

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	May 2005 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	June 17, 2005

Background Activities

The Commuter Operations Center continued providing transportation information services on alternatives to driving alone through the 800 telephone number, general marketing support, and through the distribution of matchlists. (See *Table 1 Monthly Activity and Impact Summary and Commuter Operations Center Performance Data*).

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Baltimore City – City rideshare staff informed COG on May 9th that the hard drive in the computer used for the CCRS program had gone bad and needed to be replaced. On May 24th COG was notified that a new computer was installed and a date for CCRS software installation was set for June 2nd.

Fairfax County – COG sent county rideshare staff a CD with the latest street coverage update and installation instructions via FedEx on May 27th.

Howard County – County rideshare staff reported problems with the CCRS program on May 6th and May 16th. Both problems were the result of a corrupted program file, which was most likely caused by an improper shutdown of the CCRS program. On both occasions, COG staff e-mailed a new program file and had county staff replace the corrupted file. This fixed the problem. This was the fourth time in the last two months that this problem has occurred.

Loudoun County – On May 6th county staff reported a problem with the ID number generation of the CCRS system on their rideshare computer. The problem was due to COG staff not setting their ID numbers when the CCRS software was installed in April. This problem was corrected on May 12th after the return of the county's rideshare staff.

Montgomery County – COG sent county rideshare staff a CD with the latest street coverage update and installation instructions via FedEx on May 26th.

North Bethesda Transportation Center – COG sent county rideshare staff a CD with the latest street coverage update and installation instructions via FedEx on May 26th.

TransIT Services of Frederick County – COG staff provided mailing labels on May 9th per

TransIT Services' May 6th request.

COG staff participated in a transportation fair at the National Science Foundation on May 19th, Montgomery County awards ceremony on May 13th, Bike to Work Day on May 20th, and the Air Quality Action Days Kick-Off event on May 12th. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at these events.

An RFQ was released on May 12th to obtain a contractor to update the current User Requirements\Functional Specification document for the web migration project. The selected consultant would identify further system and user requirements as part of an effort to integrate multiple services provided by Commuter Connections onto one internet and intranet based software system. A pre-proposal meeting was held on May 18th for interested consultants, to answer questions concerning the project's scope of work and procedural issues.

Collateral material developed in May for the June Employer Recognition Awards event includes invitations, signage, recognition print ads, program booklet and giveaways.

Staff continued working on the production of the 2004 State of the Commute general public report. The FY 2005 Placement Rate Report was completed and distributed.

Staff continued working with the State funding agency's on streamlining the FY 2006 Commuter Connections Work Program. A status presentation was given to the TPB Technical Committee on May 6th, to the Commuter Connections Subcommittee on May 17th and to the TPB on May 18th. A State TDM Work Group meeting was held on May 10th.

Products

- April monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of May 2nd, May 16th, and May 30th.
- RFQ to update User Requirements\Functional Specification document for the web migration project.
- FY 2005 Placement Rate Report

Problems Encountered

None.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail second quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for May 17, 2005.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for June 21, 2005.

- Finalize the 2004 State of the Commute Survey general report.
- Develop new ridematching/GRH Web-based system.
- FY 2006 Commuter Connections Work Program.
- Finalize the 2005 TERM Analysis Report.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of MAY 2005

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,802	1,565	17,291
Rideshare applicants	1,707	1,258	15,959
Matchlists sent	916	1,466	15,921
Transit applicants/info sent	58	67	586
GRH applicants	1,178	540	9,769
Bike to work info requests	52	21	275
Telework info requests	1	2	9
Kiosk users	2,669	3,485	38,236
Kiosk applicants	0	9	168
Internet users	8,458	8,369	76,433
Internet applicants	1,583	1,036	14,776
New employer clients	28	23	1,004
Employee applicants	0	0	95

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	505	438	4,841
Temporary/one-time placements	319	277	2,760
Daily vehicle trips reduced	300	261	2,882
Daily VMT reduced	10,264	8,914	98,488
Daily tons NOx reduced	0.0145	0.0126	0.13961504
Daily tons VOC reduced	0.0068	0.0059	0.065314195
Daily gallons of gas saved	475	413	4,560
Daily commuter costs saved	\$1,976	1,716	18,959

NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements, 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift to a higher occupancy commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips from work to home.

Commuter Connections Website Activity -- May 2005

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	8,745	
Total Accesses of Commuter Connections Home Page	8,458	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,689	9.88%
Public Transit Page	1,235	7.22%
Carpooling Page	1,152	6.74%
Calculate Your Commuting Cost	1,129	6.60%
Vanpooling Page	877	5.13%
TDM Resources	839	4.91%
About Page	708	4.14%
GRH - What Does It Cost?	691	4.04%
Transit Virginia	652	3.81%
Telework Page	633	3.70%
Bicycling Page	625	3.65%
Transit Maryland	602	3.52%
GRH Area	393	2.30%
News	387	2.26%
GRH Eligibility	382	2.23%
Ozone Action Days Page	349	2.04%
Participation Guidelines	295	1.73%
Special Events	267	1.56%
TDM Telework Centers	261	1.53%
Carpooling - HOV	251	1.47%
Vanpool Advantages	225	1.32%
Bicycling Guide - Employees	224	1.31%
Bicycling Guide - Resources	210	1.23%
Employer Services	210	1.23%
Transit D.C.	200	1.17%
Calculate Your Cost of Commuting	198	1.16%
Spanish: Lotes De "Park And Ride"	197	1.15%
SmarTrip and Metrochek	197	1.15%
Vanpool Incentive Programs	194	1.13%
Concerns about Vanpooling	188	1.10%

Commuter Connections Website Activity -- May 2005

Why Should Your Employees Bike to Work	187	1.09%
Walking	180	1.05%
Tips to Successful Carpooling	179	1.05%
Telework Centers	174	1.02%
Teleworking - Keep the job, Lose the Commute	172	1.01%
Carpooling Advantages	158	0.92%
Concerns about Carpooling	155	0.91%
Funding for Employer Bike Programs	146	0.85%
Parking Management	146	0.85%
Vanpool Services	144	0.84%
Total	17,101	100.00%

Commuter Connections Website Activity -- May 2005



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

MAY 2005



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2A

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
MAY 2005**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	16	0	44	60
ARLINGTON (COG)	0	0	0	0
ARTMA	13	0	43	56
BALTIMORE CITY	9	0	6	15
BMC	3	0	31	34
COG - MD	230	1	236	467
COG - VA	229	1	256	486
COG - Other	20	0	29	49
DISTRICT OF COLUMBIA - COG	29	0	22	51
FAIRFAX COUNTY	198	37	307	542
FREDERICK	29	0	57	86
HARFORD	8	0	9	17
HOWARD	15	0	41	56
LINK	3	1	16	20
LOUDOUN	79	0	212	291
MTA	0	0	0	0
MONTGOMERY COUNTY	226	6	544	776
Bethesda Transportation Solutions	0	0	52	52
Countywide	127	0	223	350
Friendship Heights/Rockville	25	0	0	25
North Bethesda TMD	57	5	133	195
Silver Spring	17	1	136	154
NIH	1	0	30	31
NORTHERN NECK	0	0	0	0
NORTHERN SHENAN-LORD FFX	0	1	0	1
PRINCE GEORGE'S	1	1	78	80
PRTC	112	0	262	374
RADCO	205	1	717	923
RAPPAHANNOCK-RAPIDAN	14	0	54	68
TRI - COUNTY	44	174	94	312
USDOE	0	0	0	0
TOTAL INPUT	1,484	223	3,088	4,795

TOTAL NEW & RE-APPLICANTS

1,707

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1997 - FY2005

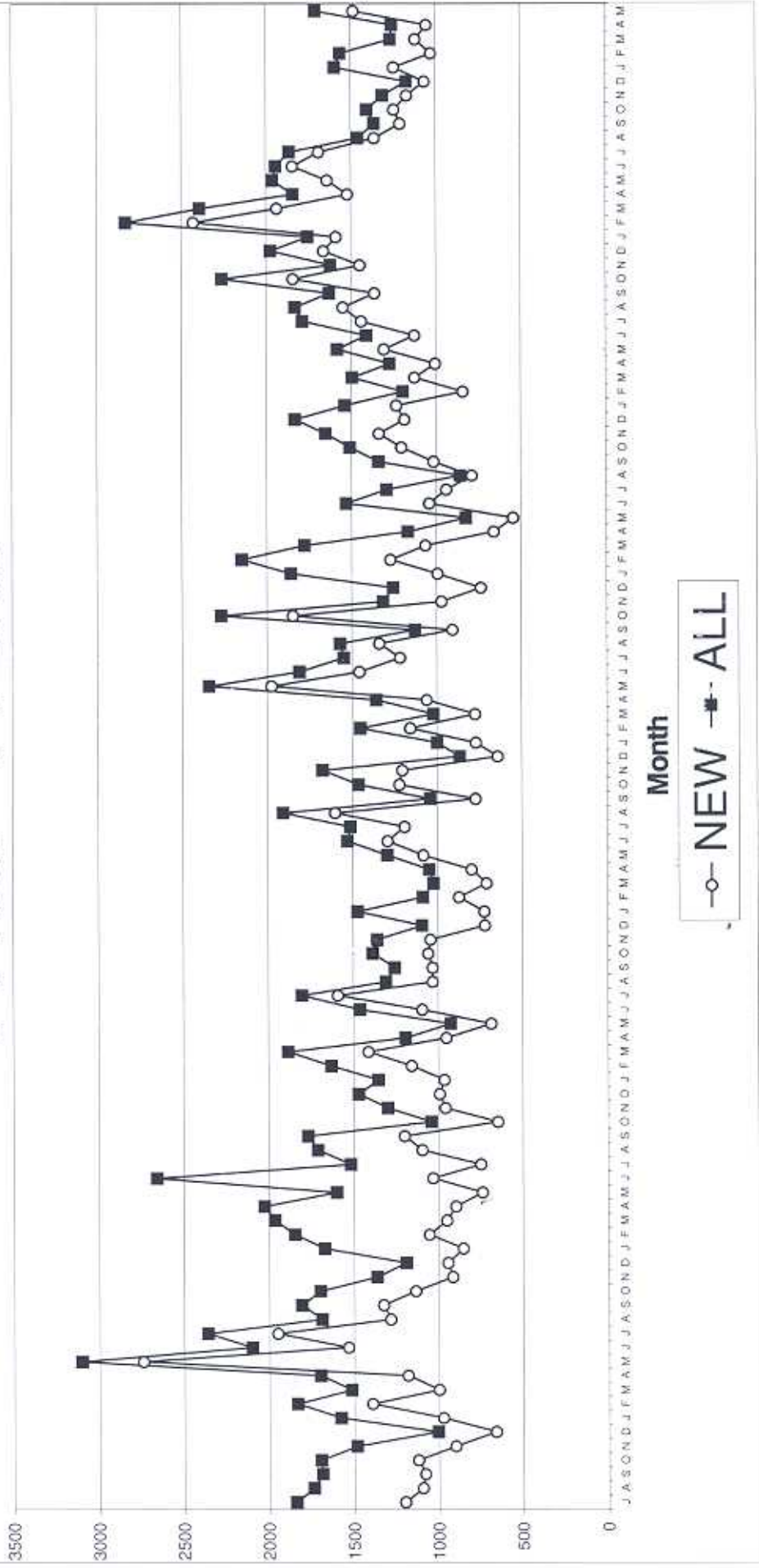


TABLE 2B

APPLICATIONS RECEIVED THROUGH THE COMMUTER
 CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
 MAY 2005

	HOME
ALEXANDRIA	21
ANNE ARUNDEL COUNTY	24
ARLINGTON COUNTY	11
BALTIMORE CITY	8
BALTIMORE COUNTY	9
CALVERT COUNTY	25
CARROLL COUNTY	2
CECIL COUNTY	1
CHARLES COUNTY	28
CLARKE COUNTY	0
CULPEPER COUNTY	5
DISTRICT OF COLUMBIA	17
FAIRFAX COUNTY *	124
FAUQUIER COUNTY	17
FREDERICK COUNTY, MD	34
FREDERICK COUNTY, VA	1
FREDERICKSBURG	11
HARFORD COUNTY	3
HOWARD COUNTY	15
KING GEORGE COUNTY	1
LANCASTER COUNTY	0
LOUDOUN COUNTY	52
MADISON COUNTY	0
MONTGOMERY COUNTY	43
ORANGE COUNTY	6
PAGE COUNTY	1
PRINCE GEORGE'S COUNTY	53
PRINCE WILLIAM COUNTY **	139
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	1
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	52
STAFFORD COUNTY	84
ST. MARY'S COUNTY	9
WARREN COUNTY	4
WESTMORELAND COUNTY	0
WINCHESTER	1
OTHERS	33
TOTAL	835

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 MAY 2005

ALEXANDRIA	228
ARLINGTON (COG)	12
ARTMA	703
BALTIMORE CITY	67
BMC	240
COG	6,829
DISTRICT OF COLUMBIA	23
DOE	1
FAIRFAX COUNTY	2,459
FREDERICK	283
HARFORD COUNTY	159
HOWARD COUNTY	197
LINK/RESTON	68
LOUDOUN COUNTY	1,024
MONTGOMERY COUNTY	6,673
Bethesda Transportation Solutions	1,352
Countywide	1,678
Friendship Heights/Rockville	457
North Bethesda Transportation Ctr	2,438
Silver Spring	748
MTA	12
NIH	84
NORTHERN NECK	55
NORTHERN SHENANDOAH VALLEY	5
PRINCE GEORGE'S COUNTY	737
PRTC	1,914
RADCO	3,939
RAPPAHANNOCK-RAPIDAN	242
TRI - COUNTY	970
OTHER	0
TOTAL	26,924

COMMUTER CONNECTIONS CCRS DATABASE FY1997 - FY2005

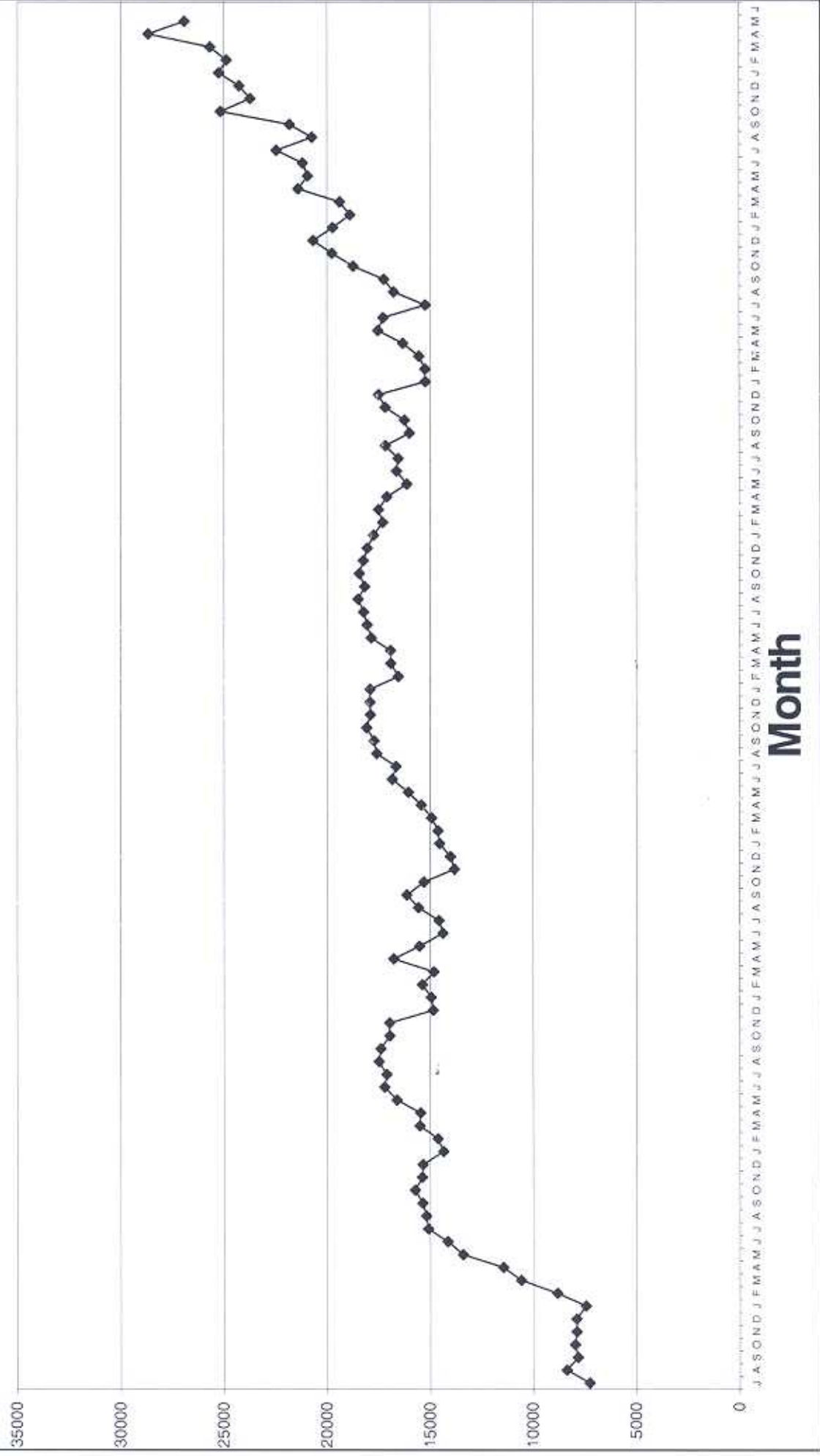


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
MAY 2005

	HOME	WORK
ALEXANDRIA	347	884
ANNE ARUNDEL COUNTY	931	144
ARLINGTON COUNTY	294	3,935
BALTIMORE CITY	240	184
BALTIMORE COUNTY	356	124
CALVERT COUNTY	366	3
CARROLL COUNTY	15	5
CECIL COUNTY	31	4
CHARLES COUNTY	760	62
CLARKE COUNTY	22	1
CULPEPER COUNTY	110	1
DISTRICT OF COLUMBIA	737	10,359
FAIRFAX COUNTY *	2,943	2,585
FAUQUIER COUNTY	295	7
FREDERICK COUNTY, MD	1,123	70
FREDERICK COUNTY, VA	28	0
FREDERICKSBURG	266	7
HARFORD COUNTY	2	109
HOWARD COUNTY	779	94
KING GEORGE COUNTY	93	30
LANCASTER COUNTY	1,207	0
LOUDOUN COUNTY	1,207	256
MADISON COUNTY	7	0
MONTGOMERY COUNTY	4,217	7,281
ORANGE COUNTY	112	1
PAGE COUNTY	8	0
PRINCE GEORGE'S COUNTY	2,433	506
PRINCE WILLIAM COUNTY **	3,554	147
RAPPAHANNOCK COUNTY	12	0
RICHMOND COUNTY	15	1
SHENANDOAH COUNTY	23	0
SPOTSYLVANIA COUNTY	1,621	7
STAFFORD COUNTY	2,402	13
ST. MARY'S COUNTY	158	40
WARREN COUNTY	109	0
WESTMORELAND COUNTY	36	1
WINCHESTER	60	1
OTHERS	5	62
TOTAL	26,924	26,924

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
MAY 2005**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	409	N/A	N/A	N/A	6	N/A	
Internet	N/A	751	N/A	N/A	N/A	832	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	8	N/A	
Fax/Phone	N/A	18	N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	1178	N/A	N/A	52*	846	N/A	
PHONE CALLS								
								TOTAL
Brochure/Promo Materials		9		6	1	1		17
Bus/Train Schedule		8		2		2		12
Bus/Train Sign		1		2		3	1	7
Direct Mail	1	2		1				4
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office		2				1		3
Highway Sign				8		7	4	19
Information (411)		1				1		2
Internet		8	1	6	1	20	2	38
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org		1				1		2
Park-and-Ride Lot Sign							1	1
Post Card (COG)								0
Presentation								0
Radio		3	1	4		22	1	31
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		1		3	1	6
Theatre Slide								0
TV				1		1		2
Van Sign								0
Was/Is Applicant		252				33		285
White Pages								0
Word of Mouth		24	1	11		23	3	62
Yellow Pages - Verizon				1		5		6
Yellow Pages - Yellow Book								0
Yellow Pages - Local				5		1		6
Voice Mail Messages		17		7		16	9	49
Other/Unknown		2		3		7	3	15
TOTAL CALLS	1	331	3	58	2	147	25	567

*Requests for Bicycling information from applications received from all sources

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
MAY 2005**

	T O C T C N	A O L X	A R M A	A R M A	A R M A	B E T H	B E T H	D O E	F F X	F R E D	H A R W	L I N K	L I N K	L I N K	L I N K	L I N K	M T A	N I H	N E C K	P R T C O	R A D C O	R A P S S	T A P S	T R I S	T O T A L
	N/A	N/A	1	1	3	1	1	1	18	3	3	4	4	4	7	7	1	12	7	15	3	3	3	24	113
Calls Transf'd by COG																									
How they heard...																									
Brochure/Promo Matrix	17	14	3							2	1		5	19						1			17		62
Bus/Train Schedule	12	10	1									108	29					135				21	6		310
Bus/Train Sign	7	4										85	6									3			95
Direct Mail	4	3																							6
Employer	0	0	2																						2
Employer Survey	0	0																							0
Fair/On Site Event	0	0	1																						4
Government Office	3	3	1					1			2														7
GRH Program	0	0	1									2	14												40
Highway Sign	19	7									14	2	3												27
Information (411)	2	1	1								14	3													19
Internet	38	24	7							8		23													69
Library	0	0																							0
Mobile Billboard	0	0																							0
Newsletter	0	0	7																						0
Newspaper	0	0	1									2													3
Newspaper (Local)	0	0	1																						1
Other Rideshare Org	2	1							5		17	68										1	2		94
Park-and-Ride Sign	1	0																							0
Post Card (COG)	0	0																							0
Presentation	0	0																							0
Radio	31	20																							21
Real Estate/WelcomW	0	0									1														1
Referral from Transit Org	6	2										57													59
Theatre Slide	0	0																							0
TV	2	2																							2
Van Sign	0	0																							1
Was/Is Applicant	285	265							43		12		23												538
White Pages	0	0																							0
Word of Mouth	62	38	1						1		5	40	29												158
Yellow Pgs-Verizon	6	3								2															5
Yellow Pgs-Yellow Book	0	0																							1
Yellow Pages-Local	6	1	7									6													36
Voice Mail Messages	49	35							52	4															127
Other	15	10	4						26	6	2	8	13												87
Total	567	443	38	0	0	0	0	0	128	10	33	79	0	406	136	0	0	0	0	356	0	56	28	0	1782

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.
 ** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: May 2005 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: July 13, 2005

Background Activities

Major activities in May included:

- Conducting Telework training at COG: "Managing Teleworkers and Remote Teams", "Training Your Teleworkers for Anywhere, Anytime Performance," and "Choosing and Using the Right Telework Technology"
- Presenting regional telework information at the Maryland Public Employer Labor Relations Association Conference in Annapolis Maryland
- Attending Quarterly Team Meeting
- Assisting with the coordinating and moderating of the Arlington Transportation Partners Telework Breakfast
- Coordinating a employer speaker panel, preparing questions, and coordinating technology session for the Virginia June TDM Conference
- Preparing Telecommuting-Ad Hoc Group meeting notes
- Preparing Telework Resource Center, Telework Partnership with Employers, and Telework Virginia monthly reports

Telework Resource Center:

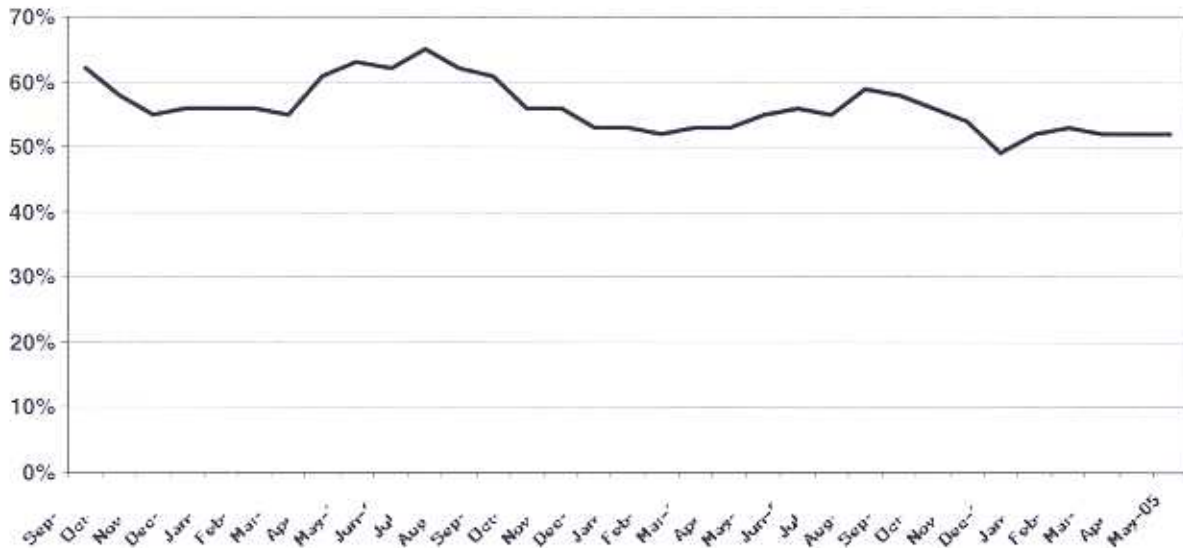
- May 3 Employer Workshops "Managing Teleworkers and Remote Teams and "Choosing and Using the Right Telework Technology"
- May 4 Telework presentation at the Maryland Public Employer Labor Relations Association Conference
- May 10 Employer Workshop, "Training Your Teleworkers for Anywhere, Anytime Performance"
- May 18 Meeting with the Telecommuting Advantage Group to discuss the status of the Expanded Telecommuting TERM.
- May 19 Quarterly Team Meeting
- May 24 Telework Panel Discussion at the Arlington Transportation Partners Telework Breakfast
- May 26 Meeting with Technology consultant to design TDM Conference

telework technology session

Products

- Responded to 51 calls/inquiries in the Telework Resource Center
- Disbursed 65 Telework Resource Center kits
- Telework center utilization currently at 52% (used by 445 individuals)
- Telework Center users: 377 (85%) are federal workers, 68 (15%) are non-federal workers
- One week of Radio during first week of May in support of Telework workshops

**Center
Utilization Percentage**



- Telework Center marketing of GSA “30 Day Free Trial” at regional telework centers yielded 23 new federal teleworkers
- April 2005 Telework Resource Center Monthly Report
- April 2005 TPE Monthly Report

Problems Encountered

- Responses to Commuter Connections Telework Resource Center Survey received after the scheduled deadline

Future Activities

- Finalizing results for the Expanded Telework TERM final report
- Drafting the 2005 Employer Telework Workshops Final Report
- Meeting with Society for Microbiology in the District of Columbia
- Participating in a “wrap-up” conference call with the Telecommuting Advantage Group

Expanded Telework TERM activities:

1. Background Activities

Most of TAG's efforts in May were again concentrated on Manager Orientation, Telework Coordinator and Productivity Nuts and Bolts workshops. Providing the training and/or tools organizations need to expand their programs as quickly as possible is the focus as TAG reaches the final month of the Expanded Telecommuting TERM. The final report for the MITRE survey was completed. As a result of the survey TAG will have a presentation for Mitre's executive committee around expanding their telework program in both scope and including additional flexwork options, (e.g. flexible scheduling).

Two days of telework coordinator and management workshops were held with three of Northrop-Grumman's six business units. The goal is to formalize Northrop Grumman's telework program, expand the types of flexwork offered, and design a substantial pilot.

TAG is scheduling a four hour workshop with Marriott-International's telework coordinators and a limited number of managers. The workshop is partially focused on their on-line tool kit which will be promoted to expand their program.

TAG met with Booz-Allen and provided policy and procedure and tax implication information around their telework pilot. A follow-up meeting is scheduled for June around a July 1st launch.

The first draft of the final Expanded Telecommuting TERM report was completed.

2. Employers Contacted

ATF and Arnold & Porter, were also contacted during the month of May.

3. On Site Meetings

On-site meetings were held at Booz-Allen to discuss their policies and procedures, tax law and their pilot. TAG met with ATF to discuss the inclusion of telework training in their supervisor training. TAG is scheduling a presentation for Booz-Allen in June.

4. Products

- Presentation on preliminary project results to Commuter Connections Subcommittee
- Draft of Expanded Telecommuting TERM final report

5. Future Activities

➤ Expanded Telecommuting TERM final report

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6143
Month:	May 2005 FY05
Staff Contact:	Jose Lemus
Edited By:	Nicholas Ramfos
Today's Date:	July 13, 2005

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Problems were reported at Pentagon City Mall, Hoffman Center and USDA DC, problems were corrected.

An RFQ was released to update our current User Requirements\Functional Specification document for the web migration project. Staff held a pre-bid meeting to address questions about the RFQ process and requirements. Staff received proposals from interested companies and started the process of reviewing and scoring the submitted proposals.

Staff continued working on bus stops update procedures to update the bus stops file for the region on the CCRS program. Staff completed street centerline update procedures for Loudoun and Fairfax counties. Staff also conducted maintenance procedures on the FTP\Web server and the CCRS server.

Products

- ▶ April monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Communication problems were reported at Pentagon City Mall.
- ▶ Communication problems were reported at USDA DC.
- ▶ Communication problems were reported at Tysons Corner Mall.
- ▶ Power and Communication problems were reported at Hoffman Center in Alexandria.

Future Activities

- ▶ Update the integrated CCRS & GRH web-based system.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites with employers located in Northern Virginia and the District of Columbia.
- ▶ Implement Kiosk ambassador marketing campaign.

INFOEXPRESS KIOSK USAGE RATES

Month: May 2005

Kiosk Location	RGI ID	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall # 1	IA	353	606	Maps & Guides	195
				Weather	35
				Traffic	34
				Tysons Mall	33
				Transit	19
Tysons Mall # 2	IB	622	459	Maps & Guides	214
				Tysons Mall	62
				Traffic	38
				Weather	36
				CRIS	35
Manassas Mall	M	87	365	Maps & Guides	90
				Weather	55
				Manassas	38
				Traffic	36
				Omni Ride	27
La Promenade	C	45	352	Streets	43
				La Promenade	19
				Metro	15
				Weather	11
				Transit	9
Union Station	B	42	341	Streets	192
				Traffic	49
				Weather	39
				Metro	36
				MARC	25
Springfield Mall # 1	JA	12	233	Streets	46
				Traffic	39
				VRE	16
				MARC	13
				News	10
Reston TownCenter	H	210	228	Maps & Guides	188
				Reston	138
				Weather	117
				Traffic	35
				News	21
				Streets	705
				La Promenade	43
				Metro	15
				Weather	11
				Transit	9
				Streets	2996
				Traffic	49
				Weather	39
				Metro	36
				MARC	25
				Streets	1129
				Traffic	39
				VRE	16
				MARC	13
				News	10
				Maps & Guides	4308
				Reston	138
				Weather	117
				Traffic	35
				News	21

Pentagon City Mall	E	389	226	2806	Maps Dulles Pentagon Mall Traffic Weather	105 35 35 30 17
Springfield Mall # 2	JB	N/A	220	N/A	N/A	
Dulles Town Center	L	145	202	4423	Weather Maps Dulles Traffic Metro	175 126 114 59 24
Fair Oaks Mall	K	578	146	4586	Maps & Guides Traffic Fair Oaks Mall Traffic CRIS	159 50 46 32 32
Ballston Common Mall	F	129	59	1517	Maps Metro Ballston Transit Traffic	118 69 37 7 4
USDA - DC	A	9	29	591	Maps & Guides Metro Transit Commuter Connections Weather	87 49 28 21 17
Pentagon	D	N/A	N/A	N/A	N/A	
Hoffman Center	G	3	N/A	98	Traffic Maps Commuter Connections	2 2 2

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	2	34
George Mason Library	3	50
Chantilly	3	48
Kings Town	2	34
Mason Govt Center	4	64
Kings Park	3	50
Reston Library	1	16
Tysons Transit	4	66
Centreville	4	70
DolleyMadison	1	16
Inova	3	246
Pohick	4	64
John Marshall	2	32
Tysons Pimmit	2	32
Pennino	2	32
Govt. Center	1	16
Fairfax Library	2	32
Warranton	0	0

May 2005

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Pentagon City Mall	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
USDA - DC	0
Ballston	0
Hoffman Center	0
Manassas Mall	0
Dulles Town Center	0
Total	0

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6144
Month: May 2005 FY05
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: July 13, 2005

Background Activities

Monthly synchronizations from six of the employer outreach jurisdictions were without any problems. Fairfax County, Loudoun County, Prince George's County, and Tri-County Council have not submitted their monthly reports.

Staff supported regional outreach staff in resolving ACT! Database problems for data collection. Staff continued the database audit of all records and began a sweep to ensure data integrity.

Staff coordinated with BMI-SG on the development of the survey web application that will enable the outreach representatives to access their respective client's survey results. Staff commenced beta testing on new commuter survey application and is seeking input from the local jurisdictions on the new system.

Staff coordinated with the DC Marketing Center for software update for Customer Referral Action Email system and maintained client contacts list.

Staff assisted the Telework Virginia project by processing survey request forms and supporting the Virginia-based outreach representatives.

Staff worked on updating levels of participation and verifying company information to submit for inclusion into the model runs for the 2005 TERM Analysis report.

Products

May monthly sales activities

Problems Encountered

Arlington County has not submitted its FY05 Scope of Work for its Employer Outreach contract with COG.

Future Activities

Database Audit and re-synchronization

The next Employer Outreach Ad-Hoc Group meeting will be on July 19th, 2005.

Month:
May 2005

	City of Alexandria	Arlington County	District of Columbia *	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's *	Prince William *	Tri - County Council	Metro	Telework
Employers Contacted (new)	0	7	0	1	0	10	10	0	0	0	0	1
Employers Contacted (follow-up)	3	100	0	13	0	20	1062	0	0	3	0	6
Total Broadcast Contacts	0	2127	0	300	185	0	2227	0	0	0	0	3
Total Sales Meetings	0	4	0	1	0	4	12	0	0	2	0	2
Total Employers Contacted	3	2238	0	315	185	34	3661	0	0	5	0	12
New Level 1 TDM Programs	0	4	0	1	0	10	0	0	0	0	0	0
New Level 2 TDM Programs	0	1	0	0	0	1	8	0	0	0	0	0
New Level 3 TDM Programs	0	1	0	0	0	0	4	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.* Did not submit a monthly report by deadline.

Year to Date FY05

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri-County Council	Metro	Telework
Employers Contacted (new)	7	111	12	36	0	28	186	95	0	5	0	129
Employers Contacted (follow-up)	17	922	759	59	28	211	3776	1064	43	6	0	309
Total Broadcast Contacts	41	12810	145	418	513	0	27940	1583	0	181	0	84
Total Sales Meetings	4	105	4	11	2	25	351	60	2	6	0	112
Total Employers Contacted	69	13948	920	524	543	264	32253	2802	45	198	0	634
New Level 1 TDM Programs	0	76	0	6	0	12	63	3	0	1	0	0
New Level 2 TDM Programs	0	11	0	1	0	6	175	2	0	0	0	0
New Level 3 TDM Programs	0	20	0	2	0	3	45	2	1	1	0	0
New Level 4 TDM Programs	0	3	0	0	0	0	3	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

Did not supply monthly report. **New Metrochek for 100+ employers, may include accounts sold by regional employer outreach sales force. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

- A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
- B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails) **NEW
- D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
- E. Total Employers Contacted: A + B + C+ D
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

- ▶ Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy,
- ▶ Conducts Commuter Survey
- ▶ Distributes alternative commute info. to employees, including Ozone Action Days info.
- ▶ Posts alternative commute info., including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

LEVEL 2 (SILVER)

- ▶ Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
- ▶ Provides preferential parking for carpools and vanpools
- ▶ Implements an informal telework program
- ▶ Facilitates car/vanpool formation meetings
- ▶ Hosts/sponsors an alternative commute day or transportation fair
- ▶ Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
- ▶ Installs bicycle racks or lockers
- ▶ Establishes an ETC who regularly provides alternative commute information to employees

LEVEL 3 (GOLD)

- ▶ Implements a formal telework program
- ▶ Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
- ▶ Implements a carpool/bicycle/walk benefit
- ▶ Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- ▶ Implements a parking fee (valid only for companies that previously did not charge employees for parking)
- ▶ Becomes a Commuter Connections member and provides on-site ridematching
- ▶ Provides employee shuttle service to transit stations
- ▶ Provides company vanpools for employees' commute to work
- ▶ Installs shower facilities for bicyclists and walkers
- ▶ Implements a comprehensive Ozone Action Days program
- ▶ Supplements GRH program with payment for additional trips or own program

LEVEL 4 (PLATINUM)

- ▶ Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6145
Month:	April 2005 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	July 13, 2005

Background Activities

During May, COG received 1,178 applications for the GRH program. A total of 786 new applicants were registered (784 new applicants and 2 previous "one-time exception" users) and 467 commuters were re-registered. The GRH program provided 249 GRH trips. Twenty-three (23) of these trips were "One-Time Exceptions" accounting for nine percent (9%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 26,703 commuters are currently registered for GRH.

Commuter Connections / Gevalia joint contest and promotion ran through May 27th. Commuter Connections partnered with Kraft Food's Gevalia Kaffe to create the "Commuter Connections and Gevalia Top Ten Contest" promotion. Contestants provided their reasons why getting to work is better with Commuter Connections and Gevalia coffee. Gevalia supplied the prizes.

Commuter Connections in partnership with the Washington Area Bicyclists Association once again sponsored Bike to Work Day and promoted the Guaranteed Ride Home program. The date for 2005 was moved from the first Friday in May to Friday, May 20 to coincide with National Bike to Work Week. Support for the event included:

- 20,000 8.5 x 11" 4-color posters
- 50,000 3.75 x 8.5" 4-color double-sided rack cards
- Pitstop Banners (graphics development only)
- Radio – 50% of the GRH rotation during the week of April 25 81 spots 60-second
- Giveaways – 5,000 T-shirts, water bottles and more (paid by sponsors)
- HTML email to WABA members

Public Relations - Communication with various media outlets was jointly handled by COG Office of Public Affairs, Commuter Connections contractor, and Commuter Connections and WABA staff. Below is a list of their collective efforts.

Media Coverage - TV: Channels 4, 5, 7 and 8; Washington Post—Sunday Source, Washington Examiner, Alexandria Gazette, Bethesda Gazette, Bowie Star, Burke Connection, Fairfax Connection, Loudoun Times-Mirror, Reston Times, Silver Spring Gazette, Springfield Times, Vienna Connection.

With over 25 sponsors, pre-registration topped the 2004 with over 4,800 pre-registrants. Unfortunately, the morning of May 20 produced a deluge of rain. Even with the rain, and estimated 1,000 avid bikers participated.

For people new to the metropolitan Washington DC area and for anyone relocating within the region, the choice of commuting options becomes part of the relocation process. That is why the Guaranteed Ride Home program was supported by ad placement in the New Homes Guide – May/June issue. The ad promotes Commuter Connections as an information source for people who've moved / will move as well as the GRH program, that makes choosing an alternative commute option possible.

El Zol (WLZL FM) Radio is the new Spanish-language radio station in the market. In May they put four colorful promotional vehicles on the street, decaled to attract attention. These vehicles were designed to maintain presence within the Washington area and attend as many events as possible, popular with the Hispanic Community. The station produced and displayed a Commuter Connections magnetic sign all vehicles (May-June 2005). Additionally, each vehicle had GRH Spanish-language brochure/applications to hand out at events throughout this period. Additionally, continuous Keyword search activity was conducted through Google and Overture Network.

Products

Provided 249 GRH trips.

Received 540 applications.

Registered 784 new applicants, including 2 "one-time exceptions."

Re-registered 467 commuters.

Received 331 calls for GRH information.

Contacted "expiring" registrants by telephone.

Database management and maintenance.

GRH server maintenance.

Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.

April monthly performance report.

Spring marketing campaign and Gevalia Kaffe contest

Bike To Work Day event and marketing

Hispanic GRH marketing

Internet marketing

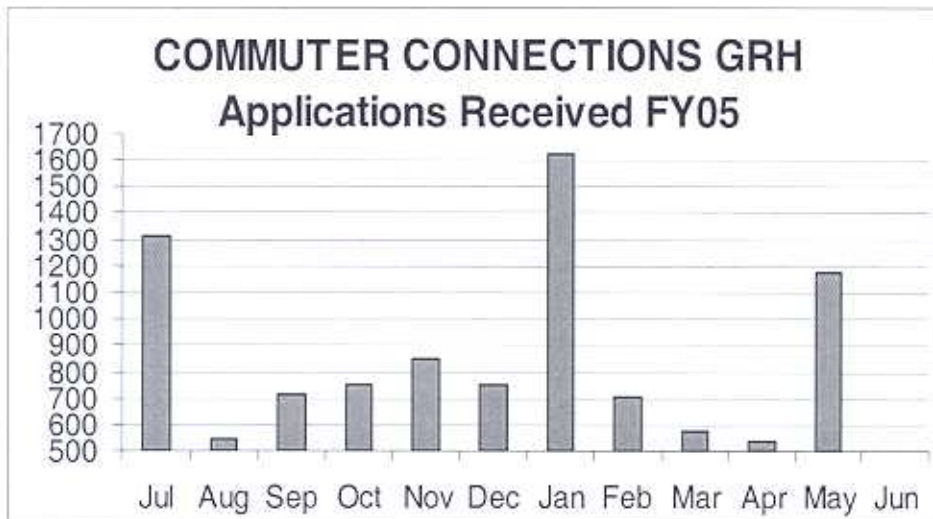
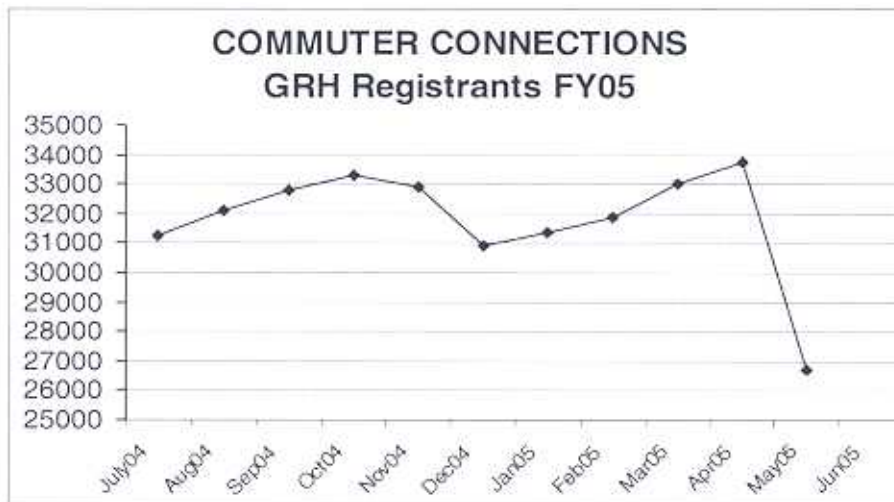
Problems Encountered

None.

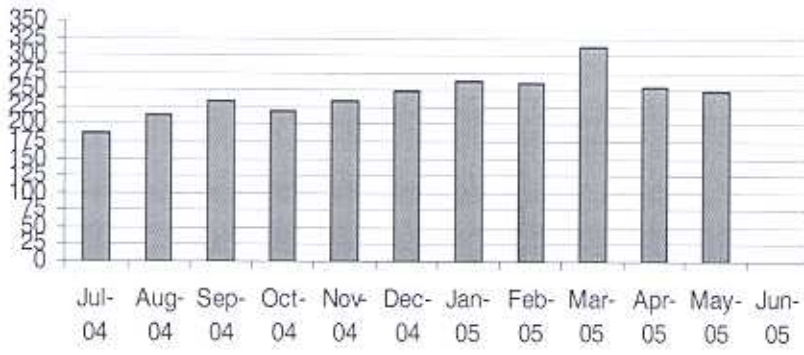
Future Activities

- COG staff will continue to work with their software contractor to update GRH software as needed.

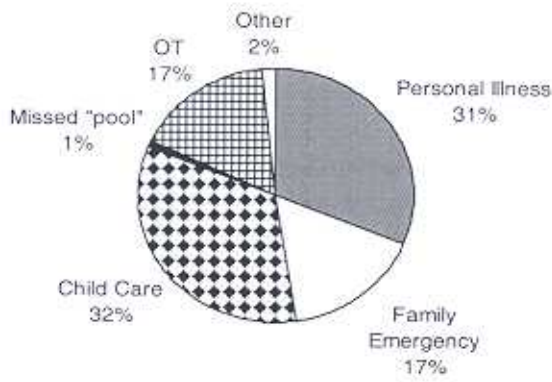
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate GRH regional marketing campaign. Continue response data collection and final numbers reporting from GRH mailout of postcard and self-mailers. This includes tracking of test urls, phone calls and returned applications.



COMMUTER CONNECTIONS Trips Provided FY05



COMMUTER CONNECTIONS GRH Trip Reasons for May 2005



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: May 2005 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: July 13, 2005

Background Activities

Coordinated and assisted in operational issues for Bike To Work Day pit stops in Maryland and Virginia.

Bike to Work Day 2005 was held on May 20th, 2005 with over 4,800 registrants signing up for the event. Though inclement weather dampened attendance in some areas, there were significant numbers that came out for the event in the local jurisdictions. The event at Freedom Plaza in DC teamed up with Chimano® in promoting their "Bike-Town" raffle. Dignitaries such as Douglas Duncan, Montgomery County Executive, Rolando Adrewyn, American Lung Association, and Gerald Connelley, Fairfax County Board of Supervisors' Chairperson attended and spoke at their respective jurisdictions' pit stops. Press coverage for the event out-paced last year's and Freedom Plaza had three local news reporters covering that pit stop.

Products

Bike To Work Day

Problems Encountered

None

Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- The next Steering Committee meeting will be held on June 10th, 2005.
- Update current bike to work guide.
- Complete TERM Analysis Evaluation

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	May 2005	FY05
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	July 13, 2005	

Background Activities

- Mass Marketing advertising:
 - Radio spots ran during the weeks of May 9th and May 16th.
 - Hispanic radio ran the weeks of May 9th and May 16th on El Zol.
 - Internet Key Word sponsorships appeared on Google and Overture network to drive traffic to Commuter Connections web site, running the entire month of May.
- Preparations were made for the June 7th Regional TDM Marketing Group meeting.
- A draft of the Commuter Connections Marketing Campaign summary for the second half of FY05 was developed.

Products

- English and Hispanic radio
- Internet key word sponsorships
- Marketing Campaign Draft Summary

Problems Encountered

None

Future Activities

- June 7th Regional TDM Marketing meeting.
- Distribute Commuter Connections FY05 Second Half Draft Marketing Campaign Summary.

- Preliminary planning session with advertising contractor for FY06.
- Employer Awards event June 29th.
- Complete analysis for the Mass Marketing TERM component of the Mini-Household survey for the 2005 TERM Analysis Report.