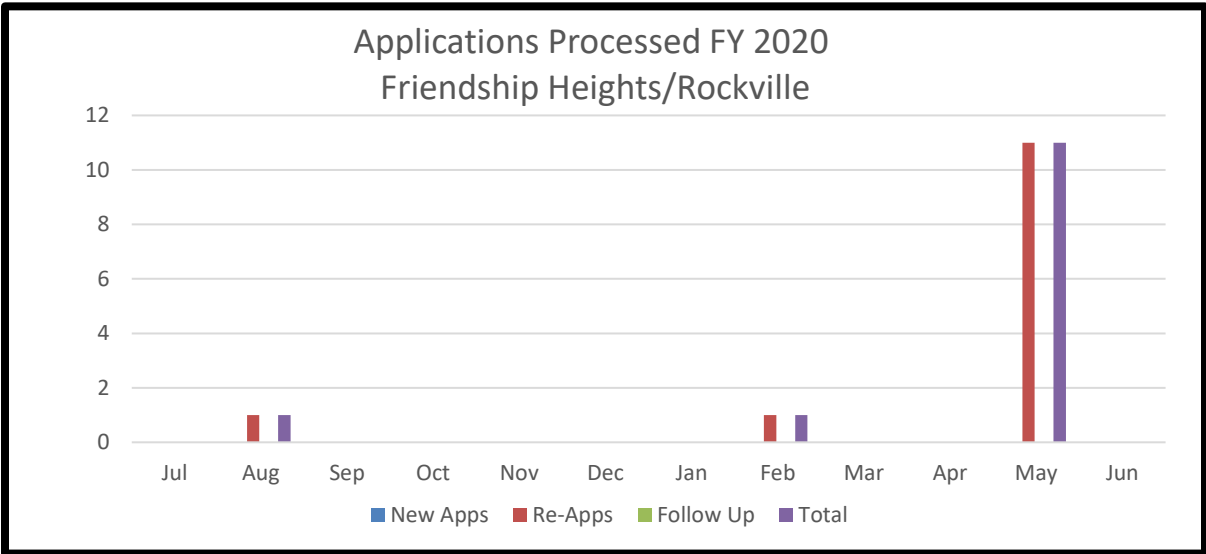
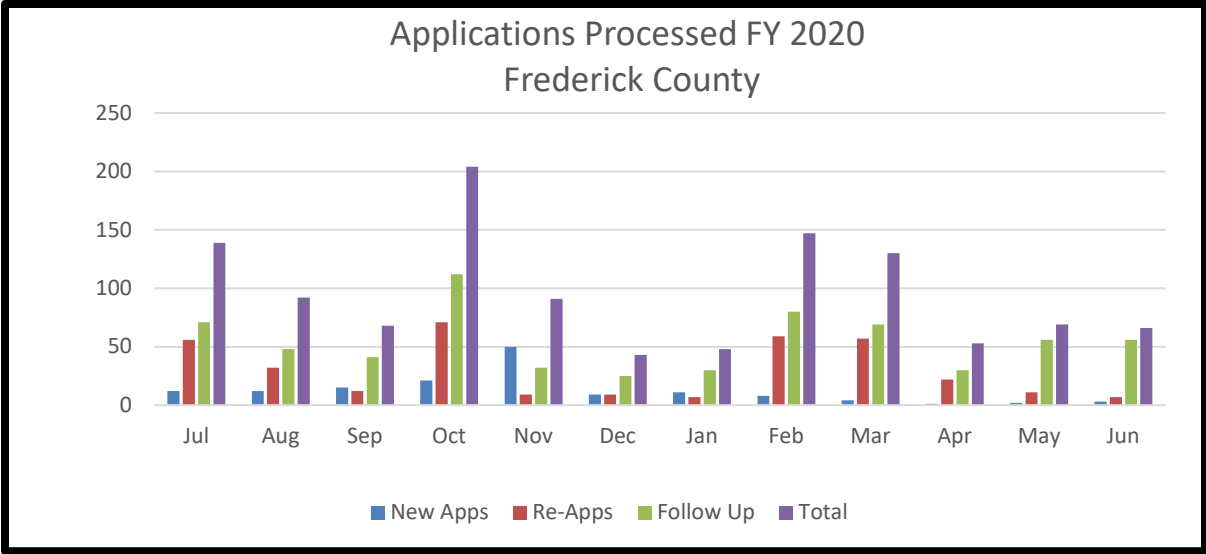


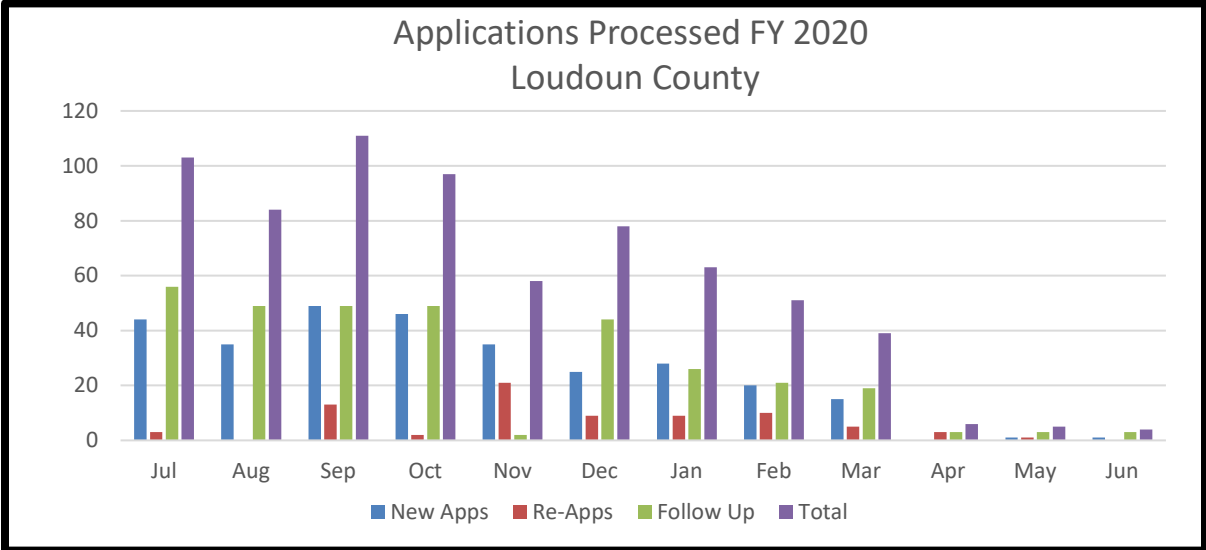
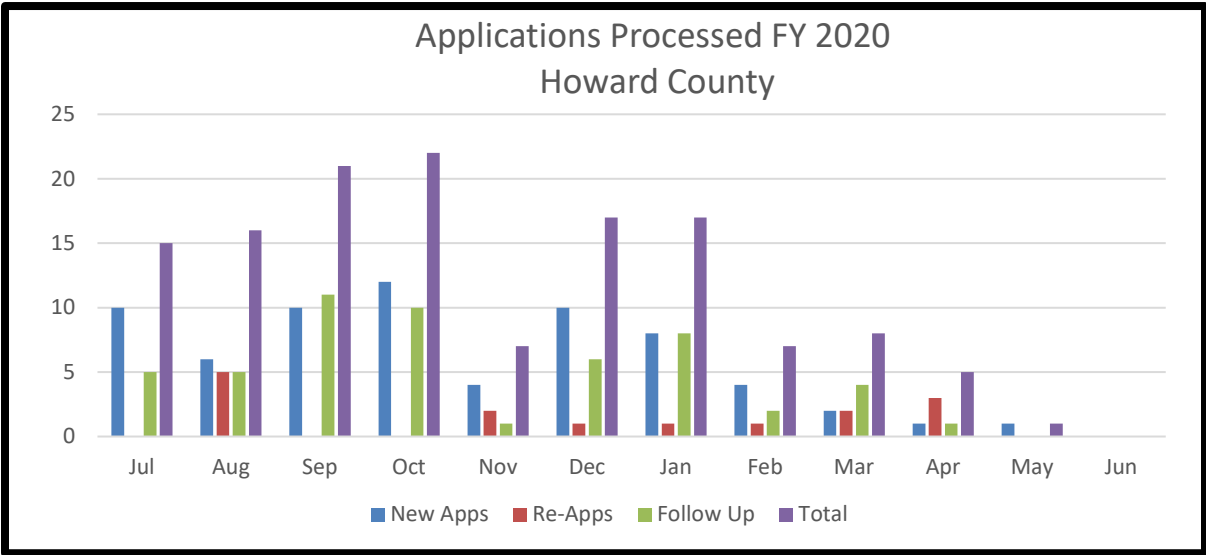
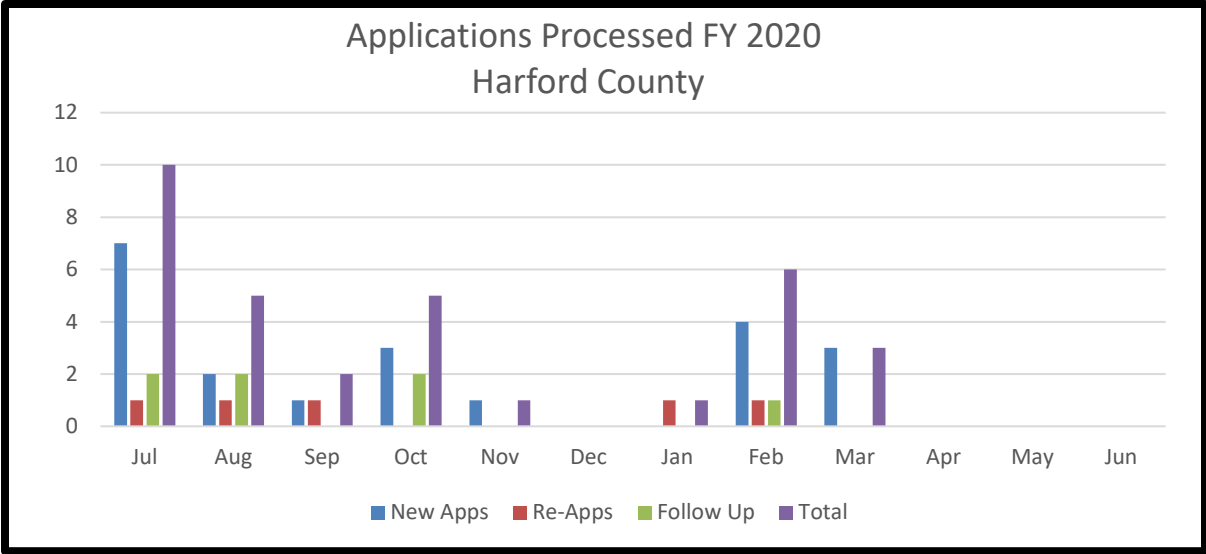
Applications Processed FY 2020 Bethesda Transportation Solutions

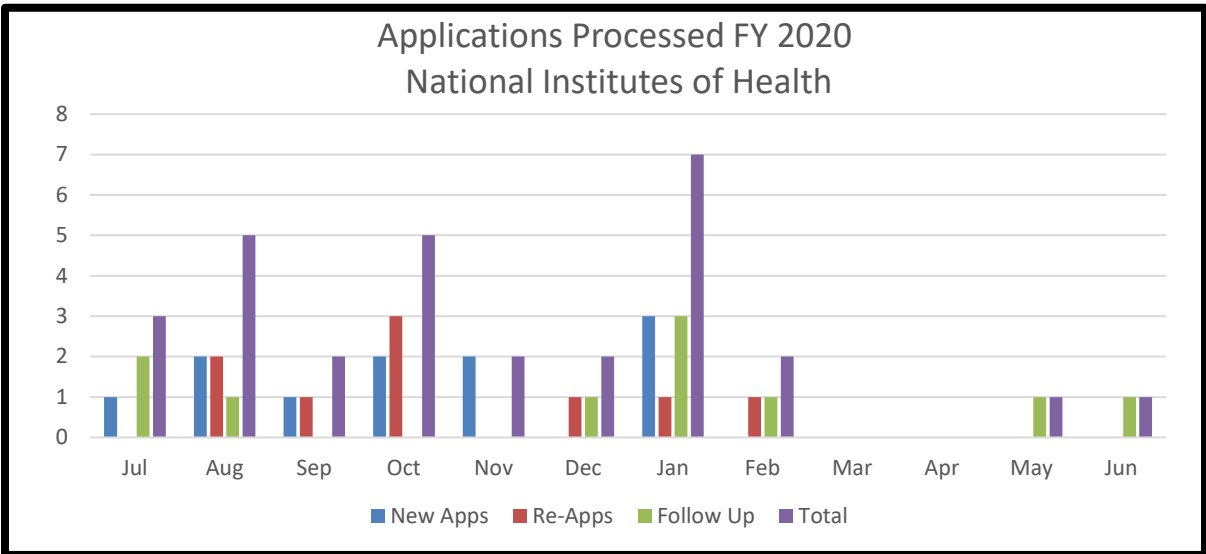
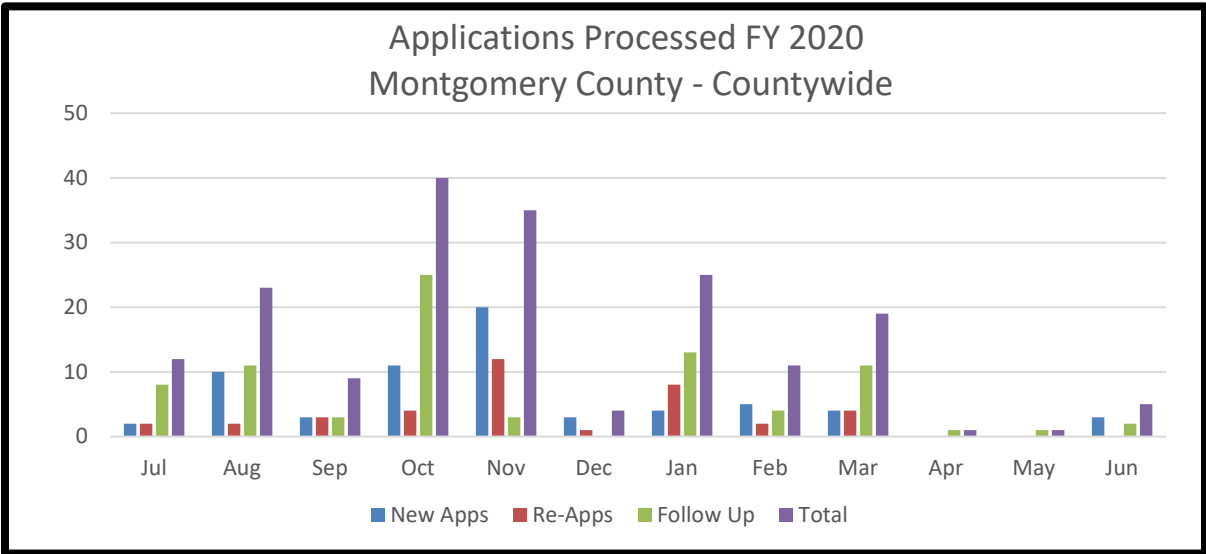
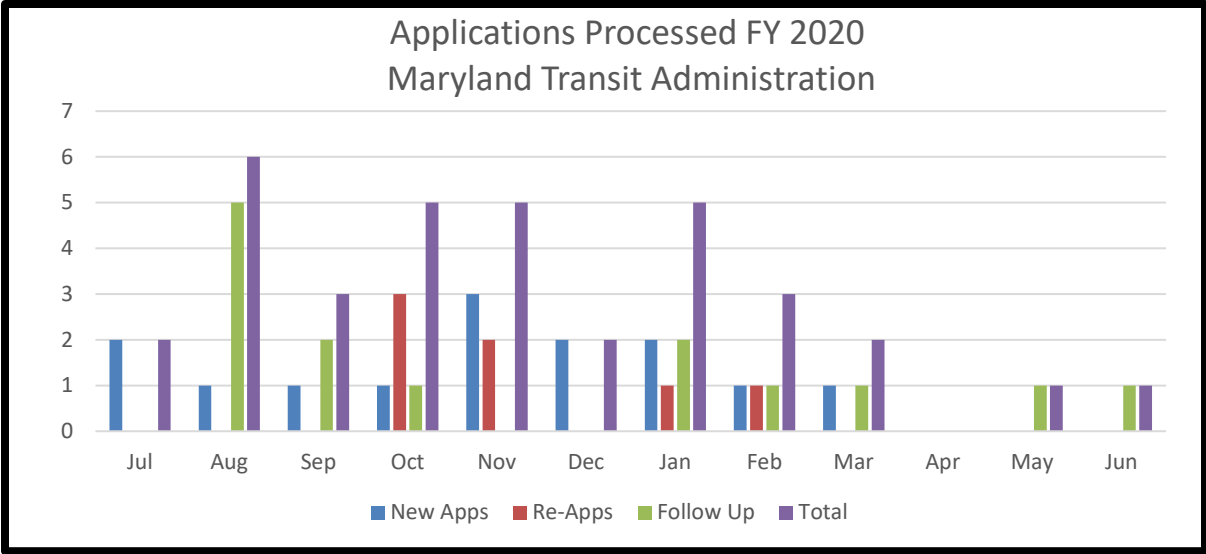


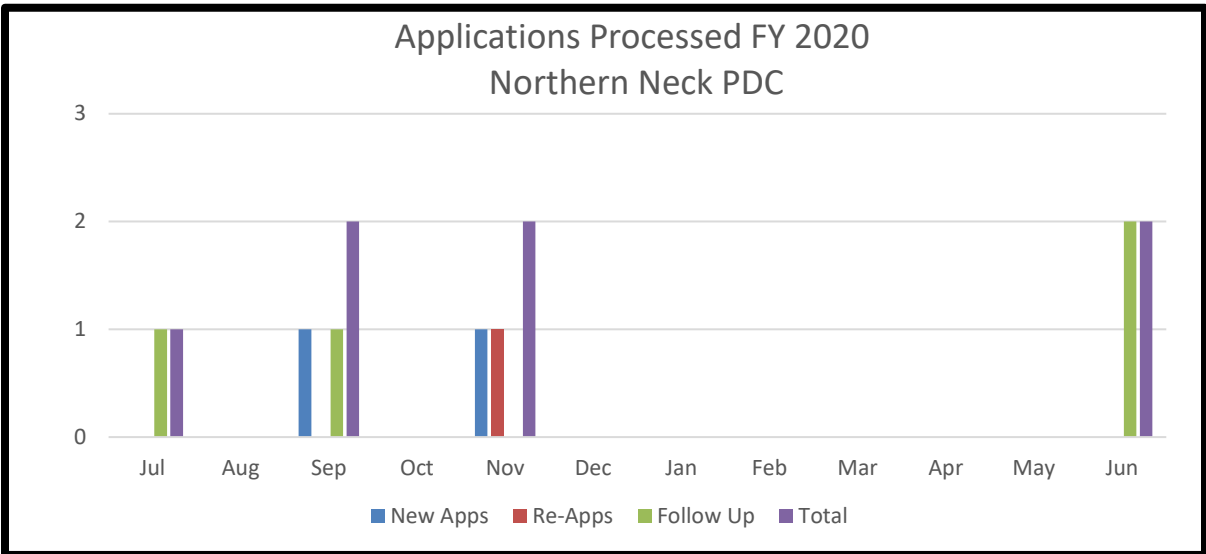
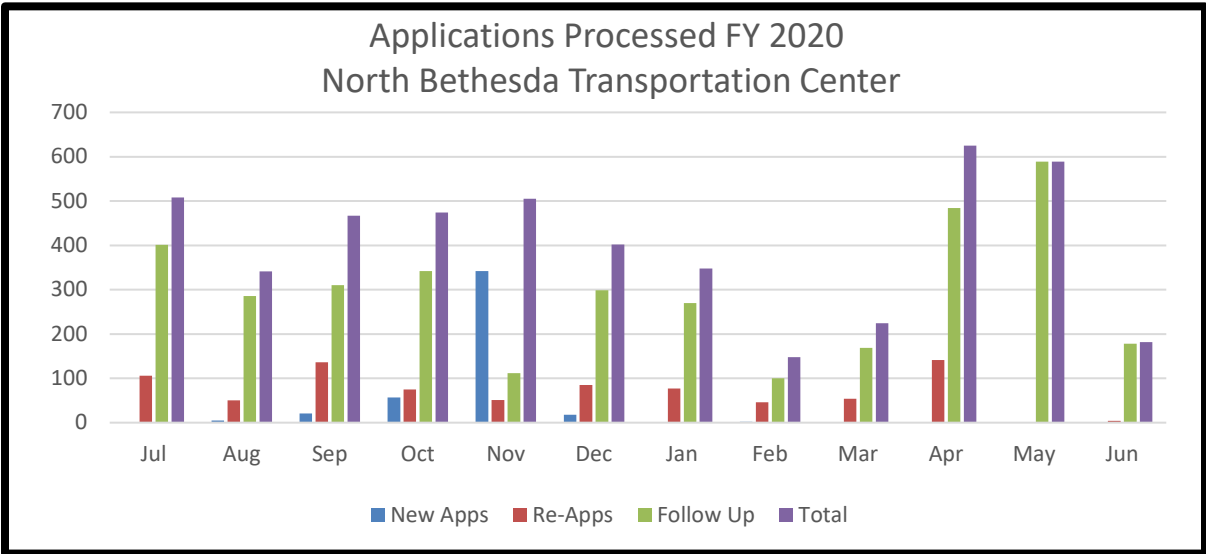
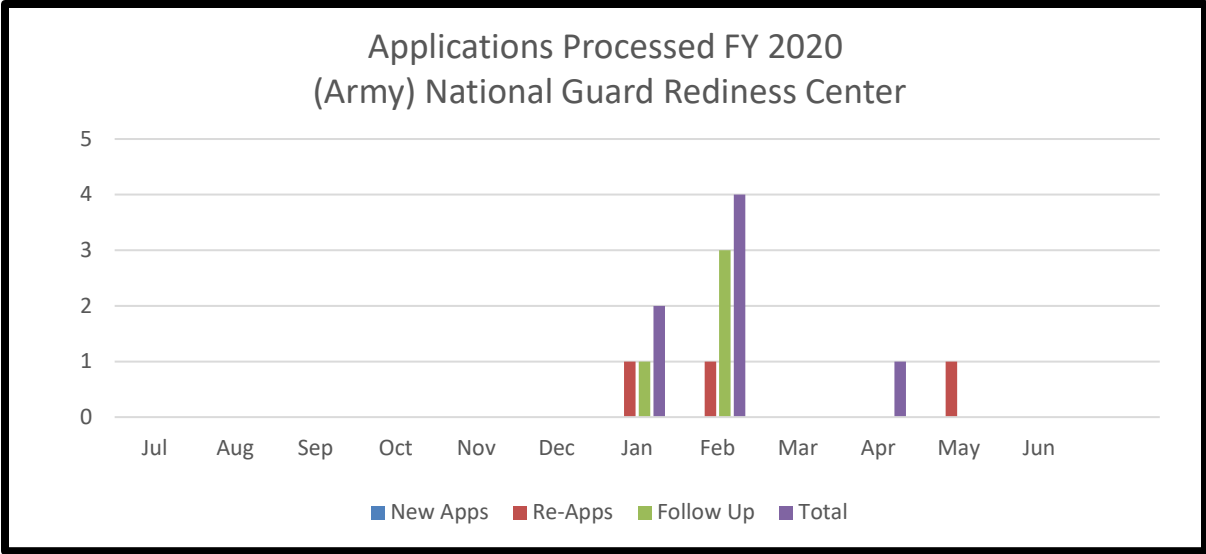


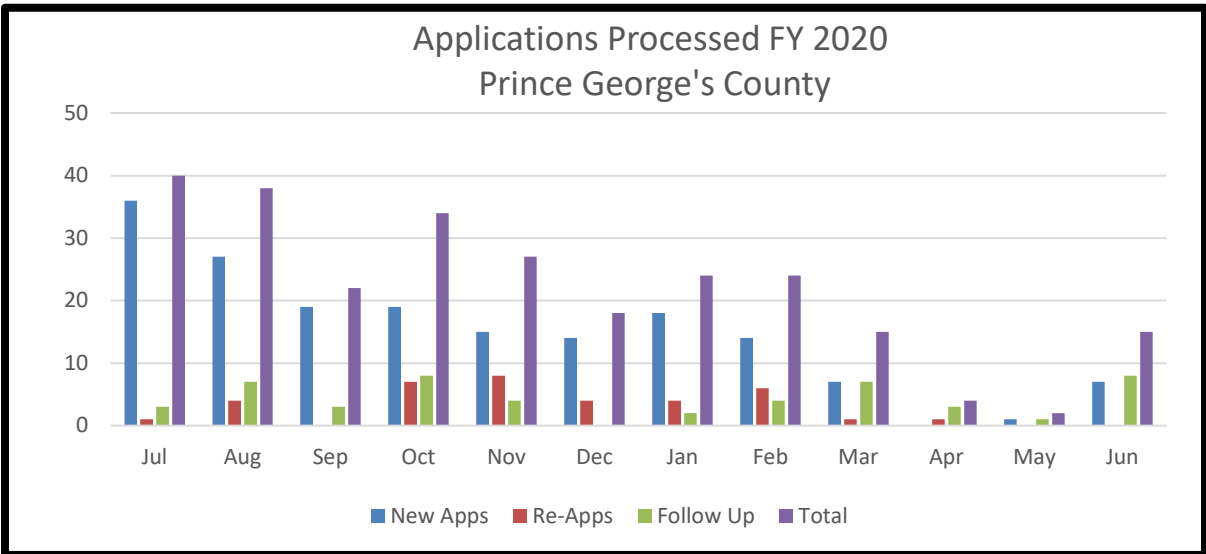
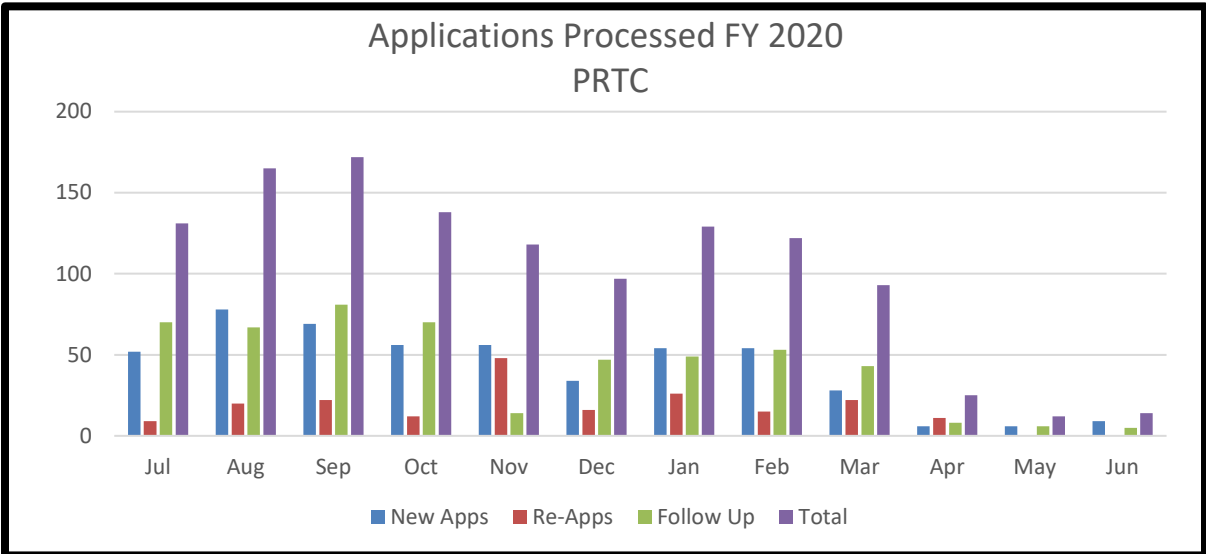
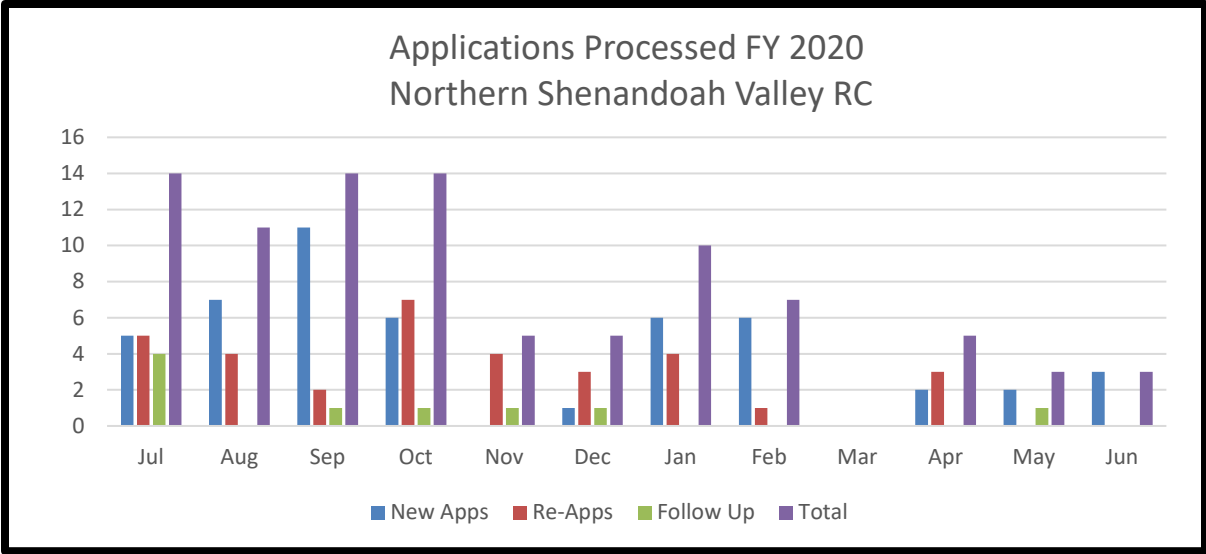


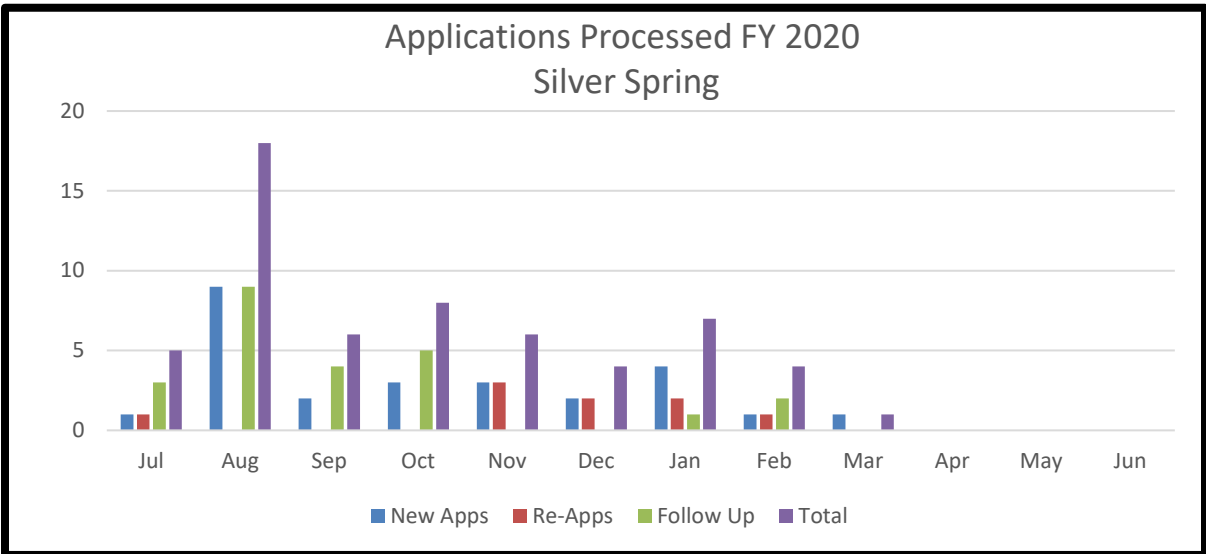
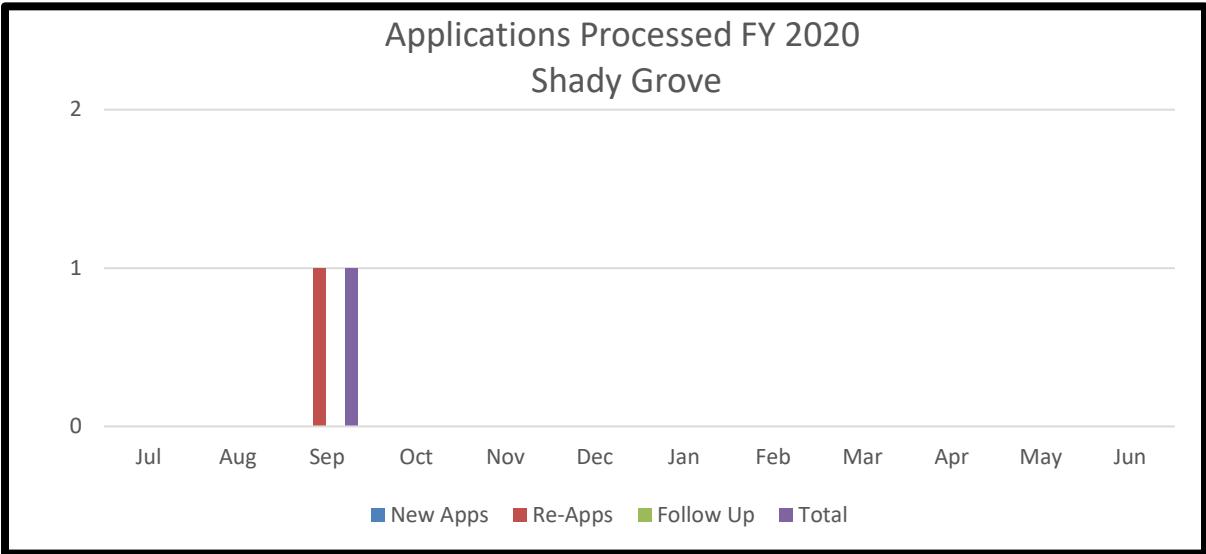
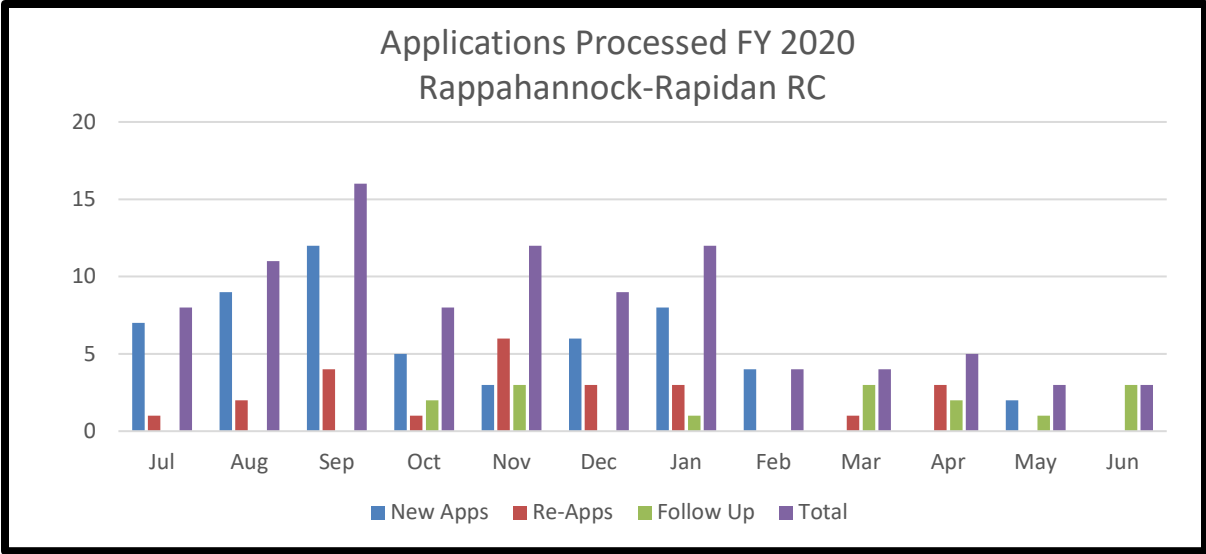




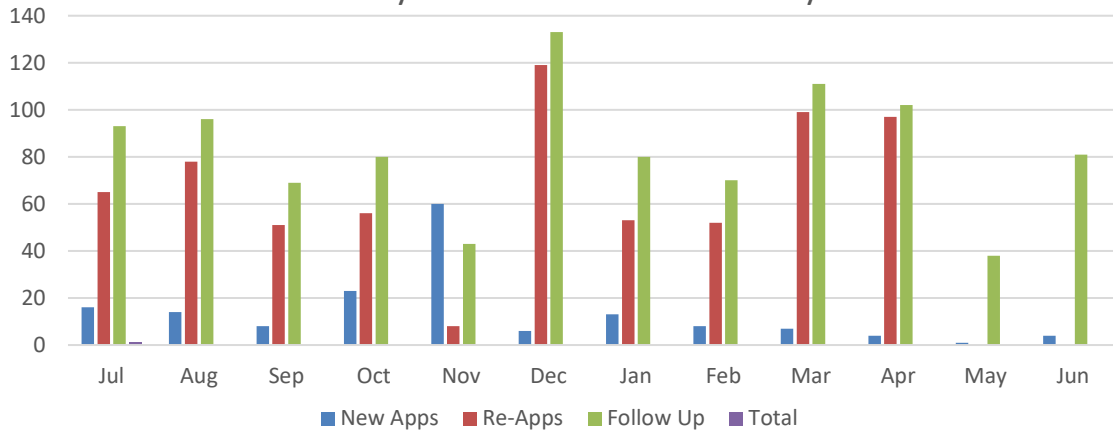








Applications Processed FY 2020 Tri-County Council for Southern Maryland



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2020**

	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS									
Mail	N/A	0	0	N/A	N/A	N/A	5	N/A	
Internet	142	6296	278	N/A	127	18	10752	N/A	
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	0	0	N/A	N/A	N/A	75	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	0	0	N/A	N/A	N/A	0	N/A	
TOTAL	142	6296	278	N/A	127	18	10832	N/A	
PHONE CALLS									TOTAL
Brochure/Promo Materials	0	4	0	0	0	2	0	2	8
Bus/Train Schedule	0	1	0	0	16	0	1	0	18
Bus/Train Sign	0	1	0	0	24	0	0	4	29
Direct Mail	0	2	0	0	0	0	1	1	4
Employer	0	1	0	1	0	0	1	7	10
Employer Survey	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	0	0	0
Government Office	0	0	0	0	0	0	0	0	0
Highway Sign	0	1	0	0	4	0	2	10	17
Information (411)	0	22	0	0	43	1	31	116	213
Internet	0	12	0	1	17	0	18	25	73
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	1	0	0	1	0	0	22	24
Park-and-Ride Lot Sign	0	0	0	0	1	0	0	6	7
Post Card (COG)	0	1	0	0	0	0	0	1	2
Presentation	0	0	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0	0	0
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	3	0	1	0	4
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	0	0	0	0	0
Was/Is Applicant	0	1543	0	0	6	0	255	92	1896
White Pages	0	0	0	0	0	0	0	0	0
Word of Mouth	0	19	0	0	3	0	10	0	32
Yellow Pages - Verizon	0	0	0	0	0	0	0	0	0
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0	0
Other/Unknown	0	1	0	0	0	0	1	4	6
TOTAL CALLS	0	1609	0	2	118	3	321	290	2343

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2020**

	T O C T O A G L	O C N 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 R I D	H A R	H O W	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A P	S	S P A N I	T A P	T R I	A R N G	D A T A	T R A N S	T O T A L	
Calls Transfrd by COG	N/A	N/A	0	2	1	0	**	2	0	3	1	0	0	3	2	1	38	0	0	0	6	17	1	**	7	**	4	1	0	21	110	
How they heard...																																
Brochure/Promo Matrls	9	9	0	0	0	0	0	0	0	0	0	0	0	0	410	0	0	0	0	0	0	0	0	0	0	10	8	0	0	0	0	437
Bus/Train Schedule	18	10	0	0	0	0	0	0	0	0	0	0	0	0	874	0	0	0	0	0	0	0	0	0	0	45	0	0	0	0	0	929
Bus/Train Sign	33	21	0	0	0	0	0	0	0	0	0	0	0	0	684	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	705
Direct Mail	6	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	6	0	0	0	0	17
Employer	11	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	0	0	0	0	27
Employer Survey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0	0	19
Fair/On Site Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	33
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
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	3
Highway Sign	22	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20
Information (411)	245	210	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	210
Internet	82	69	0	0	0	0	0	0	0	0	0	418	0	0	695	0	0	0	0	0	0	0	0	0	0	45	4	0	0	0	0	1231
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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	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	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	0
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	21	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	26
Other Ridesharing Org	4	4	0	0	0	0	0	0	0	0	0	256	0	0	32	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	0	298
Park-and-Ride Sign	9	4	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Post Card (COG)	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	0	3
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refferal from Transit Org	1	0	0	0	0	0	0	0	0	0	0	0	0	0	111	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	113
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	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	0
Was/Is Applicant	1955	1946	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	0	0	0	0	1964
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	0
Word of Mouth	33	31	0	0	0	0	0	0	0	0	0	208	0	0	172	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	411
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	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18
Other	31	29	0	0	0	0	0	0	0	0	0	52	0	0	63	0	0	0	0	0	0	0	0	0	0	24	0	0	0	0	168	
Total	2462	2373	0	0	0	0	0	0	0	0	0	943	0	0	3117	0	0	0	0	0	0	0	0	0	0	191	24	0	0	237	6648	

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 2020**

	C O G	D C	A R L	A L X	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 R I D E	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	D O D	P G C	P R T C	R A P	S S	T A P	T R I	A R N G	D A T A	T O T A L		
How they heard...																																	
Brochure/Promo Matrls	40	13	15	8	8	8	0	11	3	47	12	36	14	13	0	26	19	6	3	0	5	1	21	49	4	6	0	23	0	0	391		
Bus/Train Schedule	18	2	2	2	7	9	0	9	0	14	8	21	2	4	0	31	3	2	0	0	1	0	7	30	2	2	0	21	0	0	197		
Bus/Train Sign	30	2	4	1	5	33	0	13	0	20	11	14	2	5	0	5	1	1	0	1	0	0	11	24	2	0	0	16	0	0	201		
Direct Mail	14	9	7	5	6	6	0	4	1	29	6	8	4	6	0	5	3	0	0	0	0	0	9	21	2	1	0	12	0	0	158		
Employer	137	43	26	17	21	19	14	19	81	96	17	93	5	39	0	58	40	2	15	1	1	2	53	105	8	19	3	31	0	1	966		
Employer Survey	1	0	0	0	1	0	26	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	2	0	0	74	0	0	0	107		
Fair/On Site Event	6	0	4	1	0	0	2	3	0	3	6	4	0	0	0	3	5	0	0	0	4	0	2	0	1	2	68	1	0	6	121		
Government Office	33	8	3	9	11	6	1	6	12	53	11	17	4	6	0	21	9	5	3	1	1	3	21	40	1	3	0	14	0	1	303		
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	4	0	0	1	3	4	0	0	0	2	0	2	0	0	0	3	0	3	0	1	10	0	5	4	4	0	0	4	0	0	50		
Information (411)	349	986	215	100	33	48	0	13	0	210	20	24	2	31	0	36	62	6	2	0	5	0	276	43	5	44	0	17	0	1	2528		
Internet	204	61	21	24	45	45	6	27	5	214	44	361	17	32	0	139	36	5	0	0	28	1	71	215	19	7	5	62	0	1	1695		
Incentrip	10	17	3	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	5	0	0	0	0	1	0	0	38		
Library	2	0	0	0	1	0	0	0	0	4	0	1	0	0	0	2	0	0	0	0	0	0	0	2	1	0	0	0	0	0	13		
Mobile Billboard	6	1	0	0	1	2	0	0	0	0	2	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	15		
Newsletter	9	2	0	3	0	0	0	0	0	2	3	1	0	0	0	1	2	0	0	0	0	1	2	3	0	0	0	0	0	0	29		
Newspaper	1	2	0	0	0	0	0	0	0	4	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	9		
Newspaper (Local)	2	4	0	1	0	0	0	0	0	2	0	1	0	0	0	2	0	1	0	0	0	0	1	2	0	1	0	0	0	0	17		
Other Ridesharing Org	7	1	1	0	2	1	0	1	0	14	1	17	2	3	0	8	1	1	0	0	1	0	4	24	4	1	0	6	0	15	115		
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)	5	3	0	0	3	3	1	1	0	8	0	7	0	2	0	2	2	0	0	0	0	0	4	6	0	0	0	8	0	0	55		
Presentation	1	0	2	1	0	0	0	1	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	9		
Radio	22	16	2	5	5	3	0	5	1	52	20	63	3	5	0	31	6	6	0	0	4	0	9	54	4	2	0	9	0	0	327		
Real Estate/WelcomeW	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3		
Referral from Transit.Org	6	0	0	1	0	0	0	0	0	2	0	1	1	0	0	2	0	0	1	0	0	0	1	3	1	1	0	0	0	0	20		
Theatre Slide	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
TV	9	6	1	0	2	1	0	0	1	11	1	5	0	1	0	3	1	0	0	0	0	0	3	15	0	0	0	2	0	0	62		
Van Sign	1	0	0	0	0	1	0	0	1	0	1	4	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	1	0	0	11		
Was/Is Applicant	0	1	0	0	0	0	0	0	1	2	0	3	0	0	0	0	0	0	0	0	0	0	1	1	1	0	0	0	0	0	10		
White Pages	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
Word of Mouth	35	23	9	15	13	5	0	8	8	67	14	163	7	22	0	50	9	4	1	0	3	0	17	83	12	6	0	22	0	0	596		
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
Yellow Pgs-Yellow Bk	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		
Yellow Pages-Local	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2		
Voice Mail Messages	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	1		
Other	88	31	15	9	25	17	1	12	12	107	19	154	12	14	0	52	21	7	4	0	9	0	42	118	12	5	0	27	0	1	814		
Total	1043	1231	330	204	192	211	51	135	126	967	196	1004	75	185	0	484	222	49	29	4	73	8	565	845	83	101	150	277	0	26	8866		

FIGURE 1

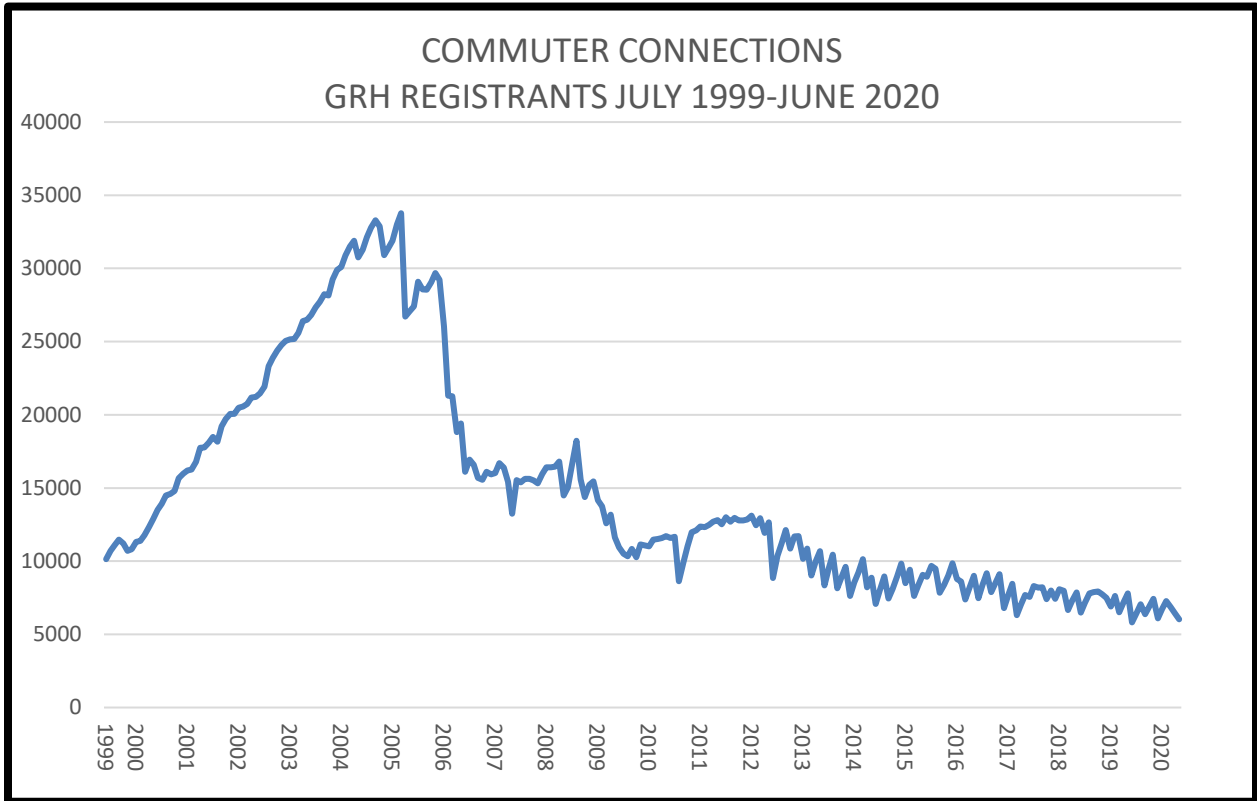


FIGURE 2

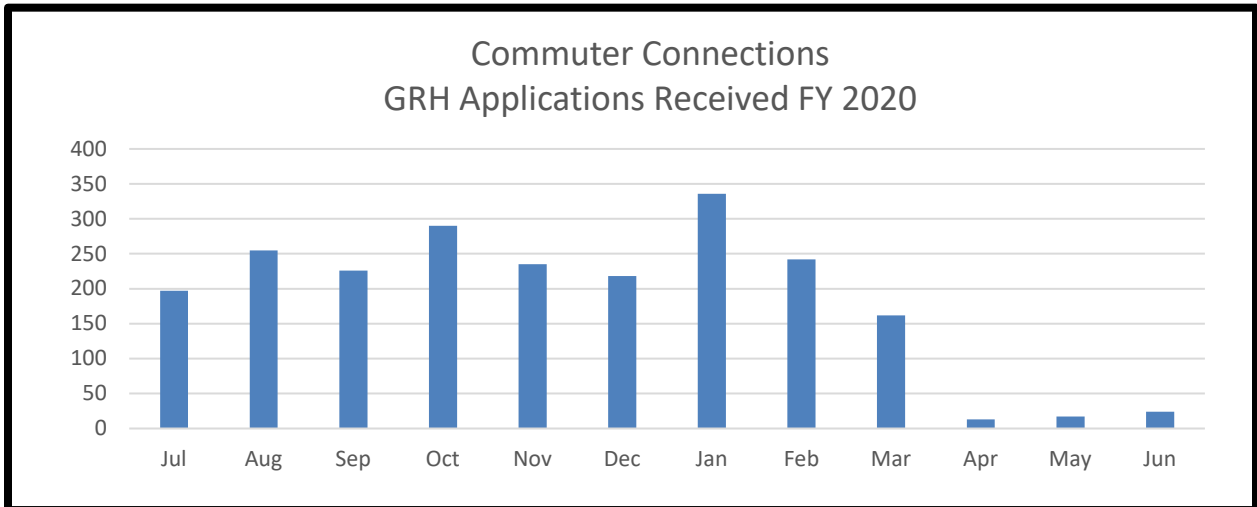


FIGURE 3

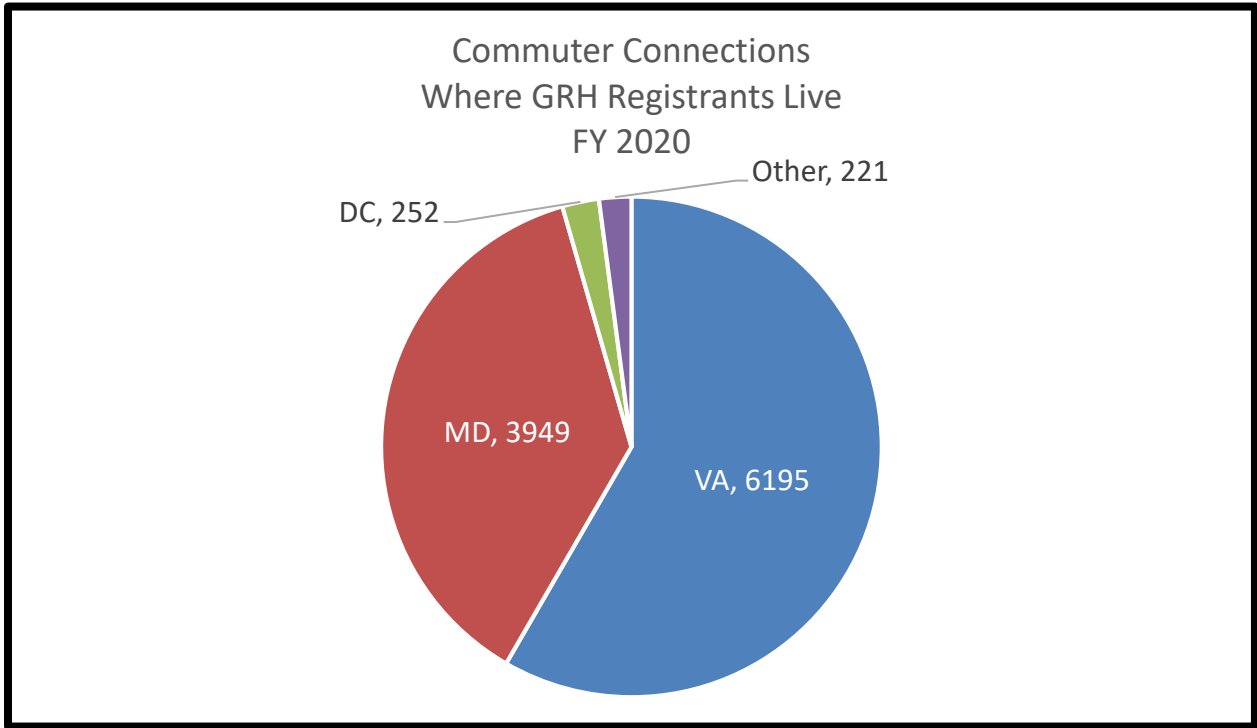


FIGURE 4

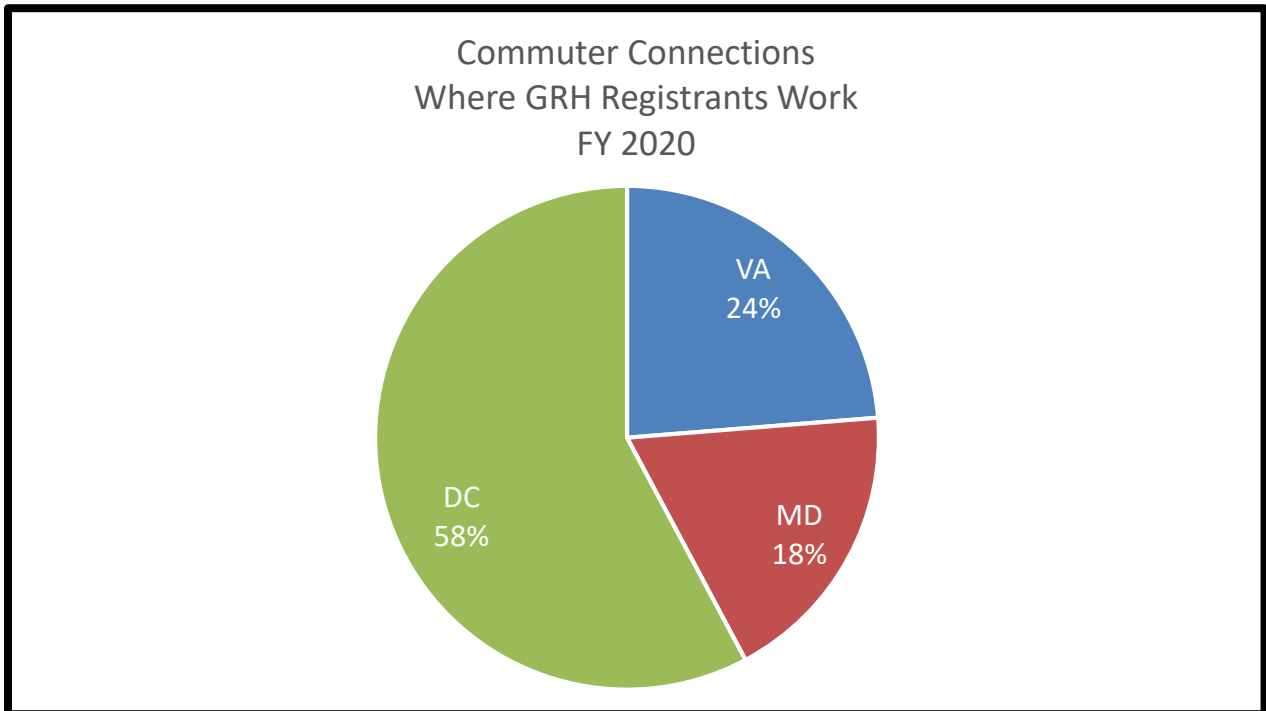


FIGURE 5

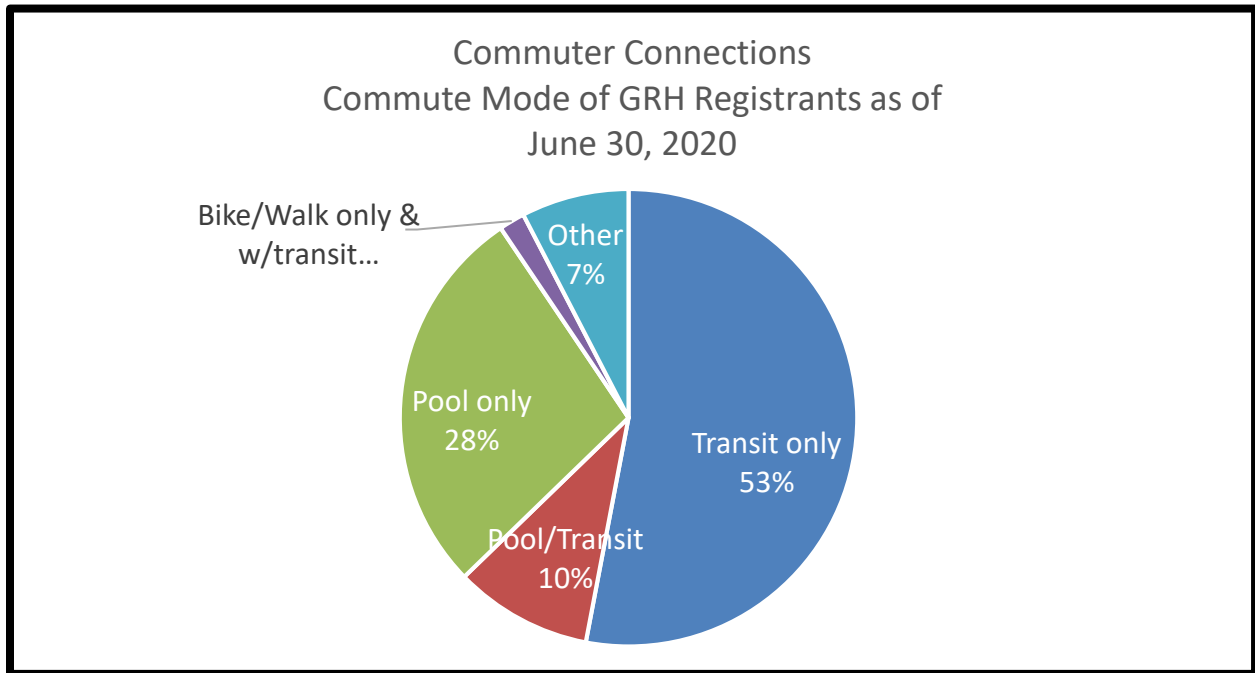


FIGURE 6

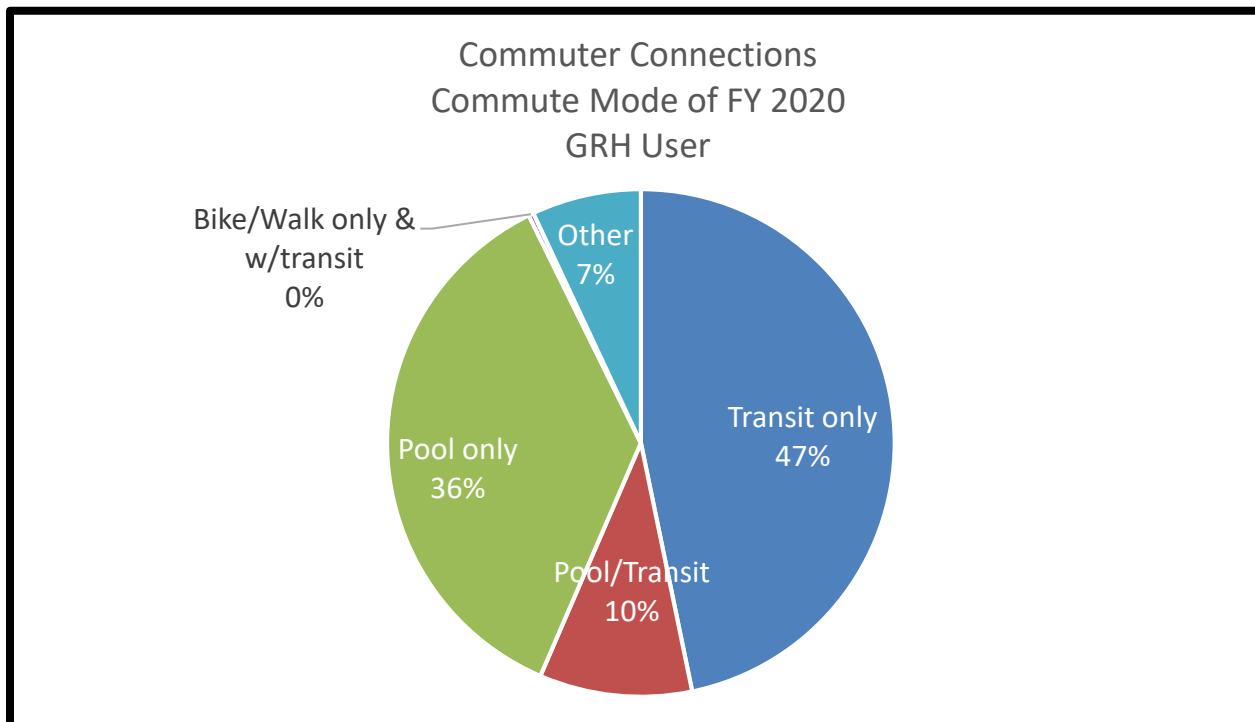


FIGURE 7

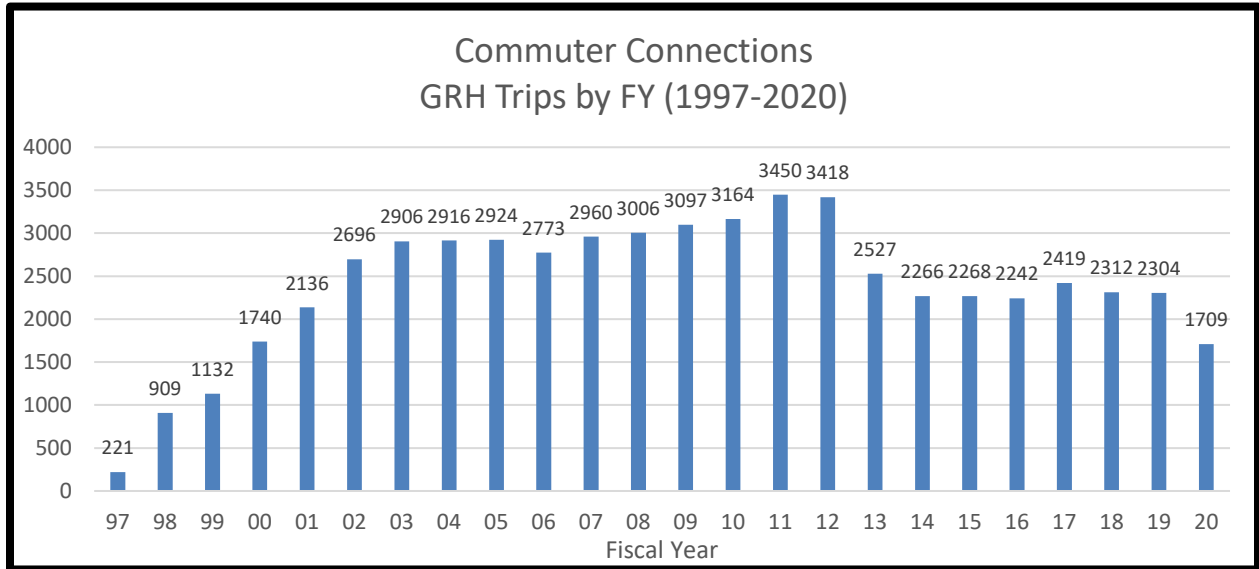
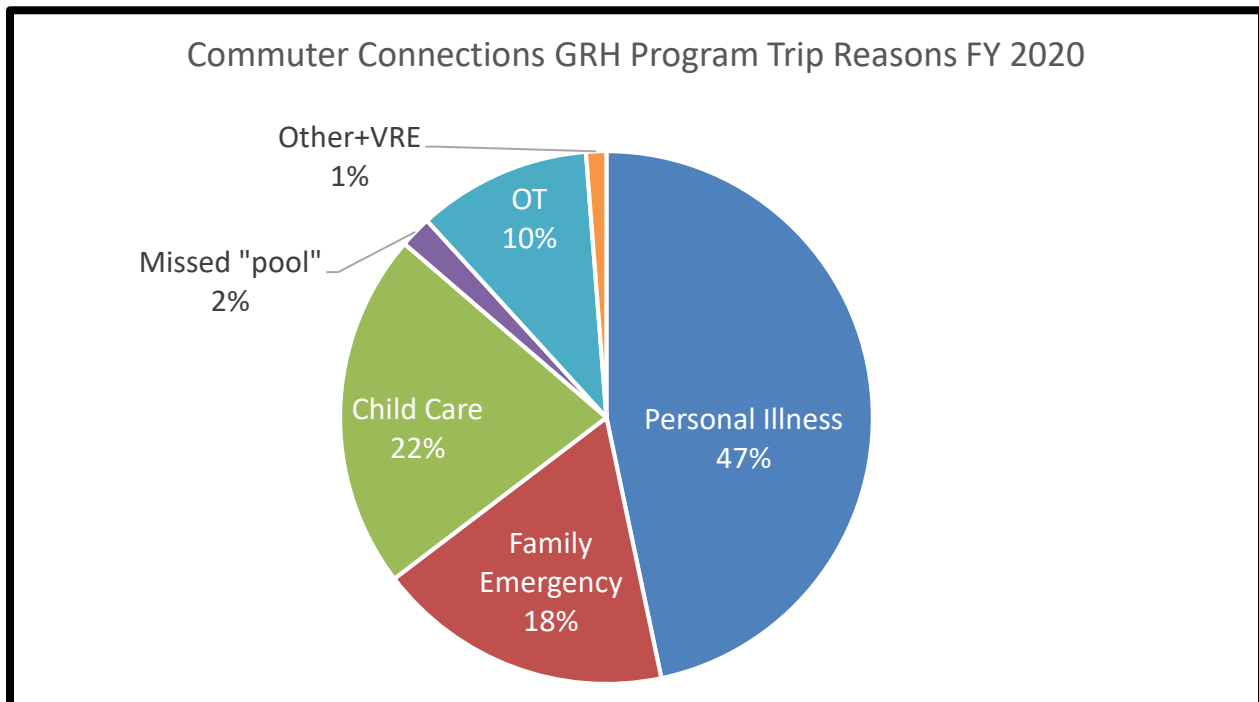


FIGURE 8



FY2020

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)	138	34	109	255	30	26	324	4	42	59	0
Telework Contacted (new)	6	0	0	0	5	0	3	0	0	29	0
Employers Contacted (follow-up)	241	8046	755	3118	58	757	8670	9	78	27	0
Telework Contacted (follow-up)	6	0	0	0	2	0	805	0	0	13	0
Total Broadcast Contacts Letters, Flyers, Newsletter	13088	34983	31689	575	5	606	102545	233	255	0	0
Total Sales Meetings	27	201	81	243	30	45	350	3	11	18	0
Total Employers Contacted	13506	43264	32634	4191	130	1434	112697	249	386	146	0
New Level 1 TDM Programs	1	21	198	95	6	6	8	0	0	22	0
New Level 2 TDM Programs	0	17	53	32	3	0	18	0	0	11	
New Level 3 TDM Programs	0	7	19	26	1	3	7	0	0	1	12
New Level 4 TDM Programs	1	7	6	10	0	0	5	0	0	0	0
New Telework Programs	0	0	1	0	0	0	2	0	0	1	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0

FY 2020 Monthly Web Visits

