

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	August 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	October 6, 2004

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:

Alexandria – COG staff made a site visit on August 30 and installed the CCRS software, including ArcView on the city's new rideshare computer. The city's IT staff has blocked the FTP port so data cannot be transferred. City staff is working on the problem and will let COG know when it is fixed.

Bethesda Transportation Solutions – COG staff made site visits on August 11 and 12 and installed the CCRS software, including ArcView on the BTS's rideshare staff person's main computer. There was a problem with the FTP upload and download, which was the reason for the return site visit. The problem was corrected, the matchletter and report files were copied from the old computer and everything tested OK.

NIH – COG staff made a site visit on August 25 and installed the CCRS software, including ArcView on NIH staff's main computer. All CCRS program files were removed from the old stand-alone rideshare computer. The latest FTP upload/download files were installed so that NIH no longer uses a dial-up modem to upload and download. Matchletter and report files were copied from the old computer and everything tested OK.

Rappahanock-Rapidan Regional Commission – RRRC was experiencing problems with their uploads and downloads. The problem was most likely related to the problems they had with their hard drive on the rideshare computer. COG staff had RRRC staff download the upload and download FTP files from COG's server and that fixed the problem.

TransIT Services of Frederick County – TransIT staff reported receiving error messages when trying to use the CCRS program. The error messages stated that there were files missing. After doing some trouble shooting, it was determined that TransIT staff accidentally remove two files used for the CCRS program while deleting temporary Internet files. The files were recovered

and the CCRS program now works properly.

COG staff participated in an employee transportation fair at the DC Courts offices in Washington, DC on August 10. COG staff also gave two presentations regarding the Commuter Connections Guaranteed Ride Home program to USDA staff on August 24. 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.

Work continued on the web-based ridematching project. COG staff met with the contractor preparing the Requirements Specification document on August 12 and finalized this document.

Products

- June monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of August 9th and 23th.
- The Summer Commuter Connections newsletter was produced and distributed in August.

Problems Encountered

Funding commitments for the FY05 CCWP have not been received from the District of Columbia or Virginia.

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 annual and first quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for September 14, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for September 14, 2004.
- Finalize and distribute the 2004 State of the Commute Survey Technical report.
- Prepare and distribute FY04 Annual Progress Report.
- Finalize yellow pages placement in Verizon yellow page directories.
- Printing and distribution of Commuter Connections summer newsletter and online posting.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of AUGUST 2004

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,539	1,944	3,483
Rideshare applicants	1,458	1,862	3,320
Matchlists sent	1,676	1,797	3,473
Transit applicants/info sent	64	55	119
GRH applicants	770	1,316	2,086
Bike to work info requests	37	33	70
Telework info requests	0	1	1
Kiosk users	3,520	4,145	7,665
Kiosk applicants	1	3	0
Internet users	5,979	6,330	12,309
Internet applicants	1,244	1,620	2,864
New employer clients	31	28	59
Employee applicants	14	71	85

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	431	544	975
Temporary/one-time placements	272	344	616
Daily vehicle trips reduced	257	324	581
Daily VMT reduced	8,766	11,073	19,839
Daily tons NOx reduced	0.0124	0.0157	0.0281
Daily tons VOC reduced	0.0058	0.0074	0.0132
Daily gallons of gas saved	406	513	918
Daily commuter costs saved	\$1,687	\$2,132	\$3,819

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.

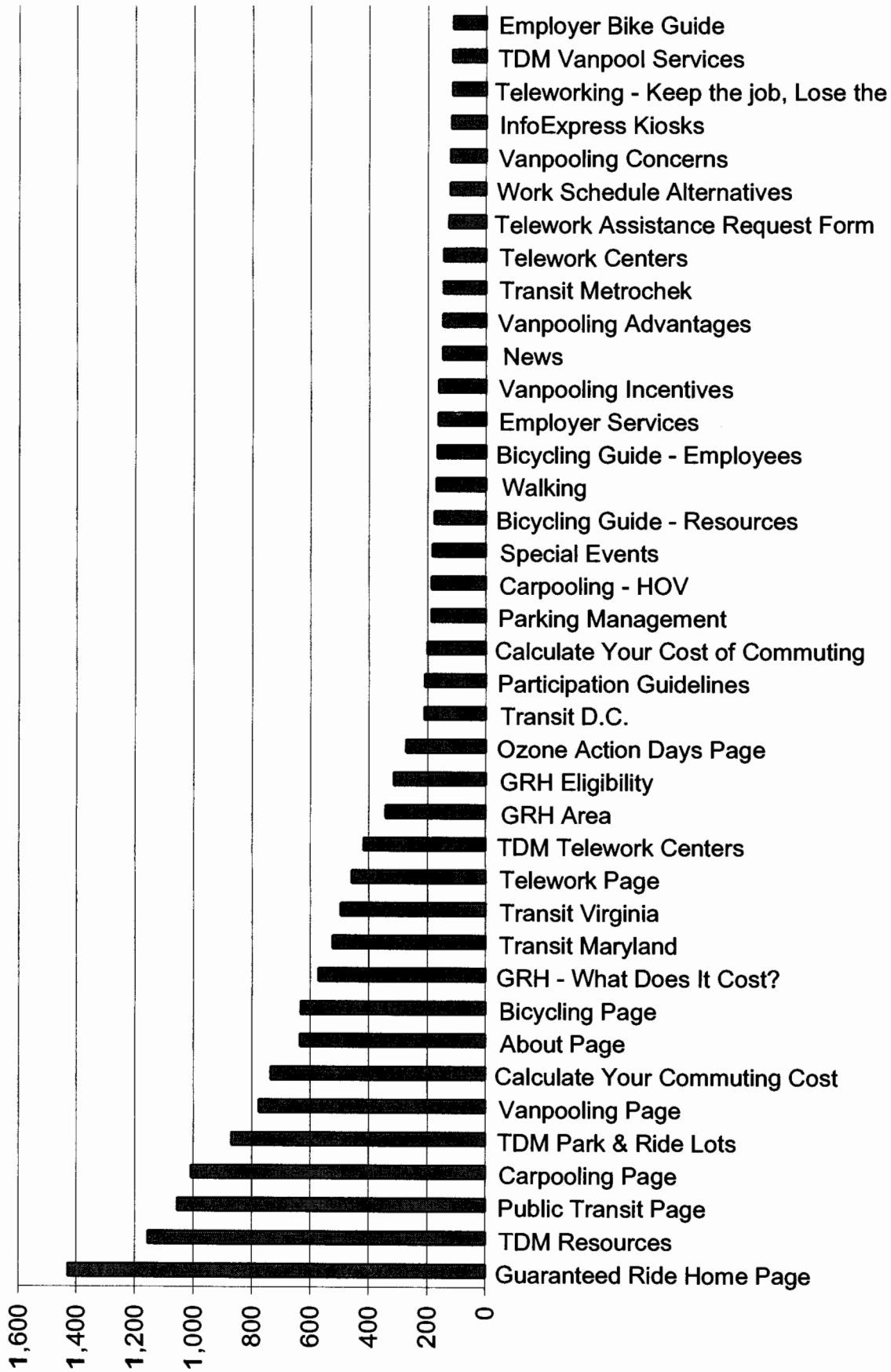
Commuter Connections Website Activity -- August 2004

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	5,409	
Total Accesses of Commuter Connections Home Page	5,979	
Breakdown of BDY Sub-page accesses		
Guaranteed Ride Home Page	1,429	9.43%
TDM Resources	1,155	7.62%
Public Transit Page	1,055	6.96%
Carpooling Page	1,008	6.65%
TDM Park & Ride Lots	870	5.74%
Vanpooling Page	776	5.12%
Calculate Your Commuting Cost	736	4.86%
About Page	634	4.18%
Bicycling Page	633	4.18%
GRH - What Does It Cost?	572	3.78%
Transit Maryland	524	3.46%
Transit Virginia	497	3.28%
Telework Page	460	3.04%
TDM Telework Centers	418	2.76%
GRH Area	343	2.26%
GRH Eligibility	316	2.09%
Ozone Action Days Page	274	1.81%
Transit D.C.	212	1.40%
Participation Guidelines	211	1.39%
Calculate Your Cost of Commuting	202	1.33%
Parking Management	188	1.24%
Carpooling - HOV	187	1.23%
Special Events	183	1.21%
Bicycling Guide - Resources	177	1.17%
Walking	170	1.12%
Bicycling Guide - Employees	168	1.11%
Employer Services	164	1.08%
Vanpooling Incentives	163	1.08%
News	150	0.99%
Vanpooling Advantages	148	0.98%

Commuter Connection Website Activity -- August 2004

Transit Metrochek	146	0.96%
Telework Centers	145	0.96%
Telework Assistance Request Form	127	0.84%
Work Schedule Alternatives	122	0.81%
Vanpooling Concerns	122	0.81%
InfoExpress Kiosks	120	0.79%
Teleworking - Keep the job, Lose the Commute	116	0.77%
TDM Vanpool Services	116	0.77%
Employer Bike Guide	113	0.75%
Total	15,150	100.00%

Commuter Connection Website Activity -- August 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

AUGUST 2004



**TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



TABLE 2**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
AUGUST 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	7	0	18	25
ARLINGTON (COG)	0	0	0	0
ARTMA	36	0	83	119
BALTIMORE CITY	3	0	3	6
BMC	0	1	15	16
COG - MD	123	0	147	270
COG - VA	159	2	145	306
COG - Other	18	0	21	39
DISTRICT OF COLUMBIA	11	0	9	20
DOD	0	0	0	0
FAIRFAX COUNTY	184	13	211	408
FREDERICK	11	0	19	30
HARFORD	25	1	0	26
HOWARD	37	1	64	102
LINK	0	0	2	2
LOUDOUN	51	1	87	139
MTA	0	0	3	3
MONTGOMERY COUNTY	252	53	893	1,198
Bethesda Transportation Solutions	31	6	147	184
Countywide	82	27	356	465
Friendship Heights/Rockville	12	0	0	12
North Bethesda TMD	81	19	357	457
Silver Spring	46	1	33	80
NIH	28	0	31	59
NORTHERN NECK	0	0	0	0
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	63	4	78	145
PRTC	115	2	216	333
RADCO	206	0	468	674
RAPPAHANNOCK-RAPIDAN	12	1	18	31
TRI - COUNTY	20	18	7	45
USDOE	0	0	0	0
TOTAL INPUT	1,361	97	2,538	3,996

TOTAL NEW & RE-APPLICANTS**1,458**

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004

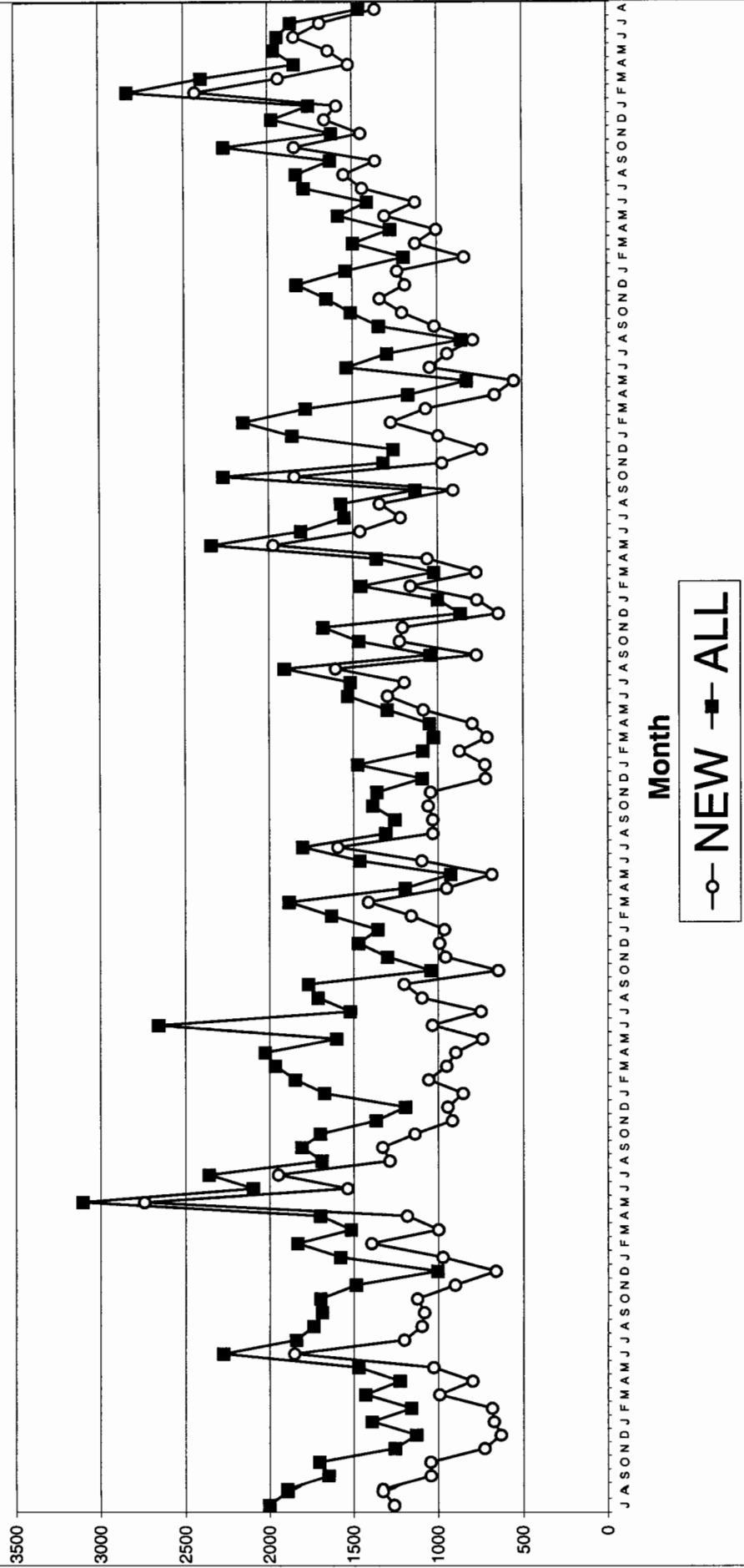


TABLE 2B**APPLICATIONS RECEIVED THROUGH THE COMMUTER
CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
AUGUST 2004**

HOME	
ALEXANDRIA	10
ANNE ARUNDEL COUNTY	36
ARLINGTON COUNTY	7
BALTIMORE CITY	5
BALTIMORE COUNTY	11
CALVERT COUNTY	12
CARROLL COUNTY	3
CECIL COUNTY	1
CHARLES COUNTY	25
CLARKE COUNTY	2
CULPEPER COUNTY	6
DISTRICT OF COLUMBIA	13
FAIRFAX COUNTY *	101
FAUQUIER COUNTY	6
FREDERICK COUNTY, MD	37
FREDERICK COUNTY, VA	0
FREDERICKSBURG	12
HARFORD COUNTY	5
HOWARD COUNTY	19
KING GEORGE COUNTY	3
LANCASTER COUNTY	0
LOUDOUN COUNTY	33
MADISON COUNTY	0
MONTGOMERY COUNTY	56
ORANGE COUNTY	1
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	37
PRINCE WILLIAM COUNTY **	119
RAPPAHANNOCK COUNTY	1
RICHMOND COUNTY	1
SHENANDOAH COUNTY	1
SPOTSYLVANIA COUNTY	30
STAFFORD COUNTY	66
ST. MARY'S COUNTY	10
WARREN COUNTY	3
WESTMORELAND COUNTY	1
WINCHESTER	2
OTHERS	36
TOTAL	711

* 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
AUGUST 2004**

ALEXANDRIA	148
ARLINGTON (COG)	11
ARTMA	487
BALTIMORE CITY	20
BMC	156
COG	5,216
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	1,306
FREDERICK	192
HARFORD COUNTY	87
HOWARD COUNTY	194
LINK/RESTON	22
LOUDOUN COUNTY	624
MONTGOMERY COUNTY	7,536
Bethesda Transportation Solutions	1,771
Countywide	1,315
Friendship Heights/Rockville	727
North Bethesda Transportation Ctr	2,395
Silver Spring	1,328
MTA	9
NIH	99
NORTHERN NECK	42
NORTHERN SHENANDOAH VALLEY	9
PRINCE GEORGE'S COUNTY	569
PRTC	848
RADCO	2,459
RAPPAHANNOCK-RAPIDAN	129
TRI - COUNTY	557
OTHER	

TOTAL	20,744
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COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

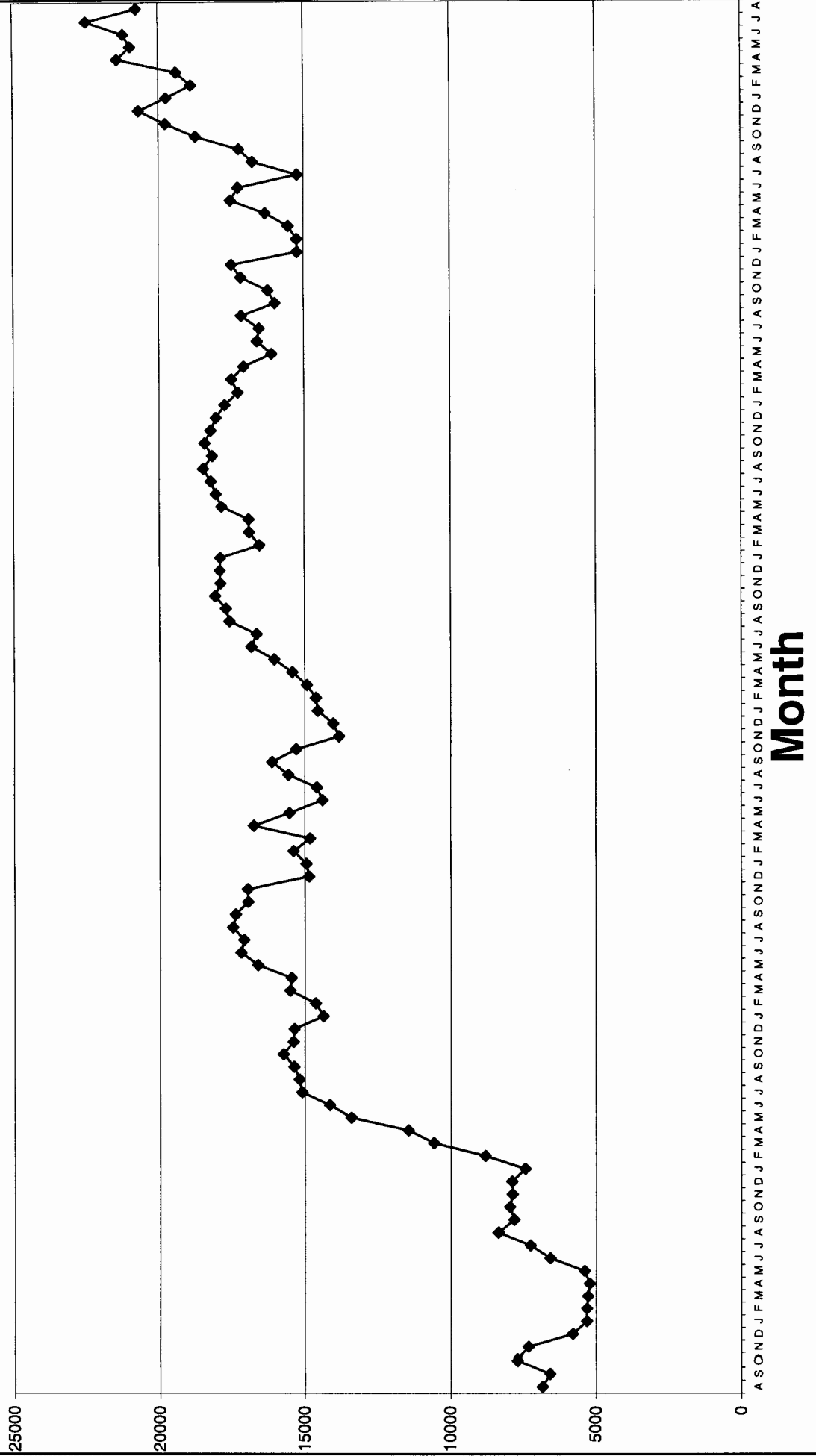


TABLE 4A

**COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
AUGUST 2004**

	HOME	WORK
ALEXANDRIA	270	494
ANNE ARUNDEL COUNTY	741	101
ARLINGTON COUNTY	254	2,562
BALTIMORE CITY	169	132
BALTIMORE COUNTY	309	91
CALVERT COUNTY	260	4
CARROLL COUNTY	8	0
CECIL COUNTY	22	2
CHARLES COUNTY	550	52
CLARKE COUNTY	13	1
CULPEPER COUNTY	68	0
DISTRICT OF COLUMBIA	742	6,961
FAIRFAX COUNTY *	1,933	1,650
FAUQUIER COUNTY	175	4
FREDERICK COUNTY, MD	866	60
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	196	7
HARFORD COUNTY	119	70
HOWARD COUNTY	706	68
KING GEORGE COUNTY	55	20
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	754	172
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,589	7,728
ORANGE COUNTY	65	0
PAGE COUNTY	5	0
PRINCE GEORGE'S COUNTY	2,152	384
PRINCE WILLIAM COUNTY **	2,071	96
RAPPAHANNOCK COUNTY	9	0
RICHMOND COUNTY	20	0
SHENANDOAH COUNTY	17	0
SPOTSYLVANIA COUNTY	1,083	6
STAFFORD COUNTY	1,555	5
ST. MARY'S COUNTY	106	28
WARREN COUNTY	69	0
WESTMORELAND COUNTY	29	1
WINCHESTER	40	0
OTHERS	719	45
TOTAL	20,744	20,744

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
AUGUST 2004**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	224	N/A	N/A	N/A	83	N/A	
Internet	N/A	546	N/A	N/A	N/A	698	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	1	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	18	N/A	
Fax/Phone	N/A	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	770	N/A	N/A	37	800	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		3		5		12	1	21
Bus/Train Schedule		7		1		2		10
Bus/Train Sign						2		2
Direct Mail		1				2		3
Employer		3				3		6
Employer Survey								0
Fair/On Site Event								0
Government Office								0
Highway Sign				18		18	2	38
Information (411)				1		2	1	4
Internet		12	1	4		32	1	50
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper				1		2		3
Newspaper (Local)								0
Other Ridesharing Org						5		5
Park-and-Ride Lot Sign		1		2		2		5
Post Card (COG)		1						1
Presentation								0
Radio		3		1		7		11
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		1		1		3
Theatre Slide								0
TV		1				3		4
Van Sign								0
Was/Is Applicant		177				53	1	231
White Pages		1				1		2
Word of Mouth		20		13		56	5	94
Yellow Pages - Verizon				1		10		11
Yellow Pages - Yellow Book								0
Yellow Pages - Local				1				1
Voice Mail Messages		50		8		27	5	90
Other		1		7		16		24
TOTAL CALLS	0	282	1	64	0	256	16	619

**TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
AUGUST 2004**

	T O C T C N	A O L G L	A R L X	A R M A	A B A L T	B E T H	B M C	D O D	D O E	F F X	F R E D	F H A R	H O W	L I N K	L F F X	L D N	M C A	M T A	N I H	N E C K	P G C	P R T C	R A D C O	R A P P	S S *	T A P *	T R I *	T R A N S	T O T A L
Calls Transfrd by COG	N/A	N/A	7	7	5	5	5	5	14	5	1	3	2	2	7	9	9		2	14	16	18	2	2	9	18	132		
How they heard...																													
Brochure/Promo Matris	21	18						1				7			7	30									16	10		1	90
Bus/Train Schedule	10	7												107	13										5	18			150
Bus/Train Sign	2	2												27															29
Direct Mail	3	3																											4
Employer	6	6						3				2		8															19
Employer Survey	0	0																											0
Fair/On Site Event	0	0															1												18
Government Office	0	0						5																					5
GRH Program	0	0		4											1									7	4				16
Highway Sign	38	21		13								12		2										2			5	55	
Information (411)	4	1		2								3		21													1	28	
Internet	50	39		7				2					17	6										8	2	3	1	85	
Library	0	0												1															1
Mobile Billboard	0	0																											0
Newsletter	0	0																											0
Newspaper	3	1																											1
Newspaper (Local)	0	0		4										8															12
Other Ridesharing Org	5	4										20		122										2					148
Park-and-Ride Sign	5	3																											3
Post Card (COG)	1	1																						1					1
Presentation	0	0																											13
Radio	11	9		2				1																					12
Real Estate/Welcomer	0	0																											0
Referral from Transit Org	3	2																											2
Theatre Slide	0	0																											0
TV	4	2		1																									3
Van Sign	0	0														2								4					6
Was/Is Applicant	231	200						37				11			14						218			10	5				495
White Pages	2	2												2															4
Word of Mouth	94	71										6		61	38									1	31				4
Yellow Pgs-Verizon	11	3		4								1									3								12
Yellow Pgs-Yellow Book	0	0																											1
Yellow Pages-Local	1	1										1																	0
Voice Mail Messages	90	78						44			8																		3
Other	24	9		37				34	11			13		54	43														176
Total	619	483	0	74	0	0	0	127	19	0	76	0	445	147	0	0	0	0	0	0	0	1542	475	35	92	76	0	18	3609

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).

TABLE C

APPLICATIONS RECEIVED AT CLIENT PROGRAMS

AUGUST 2004

	C O G	A L X	A R T M A	B A B	B E T H	B M C	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	S S	T A P	T R I	T O T A L
How they heard...																											
Brochure/Promo Matrix	50							1												6				3			60
Bus/Train Schedule	29																										29
Bus/Train Sign	11																										11
Direct Mail	11																										11
Employer	49							3				2															58
Employer Survey	1														9												14
Fair/On Site Event	0														1												38
Government Office	34							5	13			1															53
GRH Program	0		11					90	40			8		45	32						24	87	4	1			342
Highway Sign	17														3						3	2	2				27
Information (411)	1																										1
Internet	66							2					24	49							41	68	6				256
Library	1																										1
Mobile Billboard	0																										0
Newsletter	2																										2
Newspaper	3																										3
Newspaper (Local)	4																					2					6
Other Ridesharing Org	8											11									2		1				22
Park-and-Ride Sign	0																										0
Park-and-Ride Sign	0																										0
Post Card (COG)	4																										4
Presentation	1																										1
Radio	83							1															1				85
Real Estate/Welcomew	0																										0
Referral from Transit Org	0							81																			81
Theatre Slide	0																										0
TV	13																										14
Van Sign	7																										9
Was/is Applicant	5							1				20			1						216		2				245
White Pages	0																										0
Word of Mouth	103											3	1	3							8	35					153
Yellow Pgs-Verizon	1											2															3
Yellow Pgs-Yellow Bk	1																										1
Yellow Pages-Local	1																										2
Voice Mail Messages	50																										50
Other	0											10		10													130
Total	556	0	12	0	0	0	0	184	53	0	57	0	82	98	0	0	0	0	0	300	202	18	47	103	0	1712	

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: August 2004 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: October 6, 2004

Background Activities

Major activities in August included:

- Participating in a conference call with the project consultant for the Expanded Telework TERM
- Preparing meeting notes and agenda for WACOT planning meeting
- Participating in a WACOT Sr. Executive's Forum call-in meeting
- Attending a meeting to discuss the progress of the Expanded Telework TERM with the selected consultant
- Drafting a preliminary media advisory for the WACOT event
- Assisting with the design of the Save the Date postcard for the WACOT event and ensuring that these were sent out in a timely manner
- Reviewing and editing Telecenter Utilization and Teleworker Travel Behavior Survey draft report and the Commuter Connections FY04 Employer Telework Seminars draft report.

Telework Resource Center:

- August 1 Conference call with TAG on Expanded Telework Initiative
- August 9 WACOT meeting notification sent to planning group
- August 23 WACOT Sr. Executive's Forum Steering Committee Meeting
- August 23 Meeting at Fairfax County Economic Development Authority
- August 24 Meeting with TAG on Expanded Telework Initiative

Products

- Placed or responded to 56 calls regarding the Telework Resource Center
- Mailed 200 Telework Resource Center Kits and 50 TPE CDs to GSA for the Federal segment of the ITAC Conference
- Mailed 5 Telework Resource Center kits to other interested clients
- Telework Center utilization at 59%
- 2004 Employer Workshop Draft Report

Problems Encountered

None at this time.

Future Activities

- WACOT planning meetings
- Securing Speakers for WACOT Event in October
- Preparing media release and press release for WACOT event
- Securing employers for attendance at WACOT event
- Telework Virginia meeting for Virginia TDM professionals at COG (September 30)
- Attending Institute for Regional Excellence at COG
- ITAC Conference in Silver Spring, Maryland
- Finalizing and distributing Telecenter Utilization and Teleworker Travel Behavior Survey report
- Finalizing and distributing the Commuter Connections FY04 Employer Telework Seminars report

Expanded Telework TERM activities:**Background Activities**

Follow-up calls for the promotional CD-Rom continued in August. Approximately 360, or about 70% of the recipients received phone calls by the end of the month. Eleven replacement CD's were sent out. We've been focusing on the larger organizations first. Calls to new organizations have been slowing somewhat as we work our way through new contacts and follow-ups with the organizations we have already begun talking to.

TAG's sub-list from the Expanded-TERM database focused on the October WACOT event was generated followed up on in August. Our goal is to obtain at least ten organizations from the list to attend the event and add to COG's other recruiting efforts.

The next Foundation II workshops will be held on September 22nd and 23rd. Organizations participating include HUD, National Labor Relations, KPMG, Booz-Allen, Gannett, Marriott, Arnold Porter and DOJ.

Employers Contacted

Ongoing discussions with Logistics Management, Sanitors Services, Gannett Broadcasting Co., Digital Net Holdings, DOT, DEA – DOJ, DOL, Booz Allen, Arnold & Porter, Doctor's Community Hospital, Dimensions Health, AOL, Digital Net, LMI, Verizon Wireless, Northrop Gruman, the National Labor Relations, the Department of Energy, MITRE, HUD, the DOJ, the City of Alexandria, Arlington County, DEA, Department of Transportation, Exxon/Mobil,

INOVA hospitals, the USDA, the EEOC, Washington Gas, Arnold Porter, the Department of Labor, KPMG, MITRE, Verizon Wireless, Booze-Allen, and Marriott International.

On Site Meetings

On-site meetings were held at Arnold & Porter, Logistics Management, DOJ, HUD, KPMG and, Booze Allen, Digital Net Holdings, and Marriott International.

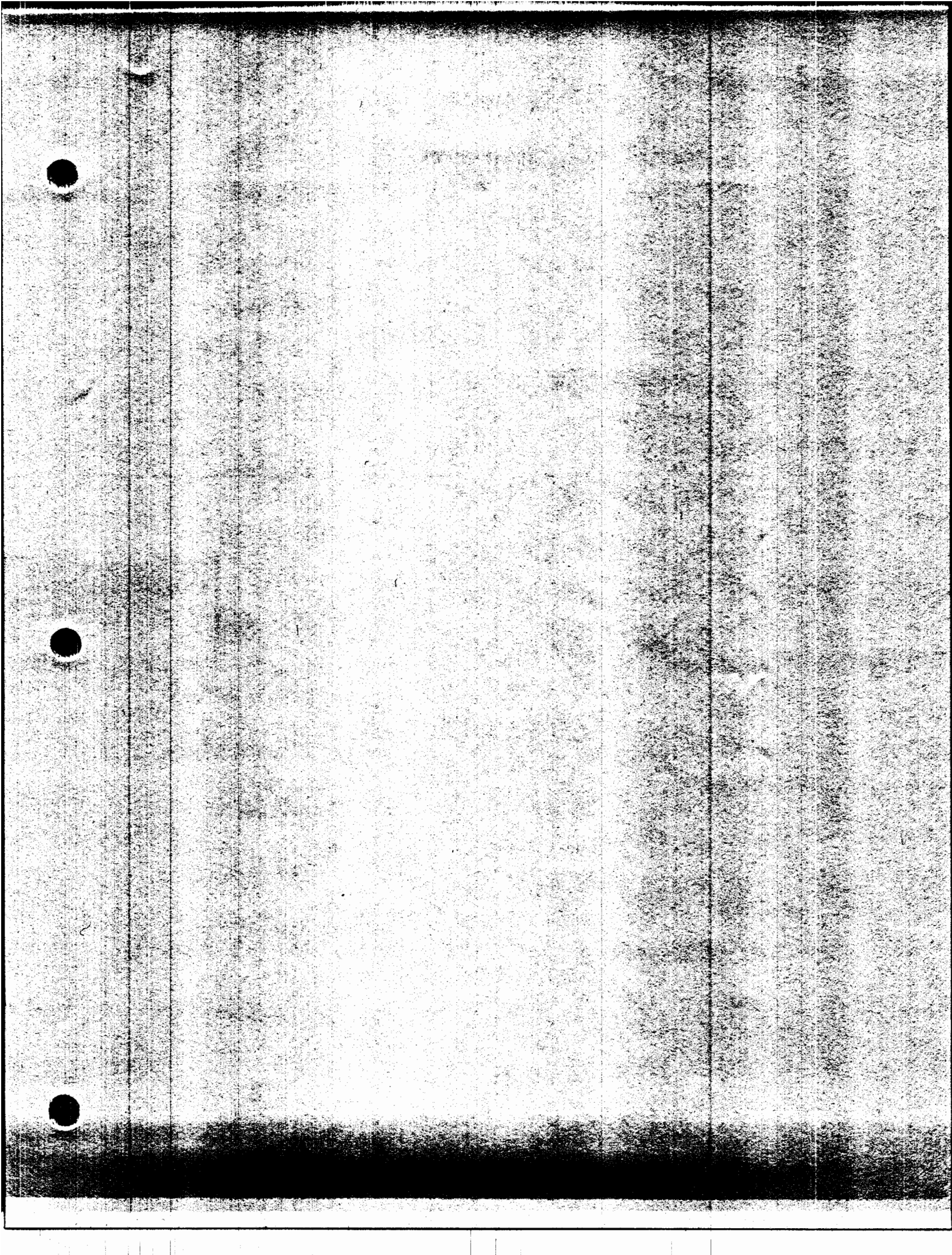
Products

TAG moved the promotional CD on-line to increase it's visibility and allow interested people who did not receive the CD to view it.

Future Activities

TAG will be presenting during both the open and federal days of the International Telework Association and Council conference on September 20th and 21st. TAG will be presenting with COG staff and Alisa Green from NIH to discuss federal participation in telework.

TAG will continue its focus on the existing Expanded-TERM project and the Foundation II workshops, securing attendance at the October WACOT event, and following up the CD-Rom promotion contact list.



MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6143**
Month: **August 2004** **FY05**
Staff Contact: **Owais Rafique**
Edited By: **Nicholas Ramfos**
Today's Date: **October 6, 2004**

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Springfield Mall and Ballston Common Mall. Communication problems were reported at La Promenade @ L'Enfant Plaza.

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff continued to work with the host site facility to identify a back up location while renovations are completed.

Staff worked on the InfoExpress kiosk remote management system. Remote Management system was tested and partially implemented on selected sites. Staff is currently working on deploying the system onto all of the InfoExpress kiosks.

Staff continued to work on the Commuter Connections Application Migration Project. Systems requirements document was completed for the Commuter Connections Guaranteed Ride Home program application and Commuter Connections Ridematching software system. Staff is currently working with a consultant to 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. Staff is currently working on the System design document and database design document of the new web based software system.

Staff worked with the consultant to test the integration of Commuter Connections Ridematching system updates and the E-Communicator system updates.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator Software system updates were tested for functionality and quality assurance. Staff is currently working on final debugging of the system prior to implementation of the updates.

Products

- ▶ July monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Power problems were reported at Springfield Mall and Ballston Common Mall.
- ▶ Communication problems were reported at L'Enfant Plaza..

Future Activities

- ▶ Update the integrated CCRS & GRH web-based system.
- ▶ Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

INFOEXPRESS KIOSK USAGE RATES
Month: August 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Union Station	514	8145	Weather	378
			Maps & Guides	277
			Commuter Connections	214
			Metro	165
			Transit	99
Springfield Mall #1	478	6478	Springfield Mall	524
			Maps & Guides	211
			Weather	187
			Metro	175
			Commuter Connections	120
Manassas Mall	394	7561	Maps & Guides	364
			Weather	257
			Commuter News	146
			Manassas Mall	140
			Omni Ride	101
Reston Town Center	368	9152	Maps & Guides	361
			Weather	247
			Reston Town Center	208
			Commuter Connections	185
			Traffic	94
Tysons Mall #1	340	4780	Tysons Mall	208
			Weather	143
			Maps & Guides	137
			Commuter Connections	114
			Transit	81
Springfield Mall #2	293	5247	Springfield Mall	386
			Maps & Guides	212
			Weather	143
			Metro	101
			Commuter Connections	75

Tysons Mall #2	274	4172	Tysons Mall Maps & Guides Weather Commuter Connections Metro	209 115 93 64 58
La Promenade	222	4756	Maps & Guides La Promenade Mall Weather Metro Commuter Connections	194 183 176 153 114
Dulles Town Center	187	4109	Dulles Town Center Maps & Guides Commuter News Loudoun Transit Commuter Connections	314 208 162 93 88
Pentagon City Mall	142	3973	Pentagon City Mall Maps & Guides Metro Weather Commuter Connections	153 114 91 67 63
Fair Oaks Mall	131	2974	Maps & Guides Fair Oaks Mall Weather Commuter Connections Traffic	212 160 101 67 54
Ballston Common Mall	127	2033	Maps & Guides Weather Commuter Connections Metro Transit	109 81 73 51 42
USDA	12	305	Weather Metro Transit Ride Guide Commuter Connections	41 33 17 14 11

August 2004

**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'Entant Plaza	0
Pentagon	0
Reston Town Center	1
Reeves Center	0
Ballston	0
USDA	0
Manassas Mall	0
Dulles Town Center	0
Total	1

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6144
Month: August 2004 FY05
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: October 6, 2004

Background Activities

Monthly synchronizations from six of the employer outreach jurisdictions were without any problems. The District of Columbia, Frederick County, Prince William County and the City of Alexandria have not submitted their monthly reports and synchronizations as of the deadline for this report.

Staff continued to liaise with the Best Workplaces for Commuters group for the event on October 14th at Discovery Communications headquarters in Silver Spring. William Menczer, Federal Transit Administration will be the Master of Ceremonies. Other speakers not yet confirmed for the event may include remarks by Mike Leavitt, Administrator, U.S. Environmental Protection Agency and Judith McHale, President and CEO, Discovery Communications. 180 employers who have met the EPA's national standards of excellence will be invited to the breakfast to receive framed certificates in recognition of their outstanding commuter benefit programs. Commuter Connections will donate vinyl window decals with the Best Workplaces for Commuters logo to companies who attend.

Staff conducted a presentation at the Library of Congress on how to implement an onsite ridematching program and how to register for Guaranteed Ride Home.

Staff finalized the ACT! 6.0 software upgrade installations for the Employer Outreach Program.

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.

Products

August monthly sales activities

Problems Encountered

Six jurisdictions are still outstanding in submitting their monthly reports for July.

Future Activities

- Customer Satisfaction Survey FY04 tabulation

Month: August 14

	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	6	0	0	0	11	4	10	0	0	0	0
Employers Contacted (follow-up)	0	197	1	0	0	2	286	499	0	0	0	0
Total Broadcast Contacts	0	802	0	0	0	0	2306	635	0	0	0	0
Total Sales Meetings	0	2	1	0	0	0	38	4	0	0	0	0
Total Employers Contacted	0	1007	2	0	0	13	2634	1148	0	0	0	0
New Level 1 TDM Programs	0	4	0	0	0	1	2	1	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	12	2	0	0	0	0
New Level 3 TDM Programs	0	2	0	0	0	0	1	1	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 } 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)	4	17	0	2	0	11	15	10	0	0	0	0
Employers Contacted (follow-up)	12	316	1	23	0	9	600	499	0	0	0	0
Total Broadcast Contacts	20	1333	0	0	0	0	4773	635	0	0	0	0
Total Sales Meetings	2	2	1	1	0	7	64	4	0	0	0	0
Total Employers Contacted	38	1668	2	26	0	27	5452	1148	0	0	0	0
New Level 1 TDM Programs	0	6	0	1	0	1	6	1	0	0	0	0
New Level 2 TDM Programs	0	3	0	0	0	0	31	2	0	0	0	0
New Level 3 TDM Programs	0	5	0	2	0	1	6	1	0	0	0	0
New Level 4 TDM Programs	0	3	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 monthly report by deadline**

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:	August 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	October 6, 2004

Background Activities

During August, COG received 546 applications for the GRH program. A total of 630 new applicants were registered (622 new applicants and 8 previous "one-time exception" users) and 412 commuters were re-registered. The GRH program provided 213 GRH trips. Twenty-nine (29) of these trips were "One-Time Exceptions" accounting for fourteen percent (14%) 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 32,127 commuters are currently registered for GRH.

The GRH software vendor provided another version of the GRH software with fixes to the problems COG staff discovered in the June version. COG staff tested this version of the GRH software and found additional errors. The vendor is working to fix them. Staff continued to work on edits on the 2004 GRH Applicant draft report.

Products

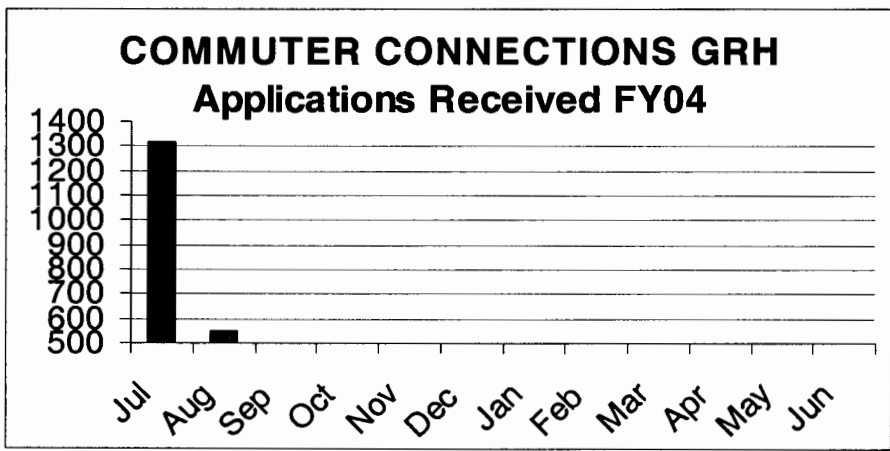
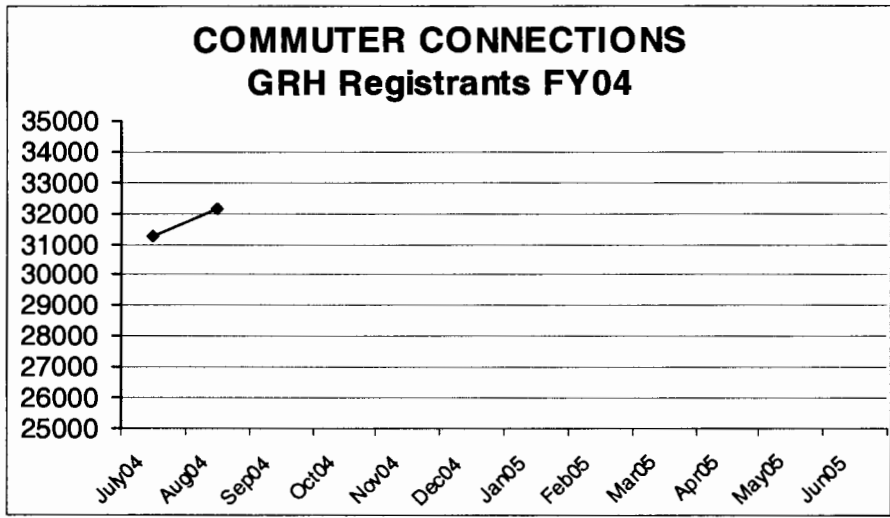
Provided 213 GRH trips.
Received 546 applications.
Registered 630 new applicants, including 8 "one-time exceptions."
Re-registered 412 commuters.
Received 282 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management and maintenance.
GRH server maintenance.
Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
July monthly performance report.
GRH direct mail promotional postcards and postcard/application
Finalize and distribute 2004 GRH Applicant report.

Problems Encountered

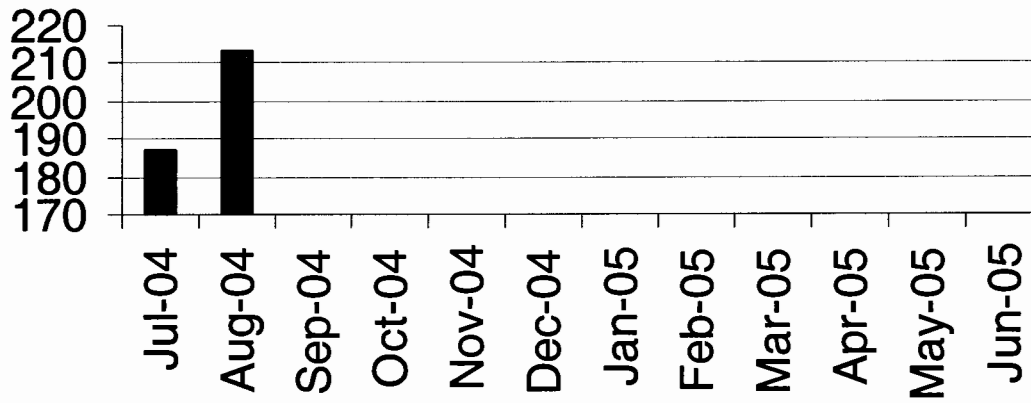
None.

Future Activities

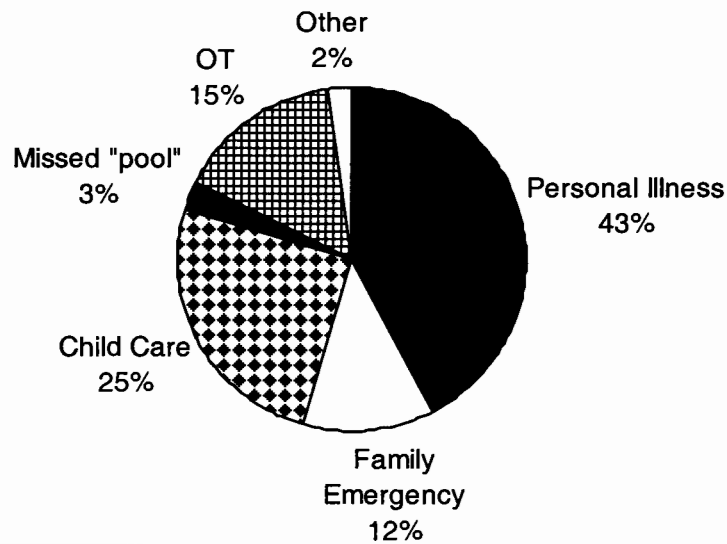
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute 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.
- Finalize and distribute GRH participant survey report.
- 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.

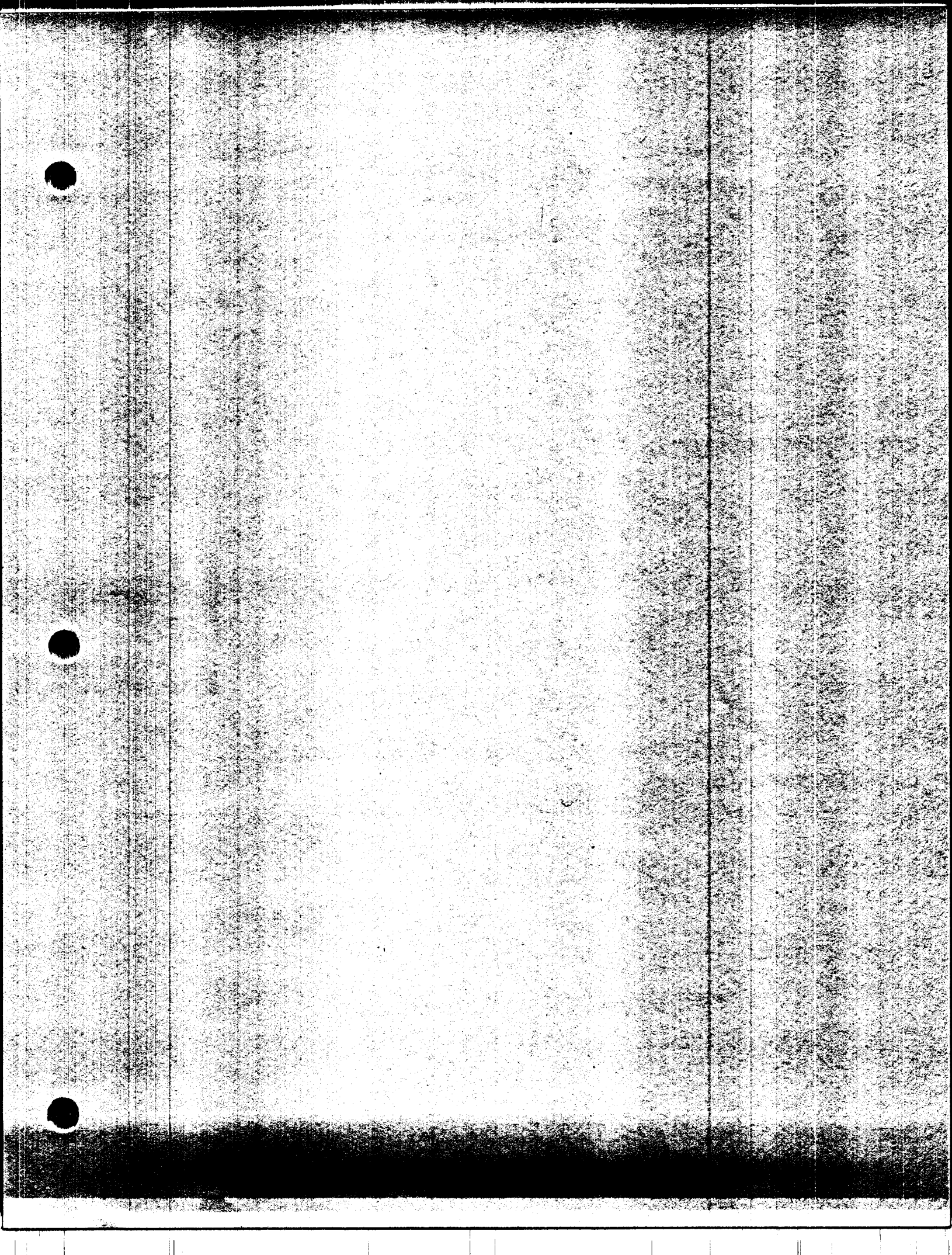


COMMUTER CONNECTIONS Trips Provided FY04



COMMUTER CONNECTIONS GRH Trip Reasons for August 2004





MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: August 2004 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: October 6, 2004

Background Activities

Staff began preliminary preparations for the kick-off meeting for the Bike to Work Day 2005 Steering Committee.

Products

No new products.

Problems Encountered

Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (Early October)

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	August 2004 FY05	
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	October 6, 2004	

Background Activities

- August 3rd Regional TDM Marketing Group Meeting, topics included:
 - ▶ FY04 media impact analysis of Commuter Connections marketing programs.
 - ▶ Recent Commuter Connections marketing activities and reports.
 - ▶ Virginia Department of Transportation Public Affairs Office HOV enforcement campaign.
 - ▶ Potomac and Rappahannock Transportation Commission Children's Educational Bus Outreach.

- Conference call on August 11th with advertising agency and marketing vendors to discuss media plan for FY05. In addition to radio, the campaign will include more internet advertising, sponsorships of radio traffic reports and exterior signage on commuter buses.

- Distributed final FY04 2nd half marketing campaign summary. This document highlights marketing and advertising which occurred between January – June 2004 for the Guaranteed Ride Home, Mass Marketing and Telework programs. It encompasses radio, television, direct mail and internet advertising campaigns, as well as promotional and public relations activities conducted by Commuter Connections within the Washington metropolitan area.

- ▶ Continued to compile Regional TDM Resource Guide and Strategic Marketing Plan. This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region. It outlines the strategies used to develop and implement ongoing campaigns in order to increase overall awareness of TDM products and services and their effectiveness toward the adoption and continued use of alternative transportation modes. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.

- ▶ The Commuter Connections summer newsletter was printed and distributed in August. Articles included:
 - Employer Recognition Awards
 - Bike to Work Day
 - WMATA Transit Fare Increases and SmarTrip parking
 - HOV Enforcement in Northern Virginia
 - Fairfax Connector, Montgomery County RideOn and VRE
- ▶ Formed Commuter Connections Marketing Workgroup. This group will provide feedback on creative developed for Commuter Connections marketing campaigns.
 - VA – Althea Evans, (PRTC) OmniRide
 - MD - Victor, Prince Georges’s County
 - DC – Leann Landry, WMATA

Products

- August 3rd Regional TDM Marketing Group Meeting
- Draft Regional TDM Resource Guide and Strategic Marketing Plan
- FY04 2nd half marketing campaign summary
- FY05 Marketing campaign media plan
- Commuter Connections Summer 2004 Newsletter

Problems Encountered

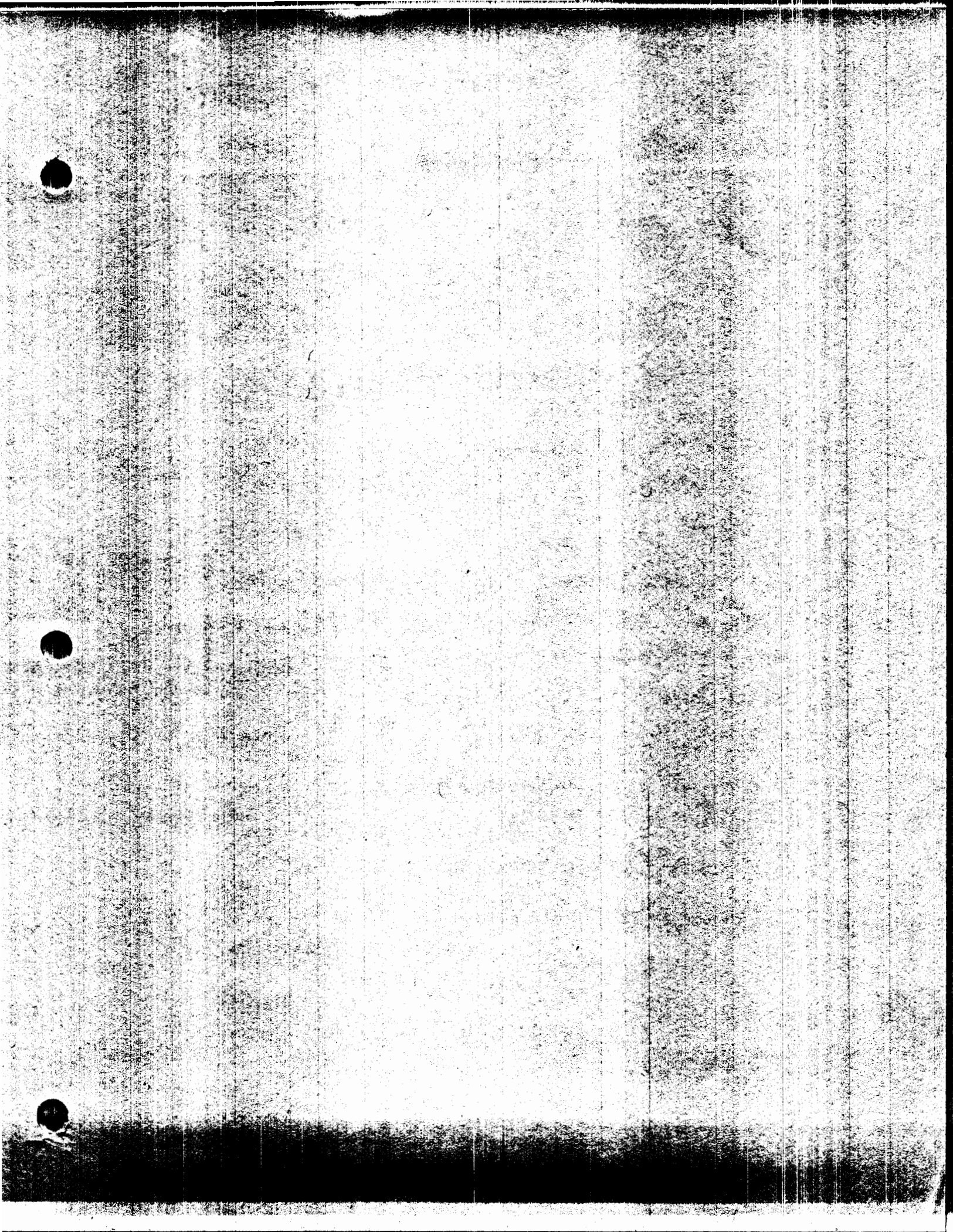
None

Future Activities

- ▶ FY05 media plan will be finalized, spots will be purchased and 10-30 second PSA’s negotiated with radio stations. Total FY05 media budget for Mass Marketing is approximately \$430K.
- ▶ Coordinate with marketing workgroup to gain feedback on advertising campaigns. Will initially start with six radio concepts between Mass Marketing and Guaranteed Ride Home and will narrow down to four. Feedback will be incorporated, final script copy edited, voiceover talent selected, and new spots will be produced for airing in the fall. The spots are both informative and entertaining and will take on a new approach in order to break through the clutter. However they are still centered

around our market research from last year which identified "frustration" as the greatest reason people are willing to give up their cars and get out of traffic.

- ▶ Prepare agenda, documents and logistics for October 5th Regional TDM Marketing meeting. This meeting will include a rotation of chair positions and will unveil the new radio spots.
- ▶ Keywords will be selected for internet sponsorships on Google and Overture network to drive traffic to the Commuter Connections web site.



MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	September 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	October 29, 2004

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:

Alexandria –The City's IT staff unblocked the FTP port so the uploads and downloads can now take place. The City's rideshare staff now uses FTP, instead of a dial-up modem, to transfer data.

ARTMA – COG staff provided technical assistance via the telephone to ARTMA's rideshare staff on September 29. Scheduled tasks were created to automatically upload and download.

Baltimore City – The latest FTP files were downloaded on the City's rideshare computer on September 30.

Loudoun County – County rideshare staff reported, on September 17, receiving a message on the rideshare computer stating "Task handle hash is full. This is not good." COG staff explained that this message appears when the computer has not be shut down or restarted for several days. COG staff advised restarting the computer at least once a week to avoid this message, and if the message appears again, to shut down and restart the computer.

North Bethesda Transportation Center – NBTC staff requested the retrieval of the July "to be purged" commuters that COG purged in September. COG retrieved these records from the archive database and put them back into the master rideshare database. There were 53 records retrieved.

TransIT Services of Frederick County – TransIT staff reported receiving ArcView error messages when trying to use the CCRS program. The error messages read "segmentation violation" and "nil object does not recognize request set." COG staff advised that when these messages appear, as sometimes does with ArcView, to exit the CCRS program and try again. If the messages appear after logging into the CCRS program, then close the CCRS program, restart

the computer and try again. No further problems of this nature were reported.

COG staff participated in an employee transportation fair at the World Bank in Washington, DC on September 22. 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.

COG staff also participated in the Association for Commuter Transportation's International Conference, September 19th through the 22nd.

Work continued on the Web-based ridematching project. COG staff began to gather cost estimates for the next phase of the project. This phase includes system design and a prototype. Staff met with the consultant to discuss and finalize the system design document.

Work continued on the review of the draft Technical report for the 2004 State of the Commute. Preliminary results for this report were presented to the TPB Technical Committee on September 3rd. Staff met with NuRide representatives on September 15th to discuss emission reduction calculations for their demonstration pilot program in Northern Virginia.

Staff attended in a Federal ETC training planning meeting at the NCPC on September 29th.

The Commuter Connections Subcommittee and the Commuter Operations Center Subcommittee held respective meetings on September 14th. Items discussed at the Commuter Connections Subcommittee included: Announcement of the new Vice Chair; TDM evaluation project update; update on TERMS for the 2004 CLRP and FY2005-2010 TIP; COG staff presented and update on the development of the new ridematching/GRH system Web Migration Project; Clean Air Partners update; SmarTrip update; regional TDM marketing update; Employer Outreach update; FY06 Commuter Connections Work Program update; and, FY04 Annual Report and budget summary. Items discussed at the Commuter Operations Center Subcommittee included: Change of Chairperson and selection of Vice Chairperson; a summary of participation by subcommittee members in upcoming and recent fairs and promotions; COG staff presented and update on the development of the new ridematching/GRH system Web Migration Project; input from the subcommittee on the features of the new ridematching/GRH system; a status of any CCRS software problems or concerns from all members; review of the monthly Performance Data report; and, including the new park-and-ride map with printed matchletters.

Products

- August monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of September 6th and 20th.
- Listings and advertisements for Commuter Connections were finalized for several of the Verizon yellow page directories.
- FY04 Annual Progress Report.
- FY04 Annual Membership Invoices were mailed to members.

Problems Encountered

Funding commitments for the FY05 CCWP have not been received from the District of Columbia or Virginia.

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 first quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for November 16, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for December 14, 2004.
- Finalize and distribute the 2004 State of the Commute Survey Technical report.
- Printing and distribution of Commuter Connections fall newsletter and online posting.
- Develop new ridematching/GRH Web-based system.
- Conduct the FY05 Placement Rate Survey

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of SEPTEMBER 2004

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,441	1,539	4,924
Rideshare applicants	1,363	1,458	4,683
Matchlists sent	1,430	1,676	4,903
Transit applicants/info sent	59	64	178
GRH applicants	716	770	2,802
Bike to work info requests	32	37	102
Telework info requests	0	0	1
Kiosk users	3,025	3,520	10,690
Kiosk applicants	0	1	4
Internet users	6,133	5,979	18,442
Internet applicants	1,458	1,244	4,322
New employer clients	61	31	120
Employee applicants	1	14	86

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	403	431	1,379
Temporary/one-time placements	255	272	872
Daily vehicle trips reduced	240	257	821
Daily VMT reduced	8,208	8,766	28,047
Daily tons NOx reduced	0.0116	0.0124	0.0397
Daily tons VOC reduced	0.0055	0.0058	0.0187
Daily gallons of gas saved	380	406	1,298
Daily commuter costs saved	\$1,580	\$1,687	\$5,399

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 -- September 2004

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOCG Home Page	9,098	
Total Accesses of Commuter Connections Home Page	6,133	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,485	9.98%
Carpooling Page	1,072	7.20%
TDM Resources	995	6.69%
Public Transit Page	974	6.55%
Vanpooling Page	896	6.02%
Calculate Your Commuting Cost	782	5.26%
GRH - What Does It Cost?	586	3.94%
About Page	584	3.92%
Telework Page	563	3.78%
TDM Park & Ride Lots	543	3.65%
Bicycling Page	529	3.56%
Transit Virginia	526	3.54%
Transit Maryland	439	2.95%
GRH Area	389	2.61%
GRH Eligibility	345	2.32%
Ozone Action Days Page	254	1.71%
TDM Telework Centers	249	1.67%
Parking Management	219	1.47%
Participation Guidelines	213	1.43%
News	198	1.33%
Calculate Your Cost of Commuting	194	1.30%
Special Events	194	1.30%
Telework Centers	171	1.15%
Walking	170	1.14%
Employer Services	170	1.14%
Carpooling - HOV	169	1.14%
Transit D.C.	167	1.12%
Vanpooling Incentives	167	1.12%
TDM Vanpool Services	155	1.04%
Telework Assistance Request Form	155	1.04%

Teleworking - Keep the job, Lose the Commute

Transit Metrochek

Vanpooling Advantages

Work Schedule Alternatives

Transit Pass Sales Outlets

Bicycling Guide - Employees

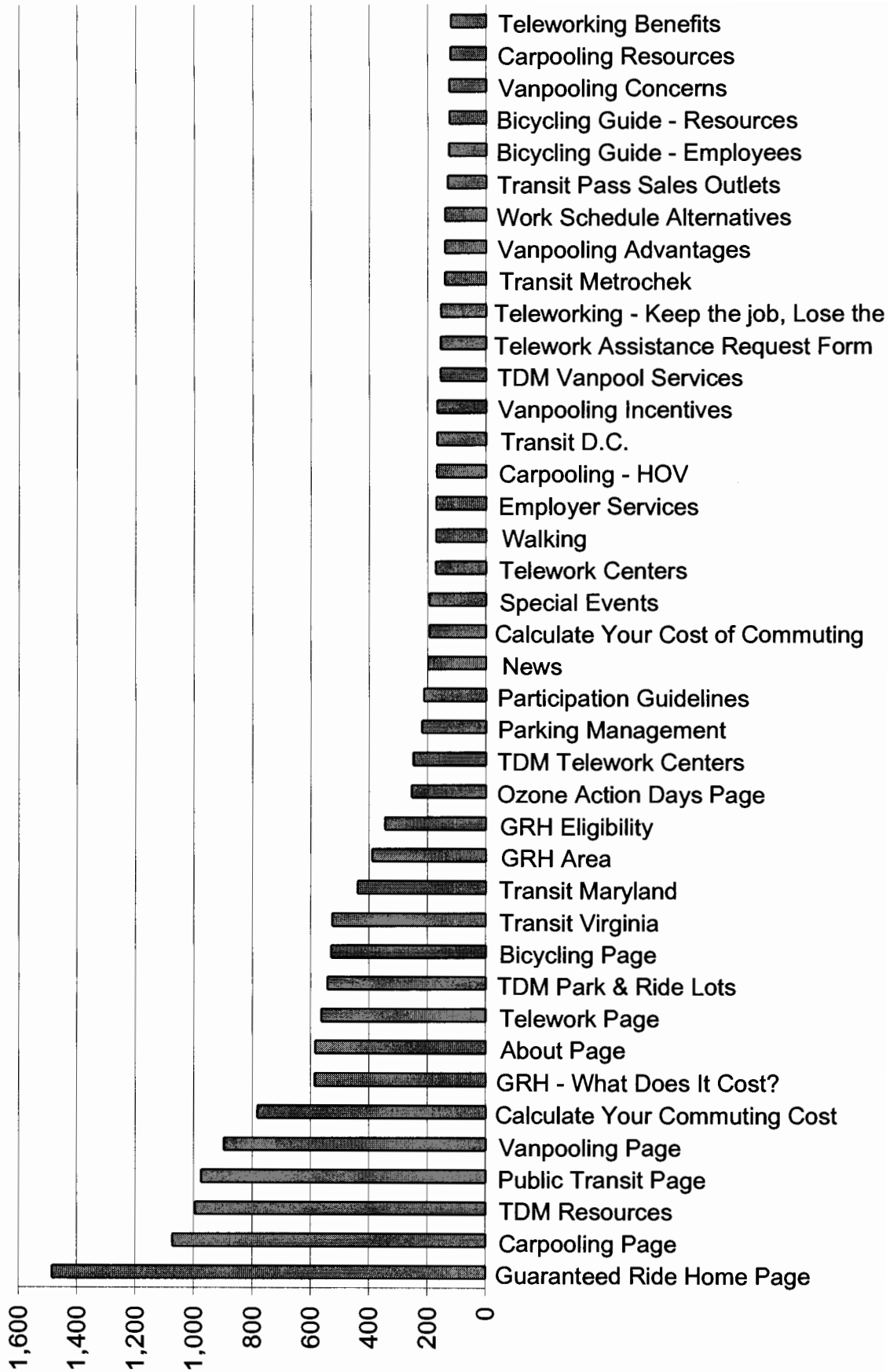
Bicycling Guide - Resources

Vanpooling Concerns

Carpooling Resources

Teleworking Benefits

Commuter Connections Website Activity -- September 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

SEPTEMBER 2004



**TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



TABLE 2A

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
SEPTEMBER 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	0	0	21	21
ARLINGTON (COG)	0	0	2	2
ARTMA	2	1	122	125
BALTIMORE CITY	6	0	3	9
BMC	0	0	0	0
COG - MD	189	1	228	418
COG - VA	297	1	274	572
COG - Other	12	0	8	20
DISTRICT OF COLUMBIA	23	0	28	51
DOD	0	0	0	0
FAIRFAX COUNTY	53	28	296	377
FREDERICK	27	0	27	54
HARFORD	0	0	0	0
HOWARD	7	1	71	79
LINK	0	0	9	9
LOUDOUN	52	0	149	201
MTA	0	0	0	0
MONTGOMERY COUNTY	139	10	1,051	1,200
Bethesda Transportation Solutions	18	2	196	216
Countywide	75	4	304	383
Friendship Heights/Rockville	5	2	0	7
North Bethesda TMD	29	2	98	129
Silver Spring	12	0	453	465
NIH	8	0	62	70
NORTHERN NECK	1	2	0	3
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	1	1	89	91
PRTC	121	0	369	490
RADCO	206	2	681	889
RAPPAHANNOCK-RAPIDAN	22	1	49	72
TRI - COUNTY	44	105	28	177
USDOE	0	0	0	0
TOTAL INPUT	1,210	153	3,567	4,930

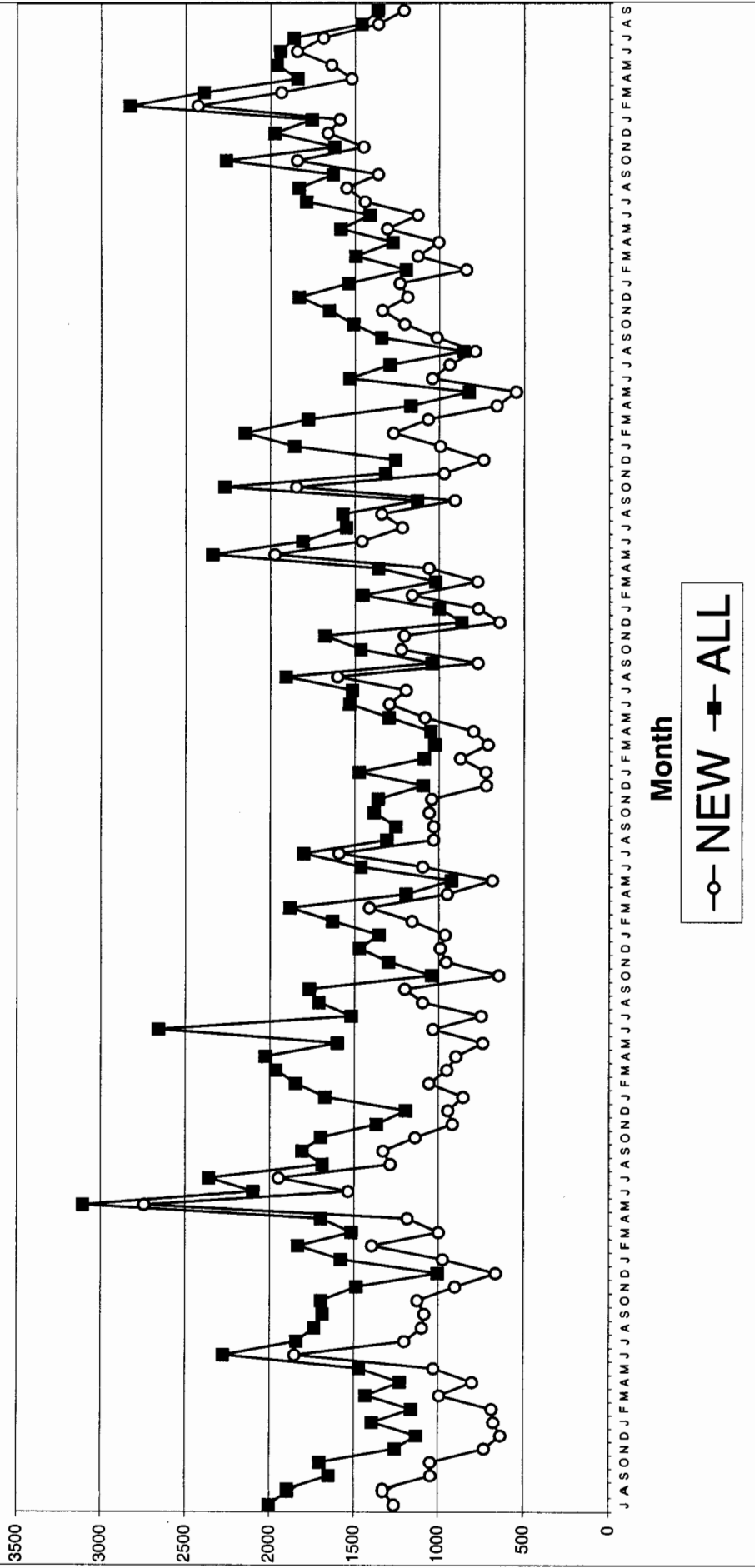
TOTAL NEW & RE-APPLICANTS

1,363

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004



Month
 ○— NEW ■— ALL

TABLE 3**COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
SEPTEMBER 2004**

ALEXANDRIA	148
ARLINGTON (COG)	11
ARTMA	489
BALTIMORE CITY	26
BMC	156
COG	5,603
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	1,419
FREDERICK	216
HARFORD COUNTY	87
HOWARD COUNTY	181
LINK/RESTON	22
LOUDOUN COUNTY	675
MONTGOMERY COUNTY	7,545
Bethesda Transportation Solutions	1,790
Countywide	1,381
Friendship Heights/Rockville	718
North Bethesda Transportation Ctr	2,462
Silver Spring	1,194
MTA	9
NIH	95
NORTHERN NECK	42
NORTHERN SHENANDOAH VALLEY	9
PRINCE GEORGE'S COUNTY	628
PRTC	978
RADCO	2,669
RAPPAHANNOCK-RAPIDAN	150
TRI - COUNTY	650
OTHER	
TOTAL	21,832

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

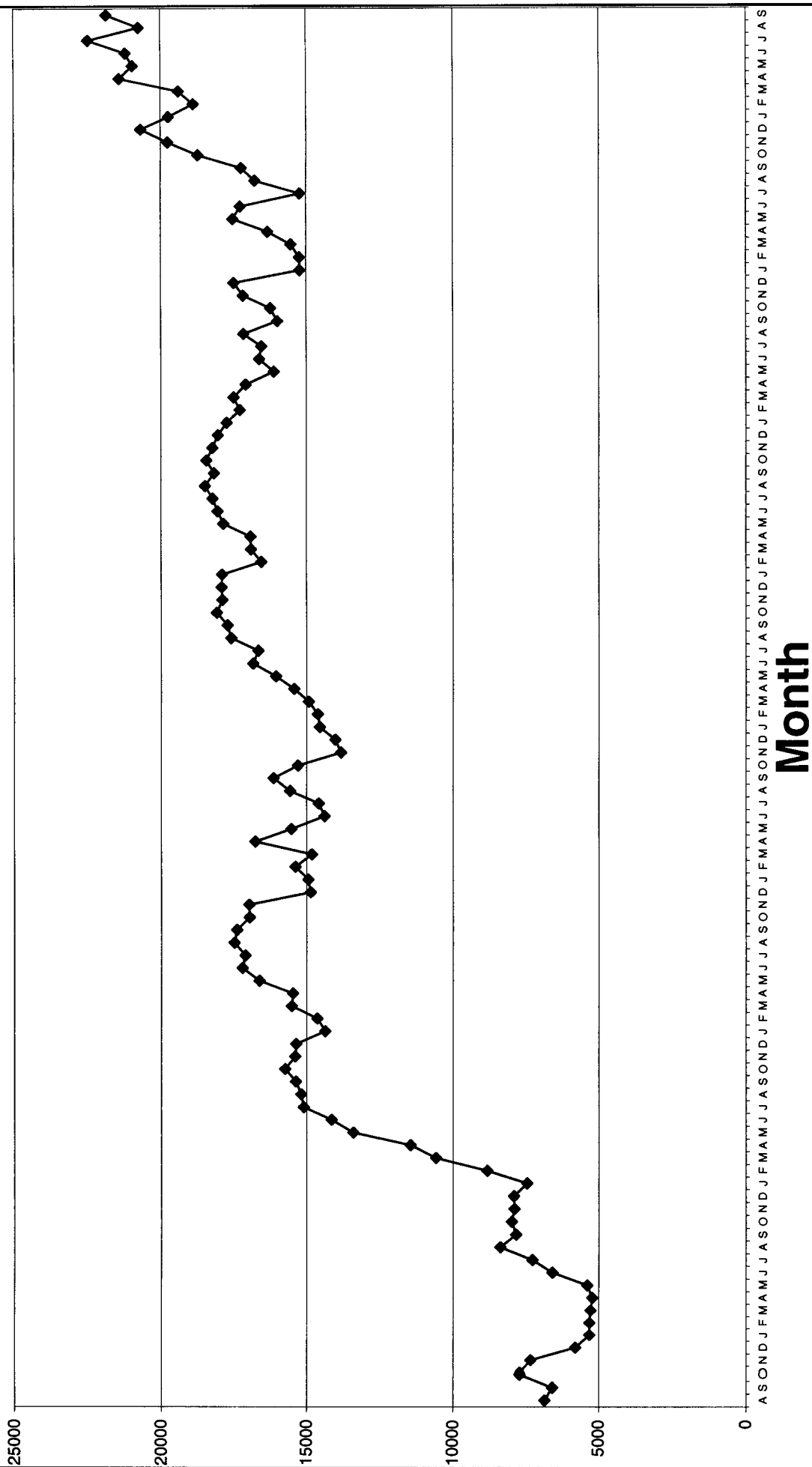


TABLE 2B**APPLICATIONS RECEIVED THROUGH THE COMMUTER
CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
SEPTEMBER 2004**

	HOME
ALEXANDRIA	7
ANNE ARUNDEL COUNTY	43
ARLINGTON COUNTY	12
BALTIMORE CITY	8
BALTIMORE COUNTY	12
CALVERT COUNTY	11
CARROLL COUNTY	2
CECIL COUNTY	0
CHARLES COUNTY	27
CLARKE COUNTY	3
CULPEPER COUNTY	4
DISTRICT OF COLUMBIA	19
FAIRFAX COUNTY *	144
FAUQUIER COUNTY	15
FREDERICK COUNTY, MD	38
FREDERICK COUNTY, VA	0
FREDERICKSBURG	13
HARFORD COUNTY	3
HOWARD COUNTY	21
KING GEORGE COUNTY	3
LANCASTER COUNTY	0
LOUDOUN COUNTY	40
MADISON COUNTY	0
MONTGOMERY COUNTY	32
ORANGE COUNTY	0
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	58
PRINCE WILLIAM COUNTY **	147
RAPPAHANNOCK COUNTY	1
RICHMOND COUNTY	2
SHENANDOAH COUNTY	2
SPOTSYLVANIA COUNTY	41
STAFFORD COUNTY	71
ST. MARY'S COUNTY	7
WARREN COUNTY	4
WESTMORELAND COUNTY	2
WINCHESTER	4
OTHERS	33
TOTAL	829

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manasas and Manasas Park.

TABLE 4A

**COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
SEPTEMBER 2004**

	HOME	WORK
ALEXANDRIA	274	548
ANNE ARUNDEL COUNTY	779	548
ARLINGTON COUNTY	265	2,752
BALTIMORE CITY	177	139
BALTIMORE COUNTY	319	197
CALVERT COUNTY	66	0
CARROLL COUNTY	9	0
CECIL COUNTY	22	0
CHARLES COUNTY	601	53
CLARKE COUNTY	16	1
CULPEPER COUNTY	73	0
DISTRICT OF COLUMBIA	754	7,510
FAIRFAX COUNTY *	2,007	1,785
FAUQUIER COUNTY	190	5
FREDERICK COUNTY, MD	913	65
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	207	7
HARFORD COUNTY	1	70
HOWARD COUNTY	710	75
KING GEORGE COUNTY	56	23
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	813	183
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,638	7,237
ORANGE COUNTY	69	0
PAGE COUNTY	5	0
PRINCE GEORGE'S COUNTY	2,222	411
PRINCE WILLIAM COUNTY **	2,288	96
RAPPAHANNOCK COUNTY	10	0
RICHMOND COUNTY	12	31
SHENANDOAH COUNTY	19	0
SPOTSYLVANIA COUNTY	1,165	6
STAFFORD COUNTY	1,677	10
ST. MARY'S COUNTY	117	33
WARREN COUNTY	70	0
WESTMORELAND COUNTY	32	1
WINCHESTER	44	0
OTHERS	1,207	46
TOTAL	21,832	21,832

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manasas and Manasas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
SEPTEMBER 2004**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	63	N/A	N/A	N/A	27	N/A	
Internet	N/A	653	N/A	N/A	N/A	805	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	1	N/A	
Fax/Phone	N/A	0	N/A	N/A	N/A	1	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	716	N/A	N/A	32*	834	N/A	
PHONE CALLS								
Brochure/Promo Materials		5		10		13		28
Bus/Train Schedule		8		4		1		13
Bus/Train Sign		1		1		2		4
Direct Mail		3		1				4
Employer						1		1
Employer Survey								0
Fair/On Site Event								0
Government Office								0
Highway Sign		1		11		14	3	29
Information (411)						1	1	2
Internet		15	1	3		29	3	51
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org				2				2
Park-and-Ride Lot Sign						2		2
Post Card (COG)								0
Presentation								0
Radio		5		3		24	3	35
Real Estate/WelcomeWagon								0
Referral from Transit Org						2	1	3
Theatre Slide								0
TV		2		1		1	1	5
Van Sign								0
Was/Is Applicant		181		1		41	1	224
White Pages						2		2
Word of Mouth		20		10		59	3	92
Yellow Pages - Verizon		1		2		6		9
Yellow Pages - Yellow Book								0
Yellow Pages - Local						1		1
Voice Mail Messages		52		6		36	1	95
Other		1		4		11	1	17
TOTAL CALLS	0	295	1	59	0	246	18	619

*Requests for Bicycling information from applications received from all sources

TABL.
CALLS RECEIVED AT CLIENT PROGRAMS
SEPTEMBER 2004

	T O C T O N A	O A O L G L G Y	A R L X	A R M A	A B T H	B E T H	D O D E	F F X	F R E D	H O W	L I N K	L F F X N	L D N	M T A	N H	N E C K	P G C C	P R T C O	R A D C O	R A P S	S A P S	T R I S	T R A N S	T O T A L
Calls Transfird by COG	N/A	N/A	3	3	2	2	13	3	3	1	3	3	11			1	14	22	5	5	**	3	14	114
How they heard...																								
Brochure/Promo Matrix	28	23									14	9						2	5	12		2	67	
Bus/Train Schedule	13	12									160	7							16	5			200	
Bus/Train Sign	4	3									28											1	223	
Direct Mail	4	3																			12		15	
Employer	1	1					1				4												6	
Employer Survey	0	0																					0	
Fair/On Site Event	0	0																				13	0	
Government Office	0	0					2																2	
GRH Program	0	0									1							2					3	
Highway Sign	29	18					1											5				3	27	
Information (411)	2	1									23												24	
Internet	51	48					2				29							15					97	
Library	0	0																					0	
Mobile Billboard	0	0																					0	
Newsletter	0	0																				18	0	
Newspaper	0	0																					0	
Newspaper (Local)	0	0																					0	
Other Ridesharing Org	2	2									88							4				1	95	
Park-and-Ride Sign	2	2																					3	
Post Card (COG)	0	0																					0	
Presentation	0	0																					0	
Radio	35	18					1																20	
Real Estate/WelcomW	0	0																				1	0	
Referral from Transit Org	3	3									32												35	
Theatre Slide	0	0																					0	
TV	5	2																					3	
Van Sign	0	0																					0	
Was/Is Applicant	224	201					33																472	
White Pages	2	1																					1	
Word of Mouth	92	70					1				57	17										4	169	
Yellow Pgs-Verizon	9	4																					4	
Yellow Pgs-Yellow Book	0	0																					0	
Yellow Pages-Local	1	0																					3	
Voice Mail Messages	95	88					52	10			2												185	
Other	49	9					32	5			7	18											1596	
Total	651	509	0	N/A	0	0	125	15	0	0	445	0	0	51	0	0	1516	417	45	84	60	0	14	3281

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).

**TABLE 6.
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
SEPTEMBER 2004**

	COG	ALX	ARTMA	BALT	BETHC	BMC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MCM	MTA	NIH	NECK	NSHEN	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matrix	64																				1	1					66
Bus/Train Schedule	42																				9						51
Bus/Train Sign	20																										20
Direct Mail	8												13														21
Employer	46								1													2					49
Employer Survey	0														1												1
Fair/On Site Event	3														2												5
Government Office	24								2	20																	46
GRH Program	0								61	27				8							37	62	2				197
Highway Sign	12								1												4	7	3				27
Information (411)	1																										1
Internet	78								2				27	2							43	60	15	1			228
Library	3																										3
Mobile Billboard	0																										0
Newsletter	6																										6
Newspaper	8																										8
Newspaper (Local)	3																										7
Other Ridesharing Org	4																				2		2	1			9
Park-and-Ride Sign	0																										0
Post Card (COG)	4																										4
Presentation	1																										1
Radio	96												1									1					98
Real Estate/WelcomeW	0																										0
Referral from Transit Org	0								78																		78
Theatre Slide	0																										0
TV	15																										15
Van Sign	6																										6
Was/Is Applicant	23								2	1											126		3	12			167
White Pages	0																										0
Word of Mouth	115								1				1								10	39	2	6			174
Yellow Pgs-Verizon	1																										1
Yellow Pgs-Yellow Bk	2																										2
Yellow Pages-Local	0																					1	1				2
Voice Mail Messages	1																										1
Other	51								1				7									2	1		16		78
Total	637	0	0	0	0	0	0	0	149	48	0	0	0	57	5	0	0	0	0	0	231	179	30	20	16	0	1372

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: September 2004 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: October 29, 2004

Background Activities

Major activities in September included:

- Internal meetings to discuss strategy for publicizing Senior Executives Forum and primary theme of conference
- Meeting at Tri-County Council to highlight Commuter Connections and Telework Resource Center
- Participating in a WACOT Sr. Executive's Forum meeting at Fairfax County
- Attending the Commuter Connections Subcommittee Meeting at COG
- Internal meetings to discuss logistics for Senior Executives Forum
- Attending ITAC Conference in Silver Spring, Maryland and presenting information about the Telework Resource Center and the Expanded Telework TERM
- Participating in a conference call with Fairfax County Chairman and his staff and County Executive staff to address particulars and logistics of the October Sr. Executive Forum Telework event
- Coordinating a Telework Virginia meeting with Virginia Employer Outreach representatives and Telework Virginia company representatives to address major selling points and program particulars
- Coordinated logistics for the Sr. Executive Forum event, including; securing regional employers to participate in press event for Senior Executives Forum, preparing Resource Guide for Senior Executives Forum, confirming registrations for Senior Executives Forum, and developing PowerPoint presentation

Telework Resource Center:

- September 7 Internal public affairs meeting with COG OPA
- September 7 Internal Meeting to discuss status of Telework Resource Center programs
- September 8 Meeting at Tri-County Council
- September 10 Senior Executives Forum meeting at Fairfax County Government Center
- September 14 Commuter Connections Subcommittee meeting at COG

- September 16 Conference call meeting with GSA, NIH, Telecommuting Advantage Group to prepare for ITAC presentation
- September 20-21 ITAC Conference
- September 30 Telework Virginia Employer Outreach meeting at COG

Products

- Placed or responded to 104 calls regarding the Telework Resource Center
- Mailed 8 Telework Resource Center Kits
- Mailed 5 Telework Resource Center kits to other interested clients
- Telework Center utilization at 58%
- Telecommuting Ad Hoc meeting agenda for October meeting
- Resource Guide for Senior Executives Forum
- Agenda and meeting notes for Employer Outreach Telework Virginia meeting at COG
- Panelists for Senior Executives Forum
- Commitments from employers for Senior Executives Forum
- Telecenter Utilization and Teleworker Travel Behavior Surveys Report released and distributed on September 14th.

Problems Encountered

None at this time.

Future Activities

- Telecommuting Ad Hoc meeting at COG
- Senior Executives Forum (WACOT) at Tysons Corner
- Potomac Forum
- Meeting with Parrish Services (Telework Virginia)
- Meeting with DigitalNet
- Institute for Regional Excellence at COG

Expanded Telework TERM activities:

Background Activities

TAG completed their follow-up calls for the promotional CD-Rom in September. Over 450 follow-up calls were made, 32 additional CD's were distributed, and 87 binders of information on the Expanded-TERM program were mailed. We are now in the process of continuing to contact these organizations and search for the appropriate "champions" within the organizations. Some of the larger organizations that have expressed interest in the program through the CD effort include Coca-Cola, Gannett, the Washington Post, Chevy Chase Banks, Cushman-Wakefield, Expedia, Galladette University, System Planning, Orbit and Fairchild.

TAG also continued to contact their clients from the Expanded-TERM program to encourage attendance at the October WACOT event. Final attendance records will be used to verify which

organizations TAG successfully recruited.

The next Foundation II workshops will be held on October 20th and 21st.

Employers Contacted

Initial discussions with the National Forest Service, Cushman-Wakefield, Expedia, Galladette University, Coca-Cola, System Planning, Orbit, Fairchild, Ganette, the Washington Post, and Chevy Chase banks are being held.

Ongoing discussions with Logistics Management, Sanitors Services, Gannett Broadcasting Co., Digital Net Holdings, DOT, DEA – DOJ, DOL, Booz Allen, Arnold & Porter, Doctor's Community Hospital, Dimensions Health, AOL, Digital Net, LMI, Verizon Wireless, Northrop Gruman, the National Labor Relations, the Department of Energy, MITRE, HUD, the DOJ, the City of Alexandria, Arlington County, DEA, Department of Transportation, Exxon/Mobil, INOVA hospitals, the USDA, Washington Gas, Arnold Porter, the Department of Labor, KPMG, MITRE, Verizon Wireless, Booz-Allen, and Marriott International are taking place.

On Site Meetings

On-site meetings were held at HUD, Chevy Chase Banks, Coca-Cola, System Planning, Orbit and Fairchild Arnold & Porter, DOJ/DEA, Mitre, KPMG, and Marriott International

Products

TAG held two-hour “Metrics and Measurements” workshops with Mitre and the DOJ/DEA. Both organizations have the goal of using targets financial goals to drive significant growth of their telework programs.

Future Activities

TAG will be following up with the organizations that attended the Sr. Executive’s Forum WACOT event to enroll those who are not already participating in the Expanded-TERM program. TAG will also continue to focus on the existing Expanded-TERM program and the Foundation II workshops through the CD promotion and a list they have obtained from the Board of Trade.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6143	
Month:	September 2004	FY05
Staff Contact:	Owais Rafique	
Edited By:	Nicholas Ramfos	
Today's Date:	October 29, 2004	

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Springfield Mall, Reston Town Center and Manassas Mall. Communication problems were reported at Dulles Town Center and Union Station.

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff continued to work with the host site facility to identify a back up location while renovations are completed.

Staff worked on the InfoExpress kiosk remote management system. Remote Management system was tested and partially implemented on selected sites. Staff is currently working on deploying the system onto all of the InfoExpress kiosks.

Staff continued to work on the Commuter Connections Application Migration Project. Systems requirements document was completed for the Commuter Connections Guaranteed Ride Home program application and Commuter Connections Ridematching software system. Staff is currently working with a consultant to 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. Staff is currently working on the System design document and database design document of the new web based software system.

Staff worked with the consultant to test the integration of Commuter Connections Ridematching system updates and the E-Communicator system updates.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator Software system updates were tested for functionality and quality assurance. Staff is currently working on final debugging of the system prior to implementation of the updates.

Products

- ▶ August monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Power problems were reported at Springfield Mall, Reston Town Center, and Manassas Mall.
- ▶ Communication problems were reported at Dulles Town Center.

Future Activities

- ▶ Update the integrated CCRS & GRH web-based system.
- ▶ Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

FOEXPRESS KIOSK USAGE RATES
Month: September 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Union Station	603	9214	Maps & Guides	423
			Weather	367
			Transit	294
			Commuter Connections	266
			Metro	197
Springfield Mall #1	410	5981	Springfield Mall	496
			Weather	257
			Maps & Guides	186
			Metro	172
			Commuter Connections	151
Manassas Mall	349	7239	Maps & Guides	379
			Weather	310
			Commuter News	286
			Manassas Mall	209
			Omni Ride	173
Springfield Mall #2	323	5389	Springfield Mall	317
			Maps & Guides	243
			Weather	194
			Metro	172
			Commuter Connections	110
Reston Town Center	278	6324	Reston Town Center	293
			Weather	257
			Maps & Guides	219
			Commuter Connections	199
			Traffic	134
La Promenade	190	4190	La Promenade Mall	236
			Weather	183
			Maps & Guides	167
			Transit	119
			Commuter Connections	83

Tysons Mall # 1	189	2750	Tysons Mall	173
			Maps & Guides	129
			Weather	114
			Metro	109
			Commuter Connections	84
Tysons Mall # 2	176	2294	Tysons Mall	163
			Weather	115
			Commuter Connections	94
			Maps & Guides	57
			Traffic	43
Pentagon City Mall	151	3926	Pentagon City Mall	257
			Maps & Guides	162
			Commuter Connections	133
			Weather	116
			Transit	71
Dulles Town Center	137	2661	Dulles Town Center	163
			Maps & Guides	152
			Commuter Connections	106
			Loudoun Transit	94
			Traffic	55
Fair Oaks Mall	100	2898	Fair Oaks Mall	209
			Weather	194
			Commuter Connections	118
			Maps & Guides	113
			CRIS	97
Ballston Common Mall	81	1743	Maps & Guides	117
			Weather	61
			Metro	53
			Commuter Connections	37
			Transit	26
USDA	6	193	Metro	19
			Transit	11
			Weather	11
			Maps & Guides	7
			Commuter Connections	5

Pentagon	3	37	Metro Transit Traffic Maps & Guides Commuter Connections	11 11 5 5 2
Reeves Center	N/A	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	0	0
George Mason Library	0	0
Chantilly	1	4
Kings Town	2	9
Mason Govt Center	3	19
Kings Park	1	9
Reston Library	2	5
Tysons Transit	3	7
Centreville	1	4
DolleyMadison	3	7
Inova	2	8
Pohick	0	0
John Marshall	3	7
Tysons Pimmit	2	4
Pennino	1	11
Govt. Center	2	17
Fairfax Library	3	15
Warranton	0	0

September 2004

**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
Reeves Center	0
Ballston	0
USDA	0
Manassas Mall	0
Dulles Town Center	0
Total	0

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6144
Month: September 2004 **FY05**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: October 29, 2004

Background Activities

Monthly synchronizations from four of the employer outreach jurisdictions were without any problems. The District of Columbia, Frederick County, Prince William County, Montgomery County, Tri-County Council and the City of Alexandria have not submitted their monthly reports and synchronizations as of the deadline for this report.

Staff supported outreach staff in resolving ACT! Database problems in data collection.

Staff continued to liaise with the Best Workplaces for Commuters group for the event on October 14th at Discovery Communications headquarters in Silver Spring.

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.

Products

September monthly sales activities

Problems Encountered

Six jurisdictions are still outstanding in submitting their monthly reports for July. Several jurisdictions have yet to submit their Scopes of Work for FY05 contract renewals.

Future Activities

- Customer Satisfaction Survey FY04 tabulation

Month: Septem 2004

	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	3	0	1	0	1	0	56	0	0	0	0
Employers Contacted (follow-up)	0	89	0	11	0	32	0	250	0	0	0	0
Total Broadcast Contacts	0	1701	0	0	0	0	0	210	0	0	0	0
Total Sales Meetings	0	3	0	2	0	5	0	18	0	0	0	0
Total Employers Contacted	0	1796	0	14	0	38	0	534	0	0	0	0
New Level 1 TDM Programs	0	1	0	2	0	1	0	2	0	0	0	0
New Level 2 TDM Programs	0	0	0	1	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	0	2	0	0	0	2	0	1	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 : 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)	4	20	0	3	0	12	15	66	0	0	0	0
Employers Contacted (follow-up)	12	405	1	34	0	41	600	749	0	0	0	0
Total Broadcast Contacts	20	3034	0	0	0	0	4773	845	0	0	0	0
Total Sales Meetings	2	5	1	3	0	12	64	22	0	0	0	0
Total Employers Contacted	38	3464	2	40	0	65	5452	1682	0	0	0	0
New Level 1 TDM Programs	0	7	0	3	0	2	6	3	0	0	0	0
New Level 2 TDM Programs	0	3	0	1	0	0	31	2	0	0	0	0
New Level 3 TDM Programs	0	7	0	2	0	3	6	2	0	0	0	0
New Level 4 TDM Programs	0	3	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.

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

EVEL 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:	September 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	October 29, 2004

Background Activities

During September, COG received 716 applications for the GRH program. A total of 636 new applicants were registered (623 new applicants and 13 previous "one-time exception" users) and 412 commuters were re-registered. The GRH program provided 233 GRH trips. Twenty-two (22) 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 32,786 commuters are currently registered for GRH.

The GRH software vendor provided another version of the GRH software on September 24th. COG staff tested the software and the problems that were found on earlier updates have been fixed.

COG staff met with representatives of VRE, on September 28, to discuss the current "VRE exception" guidelines, and invoicing.

The 2004 GRH Applicant report was finalized and distributed as of September 14, 2004. Work began on the 1st half of the fiscal year marketing campaign.

Products

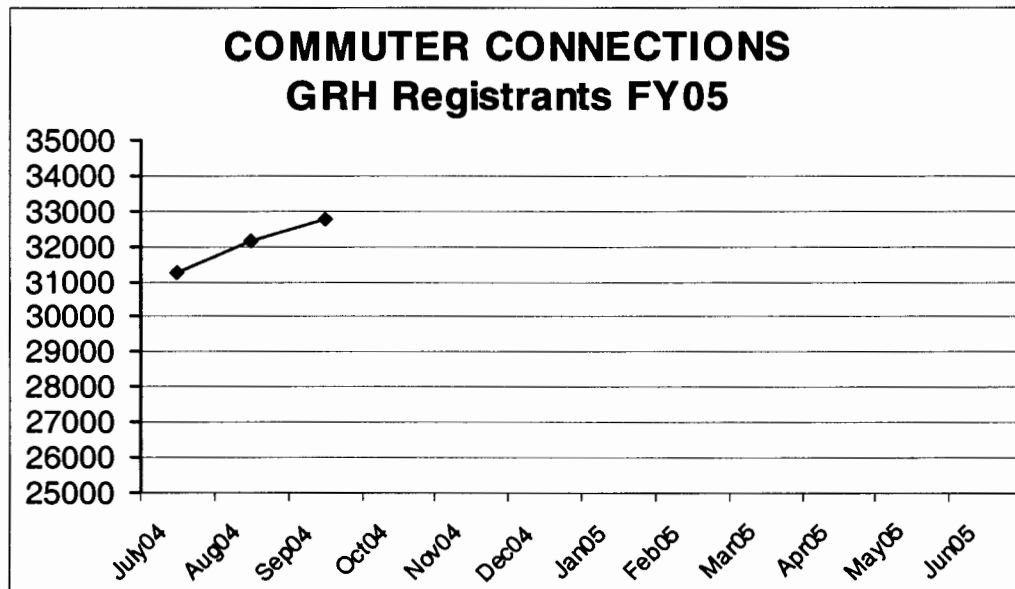
- Provided 233 GRH trips.
- Received 716 applications.
- Registered 623 new applicants, including 13 "one-time exceptions."
- Re-registered 388 commuters.
- Received 295 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management and maintenance.
- GRH server maintenance.
- Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
- August monthly performance report.

Problems Encountered

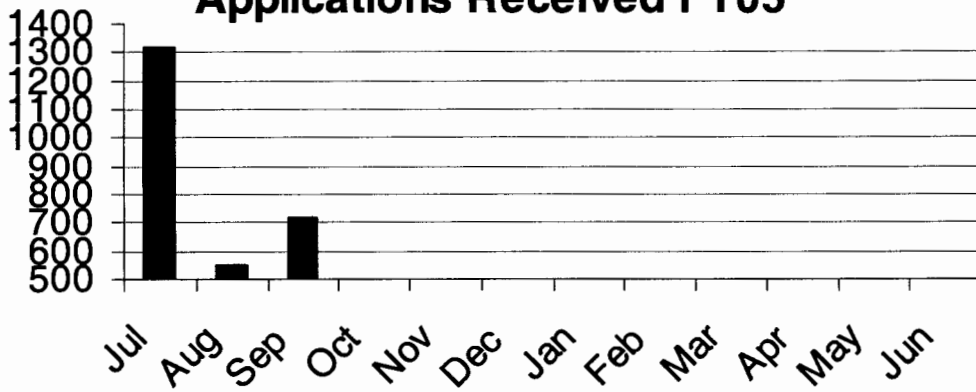
None.

Future Activities

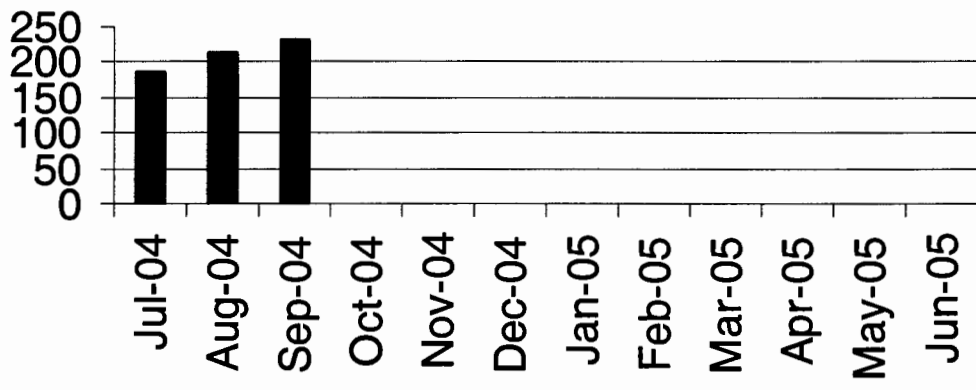
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute 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.
- GRH Ad-Hoc Group meeting on October 19th.



COMMUTER CONNECTIONS GRH Applications Received FY05

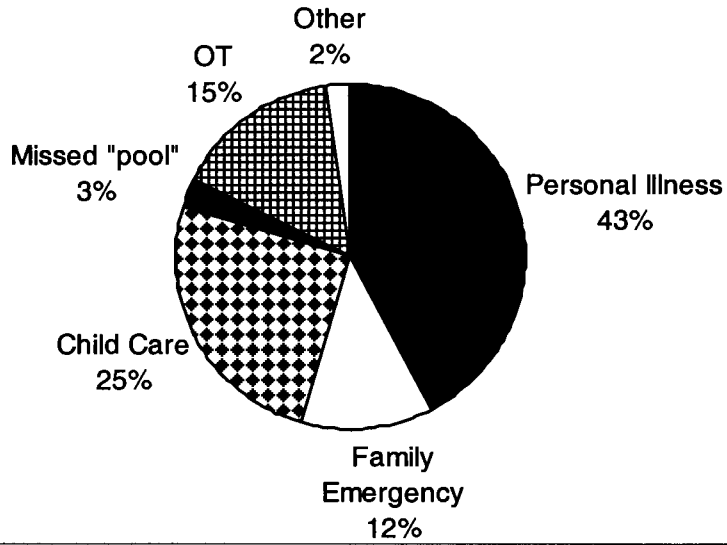


COMMUTER CONNECTIONS Trips Provided FY05



COMMUTER CONNECTIONS GRH

Trip Reasons for August 2004



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: September 2004 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: October 29, 04

Background Activities

Staff began preliminary preparations for the kick-off meeting for the Bike to Work Day 2005 Steering Committee.

Staff compiled the preliminary Bike to Work Day 2004 Report.

Products

No new products.

Problems Encountered

Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (Early October)
- Update current bike to work guide.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	September 2004	FY05
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	October 29, 2004	

Background Activities

- Coordinated with marketing workgroup to gain feedback on Commuter Connections Mass Marketing radio scripts. Feedback was incorporated, final script copy edited, voiceover talent selected, and new spots were produced. The spots are both informative and entertaining and take on a new approach in order to break through the air wave clutter. However they are still centered on market research from last year which identified "frustration" as the greatest reason people are willing to give up their cars and get out of traffic. Two newly produced 60-second radio spots began airing week of September 20th and 27th. The Mass Marketing Spots are entitled "Commuter Blues" and "Commuter Comedy Minute" and are primarily heard during morning drive times.
- Conference call on September 8th with advertising agency and marketing vendors to discuss media plan for FY05. In addition to radio, the campaign will include more internet advertising, sponsorships of radio traffic reports and exterior signage on commuter buses. FY05 media plan will be finalized, spots will be purchased and 10-30 second PSA's negotiated with radio stations. Total FY05 media budget for Mass Marketing is approximately \$430K.
- Prepared agenda, documents and logistics for October 5th Regional TDM Marketing meeting. This meeting will include a rotation of chair positions and will unveil the new Commuter Connections Mass Marketing radio spots.
- Keywords selected for internet sponsorships on Google and Overture network to drive traffic to the Commuter Connections web site.
- Commuter Connections Fall 2004 Newsletter first text draft reviewed and edited.
- Finalized Regional TDM Resource Guide and Strategic Marketing Plan

Products

- Commuter Connections new Mass Marketing radio spots

Problems Encountered

None

Future Activities

- Mass Marketing activity:
 - Radio airs into early October
 - Total traffic network sponsorship begins in late October
 - Internet advertising begins late October
- Creative development for new fall direct mailer
- Finalize Commuter Connections 2004 Fall newsletter
- Distribute 2004 Regional TDM Resource Guide and Strategic Marketing Plan. This annual guide serves as a resource for TDM products, research, and marketing activities conducted within the Washington metropolitan region. It outlines the strategies used to develop and implement ongoing campaigns in order to increase overall awareness of TDM products and services and their effectiveness toward the adoption and continued use of alternative transportation modes. This is a collaborative report with contributions from transit agencies and Transportation Management Associations, as well as local governments, state and Federal agencies.
- Regional TDM Marketing meeting October 5th. Meeting topics to include:
 - Rotation of chair positions
 - Commuter Connections new radio spots
 - Wilson Bridge new radio spots
 - WMATA marketing
 - REX express commuter bus