

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Commuter Operations Center 6131</b>
<b>Month:</b>	<b>September 2003 FY04</b>
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	October 27, 2003

---

### 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 did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of September 8, and 22. COG staff performed routine 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 – On September 3<sup>rd</sup>, the rideshare staff reported a problem entering data for an application. The problem was solved by closing the application and then opening it again.

Fairfax County – Rideshare staff reported problems with Log Follow Up function and alternative transportation portion on matchletters printing locally. The problem with the matchletters was due to the Generic Transfer performed on September 24. The Generic Transfer downloaded older data files, overwriting the recently installed file. The problem with the Log Follow Up may be a result of a corrupted file. The County will install a new computer for rideshare and the rideshare staff agreed to wait until the new computer is installed.

Montgomery County – The Rockville/Friendship Heights computer is OK. COG will be setting up the Countywide and Silver Spring computers to auto upload and download to the new FTP site. Currently, the Silver Spring computer auto uploads to this site. The Countywide computer auto uploads to the regular FTP site. COG staff talked county staff through doing a manual FTP download on the Countywide and Silver Spring computers so, they will have an up-to-date database.

North Bethesda TMD – Rideshare staff inadvertently corrupted the CCRS program file. COG e-mailed a good copy of the file and the problem was fixed.

Northern Shenandoah Valley Regional Commission – Site visit on August 21 to update CCRS data and program files. They are no longer having problems with their modem and have performed successful uploads and downloads.

Northern Neck Planning District – COG checked to verify that the new records entered by Northern Neck are in the master database, and everything checked out okay.

PRTC – COG staff made a site visit to fix a problem with the FTP download and updated the CCRS data and program files.

RADCO – RADCO staff reported that their manual FTP upload and download did not work one day. When COG staff followed up on this, RADCO staff reported everything was okay.

TransIT Services of Frederick County – COG staff made a site visit on September 24<sup>th</sup> and updated CCRS data files. COG staff revised the local matchletter text (changed the phone number for TransIT and added “Member of Commuter Connections), per TransIT staff’s request.

COG staff presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site, at an employee information fair held at the Potomac Yards shopping center in Alexandria, on September 12<sup>th</sup>.

The Commuter Operations Center Subcommittee met on September 23<sup>rd</sup>. Ms. Shauna Brown became the new committee chairperson and Nichole Huntington became the new vice-chair. Mr. Gary Sightler was presented with a plaque from COG, in appreciation and thanks for serving as chairperson. Items discussed included a status of each client’s rideshare computer problems and concerns, an update on the e-Communicator and CCRS system improvements, upcoming fairs and promotions, and a discussion on the Commuter Connections membership fee structure.

COG staff attended the Association for Commuter Transportation International Conference, September 14 through 17. Staff served as panel participants in a Telework Council panel discussion of telework assistance programs and in a TDM marketing session. Staff also served as participants in the ACT Board meetings and Strategic Planning sessions, Public Policy Council, and the Chesapeake Chapter meetings.

Staff attended a State Technical Work Group meetings on September 2<sup>nd</sup> and September 30<sup>th</sup> to discuss the status of the FY04 CCWP state funding commitments. A meeting was held with Department of Environmental Program staff on September 3<sup>rd</sup> to exchange information on Clean Air Partners and Commuter Connections.

## **Products**

September monthly performance report.  
FY03 Progress Report

## **Problems Encountered**

The monitor for the CCRS server went down on September 25<sup>h</sup>. COG has contacted IBM to provide service under the maintenance contract. The modem connections experienced a problem on September 27<sup>th</sup>. Clients that use modem connections cannot upload or download. The monitor on the CCRS server must be fixed before COG staff can fix the problem with the modems. COG sent an e-mail to all clients alerting them to the problems with the modems. Clients using FTP to upload and download are not having any problems.

Funding commitments from MDOT and VDOT were pending for the FY04 CCWP.

### **Future Activities**

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute annual membership invoices.
- The next meeting of the Commuter Operations Center Subcommittee is November 18, 2003.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Begin work on the FY05 Commuter Connections Work Program
- Begin work on the regional TDM Evaluation project.

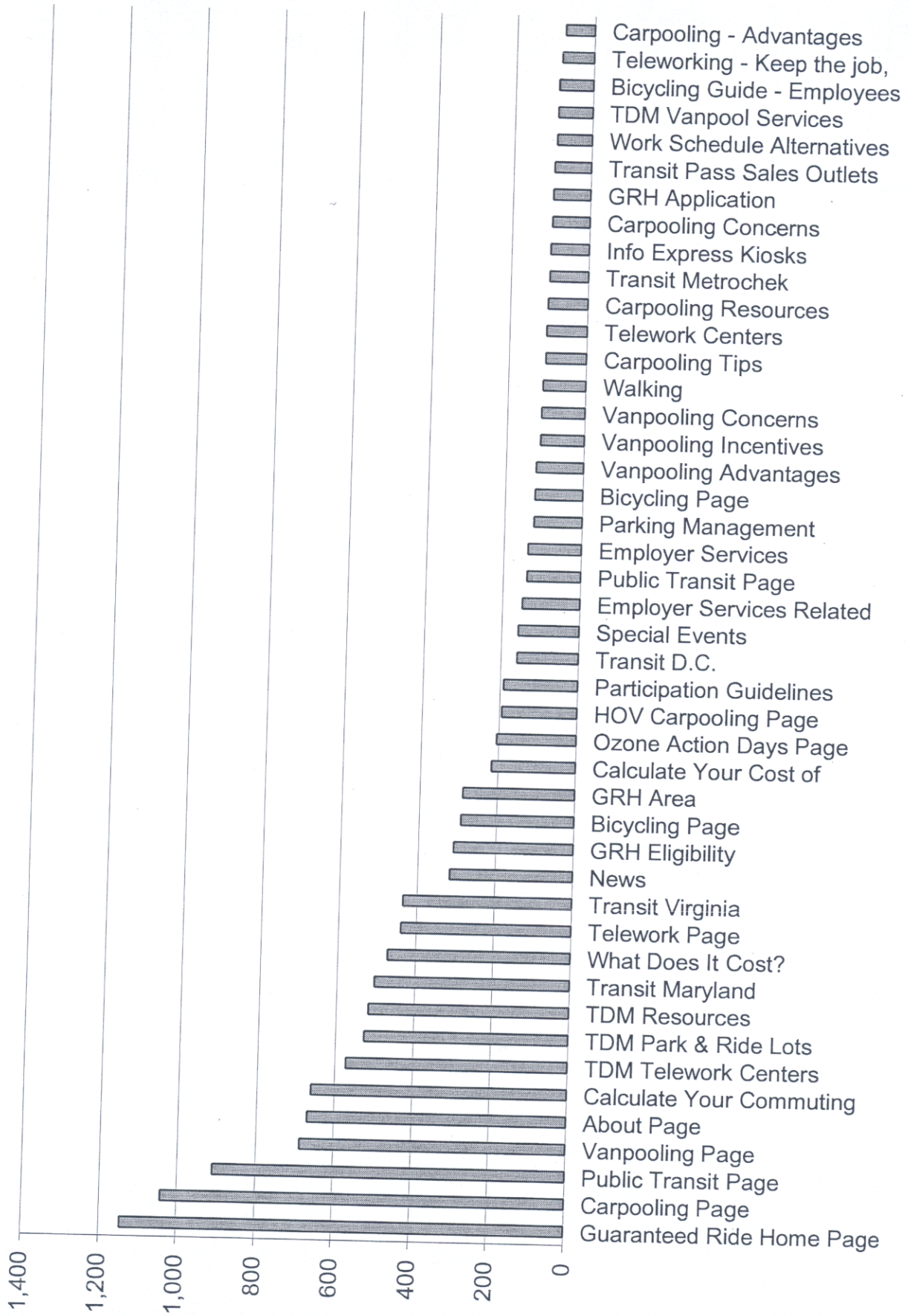
## Commuter Connections Website Activity -- September 2003

<u>Accesses</u>	
Total Accesses of MWCOG Web Site Pages	2,089,633
Total Accesses of Commuter Connections Home Page	6,291
 <i>Breakdown of BDY Sub-page accesses</i>	
<u>Accesses</u>	<u>% of Total</u>
Guaranteed Ride Home Page	1,146
Carpooling Page	1,042
Public Transit Page	911
Vanpooling Page	687
About Page	669
Calculate Your Commuting Cost	660
TDM Telework Centers	572
TDM Park & Ride Lots	526
TDM Resources	517
Transit Maryland	503
What Does It Cost?	472
Telework Page	440
Transit Virginia	436
News	317
GRH Eligibility	309
Bicycling Page	292
GRH Area	289
Calculate Your Cost of Commuting	217
Ozone Action Days Page	205
HOV Carpooling Page	194
Participation Guidelines	191
Transit D.C.	158
Special Events	157
Employer Services Related Links	148
Public Transit Page	138
Employer Services	137
Parking Management	123
Bicycling Page	122
Vanpooling Advantages	121
Vanpooling Incentives	112
Vanpooling Concerns	111

**Commuter Connections Website Activity -- September 2003**

Walking	109	0.82%
Carpooling Tips	104	0.79%
Telework Centers	103	0.78%
Carpooling Resources	101	0.76%
Transit Metrochek	99	0.75%
Info Express Kiosks	98	0.74%
Carpooling Concerns	96	0.73%
GRH Application	95	0.72%
Transit Pass Sales Outlets	94	0.71%
Work Schedule Alternatives	89	0.67%
TDM Vanpool Services	88	0.66%
Bicycling Guide - Employees	87	0.66%
Teleworking - Keep the job, Lose the Commute	81	0.61%
Carpooling - Advantages	74	0.56%
<b>Total</b>	<b>13,240</b>	<b>100.00%</b>

Commuter Connections Website Activity -- September 2003



<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
<b>Month of SEPTEMBER 2003</b>

Commuter Connections Activity	This Month	Last Month	Since July 2003
<b>Total applicants/info provided:</b>	1,697	1,994	5,583
Rideshare applicants	1,628	1,830	5,245
Matchlists sent	1,643	426	2,716
Transit applicants/info sent	55	115	253
GRH applicants	637	510	1,626
Telework info requests	1	1	2
<b>Kiosk users</b>	3,184	3,312	8,248
Kiosk applicants	1	0	2
<b>Internet users</b>	6,291	5,425	17,778
Internet applicants	1,352	1,117	3,324
<b>New employer clients</b>	35	39	106
Employee applicants	44	337	447

Program Impact Performance Measure	This Month	Last Month	Since July 2003
<b>Continued placements</b>	475	558	1,563
<b>Temporary/one-time placements</b>	300	353	988
<b>Daily vehicle trips reduced</b>	283	332	931
<b>Daily VMT reduced</b>	9,666	11,358	31,800
<b>Daily tons NOx reduced</b>	0.0137	0.0161	0.0450
<b>Daily tons VOC reduced</b>	0.0064	0.0076	0.0212
<b>Daily gallons of gas saved</b>	447	526	1,472
<b>Daily commuter costs saved</b>	\$1,861	\$2,186	\$6,122

**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 OPERATIONS CENTER**

## **PERFORMANCE DATA**

**SEPTEMBER 2003**



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





**TABLE 2**

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
SEPTEMBER 2003**

	<b>New Apps</b>	<b>Re-Apps</b>	<b>Follow Up</b>	<b>Total</b>
ALEXANDRIA	11	1	3	15
ARLINGTON (COG)	0	0	0	0
ARTMA	5	0	1	6
BALTIMORE CITY	4	0	0	4
BMC	0	0	0	0
COG - MD	191	0	2	193
COG - VA	302	0	12	314
COG - Other	8	0	0	8
DISTRICT OF COLUMBIA	22	0	1	23
DOD	0	0	0	0
FAIRFAX COUNTY	135	55	39	229
FREDERICK	14	10	4	28
HARFORD	6	0	1	7
HOWARD	45	0	6	51
LINK	5	0	2	7
LOUDOUN	43	1	1	45
MTA	2	0	0	2
MONTGOMERY COUNTY	157	5	446	608
Bethesda Transportation Solutions	51	0	64	115
Countywide	93	1	276	370
Friendship Heights/Rockville	9	4	0	13
North Bethesda TMD	4	0	106	110
Silver Spring	0	0	0	0
NIH	27	5	1	33
NORTHERN NECK	3	0	0	3
NORTHERN SHENANDOAH	5	0	1	6
PRINCE GEORGE'S	3	0	2	5
PRTC	141	4	88	233
RADCO	169	185	0	354
RAPPAHANNOCK-RAPIDAN	41	1	0	42
TRI - COUNTY	22	0	2	24
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,361</b>	<b>267</b>	<b>612</b>	<b>2,240</b>

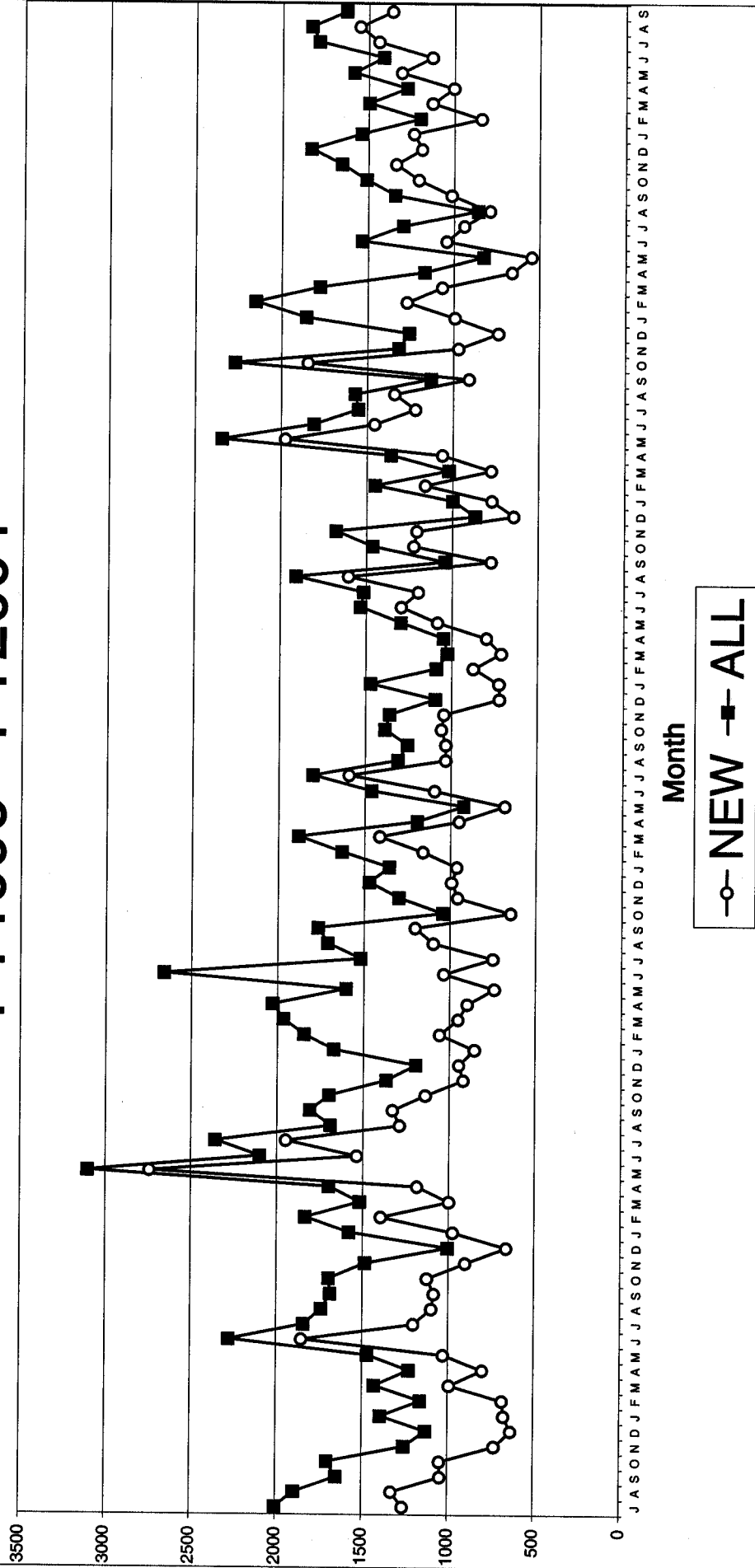
**TOTAL NEW & RE-APPLICANTS**

**1,628**

# COMMUTER CONNECTIONS CCRS

## Applications Processed

FY1996 - FY2004



Month  
—○— NEW —■— ALL

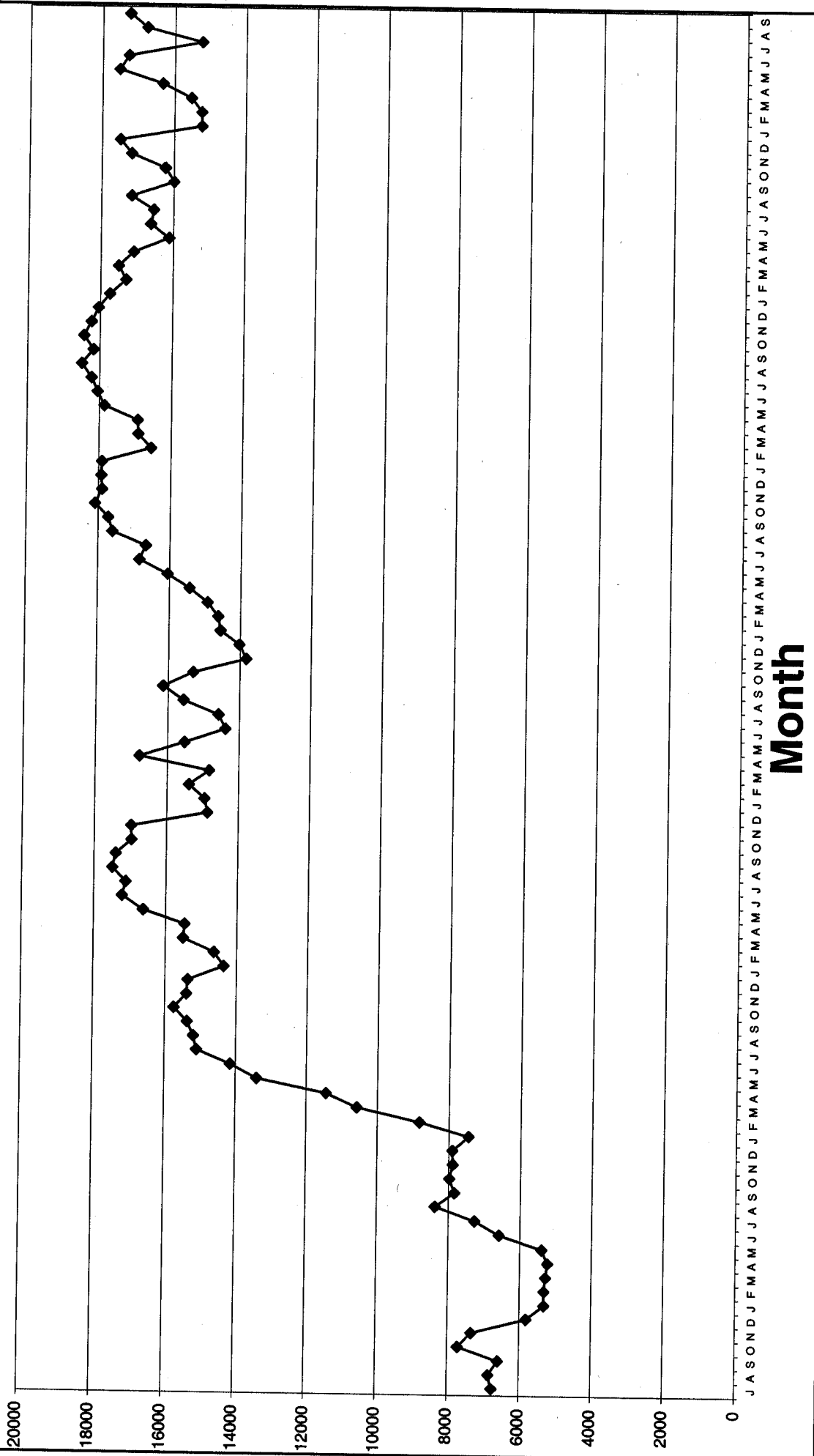
**TABLE 3****COMMUTER CONNECTIONS  
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
SEPTEMBER 2003**

---

ALEXANDRIA	156
ARLINGTON (COG)	126
ARTMA	251
BALTIMORE CITY	15
BMC	130
COG	1,628
DISTRICT OF COLUMBIA	201
DOD	0
DOE	1
FAIRFAX COUNTY	1,607
FREDERICK	434
HARFORD COUNTY	126
HOWARD COUNTY	443
LINK/RESTON	34
LOUDOUN COUNTY	494
MONTGOMERY COUNTY	6,361
Bethesda Transportation Solutions	1,583
Countywide	1,068
Friendship Heights/Rockville	478
North Bethesda Transportation Ctr	2,170
Silver Spring	1,062
MTA	41
NIH	156
NORTHERN NECK	39
NORTHERN SHENANDOAH VALLEY	149
PRINCE GEORGE'S COUNTY	546
PRTC	1,370
RADCO	2,251
RAPPAHANNOCK-RAPIDAN	257
TRI - COUNTY	420
OTHER	
<b>TOTAL</b>	<b>17,236</b>

---

# COMMUTER CONNECTIONS CCERS DATABASE FY1996 - FY2004



**TABLE 4A**

**COMMUTER CONNECTIONS RIDESHARE DATABASE  
SORTED BY HOME AND WORK JURISDICTIONS  
SEPTEMBER 2003**

	HOME	WORK
ALEXANDRIA	249	434
ANNE ARUNDEL COUNTY	505	49
ARLINGTON COUNTY	252	2,003
BALTIMORE CITY	110	102
BALTIMORE COUNTY	230	77
CALVERT COUNTY	154	1
CARROLL COUNTY	76	0
CECIL COUNTY	13	5
CHARLES COUNTY	303	14
CLARKE COUNTY	13	0
CULPEPER COUNTY	52	0
DISTRICT OF COLUMBIA	647	6,422
FAIRFAX COUNTY *	1,907	1,117
FAUQUIER COUNTY	178	0
FREDERICK COUNTY, MD	847	38
FREDERICK COUNTY, VA	20	0
FREDERICKSBURG	162	7
HARFORD COUNTY	127	73
HOWARD COUNTY	697	55
KING GEORGE COUNTY	42	24
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	558	114
MADISON COUNTY	2	0
MONTGOMERY COUNTY	3,876	6,307
ORANGE COUNTY	0	0
PAGE COUNTY	3	0
PRINCE GEORGE'S COUNTY	1,473	305
PRINCE WILLIAM COUNTY **	1,736	64
RAPPAHANNOCK COUNTY	7	0
RICHMOND COUNTY	15	0
SHENANDOAH COUNTY	19	0
SPOTSYLVANIA COUNTY	908	6
STAFFORD COUNTY	1,274	6
ST. MARY'S COUNTY	71	13
WARREN COUNTY	74	0
WESTMORELAND COUNTY	24	0
WINCHESTER	38	0
OTHERS	574	0
<b>TOTAL</b>	<b>17,236</b>	<b>17,236</b>

\* Fairfax County includes City of Fairfax and Falls Church.

**TABLE 5  
TERM/COMMUTE INFORMATION  
SEPTEMBER 2003**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	19	N/A	N/A	N/A	6	N/A	
Internet	N/A	617	N/A	N/A	N/A	735	N/A	
Kiosks	N/A	1	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	6	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	1	N/A	
<b>TOTAL</b>	N/A	637	N/A	N/A	N/A	750	N/A	
<b>PHONE CALLS</b>								
Brochure/Promo Materials		2		4		10		16
Bus/Train Schedule		10		4		3		17
Bus/Train Sign				1				1
Direct Mail								0
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office		1		2		3		6
Highway Sign				10		14	3	27
Information (411)							1	1
Internet		13		5		31	1	50
Library								0
Mobile Billboard								0
Newsletter		1	1				2	4
Newspaper		1						1
Newspaper (Local)								0
Other Ridesharing Org		1		1		3		5
Park-and-Ride Lot Sign				5		2		7
Post Card (COG)								0
Presentation								0
Radio		4		2		17		23
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		4		1		6
Theatre Slide		1						1
TV						5		5
Van Sign						3		3
Was/Is Applicant		117				35		152
White Pages		1				2		3
Word of Mouth		23		10		44	3	80
Yellow Pages - Verizon				1		8	1	10
Yellow Pages - Yellow Book						3		3
Yellow Pages - Local				3			2	5
Voice Mail Messages		15						15
Other		2		3		5		10
<b>TOTAL CALLS</b>	0	193	1	55	0	189	13	451

**TABLE 6  
CALLS RECEIVED AT CLIENT PROGRAMS  
SEPTEMBER 2003**

	T O	A R L	A R M A	A B T H	B B C D	D D O D	F F X E	F R E D	H A R	H O W	L I N K	L F F X	L M C	M T A	N I H	N E C K	P R T C	R A D C O	R A P S	T A P	T R I	T R A N S	T O T A L	
	C T C N	A O L G L Y	N/A	N/A	3	2	13	6	1	2	1	2	5	5	7	10	20	4	**	**	7	24	115	
How they heard...																								
Brochure/Promo Matrix	16	13					1	1	7			7	25				2					2	58	
Bus/Train Schedule	17	14										113	21			78						1	227	
Bus/Train Sign	1	1					1					2	5										9	
Direct Mail													12										13	
Employer							1	1	1			10											13	
Employer Survey							2		2				3										5	
Fair/On Site Event																							2	
Government Office	6	4											1										5	
GRH Program												3	5				1						9	
Highway Sign	27	12					1		9													7	35	
Information (411)	1						2	2	19			1										2	24	
Internet	50	31	1				2		4			19	2					24				2	85	
Library												1											7	
Mobile Billboard																							0	
Newsletter	4	4																					4	
Newspaper	1	1										17											18	
Newspaper (Local)																							0	
Other Ridesharing Org	5	4					3	1	12			53	2									2	77	
Park-and-Ride Sign	7	5																					5	
Post Card (COG)																							1	
Presentation																							1	
Radio	23	17					1	1														1	20	
Real Estate/Welcomer												1											1	
Referral from Transit Org	6	4					2					16										1	23	
Theatre Slide	1	1	1																				2	
TV	5	3																					3	
Van Sign	3																						0	
Was/is Applicant	152	135					42	4	4				18									14	988	
White Pages	3	2					1																8	
Word of Mouth	80	61					1	1	8			43	23									3	144	
Yellow Pgs-Verizon	10	4					2															2	9	
Yellow Pgs-Yellow Book	3																						0	
Yellow Pages-Local	5	2	10									6											2	21
Voice Mail Messages	15	15					43					15	37										113	
Other	10	5					29	8	14			15											1598	
<b>Total</b>	<b>451</b>	<b>338</b>	<b>16</b>	<b>N/A</b>	<b>0</b>	<b>0</b>	<b>128</b>	<b>23</b>	<b>0</b>	<b>80</b>	<b>0</b>	<b>321</b>	<b>155</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2031</b>	<b>354</b>	<b>58</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>3528</b>	

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 6B  
APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
SEPTEMBER 2003**

	COG	ALX	ARTMA	BALTH	BMC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MCM	MTA	NH	NECK	NSHEN	PGC	PRTC	RADC	RAP	SS	TAP	TRI	TOTAL
How they heard...																										
Brochure/Promo Matrix	60						1	1			3										2	2				69
Bus/Train Schedule	49																									49
Bus/Train Sign	22							1												8						31
Direct Mail	2																									2
Employer	45							1					1													47
Employer Survey								2						3												5
Fair/On Site Event														2												2
Government Office	17								14												2					33
GRH Program		1					59	6			12		12							78	71					239
Highway Sign	20							1													8	5				34
Information (411)	1																									1
Internet	85	8					3	5		1		23	2							43	43	24				237
Library	2																									2
Mobile Billboard	1																									1
Newsletter	9																									9
Newspaper	6																									6
Newspaper (Local)	1								1																	2
Other Ridesharing Org	10						3	3		10										3		1				30
Park-and-Ride Sign																										0
Post Card (COG)	1																									1
Presentation									1																	1
Radio	88							1													1					90
Real Estate/Welcomew																										0
Referral from Transit Org							55	2																		57
Theatre Slide																										0
TV	13																									13
Van Sign	4																									4
Was/Is Applicant	15	1					6	7		6			2							92		5				134
White Pages	1																									1
Word of Mouth	76	1					1	2												9	36	3				128
Yellow Pgs-Verizon							2															2				4
Yellow Pgs-Yellow Bk																										0
Yellow Pages-Local									1												2					3
Voice Mail Messages																										0
Other	57							2			19		8								4					90
<b>Total</b>	<b>585</b>	<b>11</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>135</b>	<b>46</b>	<b>0</b>	<b>51</b>	<b>0</b>	<b>44</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>233</b>	<b>169</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1325</b>



## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Metropolitan Washington Telework Resource Center 6132  
**Month:** September 2003 FY04  
**Staff Contact:** Danette Campbell  
**Edited By:** Nicholas Ramfos  
**Today's Date:** October 24, 2003

---

### Background Activities

Major activities in September included:

- Attending International Telework Association's annual conference and moderating a roundtable discussion about regional telework incentive programs
- Attending and presenting at the Association for Commuter Transportation's annual conference in Salt Lake City, Utah
- Attending the September Commuter Connections subcommittee meeting
- Preparing agenda and coordinating meeting logistics with GSA, OPM, COG and the Telecommuting Advantage Group to address specifics of the Expanded Telework TERM
- Implementing the Expanded Telework TERM database validation by placing 90 calls to large employers verifying contact info and explaining program goals.
- Participating in Department of Environmental Programs meeting and providing an update of Telework Resource Center activities
- Meeting with Maryland Department of Transportation and Baltimore Metropolitan Council to address modifications to the Telework Partnership with Employers program
- Responding to inquiries regarding the October MATAC Program meeting: "Telework Incentives and Initiatives in the Washington Metropolitan Region"
- Making all logistical arrangements for the October MATAC program at COG
- Coordinating with Alexandria Employer Outreach personnel to develop logistics for November Telework luncheon

### Products

- Mailed 4 Telework Resource Center kits
- ITAC roundtable presentation
- ACT International conference presentation and PowerPoint
- PowerPoint presentation on Telework Initiatives for Federal Real Property Managers Conference
- MATAC meeting presentation
- Expanded Telework TERM database for program consultant
- Telework center utilization currently at 62%
- Telecommuting Ad-Hoc meeting notes and agenda
- Responded to/placed 43 calls regarding the Telework Resource Center

- Prepared summary of sessions attended at the Association for Commuter Transportation Conference in Salt Lake City

### **Problems Encountered**

- None at this time

### **Future Activities**

- MATAC Program Meeting at COG: October 2003
- Telecommuting Ad-Hoc Meeting at COG
- FRPA Conference Presentation at the Army-Navy Country Club: October 2003
- Greater Washington Business Summit and Expo
- Board of Trade Meeting to discuss Expanded Telework TERM
- Meeting with Worklife Performance to finalize logistics of syllabi, dates, and rooms for 2004 Employer Seminars
- Telework Centers 10<sup>th</sup> Anniversary Celebration at the Hagerstown Telework Center
- Presentation to Human Resource Consortium
- TPE Meeting with United Educators
- TPE Meeting with Census
- Telework Virginia Meeting presentation at American Management Systems
- Alexandria Luncheon for Employers: November 2003
- MATAC Awards Luncheon: November 2003
- Alexandria Luncheon for Employers: November 2003
- MATAC Awards Luncheon: November 2003
- Finalize and release 2003 Employer Telework Seminars Report

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT**      **Integrated Ridesharing 6133**  
**Month:**                      **September 2003**                      **FY04**  
**Staff Contact:**              Owais Rafique  
**Edited By:**                      Nicholas Ramfos  
**Today's Date:**                October 24, 2003

---

### Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Communication problems were reported at Springfield Mall and Fair Oaks Mall.

The kiosk system was replaced at Springfield Mall and system monitors were replaced at Tysons Corner Center and Springfield Mall. InfoExpress kiosk system information was updated at all locations.

Staff continued to work on the Park & Ride mapping functionality. New features include Zoom to a Geographic Area, updates to Layer and Legend frames and updates to spatial layer display and attributes. Routine maintenance was performed on the ArcIMS Web Server running the park & ride functionality.

The Commuter Connections Ridesharing software system was updated. Updates included client side programming, including fixing the Batch Print function and Telework Information pop-up box. Routine maintenance was performed on the FTP server.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Staff is currently finalizing the new designs and developing software modules for these specific locations.

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.

Staff attended an ArcView user s group meeting on September 26th.

### Products

August monthly usage statistics for InfoExpress kiosks.

### Problems Encountered

InfoExpressInfoExpress kiosk system was replaced at SprinInfoExpress kiosk system was replaced replaced at Tysons Corner Center and Springfield Mall.

Communication problems were resolved at Fair Oaks Mall.  
Wal-Mart kiosk was removed by Wal-Mart Corporate offices.

### **Future Activities**

Deploy 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 Commutersites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

Locate a new facility for the Wal-Mart kiosk in Prince William County.

**INFOEXPRESS KIOSK USAGE RATES**

Month: September 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall # 2	638	9654	Springfield Mall	341
			Commuter Connections	229
			Maps & Guides	195
			Weather	180
			Traffic	127
Springfield Mall # 1	570	8042	Springfield Mall	295
			Commuter Connections	191
			Maps & Guides	165
			Traffic	153
			Weather	94
Tysons Mall #1	555	7578	Tysons Mall	400
			Commuter Connections	386
			Maps & Guides	295
			VRE	187
			Weather	158
La Promenade	470	6347	La Promenade	532
			Commuter Connections	371
			Maps & Guides	221
			Metro	167
			Weather	143
Fair Oaks Mall	267	3287	Weather	204
			Fair Oaks Mall	183
			Maps & Guides	97
			Commuter Connections	65
			Traffic	49
Reston Town Center	230	3187	Reston Town Center	197
			Commuter Connections	134
			Weather	95
			Maps & Guides	81
			Metro	73

Tysons Mall #2	160	2341	Tysons Mall	246
			Commuter Connections	184
			Weather	163
			Transit	126
			Maps & Guides	91
Union Station	120	3478	Weather	173
			Metro	155
			Commuter Connections	129
			Maps & Guides	83
			Transit	71
Ballston Common Mall	81	1847	Weather	121
			Commuter Connections	91
			Maps & Guides	61
			Transit	43
			Metro	29
USDA	35	474	Weather	57
			Metro	35
			Commuter Connections	24
			Metro	17
			Transit	9
Reeves Center	15	278	Weather	18
			Commuter Connections	11
			Transit	8
			Maps & Guides	8
			Metro	7
Pentagon	7	540	Metro	43
			Maps & Guides	38
			Commuter Connections	14
			Weather	11
			Transit	6
Wal - Mart	N/A	N/A	N/A	N/A

**Fairfax County Kiosks**

<b>Location</b>	<b>Users</b>	<b>Hits</b>
Sherwood Library	3	18
George Mason Library	4	27
Chantilly	0	0
Kings Town	2	11
Mason Govt Center	1	8
Kings Park	3	9
Reston Library	2	18
Tysons Transit	0	0
Centreville	1	7
DolleyMadison	3	18
Inova	6	19
Pohick	2	14
John Marshall	1	5
Tysons Pimmit	5	29
Pennino	0	0
Govt. Center	1	5
Fairfax Library	2	7
Warranton	0	0

September 2003

**NUMBER OF APPLICATIONS RECEIVED  
FROM KIOSKS**

<b>Site</b>	<b>Total</b>
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	1
Reeves Center	0
Ballston	0
USDA	0
<b>Total</b>	<b>1</b>



## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6134  
**Month:** September 2003                      **FY04**  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** October 27, 2003

---

### Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were received from the jurisdictions without any problems. Staff completed tabulation of the Customer Service Satisfaction Survey for FY03. The draft report was presented to the Employer Outreach Ad Hoc Group Meeting on September 23, 2003.

Staff completed the 4<sup>th</sup> quarter conformity verification statement for FY03. Staff presented the results to the Employer Outreach Ad Hoc Group Meeting on September 23, 2003. Half of the jurisdictions have reached their individual goals for conformity numbers.

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

Staff initiated and helped coordinate the third installment of the Federal ETC training sessions in partnership with the National Capitol Planning Commission, the General Services Administration, US DOT, WMATA, Washington Area Bicyclist Association, and DC DOT.

### Products

August monthly sales activities  
FY03 Conformity Statement  
Employer Satisfaction Survey FY2003 Draft Report

### Problems Encountered

Arlington County has not submitted their FY04 Budget worksheet for the FY04 Scope of Work  
Arlington County has not submitted their July, August, and September monthly reports.  
DC, Frederick County, and Prince William County have not submitted their July monthly reports. Arlington County has not submitted their synchronizations.

### Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process
- Continue maintenance of regional employer database
- FY03 Employer Customer Satisfaction Survey final report to be presented in November
- Present Bike to Work 2003 Draft report to Commuter Connections Subcommittee

Month: September  
2003

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles *	Metro	Telework
Employers Contacted (new)	1	0	3	4	0	0	25	2	0	0	0	4
Employers Contacted (follow-up)	4	0	2	3	0	3	240	274	3	0	0	43
Total Broadcast Contacts	0	0	0	0	0	0	1955	0	0	0	0	3
Total Sales Meetings	1	0	0	2	0	1	47	14	0	0	0	2
Total Employers Contacted	6	0	5	9	0	4	2267	290	3	0	0	52
New Level 1 TDM Programs	0	0	3	2	0	0	26	2	1	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	11	3	0	0	0	0
New Level 3 TDM Programs	1	0	0	3	0	0	11	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	1	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 FY03

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	9	0	14	7	0	0	54	22	0	7	0	22
Employers Contacted (follow-up)	11	0	5	8	0	7	854	1068	3	3	0	273
Total Broadcast Contacts	23	0	0	0	0	0	6050	111	0	2025	0	61
Total Sales Meetings	4	0	1	3	0	2	155	43	0	7	0	8
Total Employers Contacted	47	0	20	18	0	9	7113	1244	3	2042	0	364
New Level 1 TDM Programs	0	0	14	2	0	0	54	28	0	7	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	24	4	0	0	0	0
New Level 3 TDM Programs	2	0	0	4	0	0	15	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 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

<b>PROJECT ELEMENT</b>	<b>Guaranteed Ride Home 6135</b>	
<b>Month:</b>	<b>September 2003</b>	<b>FY04</b>
<b>Staff Contact:</b>	C. Arabia	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	October 28, 2003	

---

### Background Activities

During September, COG received 637 applications for the GRH program. A total of 464 new applicants were registered (353 new applicants and 11 previous "one-time exception" users) and 377 commuters were re-registered. The GRH program provided 194 GRH trips. Twenty-seven (27) 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 or illness. A total of 27,725 commuters are currently registered for GRH.

Staff from COG and COG's operations contractor, Diamond Transportation Services, Inc. met on September 10<sup>th</sup> to discuss customer service issues, review re-registration procedures, staffing and telephone system, and GRH trip approval procedures. Diamond staff made telephone calls to commuters whose GRH registration is expiring to re-register commuters. COG also performed routine GRH server and database maintenance and backups.

Staff began work on the production of marketing and advertising materials for the fall time period. A series of radio advertisements and direct mail as well as diorama's for Metro were developed for review.

### Products

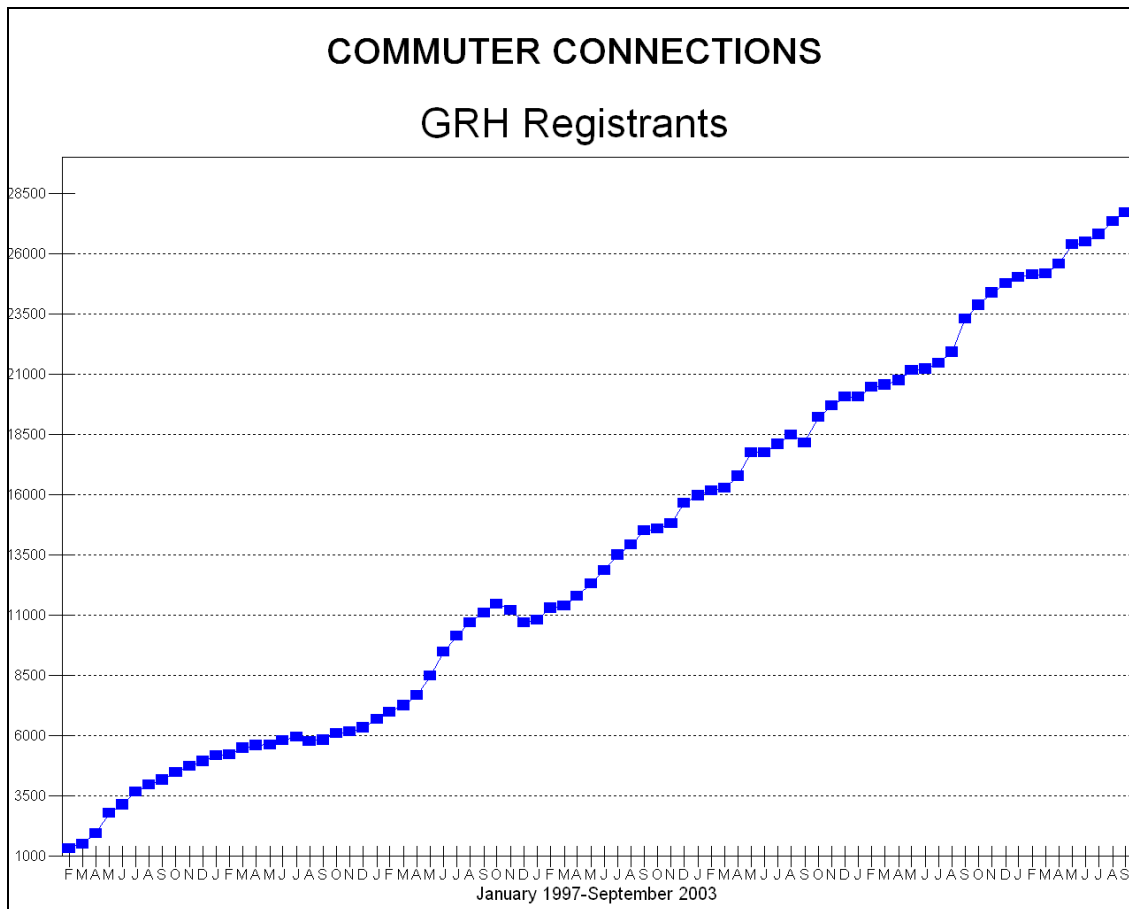
- Provided 194 GRH trips.
- Received 637 applications.
- Registered 464 new applicants, including 11 "one-time exceptions."
- Re-registered 377 commuters.
- Received 193 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management.
- September monthly performance report.

### Problems Encountered

None.

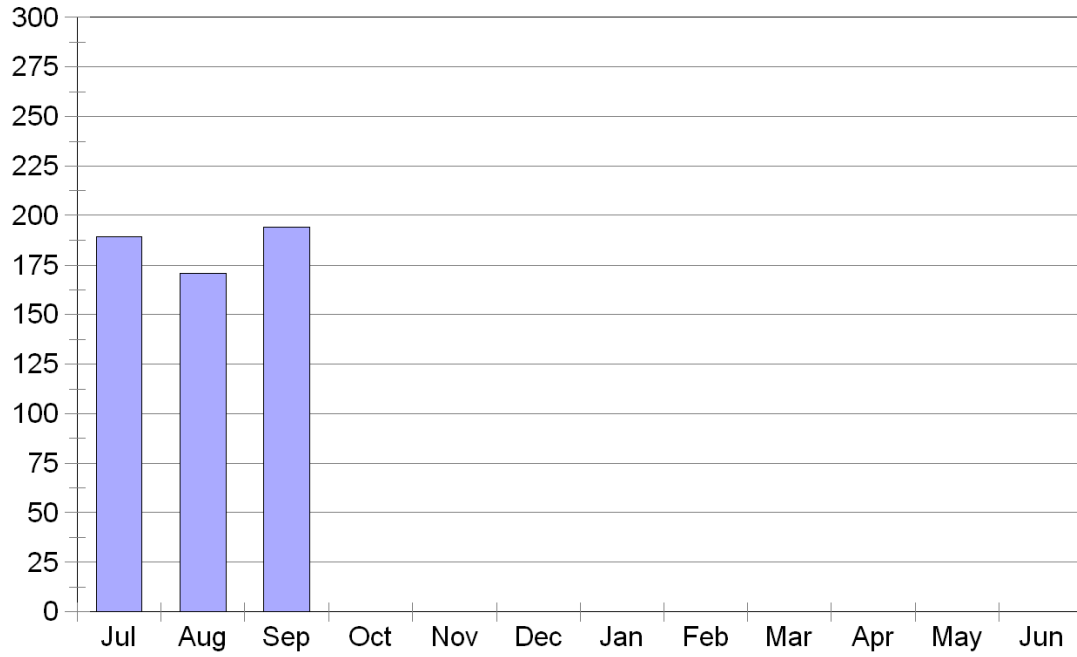
### Future Activities

- 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.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate Fall Regional TDM Marketing Campaign to promote GRH.
- GRH Ad-Hoc Group meeting on October 21.



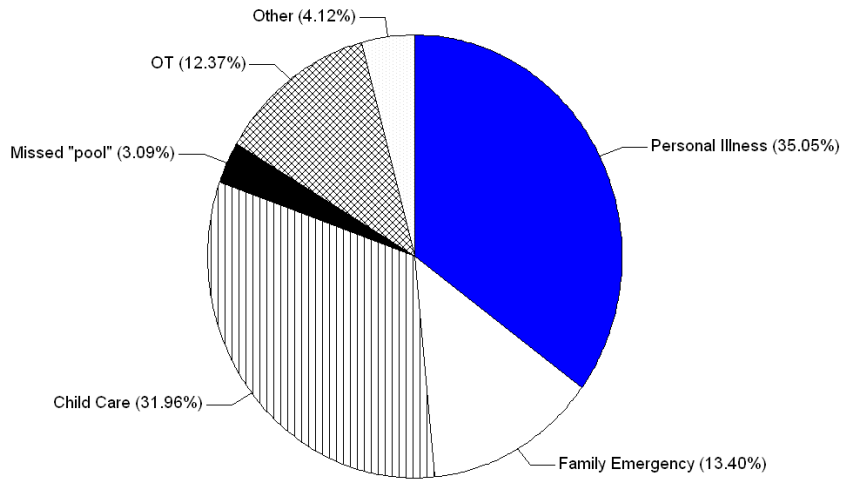
# COMMUTER CONNECTIONS

FY04 Trips Provided-554 - September



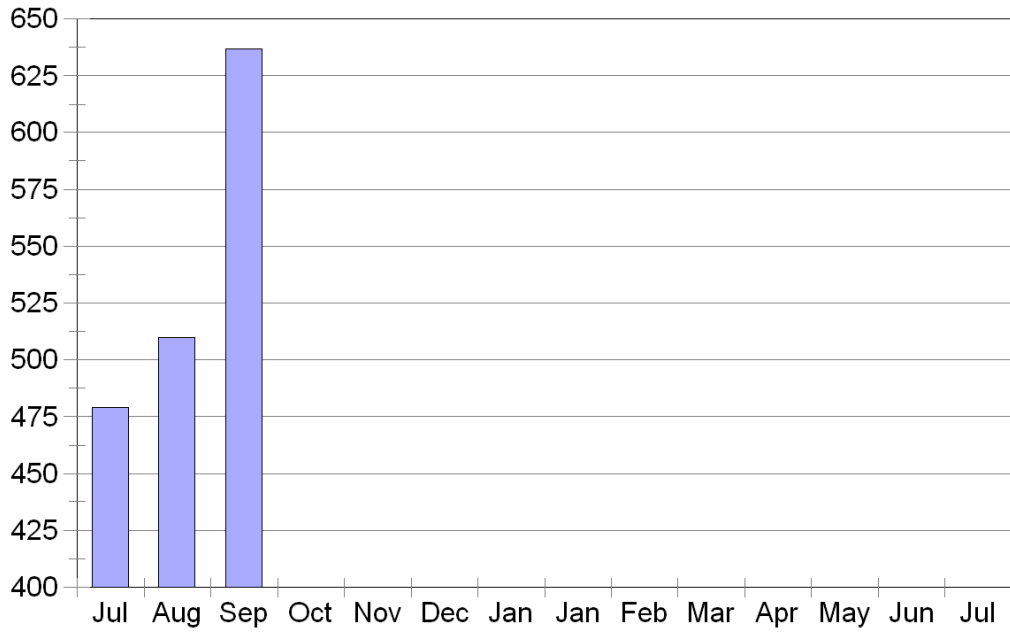
# COMMUTER CONNECTIONS

GRH Trip Reasons for September 2003



# COMMUTER CONNECTIONS

GRH Applications Received FY04





## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Employer Outreach for Bicycling 6136  
**Month:** September 2003 FY04  
**Staff Contact:** M. Hersey/M. Farrell  
**Edited By:** N. Ramfos  
**Today's Date:** October 27, 2003

---

### Background Activities

Staff coordinated and lead the October 3<sup>rd</sup> Bike to Work Day 2004 Steering Committee kickoff meeting. Staff also presented a draft report of the 2003 Bike To Work Day event.

### Other Staff Activities:

- Made arrangements with accounting to handle the Walkable Communities Workshops from a contractual and accounting point of view
- Selected communities to receive Walkable Communities Workshops
- Found instructors, location, and wrote brochure for a Real Intersection Design Workshop. Made a site visit to the Riverdale location.
- Met with Dave Robertson, Calvin Smith and Sean O'Donnell to plan COG's Transportation Safety workshop. Obtained panelists & moderator for the pedestrian safety panel. Wrote some descriptive material for the brochure.
- Fielded questions from the public regarding regional bicycle planning and information.

### Products

2003 Bike to Work Day Draft Report

### Problems Encountered

None.

### Future Activities

Update the current Guide by Fall 2003.  
Review possibility and options of providing the Guide in Spanish.  
Hold employer-based outreach seminars with WABA.  
Update ADC map for publication by December.  
Prepare and distribute 2003 Bike To Work Day Final Report.  
Begin planning for 2004 Bike To Work Day event.

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Regional Mass Marketing Campaign</b>	<b>6137</b>
<b>Month:</b>	September 2003	FY04
<b>Staff Contact:</b>	D. Franklin	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	October 27, 2003	

---

### Background Activities

- ▶ Distributed Commuter Connections summer newsletter, containing the following articles:
  - Cog Awards Local Businesses For Taking The Initiative On Alternative Commuting
  - Greater Washington Region's Best Workplaces For Commuters<sup>sm</sup>
  - Value Pricing Strategies To Combat Urban Congestion
  - Two Loudoun County Programs Receive NACo Achievement Awards
  - Transit Use Growing in the Dulles Corridor
  - Commuters give Thumbs up to Guaranteed Ride Home Program
  - Redesigned InfoExpress Kiosk at Reeves Center in DC
- ▶ Provided final approvals on Integrated Rideshare (Kiosk) Reston Town Center AutumnFest sponsorship. Mini-FM radios are being given to customers who fill out a rideshare or GRH application.
- ▶ Made arrangements with MTA for Guaranteed Ride Home PSA to appear in the MARC Rider-Guide.
- ▶ Began posting items to Extranet site for State Funder and TDM Marketing Work Group levels.
- ▶ Gave a presentation to TPB Technical Committee on September 5<sup>th</sup> regarding status of the regional mass marketing campaign. Overview covered the following points:
  - TERM Goals & Marketing Objectives
  - Qualitative Research
  - Inputs into Mass Marketing Plan
  - Radio Concepts / Scripts
  - Focus Groups
  - TPB Work Session
  - Further Research Validation
  - Campaign Development
- ▶ Produced the following radio commercials at Maja Audio Group on September 10<sup>th</sup> in Philadelphia for mass marketing campaign:
  - *Jan* – Thought about quitting her job to get out of her commute, called Commuter Connections and joined carpool.

- *Bill and Carol* – African American couple use to drive alone to work and commutes took away from their family life. Co-worker told Bill about Commuter Connections. Bill now teleworks and takes the train, Carol carpools.
  - *Emilo* – Heard about Commuter Connections from employer, receives Metrochek card and now takes the bus.
  - *Diane and Jack* – Couple getting married going over finances. Diane suggested Jack save money by going on to the Commuter Connections web site to find a cheaper way to work. Now he's in a carpool.
  - *Mike* – Went on Commuter Connections web site and obtained information on Telework. Takes train when not telecommuting.
- ▶ Produced three new :60 second radio Commercials for GRH on September 10th, to begin airing during the last week of October into mid Dec. Two of the spots address the unexpected emergency need and the third covers the unscheduled overtime aspect.
- *Emergency*
    - Announcer asks a stressed out mom about her commute, and if she ever thought about carpooling and using GRH to be available for her daughter if school calls.
    - Takes place in office parking lot as commuter is running late for work, the announcer suggests vanpooling and GRH to allow commuter to get home to his sick mother.
  - *Working Late*
    - Stuck in traffic, announcer suggests taking the bus - as it fly's down the HOV lane. Commuter said he use to take the bus, but when he worked late his wife-would have to pack up the kids to pick him up.
- ▶ Met with Director of mass marketing TV spot at Shooters in Philadelphia to discuss filming of commercial. Watched potential actresses read for the role.
- ▶ Recorded Hispanic mass marketing radio spot - Ana & Maria are co-workers talking on cell phones, Maria's at work already, Ana is still stuck in traffic. Maria suggests that Ana call Commuter Connections when she gets into the office.
- ▶ Filmed TV commercial for the mass marketing campaign on September 16<sup>th</sup>. The ad complements the radio spots, as it's format is in the testimonial theme.
- ▶ Dudnyk and staff presented the mass marketing radio spots and TV Storyboard at the September 17<sup>th</sup> TPB Work session. Edits were made to two radio spots based on feedback from the session.
- ▶ Launched the Radio portion of the Mass Marketing Campaign on September 22<sup>nd</sup>.
- ▶ Provided an update on the Mass Marketing Campaign at the September 23rd Commuter Connections Subcommittee meeting.
- ▶ Met with Dudnyk on September 26<sup>th</sup> to plan and discuss non-broadcast media and Limited English Proficiency components.

- ▶ Met with OPA and Dudnyk on September 26<sup>th</sup> to discuss the press release for the Mass Marketing Campaign. The following individuals have come forward as spokespeople for the campaign.
  - Peter Shapiro - Chairman, Prince George's County Council - Chairman of The National Capital Region TPB
  - Bob Grow – Director, Government Relations, Greater Washington Board of Trade,
  - Charlene Robey - Program Manager, Transportation Planning, VDRPT
  - Michelle Pourciau - Deputy Director, DDOT
- ▶ Launched TV advertising on September 29<sup>th</sup>.
- ▶ Approved one-month Internet advertising test which incorporates placement of banners on traffic pages of WashingtonPost.com, WTOPNews.com, NBC4.com and Mapquest.com. Buy also included cost per click key word sponsorships on top search engines (i.e. Google & Yahoo) to guarantee premium positioning that sit above or to the side of other rankings. Launched September 29<sup>th</sup>.
- ▶ Staff continued work on the update of the 2003 Regional TDM Resource Guide and Strategic Marketing Plan.

## **Products**

- ▶ (1) TV, (5) Radio and (1) Hispanic Radio spot for Mass Marketing
- ▶ (3) Radio spots for GRH
- ▶ Internet Media
- ▶ Distribution of Commuter Connections Summer Newsletter
- ▶ Kiosk Promotion at Reston Town Center
- ▶ MARC Rider-Guide PSA ad
- ▶ Various Meetings and Presentations
- ▶ Summer Commuter Connections newsletter

## **Problems Encountered**

The mass marketing contractor, Dudnyk, had a major staff reorganization and released several employees, including Thomas Magnus.

## **Future Activities**

- ▶ Prepare final editing and distribute the 2003 TDM Resource Guide and Strategic Marketing Plan document.
- ▶ Attend Initial Bike to Work Day 2004 meeting on October 3<sup>rd</sup>.
- ▶ Regional TDM Marketing Group meeting on October 7th.
- ▶ Meet with Dudnyk on October 7th regarding staff changes at agency to determine impact on contractual obligations.

- ▶ Meet with WorkLife Performance regarding Telework Seminar Brochure.
- ▶ Submit Fall 2003 Newsletter 1<sup>st</sup> and 2<sup>nd</sup> round edits to Pathways.
- ▶ Transfer Extranet to COG on October 10<sup>th</sup>.
- ▶ Solicit for spokespeople and send out Press Release for Mass Marketing Campaign.
- ▶ Meet with Dudnyk on PRIZM Analysis on October 15<sup>th</sup>.
- ▶ Reston Town Center AutumnFest Kiosk promotion October 18<sup>th</sup>.
- ▶ Commuter Connections Subcommittee Meeting on October 21<sup>st</sup>.
- ▶ Hold initial 2004 Employer Recognition Awards conference call on Oct 24<sup>th</sup> with workgroup and get updates to application form to Pathways.
- ▶ Develop and approve Creative for GRH mailer and map out zip distribution areas.