

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116/6137
Month:	November 2003	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	January 7, 2004	

Background Activities

- ▶ Telework Center Radio spots aired week of Nov 3rd.
- ▶ Submitted mass marketing campaign as entry into ACT Chesapeake Chapter awards for marketing category.
- ▶ Prepared PowerPoint presentation for COG Board meeting on Nov 12th.
- ▶ Met with Telework Resource Center staff and consultant WorkLife Performance, November 13th to discuss Telework Workshop brochure. Also reviewed radio script for spring Workshops.
- ▶ Met with internal COG Access For All staff November 13th to discuss WMATA's Limited English Translation services.
- ▶ Bike to Work Day Steering Committee Meeting.
- ▶ Worked on new InfoExpress kiosk grand opening promotions for Manassas and Dulles.
- ▶ Edited and printed Emergency Preparedness brochure.
- ▶ Provided draft of FY05 Work Program.
- ▶ Commuter Connections Subcommittee Mtg Nov 18th.
- ▶ Made final edits to and printed Employer Recognition Awards applications.
- ▶ Met with Greater Washington Board Of Trade on Nov 24th regarding Telework press briefing event.
- ▶ Distributed Guaranteed Ride Home postcard mailer to over 450,000 households in the region. Based on a targeted PRIZM cluster system, which enabled Commuter Connections to reach residents with a higher propensity to use alternative transportation and GRH services.

- ▶ Printed Fall 2003 Newsletter.

Products

- ▶ Employer Recognition Awards Application form
- ▶ Fall Commuter Connections newsletter
- ▶ Telework Workshop Brochure & Radio script
- ▶ GRH postcard mailer
- ▶ Emergency Preparedness Brochure

Problems Encountered

None

Future Activities

- ▶ Regional TDM Marketing Meeting Dec 2nd, distribute mid-year campaign summary.
- ▶ Mail Emergency Preparedness Brochure to area employers.
- ▶ Finalize Telework Workshop brochure & radio script for Spring Workshops.
- ▶ Meet with AFA Committee Dec 11th and WMATA Dec 15th regarding Access For All funds to promote Limited English Translation services.
- ▶ Coordinate distribution of Employer Awards Applications to:
- ▶ Meeting with Dudnyk and WABA to discuss marketing materials for 2004 BTWD, Dec 9th.
- ▶ Follow up meeting on Dec 19th with Board Of Trade regarding joint Telework Press announcement.
- ▶ Approve Telework Center internet banner and keyword marketing.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6131
Month:	November 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	January 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 mailed bi-weekly reports to all clients during the weeks of November 3, and 17. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Baltimore Metropolitan Council – Received an e-mail from BMC inquiring why the monthly performance data reports have been showing zero new applications processed. COG staff checked the CCRS server and it looks like BMC hadn't uploaded for a while. COG sent an e-mail to BMC stating that they should perform and upload as soon as possible and let COG know if it was successful or not. COG is waiting for a response.

Department of Defense/Pentagon – COG sent an e-mail and letter requesting a formal statement of DOD's membership status on November 11, because DOD had not responded COG's phone calls for inquiry about whether or not they wanted the CCRS software installed on their new computer.

Department of Energy – COG sent an e-mail and letter requesting a formal statement of DOE's membership status on November 11, because DOE has not established a modem line or Internet connection needed to upload and download CCRS data.

Fairfax County – On November 13 county staff reported a problem with the automatic download and new records that could not be accessed. COG staff investigated the problem and found that although the uploads were being received by COG's FTP server, the data was not being transferred to the CCRS server where it is incorporated into the database. COG manually put the upload data on the CCRS server and fixed the problem so the transfer of data from the FTP server to the CCRS server is performed each day. The problem with the download may have been from a communication problem on the client's network. A manual download was successfully performed.

Harford County – COG made a site visit on November 25 and installed the CCRS software,

including the new FTP upload and download files on the rideshare staff's new computer.

Loudoun County – County staff reported a problem with their upload. COG staff sent new upload and download files for the new FTP server. Tests and actual uploads and downloads were successful.

Montgomery County – On November 3 COG staff made a site visit to install the new FTP files for uploads and download on the Countywide computer. Also created shortcut icons to allow county staff to upload and download if they work on a weekend or after hours.

North Bethesda Transportation Center – On November 18 COG made a site visit to install the CCRS FTP files on their new computer because they are now using a DSL connection instead of a modem.

PRTC – COG staff made site visit on November 19 to install the CCRS software on two new computers.

COG staff presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site, at transportation information fairs held at USDA in Alexandria, Virginia on November 13, CareFirst Blue Cross/Blue Shield in the District on November 18, and the Census Bureau in Suitland, Maryland on November 20. A Federal ETC training workshop was held on November 13th.

Work began on the FY 2005 Commuter Connections Work Program. A draft report was sent to the Commuter Connections Subcommittee and will be presented at the December 16 meeting. Staff attended the November 4th State Technical Working Group meeting to discuss Commuter Connections FY04 CCWP funding commitment issues.

The Employer Recognition Awards application was finalized and the application will be mailed to employers in early December.

Staff participated and presented information on Commuter Connections at the USDOT-ECMT Workshop on Sustainable Urban Travel Policies in Washington DC on November 5th and 6th.

Products

November monthly performance report.
Employer Recognition Awards application.

Problems Encountered

On November 18 and 19 the database file for clients using FTP to download did not get updated. This problem was corrected and did not affect client records or their ability to use the CCRS software and provide ridematching services. Several clients contacted COG to report that they could not access new records. COG checked and these records were received and incorporated into the database and clients could access the records after new downloads following the updating of the database file used for FTP downloads.

Funding commitments from the Maryland Department of Transportation (MDOT) for the current years Commuter Connections Work Program have not been fully received.

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 scheduled for January 20, 2004.
- 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.
- Finalize the FY05 Commuter Connections Work Program
- Begin work on the regional TDM Evaluation project.
- Mail Employer Recognition Awards applications to employers.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of NOVEMBER 2003

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	1,695	2,347	9,625
Rideshare applicants	1,621	2,260	9,126
Matchlists sent	884	1,068	4,668
Transit applicants/info sent	52	70	375
GRH applicants	682	937	3,245
Telework info requests	2	2	6
Kiosk users	3,734	2,516	14,498
Kiosk applicants	6	0	8
Internet users	6,245	18,701	42,724
Internet applicants	1,440	2,025	6,789
New employer clients	80	52	238
Employee applicants	1	15	463

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	475	657	2,695
Temporary/one-time placements	300	415	1,704
Daily vehicle trips reduced	283	391	1,604
Daily VMT reduced	9,655	13,368	54,823
Daily tons NOx reduced	0.0137	0.0189	0.0777
Daily tons VOC reduced	0.0064	0.0089	0.0365
Daily gallons of gas saved	447	619	2,538
Daily commuter costs saved	\$1,858	\$2,573	\$10,553

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.

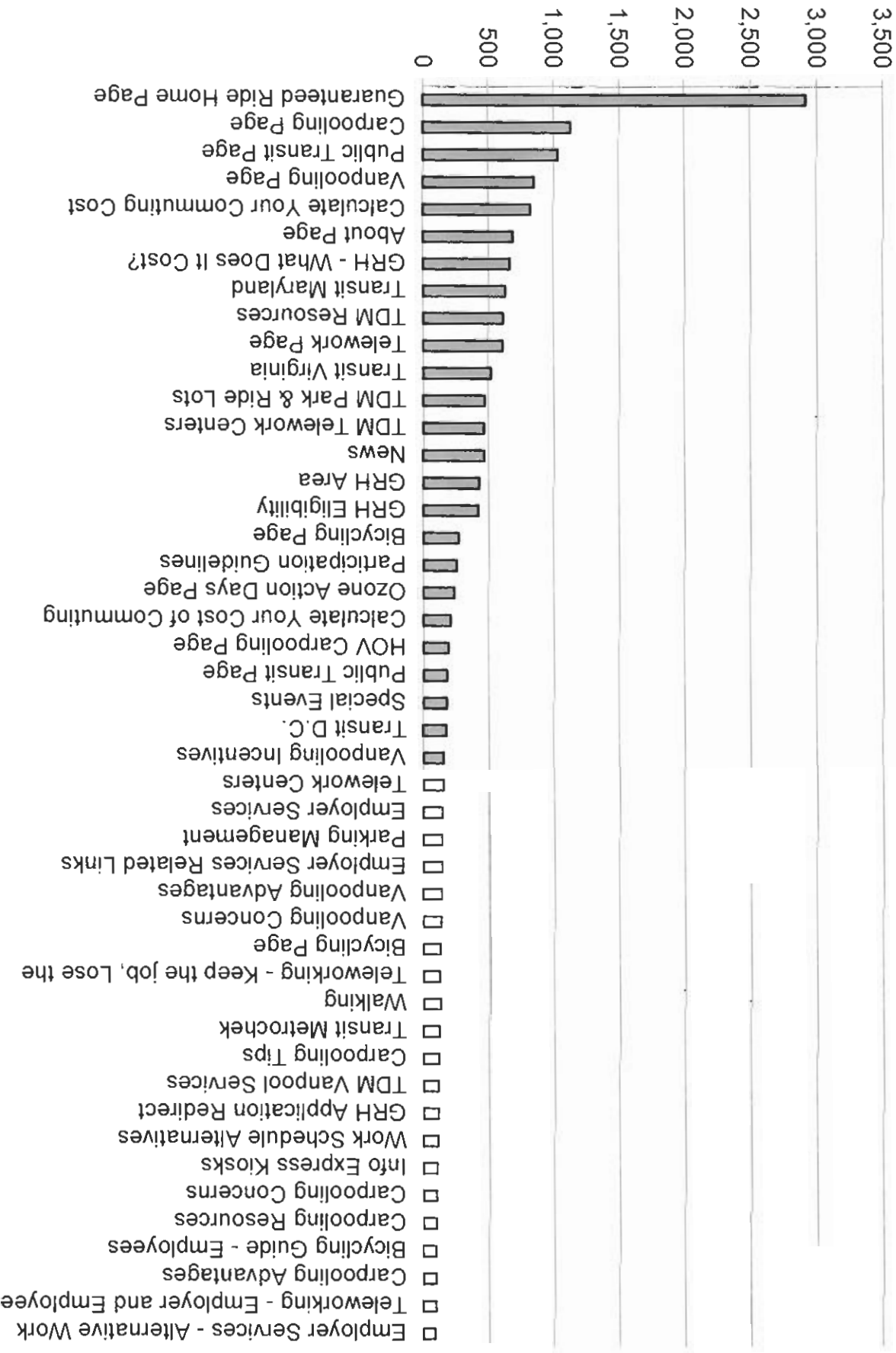
Commuter Connections Website Activity -- November 2003

	Accesses	
Total Accesses of MWCOG Web Site Pages	2,036,001	
Total Accesses of Commuter Connections Home Page	6,245	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	2,920	17.10%
Carpooling Page	1,130	6.62%
Public Transit Page	1,034	6.06%
Vanpooling Page	849	4.97%
Calculate Your Commuting Cost	824	4.83%
About Page	688	4.03%
GRH - What Does It Cost?	666	3.90%
Transit Maryland	630	3.69%
TDM Resources	613	3.59%
Telework Page	609	3.57%
Transit Virginia	519	3.04%
TDM Park & Ride Lots	473	2.77%
TDM Telework Centers	465	2.72%
News	464	2.72%
GRH Area	427	2.50%
GRH Eligibility	420	2.46%
Bicycling Page	272	1.59%
Participation Guidelines	254	1.49%
Ozone Action Days Page	237	1.39%
Calculate Your Cost of Commuting	209	1.22%
HOV Carpooling Page	194	1.14%
Public Transit Page	183	1.07%
Special Events	180	1.05%
Transit D.C.	175	1.02%
Vanpooling Incentives	154	0.90%
Telework Centers	154	0.90%
Employer Services	146	0.86%
Parking Management	144	0.84%
Employer Services Related Links	141	0.83%
Vanpooling Advantages	140	0.82%
Vanpooling Concerns	136	0.80%

Commuter Connections Website Activity -- November 2003

Bicycling Page	130	0.76%
Teleworking - Keep the job, Lose the Commute	125	0.73%
Walking	124	0.73%
Transit Metrochek	122	0.71%
Carpooling Tips	118	0.69%
TDM Vanpool Services	114	0.67%
GRH Application Redirect	113	0.66%
Work Schedule Alternatives	107	0.63%
Info Express Kiosks	104	0.61%
Carpooling Concerns	101	0.59%
Carpooling Resources	99	0.58%
Bicycling Guide - Employees	94	0.55%
Carpooling Advantages	94	0.55%
Teleworking - Employer and Employee Benefits	92	0.54%
Employer Services - Alternative Work Schedules	88	0.52%
Total	17,075	100.00%

Commuter Connections Website Activity -- November 2003



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

NOVEMBER 2003



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
NOVEMBER 2003**

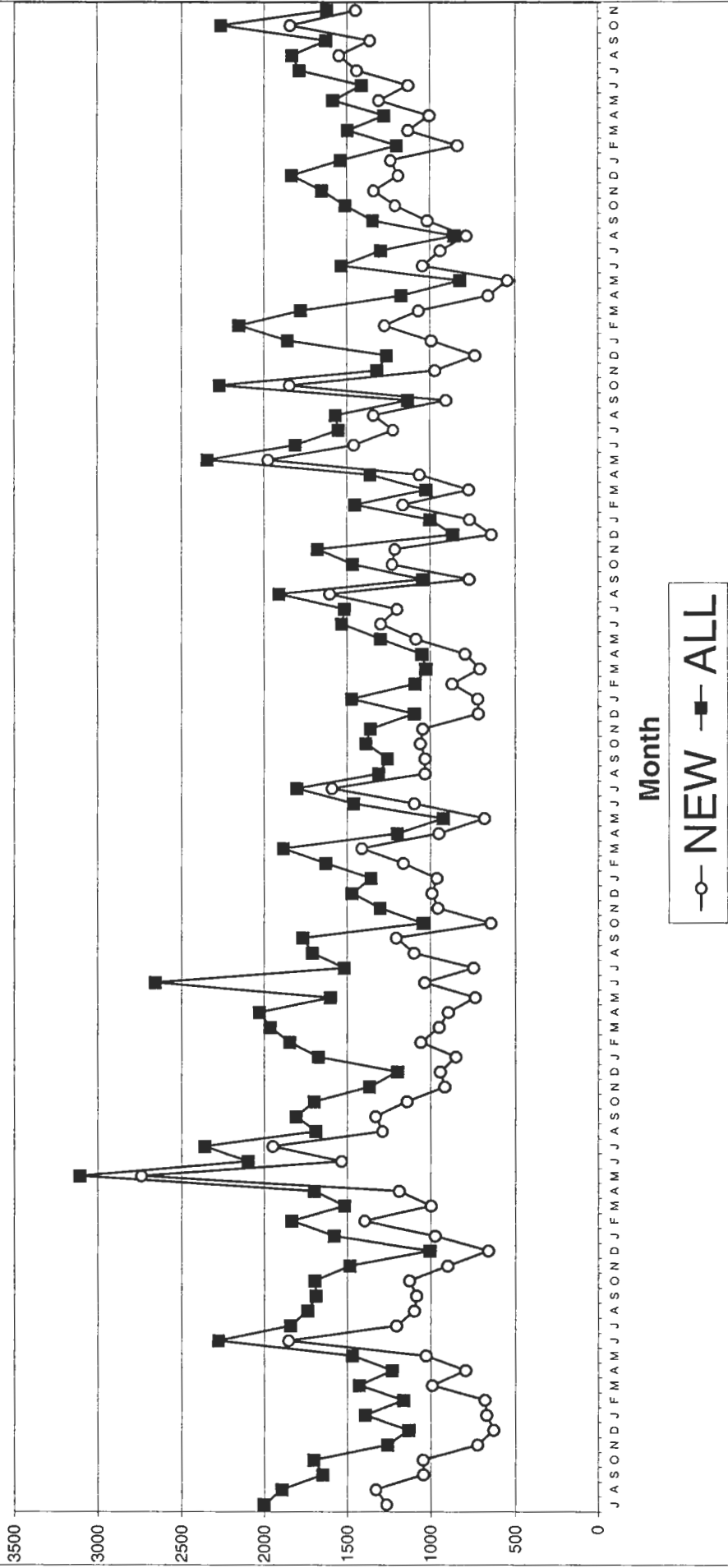
	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	19	0	2	21
ARLINGTON (COG)	2	0	7	9
ARTMA	17	0	81	98
BALTIMORE CITY	0	0	2	2
BMC	0	1	16	17
COG - MD	216	0	73	289
COG - VA	310	4	128	442
COG - Other	30	0	6	36
DISTRICT OF COLUMBIA	17	0	11	28
DOD	0	0	0	0
FAIRFAX COUNTY	140	17	21	178
FREDERICK	6	1	38	45
HARFORD	3	0	6	9
HOWARD	8	23	88	119
LINK	0	1	8	9
LOUDOUN	44	0	52	96
MTA	2	0	3	5
MONTGOMERY COUNTY	267	95	818	1,180
Bethesda Transportation Solutions	65	78	125	268
Countywide	36	3	171	210
Friendship Heights/Rockville	0	0	0	0
North Bethesda TMD	165	11	170	346
Silver Spring	1	3	352	356
NIH	32	12	20	64
NORTHERN NECK	5	1	0	6
NORTHERN SHENANDOAH				0
PRINCE GEORGE'S	14	1	108	123
PRTC	74	2	285	361
RADCO	168	2	638	808
RAPPAHANNOCK-RAPIDAN	36	10	5	51
TRI - COUNTY	38	3	22	63
USDOE				0
TOTAL INPUT	1,448	173	2,438	4,059

TOTAL NEW & RE-APPLICANTS**1,621**

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004



Month
 ○- NEW ■- ALL

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

ALEXANDRIA	177
ARLINGTON (COG)	140
ARTMA	295
BALTIMORE CITY	18
BMC	130
COG	3,011
DISTRICT OF COLUMBIA	200
DOD	
DOE	1
FAIRFAX COUNTY	1,708
FREDERICK	448
HARFORD COUNTY	131
HOWARD COUNTY	434
LINK/RESTON	40
LOUDOUN COUNTY	589
MONTGOMERY COUNTY	6,566
Bethesda Transportation Solutions	1,646
Countywide	1,131
Friendship Heights/Rockville	482
North Bethesda Transportation Ctr	2,245
Silver Spring	1,062
MTA	44
NIH	235
NORTHERN NECK	45
NORTHERN SHENANDOAH VALLEY	149
PRINCE GEORGE'S COUNTY	567
PRTC	1,500
RADCO	2,567
RAPPAHANNOCK-RAPIDAN	290
TRI - COUNTY	476
OTHER	

TOTAL**19,761**

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

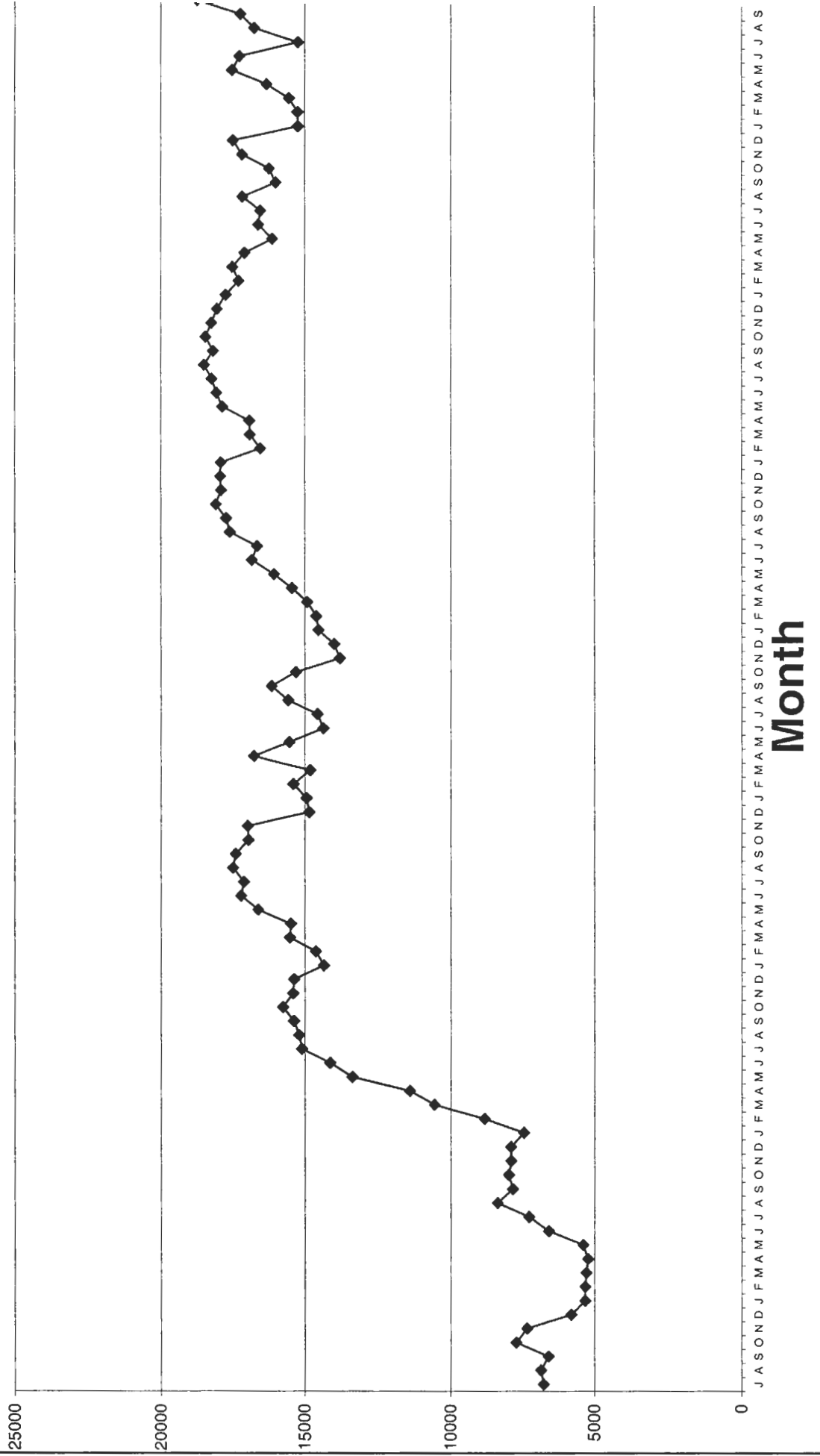


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
 SORTED BY HOME AND WORK JURISDICTIONS
 NOVEMBER 2003

	HOME	WORK
ALEXANDRIA	296	503
ANNE ARUNDEL COUNTY	584	55
ARLINGTON COUNTY	285	2,436
BALTIMORE CITY	118	112
BALTIMORE COUNTY	256	82
CALVERT COUNTY	48	1
CARROLL COUNTY	7	0
CECIL COUNTY	17	5
CHARLES COUNTY	393	21
CLARKE COUNTY	18	0
CULPEPER COUNTY	61	0
DISTRICT OF COLUMBIA	723	7,481
FAIRFAX COUNTY *	2,279	1,447
FAUQUIER COUNTY	221	2
FREDERICK COUNTY, MD	903	44
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	207	13
HARFORD COUNTY	138	74
HOWARD COUNTY	748	54
KING GEORGE COUNTY	49	26
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	680	149
MADISON COUNTY	6	0
MONTGOMERY COUNTY	4,044	6,706
ORANGE COUNTY	87	0
PAGE COUNTY	3	0
PRINCE GEORGE'S COUNTY	1,719	368
PRINCE WILLIAM COUNTY **	2,129	92
RAPPAHANNOCK COUNTY	8	0
RICHMOND COUNTY	24	24
SHENANDOAH COUNTY	24	0
SPOTSYLVANIA COUNTY	1,056	7
STAFFORD COUNTY	1,499	22
ST. MARY'S COUNTY	91	25
WARREN COUNTY	81	1
WESTMORELAND COUNTY	30	0
WINCHESTER	45	0
OTHERS	884	11
TOTAL	19,761	19,761

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manasas and Manasas Park.

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	12	N/A	N/A	N/A	4	N/A	
Internet	N/A	666	N/A	N/A	N/A	774	N/A	
Kiosks	N/A	4	N/A	N/A	N/A	2	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	682	N/A	N/A	N/A	780	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		4	1	6		11		22
Bus/Train Schedule		3		1		1		5
Bus/Train Sign				2		2		4
Direct Mail								0
Employer	1					1		2
Employer Survey		2						2
Fair/On Site Event								0
Government Office		3				6		9
Highway Sign		1	1	9		14	5	30
Information (411)			1			1		2
Internet	1	10		8	1	25	1	46
Library								0
Mobile Billboard								0
Newsletter						1		1
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org								0
Park-and-Ride Lot Sign						1		1
Post Card (COG)						24		24
Presentation								0
Radio		11		3			3	17
Real Estate/WelcomeWagon								0
Referral from Transit Org		3				2		5
Theatre Slide								0
TV		1				9		10
Van Sign						2		2
Was/Is Applicant		263		2		36	2	303
White Pages		4						4
Word of Mouth		15		13		25	4	57
Yellow Pages - Verizon				3		13		16
Yellow Pages - Yellow Book								0
Yellow Pages - Local						2		2
Voice Mail Messages		44		2		9		55
Other		3		3		4	1	11
TOTAL CALLS	2	367	3	52	1	189	16	630

**TABLE 6
REQUESTS RECEIVED AT CLIENT PROGRAMS
NOVEMBER 2003**

	T O C T C N	A O L X	A R L	A R M 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	H A R	H O W	L I N K	L F F X	L D N	M T A	N I H	N E C K	P G C	P R T C O	R A D C O	R A P S S	T R I P	T R I S	T O A L
Calls Transf'd by COG	N/A	N/A	8				9			22	2	4	4	4	12	9	1			20	12	1	**	7	11	142
How they heard...																										
Brochure/Promo Matrix	22	16								3		4	4		3	10								1		37
Bus/Train Schedule	5	4	7											77	7					313						408
Bus/Train Sign	4	3													3											6
Direct Mail	0	4	1																			1				1
Employer	2	4													6											11
Employer Survey	2							2																		2
Fair/On Site Event	0														3											3
Government Office	9	6								2												1				9
GRH Program															1	6						1				8
Highway Sign	30	16						2				5									3			1		27
Information (411)	2	1										7									5					13
Internet	46	31	2							3					29	10					35				4	114
Library	0														1											1
Mobile Billboard	0																									0
Newsletter	1																									0
Newspaper	0	1																								1
Newspaper (Local)	0																									0
Other Ridesharing Org	0									2			10		54						3					69
Park-and-Ride Sign	1	1																								1
Post Card (COG)	24																									0
Presentation	0		1																							1
Radio	17	19								2																21
Real Estate/Welcomew	0																									0
Referral from Transit Org	5	4								1					24											29
Theatre Slide	0																									0
TV	10	4																								4
Van Sign	2	1																								1
Was/is Applicant	303	271								32		4			8					655	6					978
White Pages	4	4																	2							6
Word of Mouth	57	38	2							3					48	9				1						103
Yellow Pgs-Verizon	16	5								2																8
Yellow Pgs-Yellow Book	0																									0
Yellow Pages-Local	2																									0
Voice Mail Messages	55	54								87	10				6	1						6				164
Other	11	5										9			23	10				712	292	1				1052
Total	630	488	13	0	0	0	0	0	0	141	10	0	39	0	275	64	0	0	0	1683	292	62	0	0	11	3078

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
NOVEMBER 2003**

	C O G	A L X	A R T M 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	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 Matrls	49								3																			52
Bus/Train Schedule	30																				6							36
Bus/Train Sign	18													4							5			1				27
Direct Mail	3																										4	
Employer	27																										27	
Employer Survey	1																					52					53	
Fair/On Site Event	2																										2	
Government Office	20								1														1				22	
GRH Program									36	15			20									18	1				90	
Highway Sign	14								2													1	2				19	
Information (411)	1																										6	
Internet	61	19							2				24	10								45	51	32			244	
Library	1																										1	
Mobile Billboard	1																										1	
Newsletter	1																										1	
Newspaper	5																										5	
Newspaper (Local)	1																										1	
Other Ridesharing Org	9								1	2		18		2								4		2			38	
Park-and-Ride Sign																											0	
Post Card (COG)	1																										1	
Presentation	1																										1	
Radio	203								2	1												1					207	
Real Estate/Welcomew																											0	
Referral from Transit Org									84																		84	
Theatre Slide																											0	
TV	17																										17	
Van Sign	2																										2	
Was/Is Applicant	20								4			12		2													329	
White Pages																											0	
Word of Mouth	93								3			1															127	
Yellow Pgs-Verizon	1								2																		3	
Yellow Pgs-Yellow Bk	2																										2	
Yellow Pages-Local	1																										1	
Voice Mail Messages	46																										46	
Other													6														8	
Total	631	19	0	0	0	0	0	0	140	18	0	31	0	51	18	0	0	0	0	0	361	142	46	0	0	0	1457	

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: November 2003 **FY04**
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: January 6, 2004

Background Activities

Major activities in November included:

- Contacting District of Columbia employers to determine status of telework in their organizations:
 - Washington Hospital Center
 - National Geographic Society
 - Marriott
 - KPMG
 - Georgetown University Hospital
 - Catholic University
 - George Washington University Hospital
- Arranging the speakers and moderating the panel of employers for the “Let’s Talk Telework” event held by the City of Alexandria
- Participating in two conference calls with Expanded Telework TERM contractor to discuss progress of program and review program materials
- Meeting with the City of Alexandria to assist with their initiation of a pilot Telework program
- Meeting with Worklife Performance, Inc. to discuss curriculum and structure for Employer Telework Workshops
- Attending the day-long OPM Telework training

Products

- Mailed 3 Telework Seminar kits (US Army Headquarters, Central Pension Fund of the International Union of Operating Engineers, Marriott)
 - Placed or received 58 phone calls regarding the Telework Resource Center
 - Telework center utilization currently at 61%
 - Telework center radio spots for Employer Seminars
-
- November 4: OPM Telework event
 - November 5: City of Alexandria Telework Luncheon

- November 6: Conference call with Telecommuting Advantage Group to discuss status of Expanded Telecommuting TERM
- November 7: MATAC awards luncheon
- November 12: Meeting with Byron Genner of Lucent Technologies regarding wireless broadband access and its suitability for telework applications
- November 13: Meeting with WorkLife Performance to review plans for seminars
- November 18: Commuter Connections Subcommittee meeting
- November 19: TPE meeting with MDOT, BMC and participating consultants
- November 20: Quarterly team meeting
- November 21: City of Alexandria telework meeting with Joe Reyna to discuss their implementation of a new telework program. Provided Telework Resource Center Information
Conference call with Telecommuting Advantage Group to discuss status of Expanded Telecommuting TERM
- November 24: Meeting with the Greater Washington Board of Trade on joint public/private sector press briefing on Expanded Telecommuting TERM goals

Problems Encountered

- None at this time

Future Activities

- FY03 Employer Telework Seminars Survey
- Presentation of FY 05 Telework Resource Center Work Program to Commuter Connections Subcommittee
- Review of draft brochure and curriculum for spring 2004 Employer Workshops
- Planning meeting with Virginia Department of Rehabilitative Services to discuss February Telework program
- Telework Center Utilization Survey
- On-line marketing of Telework centers
- Telecommuting Ad-Hoc Group Meeting
- January MATAC Program Meeting: "Getting Connected"
- Preparation for Washington Area Conference on Teleworking

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6133**
Month: **November 2003** **FY04**
Staff Contact: Owais Rafique
Edited By: Nicholas Ramfos
Today's Date: January 6, 2004

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Communication problems were reported at Fair Oaks Mall. InfoExpress system monitors were replaced at Tysons Corner and La Promenade. InfoExpress hardware systems were replaced at Springfield Mall, La Promenade, Tysons Corner, and Union Station.

CriS Information was updated on all of the InfoExpress kiosks located within the Fairfax. InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff is continued to work with the host site facility to identify a back up location while renovations are completed..

Staff sent out letters to various public and private facilities to identify a location for the InfoExpress kiosk previously located at the Wal Mart in Woodbridge. The kiosk was moved to a temporary location while the new site is identified. Staff is currently working with the Arlington County to identify the new site.

InfoExpress kiosk ambassador promotions were held at Springfield Mall on November 28th 2003, and at Fair Oaks Mall on November 29th 2003. Staff is currently working with Ballston Common Mall, Manassas Mall, and Dulles Town Center to coordinate InfoExpress kiosk promotions.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Logistical problems delayed the deployment of the kiosk at these locations. Staff is working with local vendors to resolve some technical and communication problems.

Staff continued its effort to analyze the integration effort of current Commuter Connections Software System and Guaranteed Ride Home Software System. System flow diagrams were developed and a process flow document is currently being developed to identify the milestones for this effort.

FTP server modifications were made to enhance the data transfer functionality for the Commuter Connections Ridesharing Software System. Staff continued to make modifications on the server software to further streamline the process.

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 enhancements were identified and user requirements were documented for future upgrades.

Products

- < October monthly usage statistics for InfoExpress kiosks.
- < Kiosk promotion at Springfield Mall and Fair Oaks Mall.

Problems Encountered

- < InfoExpress kiosk system was replaced at Tysons Corner and Reston Town Center.
- < Communication problems were resolved at Fair Oaks Mall Common Mall.
- < Kiosk was removed from Wal-Mart in Woodbridge.

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 Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.
- < Locate as new facility for the Wal-Mart kiosk in Prince William County.

INFOEXPRESS KIOSK USAGE RATES

Month: November 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall #1	636	8607	Springfield Mall	627
			Commuter Connections	430
			Maps & Guides	362
			VRE	138
			Traffic	103
Tysons Mall #2	557	7470	Tysons Mall	343
			Weather	276
			Traffic	215
			VRE	183
			MARC	162
Tysons Mall #1	535	5769	Tysons Mall	505
			Maps & Guides	341
			Weather	277
			Commuter Connections	142
			Traffic	52
Springfield Mall #2	513	9309	Springfield Mall	664
			Commuter Connections	445
			Maps & Guides	436
			Traffic	195
			Weather	145
La Promenade	487	7258	La Promenade	718
			Maps & Guides	412
			Transit	331
			Commuter Connections	198
			Metro	141
Union Station	376	6478	Weather	418
			Transit	284
			Maps & Guides	212
			Commuter Connections	167
			Metro	109

Reston Town Center	Reston Town Center	223	5410	229
	Weather			218
	Commuter Connections			132
	Maps & Guides			109
	Traffic			76
Fair Oaks Mall	Fair Oaks Mall	192	3489	198
	Maps & Guides			134
	Weather			83
	Transit			62
	Commuter Connections			44
Ballston Common Mall	Weather	121	2942	131
	Commuter Connections			67
	Maps & Guides			49
	Transit			31
	Metro			24
USDA	Commuter Connections	40	629	56
	Metro			28
	Ride Guide			22
	Traffic			21
	Weather			18
Pentagon	Weather	7	128	11
	Maps & Guides			9
	Transit			7
	Metro			7
	Commuter Connections			6
Reeves Center		N/A	N/A	N/A
Wal - Mart		N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	1	7
George Mason Library	2	11
Chantilly	3	18
Kings Town	4	29
Mason Govt Center	0	0
Kings Park	2	7
Reston Library	2	18
Tysons Transit	3	8
Centreville	5	27
DolleyMadison	1	4
Inova	9	24
Pohick	0	0
John Marshall	4	9
Tysons Pimmit	5	17
Pennino	3	8
Govt. Center	1	4
Fairfax Library	2	9
Warranton	0	0

November 2003

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	4
Springfield Mall	0
Woodbridge Walmart	0
Union Station	2
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
USDA	0
Total	6

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: November 2003 **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: December 29, 2003

Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County and Tri-County have not submitted their November reports. Staff presented the FY2003 Customer Service Satisfaction Survey report to the Commuter Connections Subcommittee.

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

Staff Coordinated and assisted in the second professional development session for TDM sales with Arnold Sanow on November 12th. The session was well-attended and well received.

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

Products

November monthly sales activities
Employer Satisfaction Survey FY2003 Report
Draft Conformity Statement 1st Quarter FY2003

Problems Encountered

Arlington County has not submitted their FY04 Budget worksheet for the FY04 Scope of Work

Future Activities

- Annual “COG to Locals” Regional Database Synchronization Process
- Continue maintenance of regional employer database
- Mid-Year sales support telephone calls.

**Month: November
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)	60	0	0	0	0	0	17	3	0	0	0	16
Employers Contacted (follow-up)	38	0	3	3	0	5	125	256	0	0	0	7
Total Broadcast Contacts	893	0	0	0	0	0	1508	117	0	0	0	3
Total Sales Meetings	1	0	2	3	0	2	29	6	0	0	0	2
Total Employers Contacted	992	0	5	6	0	7	1679	382	0	0	0	28
New Level 1 TDM Programs	0	0	0	0	0	0	7	2	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	8	0	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	0	2	7	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY04

	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)	82	10	14	14	0	1	87	31	0	72	0	42
Employers Contacted (follow-up)	79	191	12	19	0	21	1226	1634	3	11	0	304
Total Broadcast Contacts	1011	885	0	0	0	0	8913	338	0	82875	0	98
Total Sales Meetings	7	5	5	10	0	5	205	63	0	41	0	16
Total Employers Contacted	1179	1091	31	43	0	27	10431	2066	3	82999	0	460
New Level 1 TDM Programs	0	5	14	3	0	0	77	31	0	71	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	56	4	0	0	0	0
New Level 3 TDM Programs	2	5	0	4	0	0	28	8	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	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 6135**
Month: **November 2003** **FY04**
Staff Contact: C. Arabia
Edited By: N. Ramfos
Today's Date: January 5, 2004

Background Activities

During November, COG received 682 applications for the GRH program. A total of 494 new applicants were registered (492 new applicants and 2 previous “one-time exception” users) and 503 commuters were re-registered. The GRH program provided 231 GRH trips. Twenty-six (26) of these trips were “One-Time-Exceptions” accounting for eleven percent (11%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care or child illness. A total of 28,159 commuters are currently registered for GRH.

The Commuter Connections Subcommittee for approved the changes to the GRH Participation Guidelines recommended by the GRH Ad-Hoc Group and the subcommittee’s November 20 meeting. The changes are as follows: Guideline #5: insert “trips to the hospital or emergency room by a commuter that needs medical attention”; Guideline #6 replacing the existing language with “Requests to use the GRH program because of unscheduled overtime must be made *before* the commuter's registered work end time, **and a supervisor's verification will be required at the time of the request.**”; Guideline #7 insert “and unplanned Federal Government office closings”; Guideline #10 insert “All GRH trips must originate from the commuter's work location.”; and Guideline # 9 add Culpeper and Orange counties to the list of counties and cities where a commuter may live to be eligible for the GRH program.

The GRH marketing campaign continued with the continued airing of the two new GRH radio advertisements and two new promotional postcards were mailed to more than 400,000 homes in November.

Products

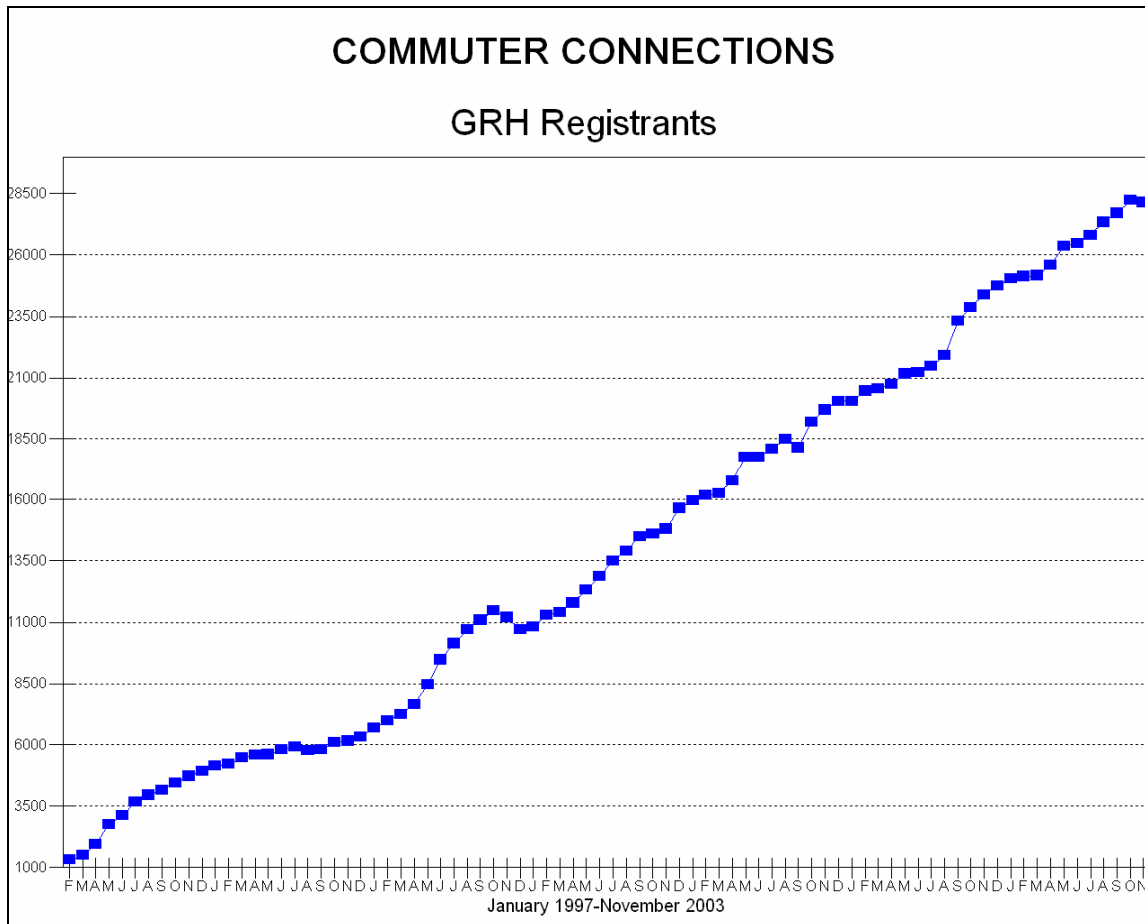
Provided 231 GRH trips.
Received 682 applications.
Registered 494 new applicants, including 2 “one-time exceptions.”
Re-registered 503 commuters.
Received 367 calls for GRH information.
Contacted “expiring” registrants by telephone.
Database management.
GRH server maintenance.
November monthly performance report.

Problems Encountered

None.

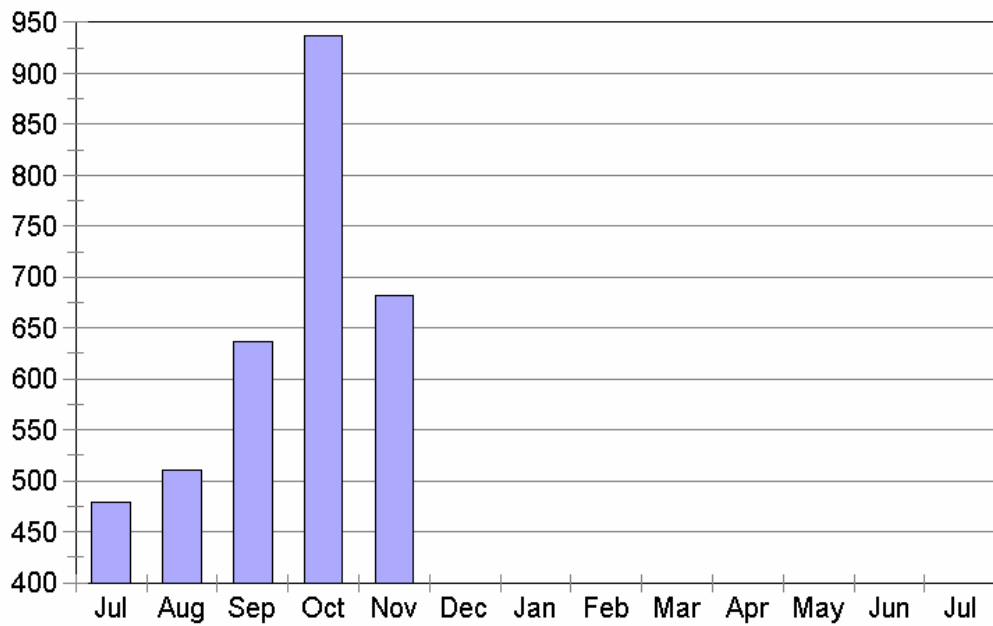
Future Activities

- 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 Fall Regional TDM Marketing Campaign to promote GRH.
- Conduct GRH Applicant Survey



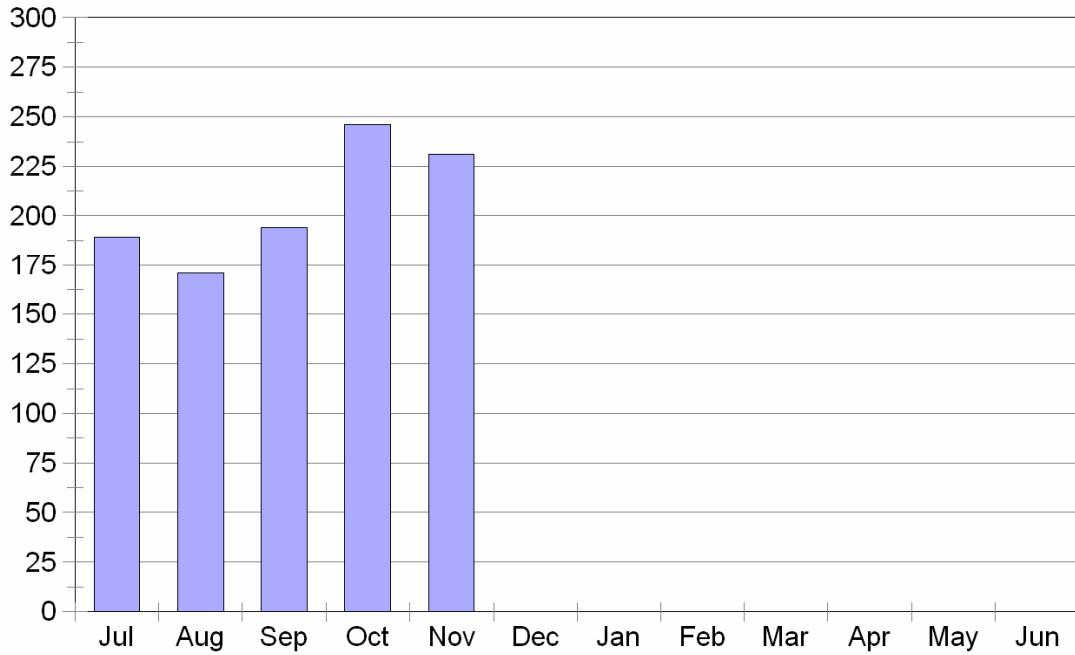
COMMUTER CONNECTIONS

GRH Applications Received FY04



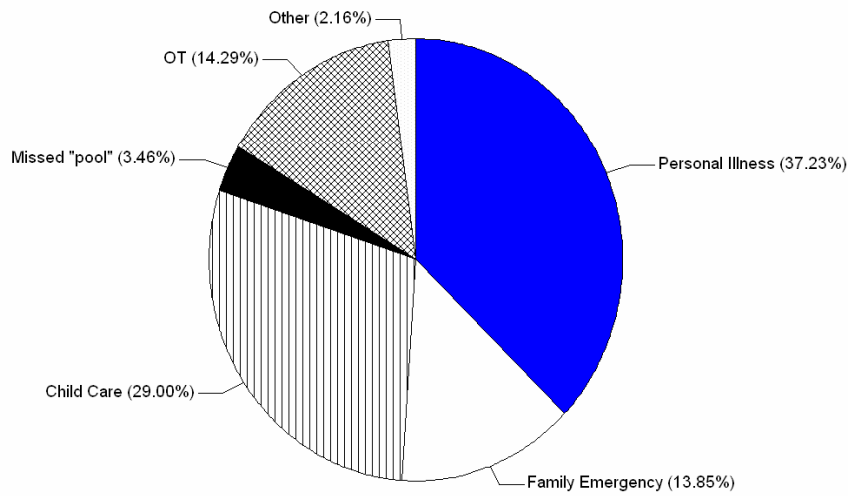
COMMUTER CONNECTIONS

FY04 Trips Provided 800 as of Nov. 03



COMMUTER CONNECTIONS

GRH Trip Reasons for November 2003



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: November 2003 **FY04**
Staff Contact: Michael J. Farrell and Mark Hersey
Edited By: N. Ramfos
Today's Date: January 5, 2004

Background Activities

Staff presented information on bicycling trends and Commuter Connections programs in the Washington region at the Federal ETC training session held at the US EPA on November 13th.

Staff coordinated and led the Bike to Work Day Steering Committee Meeting held on November 7th. Highlights from the meeting included the presentation of the final draft of the Bike TO Work 2003 draft report, a discussion on the progress of the pit stops for the 2004 event, and an update on sponsorships and marketing.

Products

PowerPoint presentation on bicycling trends in the Washington Region.
Bike to Work Day sponsorship declaration.
Bike to Work Day 2003 Final Report.

Problems Encountered

None.

Future Activities

Update the Bike to Work Guide and order a new print run of Guides since stock is nearly out again.
The next Bike to Work Day Steering Committee Meeting will be held on December 4th.
Bike to Work Day Sponsorship mailings.