FY04 COMMUTER CONNECTIONS WORK PROGRAM TIMELINE

		Staff Commuter Connections Subcommittee structure Y Produce Commuter Connections FY04 Work Program Y	TDM-related activities	2. Provide direct support for administration, evaluation, & general assistance for	produce & distribute matchlists; database maintenance X	Provide technical support/training for rideshare matching software program;	Local Agency Technical Assistance		COMMUTER OPERATIONS CENTER	4. Conduct 2004 State of Commute Survey	3. FY03 Satisfaction Survey Results X	×	1. Customer Satisfaction Survy Mailings X X X X	gram Evaluation	Reprint collateral/marketing/information materials and develop media plans as needed		and marketing outreach (includes processing of trip invoices)	Manage and monitor contract services, service providers, software maintenance	monitor and maintain database X	Respond to calls/requests from customers; register/re-register applicants;	General Operations and Maintenance		GUARANTEED RIDE HOME		Manage and monitor contract services	Evaluate outreach sales, support, and promotional efforts	Evaluate report of program	Data collection activities for evaluation of project X Program evaluation and progress reports V	Evaluation Services	4. Update and print brochure, sales collateral materials & case studies as needed	3. Manage/monitor contract services for survey data tabulation and reporting X		1. Provide support to federal, state & local agencies and sales contractors;		Local Agency Technical Assistance	Local Agency Technical Assistance
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Is & vidoos, newsletter, web site, and klosks; & present into, at meetings/conferences X Q campalgins with assistance to WMTC Iservices X X X X X X X X X X X X X	Conduct telework seminars for employers/employees							_					
& present info. at meetings/conferences X ing campaigns with assistance to WMITC X X It to TAHG, MATAC and WMITC as required X X ITAC, and WMITC reps on initiatives X X K-related groups X X Archage groups X X In anterior groups (in site visits as needed) X Archage groups X X Bull marketing campaigns X X In creations and WMITC initiatives X X Archage groups X X Connections and WMITC initiatives X X Archage groups X X Connections and WMITC initiatives X X Archage groups X X Connections and WMITC initiatives X X Archage groups X X <td></td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>×</td> <td></td>					-							×	
	conduct annual awards program & present info. at meetings/conferences	×											
Services	1												
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to TAHG, MATAC and WMTC as required X Krelated groups X Krelated groups X Krelated groups X Explored groups X Explored g	Local Coordination	×											
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Item		×											
In marketing campaigns	Telework Center Marketing	×											
X													
Connections and WMTC initiatives X Image: Connection of Columbia and the District of Columbia and the Di				×								×	
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nute Survey X X	1. Conduct follow-up surveys with FY02 seminar attendees												
enance enance Internet ridematching system agencies; reformat for Commuter Connections X Inter databases X Internet databases Internet databases Internet databases X Internet databases Inter	2. Conduct 2004 State of the Commute Survey					_	×	\coprod	\coprod				
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center databases I kiosks already implemented iosk project activities rthern Virginia and the District of Columbia ervices		×									_		
l kiosks already implemented iosk project activities rthern Virginia and the District of Columbia		×			_		_		\dashv	\downarrow			
I kiosks already implemented iosk project activities rthem Virginia and the District of Columbia	Regional InfoExpress Kiosk Project	×						-					
Monitor and evaluate regional kiosk project activities Select mobile kiosk sites in Northern Virginia and the District of Columbia Manage and monitor contract services	1. Maintain information on regional kiosks already implemented								_				
Select mobile kiosk sites in Northern Virginia and the District of Columbia Manage and monitor contract services		×											
Manage and monitor contract services		×		_			1			_			
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September 2003

FY04 Comm Conn WP Timeline.wb3

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EMPLOYER OUTREACH FOR BICYCLING											+	\dagger	\top
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Employer Outreach for Bicycling					_								
 Investigate & implement marketing opportunities including Bike-to-Work Day, 											7	+	\dagger
lunchtime seminars, association meetings, strategic mailings, etc.			ŀ								1	\dagger	\dagger
2. Monitor activities for post-implementation evaluation	×										1		\dagger
Incorporate WABA bike mentors into ridematching database													+
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PROGRAM WORK ELEMENT											1	1	× i
MASS MARKETING CONSUMER CAMPAIGN												T	-
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MASS MARKETING CONSUMER CAMPAIGN													1
Work with contractor on campaign messages and this.	×												+
2. Staff Regional TDM Marketing Group.	×											1	
3. Implement and evaluate campaigns	×												7
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