

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	November 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	December 20, 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:

Baltimore Metropolitan Council – COG staff made a site visit to BMC on November 10th to correct problems with the appearance of BMC's local matchletter.

Bethesda Transportation Solutions – On November 17th BTS staff reported that they were unable to upload. The problems was a result of BTS's Internet connection failing and not a problem with the CCRS program.

Fairfax County – COG staff made two site visits, on November 12th and 30th. The CCRS software was installed on a replacement computer and on a second rideshare computer. Both computers were set up to use FTP to upload and download data. Fairfax County IT staff set up the automatic upload and downloads in Windows Scheduled Tasks program. There was a problem with the uploads from the second computer and that was the reason for the second site visit. Prior to November 30, COG fixed the problem by creating separate upload destinations and reminding county staff to make sure they wait five minutes between uploads, so the first upload is not overwritten. On November 30th COG was able to retrieve the backed up upload data from the second computer and apply these uploads at COG. Everything is working. On November 16th county staff reported a problem with one of their reports. The problem was due to user error when changing the report date definition.

Howard County – County rideshare staff reported problems with the appearance of their local matchletters which may have been a result of transferring the ridematching software to another computer. COG staff was able to correct the problems so the letters print legibly.

PRTC – On November 24th COG staff made a site visit to make sure the CCRS software was removed from PRTC's second rideshare computer. PRTC notified COG that they will only be using one computer for ridematching. The CCRS software was removed.

The Commuter Connections Subcommittee met on November 16th. Agenda topics were: TDM evaluation project update, FY04 Employer Telework seminars evaluation report approval, GRH program update and approval of recommendations from the GRH Ad-Hoc Group, FY04 Employer Satisfaction Survey Presentation, regional TDM marketing campaign update, FY06 Commuter Connections Work Program update, and the Commuter Connections 1st quarter budget report.

The 2005 Commuter Connections Employer Recognition Awards brochure and application was created and printed during the month of November, with feedback from the regional TDM marketing workgroup.

COG hosted a net-conference on incentive programs for the Association for Commuter Transportation on November 4th.

Staff met with Virginia Department of Rail and Public Transportation representatives on November 30th to discuss planning and funding for a new Web-based TDM system that included an updated ridematching service.

A revised draft of the 2004 Commuter Connections State of the Commute Survey technical report was prepared and presented to the Commuter Connections Subcommittee on November 16th.

Interviews for the FY05 Placement Rate survey were conducted from the sample of 1,500 applicants for ridematching, GRH or commute information.

Staff attended the COG/TPB State Technical Working Group meeting on November 2nd. Staff attended the November 5th TPB Steering Committee meeting. Staff met with internal phone operations personnel on November 8th to discuss phone modems and other data communications set-ups and related cost saving measures for the Commuter Connections program. Staff attended and participated in a TDM Peer Review Panel on December 11th and 12th for the MassRIDES program in Boston. Staff attended a presentation by the city of Beijing China on transportation programs and policies on November 16th. Staff attended a DDOT meeting of the Downtown Congestion Management Task Force at the Greater Washington Board of Trade on November 22nd.

Products

- November monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of November 1st, 15th and 29th.
- Employer Recognition Awards application.

Problems Encountered

None.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail first quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for January 18, 2005.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for December 14, 2004.
- Finalize the 2004 State of the Commute Survey Technical Report and general report.
- Printing and distribution of Commuter Connections fall newsletter and online posting.
- Develop new ridematching/GRH Web-based system.
- Complete and distribute the FY05 Placement Rate Survey report.

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

NOVEMBER 2004



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2A

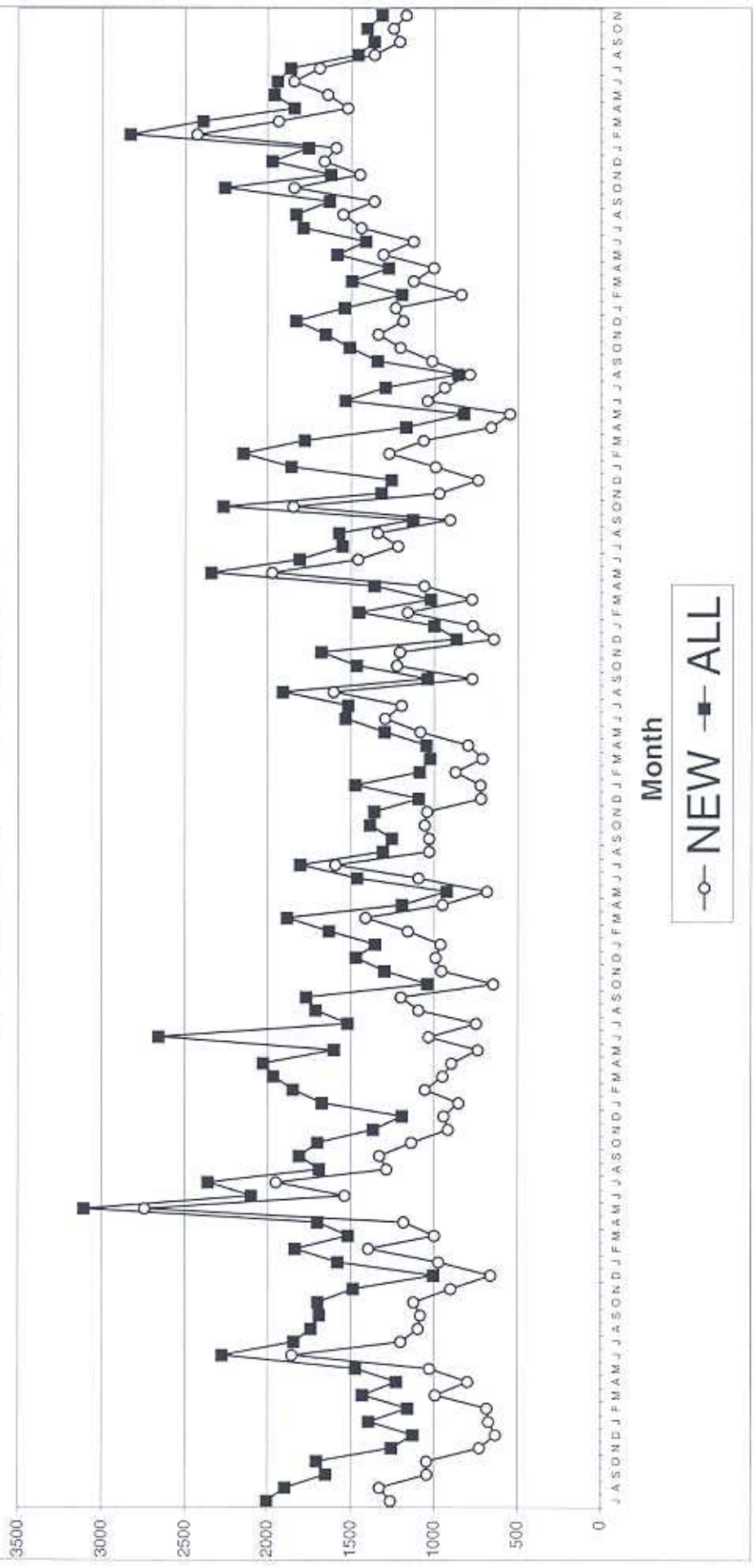
COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
NOVEMBER 2004

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	8	0	16	24
ARLINGTON (COG)	0	0	0	0
ARTMA	1	1	73	75
BALTIMORE CITY	4	0	2	6
BMC	18	0	51	69
COG - MD	173	0	191	364
COG - VA	110	2	214	326
COG - Other	8	0	13	21
DISTRICT OF COLUMBIA	14	0	22	36
DOD	0	0	0	0
FAIRFAX COUNTY	137	69	222	428
FREDERICK	2	1	33	36
HARFORD	2	1	2	5
HOWARD	16	0	28	44
LINK	2	1	25	28
LOUDOUN	27	1	112	140
MTA	0	0	0	0
MONTGOMERY COUNTY	275	17	517	809
Bethesda Transportation Solutions	33	1	111	145
Countywide	104	3	18	125
Friendship Heights/Rockville	54	5	0	59
North Bethesda TMD	19	8	228	255
Silver Spring	65	0	160	225
NIH	5	0	87	92
NORTHERN NECK	0	1	1	2
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	0	0	64	64
PRTC	191	1	233	425
RADCO	152	0	602	754
RAPPAHANNOCK-RAPIDAN	11	0	27	38
TRI - COUNTY	14	48	31	93
USDOE	0	0	0	0
TOTAL INPUT	1,170	143	2,566	3,879
TOTAL NEW & RE-APPLICANTS		1,313		

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004



Month
 ○ NEW
 ■ ALL

TABLE 2B

APPLICATIONS RECEIVED THROUGH THE COMMUTER
 CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
 NOVEMBER 2004

	HOME
ALEXANDRIA	11
ANNE ARUNDEL COUNTY	23
ARLINGTON COUNTY	7
BALTIMORE CITY	7
BALTIMORE COUNTY	12
CALVERT COUNTY	7
CARROLL COUNTY	4
CECIL COUNTY	0
CHARLES COUNTY	22
CLARKE COUNTY	2
CULPEPER COUNTY	1
DISTRICT OF COLUMBIA	11
FAIRFAX COUNTY *	91
FAUQUIER COUNTY	8
FREDERICK COUNTY, MD	30
FREDERICK COUNTY, VA	0
FREDERICKSBURG	8
HARFORD COUNTY	2
HOWARD COUNTY	19
KING GEORGE COUNTY	4
LANCASTER COUNTY	0
LOUDOUN COUNTY	35
MADISON COUNTY	0
MONTGOMERY COUNTY	53
ORANGE COUNTY	0
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	45
PRINCE WILLIAM COUNTY **	89
RAPPAHANNOCK COUNTY	1
RICHMOND COUNTY	0
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	44
STAFFORD COUNTY	49
ST. MARY'S COUNTY	4
WARREN COUNTY	5
WESTMORELAND COUNTY	1
WINCHESTER	2
OTHERS	23
TOTAL	620

* 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
 NOVEMBER 2004

ALEXANDRIA	171
ARLINGTON (COG)	11
ARTMA	557
BALTIMORE CITY	37
BMC	227
COG	5,952
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	1,812
FREDERICK	234
HARFORD COUNTY	126
HOWARD COUNTY	194
LINK/RESTON	51
LOUDOUN COUNTY	731
MONTGOMERY COUNTY	7,575
Bethesda Transportation Solutions	1,853
Countywide	1,449
Friendship Heights/Rockville	755
North Bethesda Transportation Ctr	2,420
Silver Spring	1,098
MTA	9
NIH	104
NORTHERN NECK	48
NORTHERN SHENANDOAH VALLEY	9
PRINCE GEORGE'S COUNTY	648
PRTC	1,289
RADCO	3,064
RAPPAHANNOCK-RAPIDAN	175
TRI - COUNTY	690
OTHER	
TOTAL	23,738

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

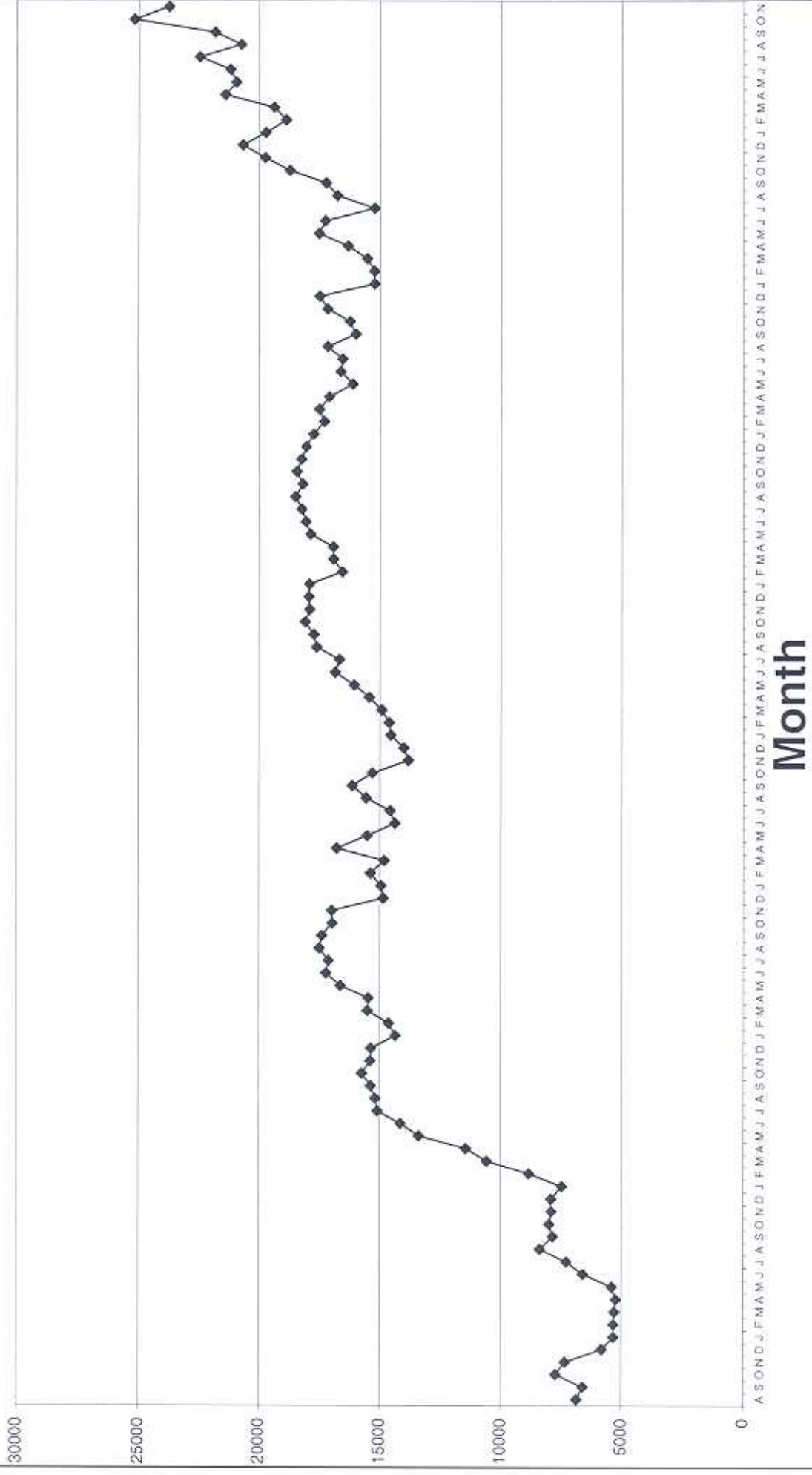


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
 SORTED BY HOME AND WORK JURISDICTIONS
 NOVEMBER 2004

	HOME	WORK
ALEXANDRIA	299	641
ANNE ARUNDEL COUNTY	831	119
ARLINGTON COUNTY	281	3,136
BALTIMORE CITY	205	150
BALTIMORE COUNTY	359	108
CALVERT COUNTY	84	4
CARROLL COUNTY	10	0
CECIL COUNTY	28	2
CHARLES COUNTY	654	56
CLARKE COUNTY	19	1
CULPEPER COUNTY	81	0
DISTRICT OF COLUMBIA	770	8,449
FAIRFAX COUNTY *	2,382	2,069
FAUQUIER COUNTY	226	5
FREDERICK COUNTY, MD	951	69
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	229	7
HARFORD COUNTY	146	97
HOWARD COUNTY	755	85
KING GEORGE COUNTY	65	24
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	886	205
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,687	7,838
ORANGE COUNTY	81	1
PAGE COUNTY	6	0
PRINCE GEORGE'S COUNTY	2,339	442
PRINCE WILLIAM COUNTY **	2,696	120
RAPPAHANNOCK COUNTY	14	0
RICHMOND COUNTY	29	33
SHENANDOAH COUNTY	20	0
SPOTSYLVANIA COUNTY	1,337	6
STAFFORD COUNTY	1,873	11
ST. MARY'S COUNTY	125	38
WARREN COUNTY	86	0
WESTMORELAND COUNTY	35	1
WINCHESTER	54	0
OTHERS	1,090	21
TOTAL	23,738	23,738

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	223	N/A	N/A	N/A	48	N/A	
Internet	N/A	602	N/A	N/A	N/A	446	N/A	
Kiosks	N/A	21	N/A	N/A	N/A	19	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	846	N/A	N/A	17*	513	N/A	
PHONE CALLS								
Brochure/Promo Materials		3		3		7	1	14
Bus/Train Schedule		4						4
Bus/Train Sign		1				1		2
Direct Mail								0
Employer	1							1
Employer Survey								0
Fair/On Site Event								0
Government Office						1		1
Highway Sign				5		8	2	15
Information (411)								0
Internet		7	1	3		26	2	39
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper						1	1	2
Newspaper (Local)								0
Other Ridesharing Org		1				1		2
Park-and-Ride Lot Sign								0
Post Card (COG)		1						1
Presentation								0
Radio		3		3		9		15
Real Estate/WelcomeWagon								0
Referral from Transit Org		1				3		4
Theatre Slide								0
TV		2	1			2		5
Van Sign						1		1
Was/Is Applicant		171		1		33	1	206
White Pages		1						1
Word of Mouth	1	17		9		30		57
Yellow Pages - Verizon						3		3
Yellow Pages - Yellow Book								0
Yellow Pages - Local				3		1		4
Voice Mail Messages	1	39		7		18	1	66
Other		2		3		7	1	13
TOTAL CALLS	3	253	2	37	0	152	9	456

*Requests for Bicycling information from applications received from all sources

TABLE 6
 REQUESTS RECEIVED AT CLIENT PROGRAMS
 NOVEMBER 2004

	T O C T O B E R	N O V E M B E R	D E C E M B E R	J A N U A R Y	F E B R U A R Y	M A R C H	A P R I L	M A Y	J U N E	J U L Y	A U G U S T	S E P T E M B E R	O C T O B E R	N O V E M B E R	D E C E M B E R	T O T A L
Calls Transf'd by COG	N/A	N/A														71
How they heard...																
Brochure/Promo Mails	14	10														24
Bus/Train Schedule	4	4														8
Bus/Train Sign	2	2														4
Direct Mail	0	0														0
Employer	1	1														2
Employer Survey	0	0														0
Fair/On Site Event	0	0														0
Government Office	1	0														1
GRH Program	0	0														0
Highway Sign	15	12														27
Information (411)	0	0														0
Internet	39	29														68
Library	0	0														0
Mobile Billboard	0	0														0
Newsletter	0	0														0
Newspaper	2	2														4
Newspaper (Local)	0	0														0
Other Ridesharing Org	2	2														4
Park-and-Ride Sign	0	0														0
Post Card (COG)	1	1														2
Presentation	0	0														0
Radio	15	10														25
Real Estate/WeiborneW	0	0														0
Referral from Transit Org	4	3														7
Theatre Slide	0	0														0
TV	5	3														8
Van Sign	1	0														1
Was/is Applicant	206	186														392
White Pages	1	1														2
Word of Mouth	57	43														100
Yellow Pgs-Verizon	3	2														5
Yellow Pgs-Yellow Book	0	0														0
Yellow Pages-Local	4	4														8
Voice Mail Messages	66	65														131
Other	13	7														20
Total	456	387	0	0	0	0	0	0	0	0	0	0	0	0	0	843

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 2004

	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 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 Matris	55							1				3									2	1				62
Bus/Train Schedule	21																		3							24
Bus/Train Sign	17													1												18
Direct Mail	12																									12
Employer	33							1						1								1	10			46
Employer Survey	0																									0
Fair/On Site Event	0													51									51			102
Government Office	18						4	1																		23
GRH Program	0	20					173	30					37	1					108	98	20					487
Highway Sign	14											21		1					1	2	9					48
Information (411)	1																									1
Internet	66							1						2					25	43	6	3				146
Library	1																									1
Mobile Billboard	1																									1
Newsletter	2																									2
Newspaper	2																				1					3
Newspaper (Local)	4																									4
Other Ridesharing Org	4	2							1			4							3		2					16
Park-and-Ride Sign	0																									0
Post Card (COG)	1																									1
Presentation	73								1																	74
Radio	0																				1					1
Real Estate/WelcomeW	0																									0
Referral from Transit Org	0								47																	47
Theatre Slide	0																									0
TV	13																									13
Van Sign	5																									5
Was/is Applicant	19																									19
White Pages	0																									0
Word of Mouth	80									1				1												82
Yellow Pgs-Verizon	0																									0
Yellow Pgs-Yellow Bk	0																									0
Yellow Pages-Local	0																									0
Voice Mail Messages	0																									0
Other	36		9					1		33	0	12	4	2							6	1				98
Total	478	0	31	0	0	0	0	0	229	33	0	43	0	42	59	0	0	0	0	266	183	41	82	27	0	1514

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

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,364	1,780	8,068
Rideshare applicants	1,313	1,404	7,400
Matchlists sent	1,331	1,704	7,938
Transit applicants/info sent	37	59	274
GRH applicants	846	747	4,395
Bike to work info requests	17	16	135
Telework info requests	3	0	4
Kiosk users	4,172	3,621	18,483
Kiosk applicants	29	0	33
Internet users	6,315	6,937	31,694
Internet applicants	1,048	1,552	6,922
New employer clients	48	166	334
Employee applicants	8	0	94

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	382	498	2,259
Temporary/one-time placements	241	315	1,428
Daily vehicle trips reduced	227	297	1,345
Daily VMT reduced	7,769	10,139	45,954
Daily tons NOx reduced	0.0110	0.0144	0.0651
Daily tons VOC reduced	0.0052	0.0068	0.0306
Daily gallons of gas saved	360	469	2,128
Daily commuter costs saved	\$1,496	\$1,952	\$8,846

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 2004

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	6,949	
Total Accesses of Commuter Connections Home Page	6,459	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,736	12.52%
Carpooling Page	1,003	7.23%
TDM Resources	966	6.97%
Public Transit Page	951	6.86%
Calculate Your Commuting Cost	805	5.81%
Vanpooling Page	783	5.65%
Telework Page	658	4.75%
GRH - What Does It Cost?	614	4.43%
About Page	565	4.08%
Transit Virginia	493	3.56%
Bicycling Page	478	3.45%
Transit Maryland	459	3.31%
GRH Area	396	2.86%
GRH Eligibility	358	2.58%
Ozone Action Days Page	283	2.04%
TDM Telework Centers	254	1.83%
Participation Guidelines	245	1.77%
Carpooling - HOV	194	1.40%
News	193	1.39%
Special Events	188	1.36%
Calculate Your Cost of Commuting	186	1.34%
Telework Centers	180	1.30%
Transit D.C.	178	1.28%
Telework Assistance Request Form	175	1.26%
Carpooling Advantages	151	1.09%
Vanpooling Advantages	150	1.08%
Teleworking - Keep the job, Lose the Commute	142	1.02%
Vanpooling Incentives	142	1.02%
Employer Services	141	1.02%
Walking	141	1.02%

Commuter Connections Website Activity -- November 2004

Vanpooling Concerns	138	1.00%
TDM Vanpool Services	134	0.97%
Transit Metrochek	129	0.93%
Carpooling Concerns	128	0.92%
Why Should Your Employees Bike to Work	127	0.92%
Total	13,864	100.00%

Commuter Connections Website Activity -- November 2004



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: November 2004 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: December 20, 2004

Background Activities

Major activities in November included:

- Editing the FY 2005 Employer Telework Workshop brochure
- Internal status meeting to discuss status of the TPE, TWVA, and TRC activities
- Preparing TWVA cursory assessments for Parrish Services, CIMA, and Calvert Jones
- Preparing meeting notes from the TWVA meeting with RideFinders and VDRPT
- Reviewing ACT! database contacts for duplications or outdated information
- Outreach activity to all ACT! database contacts that have phone numbers
- Sending Telework Resource Center kits to contacts in ACT! database
- Arranging on-site employer meetings with Institute for Educational Leadership, Consumer Data Industry, Applied Ordinance Technology
- Conducting conference call with Expanded TERM contractor

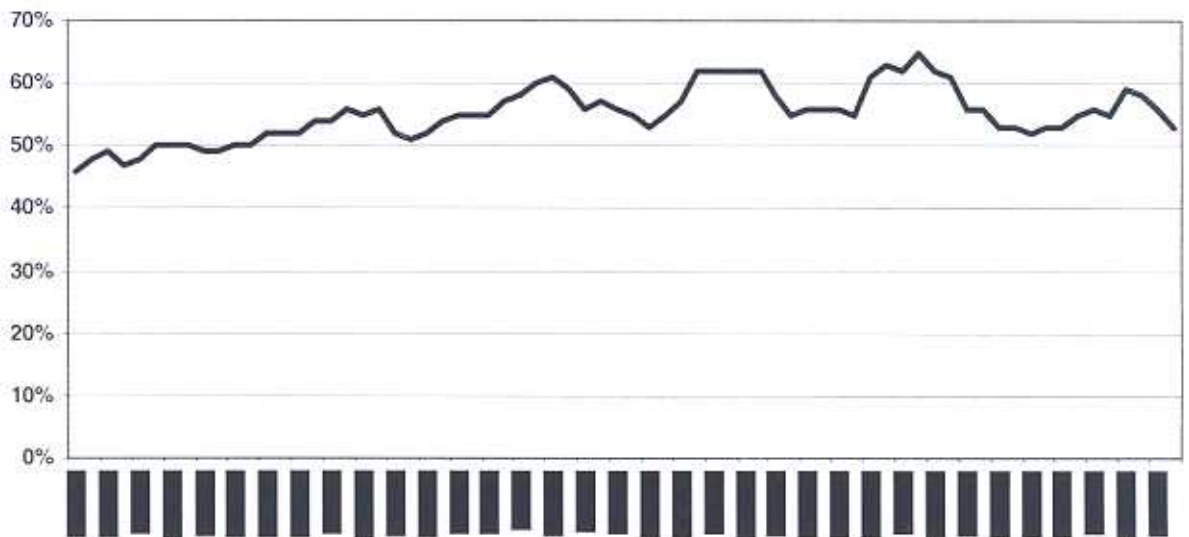
Telework Resource Center:

- November 3 Conference calls with CIMA and Parrish to review cursory Assessments for TWVA project
- November 3 Conference call with Telecommuting Advantage Group
- November 5 Meeting with to discuss status of Telework Resource Center, Expanded Telework TERM and Telework Virginia projects
- November 12 Telecommuting presentation to the COG CAO Committee.
- November 16 Commuter Connections Subcommittee Meeting
- November 29 TWVA Conference call with RideFinders and VDRPT
- November 30 Meeting with VDRPT, WorkLife Performance, Pulsar, and Redmond Group to discuss TWVA project

Products

- Placed or responded to 51 calls regarding the Telework Resource Center
- Mailed 497 Telework Resource Center kits to ACT! Database contacts
- Telework Center utilization at 53% (currently used by 602 individuals)

Center Utilization Percentage



- Telework Resource Center monthly report for October 2004
- Meeting notes for RideFinders, VDRPT, COG conference call meeting

Problems Encountered

None at this time.

Future Activities

- WorkLife Alliance annual awards and holiday event at the Gannett campus
- Bi-monthly update meetings
- On-site meeting with Calvert Jones to clarify Scope of Work and Budget issues regarding their Telework Virginia application
- WorkLife Alliance Annual Awards event at the Gannett Building in McLean, Virginia
- Conference call with Discovery Communications
- Meeting with Consumer Data Industry
- Meeting with Applied Ordinance Technology
- Conference call and/or on-site meeting with CIMA to assist with budget and scope of work for Telework Virginia participation
- Meeting with Institute for Educational Leadership
- Meeting with Telecommuting Advantage Group at COG

Expanded Telework TERM activities:

Background Activities

- The two Foundation II workshops, (Strategic and Rollout), were broken out into shorter sub-trainings. TAG's offer to organizations has expanded to increased one-on-one trainings at client sites. They are focusing this offer on the larger employers with whom they have already made progress. This approach offers more customized training for a client, usually focused in a shorter time-frame than the two days of "standard" Foundation II training.
- Sessions were conducted with HUD, DOJ, Verizon Wireless, KPMG and MITRE.

Employers Contacted

- Continuing discussions with HUD, Booz Allen Hamilton, KPMG, City of Alexandria, DOJ, Discovery Communications, Coca-Cola, Verizon-Wireless, MITRE, the Washington Post, Chevy Chase Banks and Marriott International.
- Organizations that TAG has begun discussions with include:
 - National Forest Service, Orbit and Fairchild, Sanitors Services, Gannett Broadcasting Co., Digital Net Holdings, DOT, Arnold & Porter, Dimensions Health, AOL, Digital Net, Northrop Gruman, the National Labor Relations, the Department of Energy, Arlington County, Department of Transportation, Exxon/Mobil, INOVA hospitals, the USDA, Washington Gas, and the Department of Labor.

On Site Meetings

- On-site meetings were held at:
 - HUD, Chevy Chase Banks, Discovery Communications, MITRE, Verizon Wireless, DOJ/DEA, KPMG, the City of Alexandria, and Marriott International.

Products

- Training sessions concerning metrics were conducted with:
 - HUD, DOJ, Verizon Wireless, KPMG and MITRE.
- Training sessions concerning overcoming management resistance and making the case for upper management were held with:
 - HUD, DOJ and Verizon Wireless. In house meetings were held with teams from KPMG and Verizon Wireless around their rollout plans.

Future Activities

TAG will be following up with some of the organizations that attended the WACOT event in October to attempt to enroll those who are not already participating in the Expanded-TERM program. TAG will continue to focus on the existing Expanded-TERM program and the

Foundation II workshops through the CD promotion and a list that has been obtained from the Board of Trade.

Upcoming sessions are scheduled with Booz-Allen-Hamilton, Discovery Communications, City of Alexandria and DOJ.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6143
Month:	November 2004 FY05
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	December 21, 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 Union Station, Fair Oaks Mall, and Pentagon City Mall. Communication problems were reported at USDA, Dulles Town Center, and Pentagon City Mall. The InfoExpress kiosk system hardware was replaced at Tysons Corner Center. InfoExpress kiosk monitors were replaced at Reston Town Center and Ballston Common Mall.

The InfoExpress kiosk located at the Reeves Center was moved to the United States Department of Agriculture in Washington DC. The InfoExpress kiosk located Pentagon City Mall was moved within the facility. Staff continued to work with the host site facility to move the kiosks and update the content information.

Staff worked on the InfoExpress kiosk remote management system. The remote management system was tested and partially implemented on selected sites. Staff partially deployed the remote management system additional modifications are being made to accommodate different communications set up at different kiosk locations.

An InfoExpress kiosk promotion was held at Union Station on November 30th 2004. InfoExpress kiosk ambassadors were present at the kiosk location during the promotion to increase awareness of the kiosk at the host site.

Staff continued to work on the Commuter Connections Application Web Migration Project. A 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

- ▶ October monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Electrical power problems were reported at Fair Oaks Mall, and Pentagon City Mall.
- ▶ Communication problems were reported at Dulles Town Center, Tysons Corner, and Pentagon City Mall.
- ▶ InfoExpress kiosk system was replaced at Ballston Common Mall due to hardware failure.
- ▶ InfoExpress kiosk monitors were replaced at Reston Town Center and Ballston Common Mall.

Future Activities

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

INFOEXPRESS KIOSK USAGE RATES

Month: November 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Union Station	824	9047	Maps & Guides	402
			Metro	327
			Transit	265
			Commuter Connections	214
			Weather	193
Manassas Mall	553	6317	Weather	443
			Manassas Mall	317
			Weather	296
			Commuter Connections	212
			Maps & Guides	145
Tysons Mall # 2	517	4133	Tysons Mall	263
			Weather	251
			Commuter Connections	202
			Maps & Guides	167
			Traffic	108
Springfield Mall # 1	450	6286	Springfield Mall	628
			Maps & Guides	296
			Weather	215
			Traffic	187
			Commuter Connections	124
Pentagon City Mall	343	3478	Pentagon City Mall	248
			Maps & Guides	167
			Commuter Connections	143
			Weather	121
			ART	93
Dulles Town Center	319	3187	Maps & Guides	369
			Dulles Town Center	248
			Weather	157
			Commuter Connections	112
			Transit	67

Tysons Mall # 1	263	4083	Tysons Mall Maps & Guides Weather Metro Commuter Connections	291 185 146 134 79
Springfield Mall # 2	257	5124	Springfield Mall Maps & Guides Weather Metro Commuter Connections	551 243 226 165 141
La Promenade	209	4475	La Promenade Maps & Guides Weather Transit Commuter Connections	515 257 145 141 139
Reston Town Center	140	2184	Reston Town Center Weather Maps & Guides Commuter Connections Traffic	247 142 112 98 67
Fair Oaks Mall	129	2104	Fair Oaks Mall Transit Commuter Connections Weather Metro	263 157 114 61 53
Ballston Common Mall	97	1784	Weather Transit Ballston Common Mall Commuter Connections Metro	159 102 86 71 64
USDA - DC	35	153	Metro Transit Weather Maps & Guides Commuter Connections	81 52 29 19 11

USDA - Alexandria	4	21	Transit Metro Maps & Guides Commuter Connections Weather	14 6 6 4 4
Pentagon	4	12	Weather Metro Transit Commuter Connections Maps & Guides	11 5 5 2 1

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	0	0
George Mason Library	2	9
Chantilly	1	4
Kings Town	0	0
Mason Govt Center	2	11
Kings Park	0	0
Reston Library	4	19
Tysons Transit	2	16
Centreville	3	19
DolleyMadison	1	2
Inova	0	0
Pohick	3	18
John Marshall	3	17
Tysons Pimmit	4	23
Pennino	0	0
Govt. Center	0	0
Fairfax Library	3	17
Warranton	0	0

November 2004

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	1
Fair Oaks Mall	0
Springfield Mall	0
Pentagon City Mall	0
Union Station	27
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	1
USDA - DC	0
Ballston	0
USDA - Alexandria	0
Manassas Mall	0
Dulles Town Center	0
Total	29

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6144
Month: November 2004 **FY05**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: December 20, 2004

Background Activities

Monthly synchronizations from six of the employer outreach jurisdictions were without any problems. Fairfax 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 for data collection. The 1st quarter conformity verification report was completed.

Staff continued working on the draft FY04 Employer Customer Satisfaction Survey Report. Results were presented to the Commuter Connections Subcommittee on November 16th.

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

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

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

Staff reconvened the TMA Advisory Working Group to discuss possibilities for next year's meeting or further meetings in the region for local TMAs.

Staff attended the Clean Air Partners annual meeting on November 4th at the University of Maryland.

Products

November monthly sales activities
1st Quarter Conformity Verification Report (July-September 2004)
FY04 Satisfaction Survey Draft Report

Problems Encountered

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

The outstanding contracts are:

City of Alexandria
Arlington County
Prince George's County

Fairfax County
Montgomery County

Future Activities

Completion of FY04 Employer Customer Satisfaction Survey
2nd Quarter Conformity Verification Report
The next Employer Outreach Ad-Hoc Group meeting will be January 18, 2005.

Month:
November 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	1	1	0	0	1	43	2	0	0	0	12
Employers Contacted (follow-up)	0	36	11	0	3	13	247	5	5	0	0	33
Total Broadcast Contacts	0	1327	0	0	0	0	1557	676	0	0	0	0
Total Sales Meetings	0	1	2	0	0	1	33	3	0	0	0	10
Total Employers Contacted	0	1365	14	0	3	14	1880	686	5	0	0	55
New Level 1 TDM Programs	0	1	0	0	0	0	23	0	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	1	0	0	0	0	10	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

Year to Date FY05

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri - County Council	Metro	Telework
Employers Contacted (new)	4	26	7	3	0	13	82	95	0	0	0	42
Employers Contacted (follow-up)	12	523	20	34	3	71	1133	774	5	0	0	137
Total Broadcast Contacts	20	4420	0	0	0	0	11328	1548	0	0	0	0
Total Sales Meetings	2	9	2	3	0	13	165	52	0	0	0	43
Total Employers Contacted	38	4978	29	40	3	97	12708	2469	5	0	0	222
New Level 1 TDM Programs	0	8	0	3	0	2	29	3	0	0	0	0
New Level 2 TDM Programs	0	3	0	1	0	0	57	2	0	0	0	0
New Level 3 TDM Programs	0	11	0	2	0	3	17	2	1	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 ridesharing
- 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:	November 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	December 21, 2004

Background Activities

During November, COG received 846 applications for the GRH program. A total of 357 new applicants were registered (353 new applicants and 4 previous "one-time exception" users) and 494 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 32,881 commuters are currently registered for GRH.

GRH radio advertisements aired the third week of November. Enhanced "Key Word" search purchased on popular search engines continued in November. Internet banner ads ran the last two weeks of November.

On November 9th re-registration brochures were mailed to 4,078 commuters who had not re-registered or responded to telephone calls to re-register. COG staff began re-registering the records of those commuters who returned a completed application and expiring the records of those that do not respond to the mailing. More than 200 applications for re-registration have been received as a result of the mailing.

On November 16th, the Commuter Connections Subcommittee approved the recommended changes to the program participation guidelines from the GRH Ad-Hoc Group for adoption. Work continued on the draft FY2004 GRH Customer Satisfaction Survey report.

Products

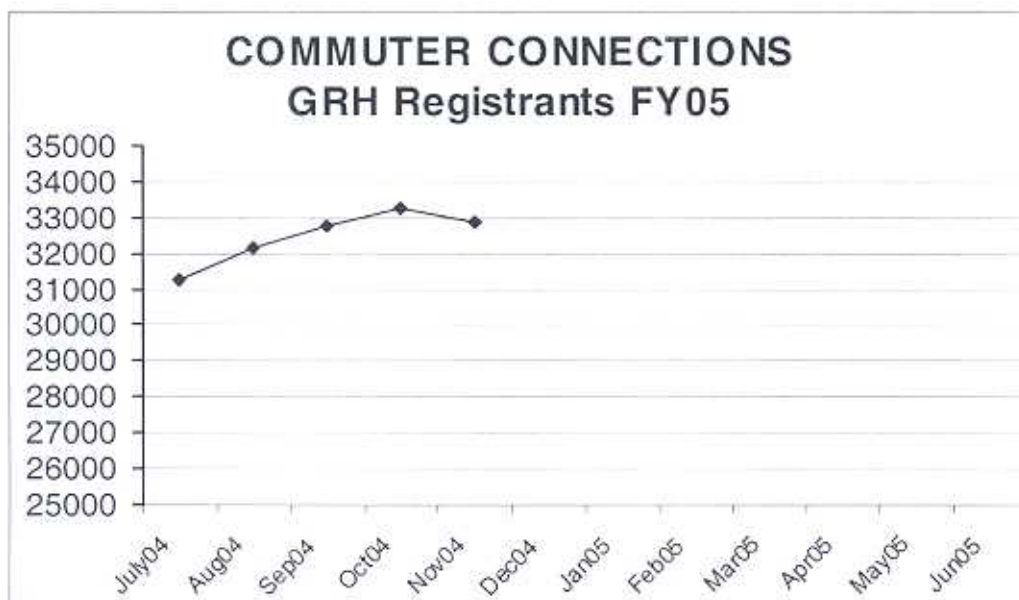
Provided 233 GRH trips.
Received 846 applications.
Registered 357 new applicants, including 4 "one-time exceptions."
Re-registered 494 commuters.
Received 253 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management and maintenance.
GRH server maintenance.
Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
October monthly performance report.

Problems Encountered

A minor problem was discovered when testing the latest update of the GRH software. All other problems were fixed and the latest version can be used. The GRH software contractor has been notified and they are working to fix the problem.

Future Activities

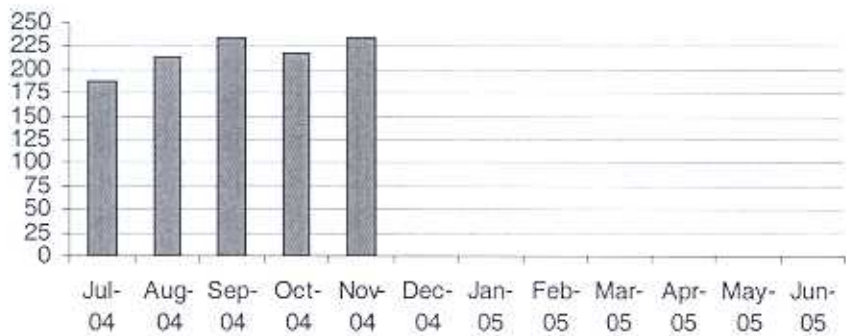
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- FY2004 GRH Customer Satisfaction Survey report.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate GRH regional marketing campaign. Continue response data collection and final numbers reporting from GRH mailout of postcard and self-mailers. This includes tracking of test urls, phone calls and returned applications.



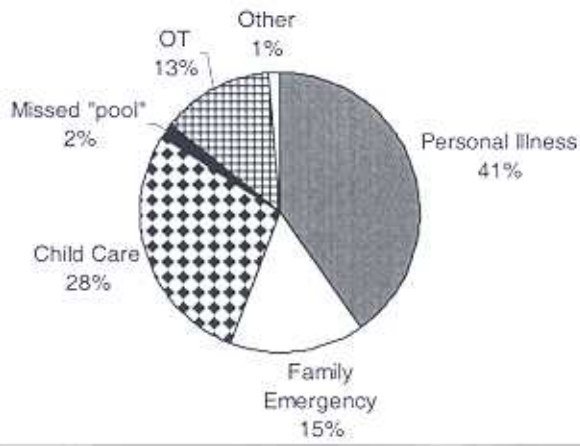
COMMUTER CONNECTIONS GRH Applications Received FY05



COMMUTER CONNECTIONS Trips Provided FY05



COMMUTER CONNECTIONS GRH Trip Reasons for November 2004



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: November 2004 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: December 20, 2004

Background Activities

Staff coordinated and moderated the November 19th Bike to Work Day 2005 Steering Committee meeting. Topics discussed were the 2004 draft Bike to Work Day report, the date change for the event, and sponsorship opportunities.

Staff completed the final draft of the Bike to Work Day 2004 Report.

Products

2004 Bike to Work Day Final Draft Report

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 (November 19th)
- Update current bike to work guide.
- Distribute FY04 Bike To Work Day Report

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	November 2004	FY05
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	December 20, 2004	

Background Activities

- Mass Marketing activity:
 - Internet banner advertising ran through the first week in November on sites such as WashingtonPost.com Traffic page and Mapquest.
 - Total Traffic Network 15-second sponsorships continued through mid November as the second part of a one month test of on-air radio traffic report sponsorships.
 - Hispanic radio ran in mid-November for one week.
 - Internet Key Word sponsorships appeared on Google and Overture network to drive traffic to Commuter Connections web site, which ran the entire month of November.
- Printed and released the Commuter Connections 2004 Fall newsletter.
- Prepared agenda, and logistics for December 7th Regional TDM Marketing meeting.

Products

- Total Traffic Network radio sponsorships
- Internet Banner advertising
- Internet Key Word sponsorships
- Hispanic Radio
- Commuter Connections Fall Newsletter

Problems Encountered

None

Future Activities

- The next Regional TDM Marketing Group meeting will be held on December 7th.
- Mass Marketing activity:
 - Hispanic radio to run the first week of December

- Internet Key Word sponsorships on Google and Overture network to run entire month of December
- Develop ideas for winter 2005 Commuter Connections newsletter.
- Develop Mass Marketing mini-household survey methodology.
- Work with marketing workgroup to select bus tail light posters. The posters will appear on 135 bus lines throughout the region for a 90 day period starting in February. The advertising message will be HOV related. Buses selected will travel along HOV corridors.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: October 2004 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: November 23, 2004

Background Activities

Staff coordinated and moderated the October 22 Bike to Work Day 2005 Steering Committee meeting. Topics discussed were the 2004 draft Bike to Work Day report, possible date change for the event, and sponsorship opportunities.

Staff completed the preliminary Bike to Work Day 2004 Report.

Products

Draft 2004 Bike to Work Day Report

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 (November 19th)
- Update current bike to work guide.
- Finalize and distribute FY04 Bike To Work Day Report

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	October 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	November 23, 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:

ARTMA – During the end of October ARTMA's IT staff changed their network servers and rideshare staff's login domain and password. This caused the Windows Scheduled Tasks, including the upload and download tasks, not to run because the user domain and password are provided when these tasks are scheduled. Any change to user passwords or domain login must be made to the task items. COG staff assisted ARTMA's rideshare staff via the telephone to delete the old upload and download tasks and create new tasks. This had to be done twice because of changes to ARTMA's network domain login and user password.

Baltimore City – On October 26, Baltimore City rideshare staff called the Help Line and said that the CCRS program was "not responding." COG staff had Baltimore City rideshare staff close the CCRS and all other programs, shutdown the computer and start the computer. The CCRS program was performing properly after these procedures were completed.

Howard County – COG sent the latest CCRS software on a CD along with instructions on how to copy the files to the computer used for ridesharing to Howard County on October 6. On October 7, Howard County staff copied the CCRS software files to the rideshare computer and COG staff provided assistance via the Help Line to Howard County staff to put shortcut icons for CCRS, the Transfer Log, the upload and download, on the computer desktop. The test of the upload and download were successful and the tests of the ridematching and matchletter generation were also successful. On October 19 and 26 Howard County staff reported problems retrieving commuter records. This was due to the main CCRS program file being overwritten, most likely due to improper shut down of the CCRS program. Both times COG staff sent the main program file to Howard County to copy to the rideshare computer. This fixed the problem.

Prince George's County – COG staff made a site visit and installed the CCRS and ArcView programs on the rideshare staff's computer. The software was removed from the old stand-alone

rideshare computer. There were problems with the FTP upload and download due to County Internet connection problems. The upload and download worked the following day.

PRTC – On October 1 COG staff made a site visit and copied the street file data to the rideshare computer. This fixed the problem they were having where some origins and destinations were being placed with the wrong x/y coordinates. This was due to corrupt street file data which was fixed with the replacement of that data. COG staff also manually fixed the x/y coordinates on the origins and destinations that were incorrect.

Rappahanock-Rapidan Regional Commission – On October 25 RRRC staff reported unsuccessful uploads and downloads. COG staff had RRRC do an upload and download and both were successful. COG also had RRRC replace her desktop shortcuts for the upload and download.

COG staff participated in the USDA's Work/Life Information Fair in Washington, DC on October 18, and employee transportation information fairs at NIH in Montgomery County, MD on October 20th, Nixon Peabody in Washington, DC on October 28, and Carr America in Alexandria, VA on October 29. 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 review of the draft Technical report for the 2004 State of the Commute.

Staff attended in a Federal ETC training planning meeting at the NCPC on October 8th and a conference call meeting on October 29th.

During the final week in October, the FY05 Placement Rate survey alert letters were mailed and a test of the survey questionnaire was conducted.

Products

- September monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of October 4th and 18th.

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 OCTOBER 2004

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,780	1,441	6,704
Rideshare applicants	1,404	1,363	6,087
Matchlists sent	1,704	1,430	6,607
Transit applicants/info sent	59	59	237
GRH applicants	747	716	3,549
Bike to work info requests	16	32	118
Telework info requests	0	0	1
Kiosk users	3,621	3,025	14,311
Kiosk applicants	0	0	4
Internet users	6,937	6,133	25,379
Internet applicants	1,552	1,458	5,874
New employer clients	166	61	286
Employee applicants	0	1	86

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	498	403	1,877
Temporary/one-time placements	315	255	1,187
Daily vehicle trips reduced	297	240	1,117
Daily VMT reduced	10,139	8,208	38,185
Daily tons NOx reduced	0.0144	0.0116	0.0541
Daily tons VOC reduced	0.0068	0.0055	0.0254
Daily gallons of gas saved	469	380	1,768
Daily commuter costs saved	\$1,952	\$1,580	\$7,351

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 -- October 2004

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOCG Home Page	7,654	
Total Accesses of Commuter Connections Home Page	6,973	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,601	10.79%
Carpooling Page	1,104	7.44%
Public Transit Page	994	6.70%
TDM Resources	971	6.55%
Vanpooling Page	851	5.74%
Calculate Your Commuting Cost	777	5.24%
Telework Page	739	4.98%
GRH - What Does It Cost?	635	4.28%
Transit Virginia	568	3.83%
About Page	548	3.69%
Bicycling Page	456	3.07%
Transit Maryland	441	2.97%
GRH Area	410	2.76%
GRH Eligibility	395	2.66%
Participation Guidelines	259	1.75%
TDM Telework Centers	225	1.52%
Ozone Action Days Page	215	1.45%
Calculate Your Cost of Commuting	208	1.40%
Public Transit Page - Spanish Translation	198	1.33%
Transit D.C.	192	1.29%
Carpooling - HOV	186	1.25%
Special Events	182	1.23%
Telework Centers	179	1.21%
News	170	1.15%
Vanpooling Advantages	166	1.12%
Vanpooling Incentives	161	1.09%
Transit Metrochek	156	1.05%
Carpooling Tips	151	1.02%
Employer Services	150	1.01%
Teleworking - Keep the job, Lose the Commute	141	0.95%

Commuter Connections Website Activity -- October 2004

Carpooling Concerns	140	0.94%
Vanpooling Concerns	139	0.94%
Carpooling Resources	132	0.89%
Teleworking Benefits	130	0.88%
Telework Assistance Request Form	129	0.87%
Walking	129	0.87%
TDM Vanpool Services	126	0.85%
Carpooling Advantages	123	0.83%
Bicycling Guide - Resources	122	0.82%
Parking Management	122	0.82%
Bicycling Guide - Employees	112	0.76%
Total	14,833	100.00%

Commuter Connections Website Activity -- October 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

OCTOBER 2004



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2A

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
OCTOBER 2004

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	10	0	27	37
ARLINGTON (COG)	0	0	0	0
ARTMA	2	0	78	80
BALTIMORE CITY	6	0	6	12
BMC	7	1	19	27
COG - MD	152	3	172	327
COG - VA	290	1	223	514
COG - Other	14	0	19	33
DISTRICT OF COLUMBIA	8	0	13	21
DOD	0	0	0	0
FAIRFAX COUNTY	82	9	210	301
FREDERICK	11	2	41	54
HARFORD	42	0	4	46
HOWARD	6	0	31	37
LINK	5	0	6	11
LOUDOUN	32	0	102	134
MTA	0	0	0	0
MONTGOMERY COUNTY	158	67	942	1,167
Bethesda Transportation Solutions	33	2	159	194
Countywide	71	13	333	417
Friendship Heights/Rockville	25	8	0	33
North Bethesda TMD	12	43	348	403
Silver Spring	17	1	102	120
NIH	10	0	7	17
NORTHERN NECK	8	2	1	11
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	23	1	86	110
PRTC	140	0	203	343
RADCO	227	1	755	983
RAPPAHANNOCK-RAPIDAN	11	1	36	48
TRI - COUNTY	2	70	33	105
USDOE	0	0	0	0
TOTAL INPUT	1,246	158	3,014	4,418
TOTAL NEW & RE-APPLICANTS		1,404		

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004

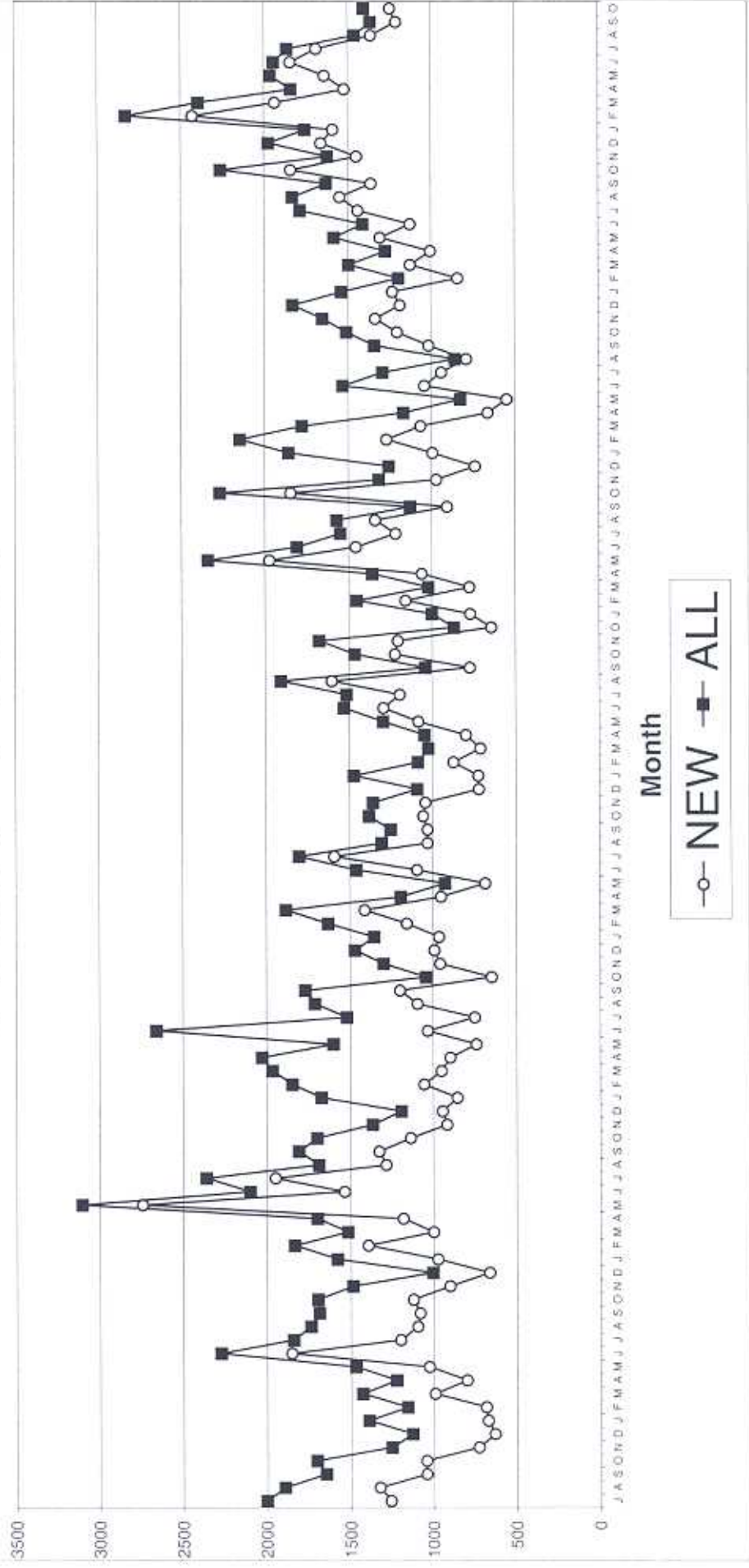


TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 OCTOBER 2004

ALEXANDRIA	163
ARLINGTON (COG)	11
ARTMA	492
BALTIMORE CITY	32
BMC	201
COG	5,845
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	1,606
FREDERICK	235
HARFORD COUNTY	2,433
HOWARD COUNTY	182
LINK/RESTON	49
LOUDOUN COUNTY	705
MONTGOMERY COUNTY	7,534
Bethesda Transportation Solutions	1,823
Countywide	1,408
Friendship Heights/Rockville	723
North Bethesda Transportation Ctr	2,433
Silver Spring	1,147
MTA	9
NIH	101
NORTHERN NECK	50
NORTHERN SHENANDOAH VALLEY	9
PRINCE GEORGE'S COUNTY	648
PRTC	1,114
RADCO	2,907
RAPPAHANNOCK-RAPIDAN	164
TRI - COUNTY	652
OTHER	
TOTAL	25,166

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

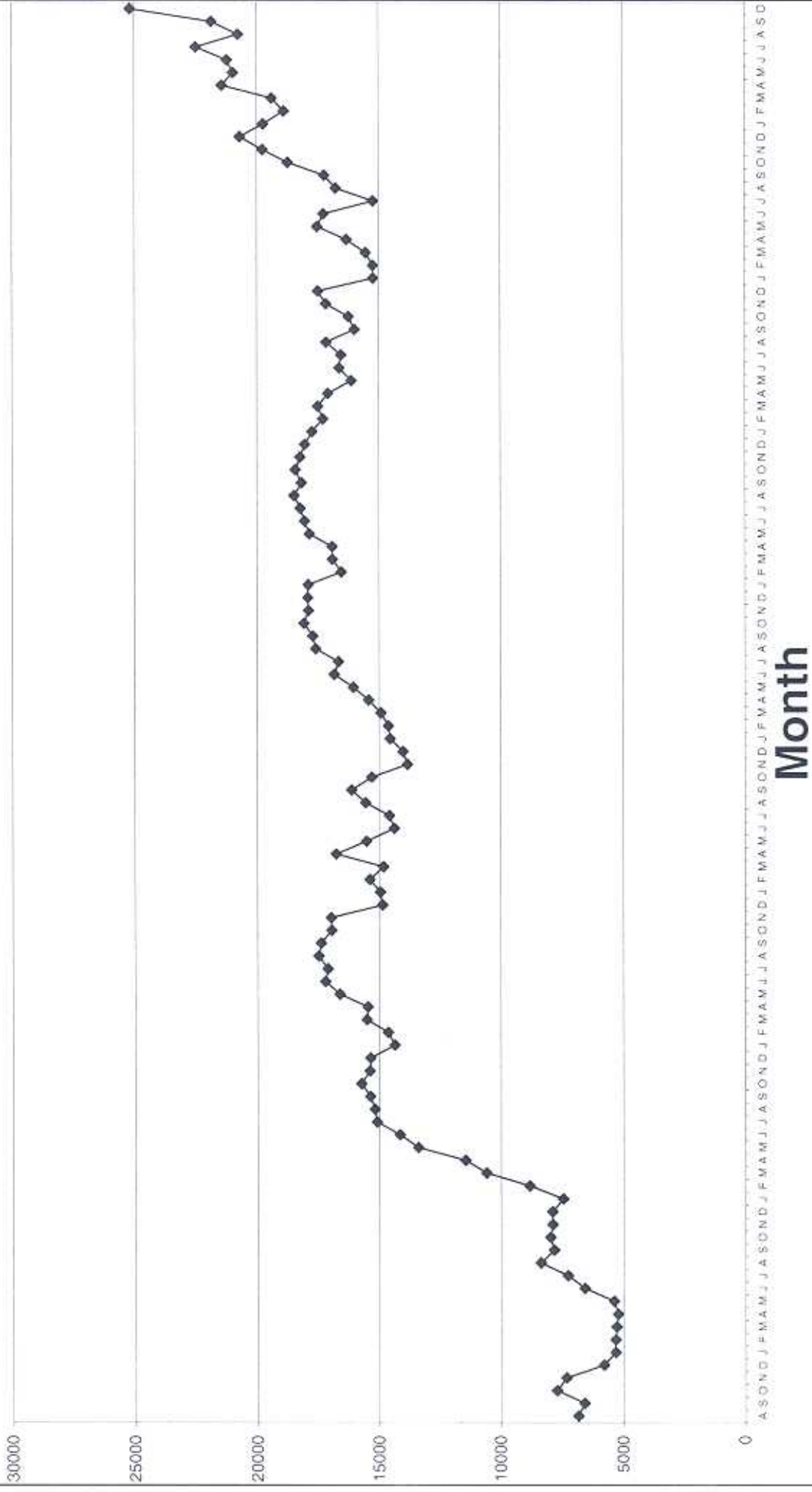


TABLE 2B

APPLICATIONS RECEIVED THROUGH THE COMMUTER
 CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
 OCTOBER 2004

	HOME
ALEXANDRIA	24
ANNE ARUNDEL COUNTY	46
ARLINGTON COUNTY	12
BALTIMORE CITY	3
BALTIMORE COUNTY	12
CALVERT COUNTY	17
CARROLL COUNTY	5
CECIL COUNTY	1
CHARLES COUNTY	34
CLARKE COUNTY	2
CULPEPER COUNTY	5
DISTRICT OF COLUMBIA	28
FAIRFAX COUNTY *	197
FAUQUIER COUNTY	22
FREDERICK COUNTY, MD	39
FREDERICK COUNTY, VA	0
FREDERICKSBURG	23
HARFORD COUNTY	5
HOWARD COUNTY	27
KING GEORGE COUNTY	1
LANCASTER COUNTY	0
LOUDOUN COUNTY	57
MADISON COUNTY	1
MONTGOMERY COUNTY	91
ORANGE COUNTY	5
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	100
PRINCE WILLIAM COUNTY **	193
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	0
SHENANDOAH COUNTY	2
SPOTSYLVANIA COUNTY	58
STAFFORD COUNTY	88
ST. MARY'S COUNTY	6
WARREN COUNTY	5
WESTMORELAND COUNTY	1
WINCHESTER	4
OTHERS	31
TOTAL	1,145

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
 SORTED BY HOME AND WORK JURISDICTIONS
 OCTOBER 2004

	HOME	WORK
ALEXANDRIA	287	607
ANNE ARUNDEL COUNTY	812	117
ARLINGTON COUNTY	270	2,977
BALTIMORE CITY	191	148
BALTIMORE COUNTY	347	103
CALVERT COUNTY	289	4
CARROLL COUNTY	9	0
CECIL COUNTY	27	2
CHARLES COUNTY	627	54
CLARKE COUNTY	17	1
CULPEPER COUNTY	79	0
DISTRICT OF COLUMBIA	760	7,986
FAIRFAX COUNTY *	2,136	1,929
FAUQUIER COUNTY	214	5
FREDERICK COUNTY, MD	929	67
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	220	7
HARFORD COUNTY	142	102
HOWARD COUNTY	729	78
KING GEORGE COUNTY	61	24
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	853	196
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,645	7,780
ORANGE COUNTY	78	0
PAGE COUNTY	5	0
PRINCE GEORGE'S COUNTY	2,292	429
PRINCE WILLIAM COUNTY **	2,458	110
RAPPAHANNOCK COUNTY	13	0
RICHMOND COUNTY	27	1
SHENANDOAH COUNTY	20	0
SPOTSYLVANIA COUNTY	1,270	6
STAFFORD COUNTY	1,803	10
ST. MARY'S COUNTY	119	34
WARREN COUNTY	81	0
WESTMORELAND COUNTY	36	1
WINCHESTER	50	0
OTHERS	3,265	2,388
TOTAL	25,166	25,166

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	35	N/A	N/A	N/A	14	N/A	
Internet	N/A	707	N/A	N/A	N/A	845	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	0	N/A	
Fax/Phone	N/A	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	3	N/A	N/A	N/A	3	N/A	
Employer Survey	N/A	2	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	747	N/A	N/A	16	862	N/A	
PHONE CALLS								
								TOTAL
Brochure/Promo Materials		2		8		14		24
Bus/Train Schedule						2		2
Bus/Train Sign								0
Direct Mail		1						1
Employer						1		1
Employer Survey								0
Fair/On Site Event								0
Government Office						1		1
Highway Sign				14		8	3	25
Information (411)						1		1
Internet		9		3		24	5	41
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper						1		1
Newspaper (Local)								0
Other Ridesharing Org						1		1
Park-and-Ride Lot Sign								0
Post Card (COG)						1		1
Presentation								0
Radio		4		3		26		33
Real Estate/WelcomeWagon								0
Referral from Transit Org				1				1
Theatre Slide								0
TV						1		1
Van Sign						3		3
Was/Is Applicant		170		1		57		228
White Pages		1						1
Word of Mouth		13		13		44	6	76
Yellow Pages - Verizon				3		6		9
Yellow Pages - Yellow Book								0
Yellow Pages - Local				3				3
Voice Mail Messages		48		8		39	1	96
Other		4		2		6	2	14
TOTAL CALLS	0	252	0	59	0	236	17	564

*Requests for Bicycling information from applications received from all sources

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

	T O	A R	B E	B D	D O	F R	H A	H O	L I	L F	L D	M T	N I	N E	P G	P C	R A	R A	T R	T A	T O		
	C T	A A	B A	B M	D O	F F	H A	H O	L I	L F	L D	M T	N I	N E	P G	P C	R A	R A	T R	T A	T O		
	O C	A R	B E	B M	D O	F F	H A	H O	L I	L F	L D	M T	N I	N E	P G	P C	R A	R A	T R	T A	T O		
	N/A	N/A	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		
Calls Transferred by COG	1	5		4		9	1	2	2	1	7	1	1	1	8	4	13	3	**	**	5	16	85
How they heard...																							
Brochure/Promo Matrix	24					1		6		46							1		11		4	69	
Bus/Train Schedule	2									3						189		24	4			220	
Bus/Train Sign	0	2								7												9	
Direct Mail	1																					3	
Employer	1						1															1	
Employer Survey	0																					0	
Fair/On Site Event	0																					0	
Government Office	1					2	1															12	
GRH Program	0	3				5		14								10						3	
Highway Sign	25	7			1											2						18	
Information (411)	1						9			2							9					11	
Internet	41	4								2												18	
Library	0	2																				2	
Mobile Billboard	0																					0	
Newsletter	0																					0	
Newspaper	1									99												0	
Newspaper (Local)	0	4																				0	
Other Ridesharing Org	1						18															4	
Park-and-Ride Sign	0																					19	
Post Card (COG)	1																					0	
Presentation	0	1																				0	
Radio	33																					1	
Real Estate/WelcomeW	0																					0	
Referral from Transit Org	1															1						1	
Theatre Slide	0																					0	
TV	1																					0	
Van Sign	3																					0	
Was/Is Applicant	228					40		5		12												267	
White Pages	1																					0	
Word of Mouth	76						7			23												67	
Yellow Pgs-Verizon	9	4					2															7	
Yellow Pgs-Yellow Book	0																					0	
Yellow Pages-Local	3						4															4	
Voice Mail Messages	96					39	22															86	
Other	14					30	8	9		25												1625	
Total	564	0	0	0	0	118	30	76	0	0	219	0	0	0	0	1568	368	39	119	37	0	16	2617

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
 OCTOBER 2004

	COG	ALX	ARTMA	ABLT	BBETHC	DBODD	DDOE	FFX	FRFD	HAR	HOW	LINK	LDNC	MATA	NINH	NECK	NSHEN	PGC	PRTC	RADC	RARP	SS	TAP	TRI	TOTAL
How they heard...																									
Brochure/Promo Matrix	53							1			1		2								1				58
Bus/Train Schedule	58											1							11						70
Bus/Train Sign	25																								25
Direct Mail	2																								2
Employer	43																								44
Employer Survey	0																								0
Fair/On Site Event	2																								12
Government Office	16								13													10			29
GRH Program	0		19					65	9		16								16	76	10				211
Highway Sign	8							1											3	3	2				17
Information (411)	1																								1
Internet	91		23					2											38	62	7	2			262
Library	2												37												2
Mobile Billboard	1																								1
Newsletter	9																								9
Newspaper	1																								1
Newspaper (Local)	1																								1
Other Ridesharing Org	16																		3	3					4
Park-and-Ride Sign	0																		3		1				114
Park-and-Ride Sign	0							87			7														0
Post Card (COG)	1																								1
Presentation	1																								4
Radio	131																								131
Real Estate/WelcomeW	2																								2
Referral from Transit Org	0																								0
Theatre Slide	1																								1
TV	15																								15
Van Sign	3																								3
Was/is Applicant	22							2	2		1		2						157		4	10			200
White Pages	3																								3
Word of Mouth	119																								174
Yellow Pgs-Verizon	2												1												2
Yellow Pgs-Yellow Bk	0																								1
Yellow Pgs-Local	0																								1
Voice Mail Messages	0																								0
Other	54										9														125
Total	683	0	42	0	0	0	0	158	24	0	36	0	46	0	0	0	0	0	241	186	26	24	59	0	1525

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: October 2004 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: November 23, 2004

Background Activities

Major activities in October included:

- Meeting with Employer Telework Seminars contractor to develop a timeline for marketing, review brochure modifications, and secure rooms for the FY 05 Employer Workshops
- Coordinating the Telecommuting Ad-Hoc meeting
- Coordination of logistics for the WACOT Senior Executive Forum
- Meeting with Parrish Services, DigitalNet and with Calvert Jones for Telework!VA
- Telework Resource Center database maintenance and clean-up
- Conducting conference call with Expanded TERM contractor
- Prepared presentation on telecommuting for Fairfax County Chairman Gerry Connolly to give to the COG Board of Directors

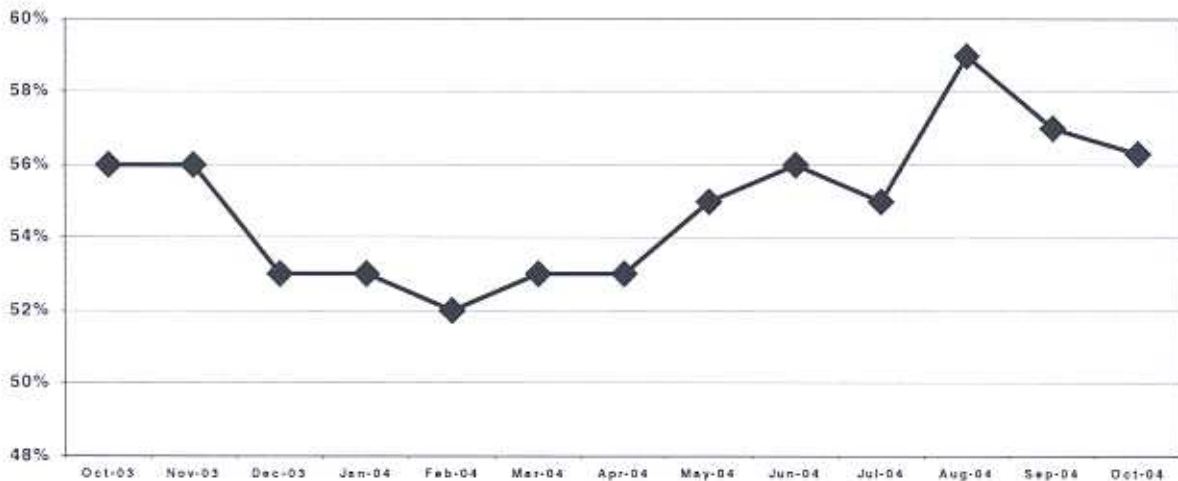
Telework Resource Center:

- October 1 Staff attended Loudoun Business Telework Event
- October 5 Meeting with contractor to discuss FY 05 Employer Workshops
- October 6 Telecommuting Ad Hoc Meeting
- October 12 WACOT Senior Executives Forum
- October 13 Staff attended Potomac Forum Telework Event at the Ronald Reagan Building
- October 13 Presentation on telecommuting to COG Board by Fairfax County Chairman Gerry Connolly
- October 19 Meeting with Parrish Services
- October 19 Meeting with DigitalNet
- October 20 Conference call meeting with Calvert Jones
- October 28 Conference call meeting with COG contractor to discuss progress of Expanded Telework TERM
- October 29 Staff met with Virginia Delegate Scott, and Fairfax County Chairman Connolly, and VDPRT to discuss telecommuting

Products

- Placed or responded to 87 calls regarding the Telework Resource Center
- Distributed 40 Telework Resource Center kits at the Senior Executives Forum
- Mailed 7 Telework Resource Center kits to other interested clients
- Telework Center utilization at 56% (currently used by 640 individuals)

Utilization Percentage



Problems Encountered

None

Future Activities

- Review and update of database entries for the Telework Resource Center
- cursory assessments for CIMA, Parrish, Calvert Jones, DigitalNet for TWVA
- Attending WorkLife Alliance Annual Awards event at the Gannett Building in McLean, Virginia

Expanded Telework TERM Background activities:

- Completed recruiting efforts for the WACOT event in early October
- Finished following up with those who had received the "Harness the Power of Telework" CD-Rom
- Continued to pursue leads from the CD-Rom
- Planned for the next Foundation II workshops which will be held on November 9th and 10th.

Employers Contacted

HUD

Verizon-Wireless

City of Alexandria	MITRE
DOJ	The Washington Post
Discovery Communications	Chevy Chase Bank
Coca-Cola	Ganette
National Forest Service,	Cushman-Wakefield
Expedia,	Galludette University
Orbit and Fairchild,	Sanitors Services
Gannett Broadcasting Co.,	Digital Net Holdings
Department of Transportation	DEA – DOJ
Department of Labor	Booz Allen
Arnold & Porter,	Dimensions Health
AOL,	Digital Net
Northrop Gruman,	National Labor Relations
Department of Energy,	Arlington County
Exxon/Mobil	INOVA Hospitals
USDA	Washington Gas
Arnold Porter	KPMG
MITRE	Marriott International.

Logistics Management, Doctor's Community Hospital, LMI, and EEOC were idle for the month.

On Site Meetings

On-site meetings were held at HUD, Chevy Chase Banks, Coca-Cola, MITRE, Verizon Wireless, DOJ/DEA, KPMG, the City of Alexandria, and Marriott International.

Products

A four-hour metrics and real-estate savings seminar with MITRE, in addition to their Telework Implementation Skills workshops. HUD, Discovery Communications, Chevy Chase Banks and Verizon-Wireless all requested implementation plans for various levels of telework. HUD and Discovery Communications are requesting help for managers; Chevy Chase and Verizon-Wireless are requesting complete rollout designs.

Future Activities

TAG will be following up with the organizations that attended the 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:	October 2004 FY05
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	November 23, 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 Ballston Common Mall, Springfield Mall, Tysons Corner Center, and Pentagon City Mall. Communication problems were reported at USDA and Dulles Town Center. The InfoExpress kiosk system hardware was replaced at Tysons Corner Center.

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. The 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 Web Migration Project. A 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

- ▶ September monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Electrical power problems were reported at Tysons Corner Center, Springfield Mall, and Manassas Mall.
- ▶ Communication problems were reported at Dulles Town Center.
- ▶ InfoExpress kiosk system was replaced at Tysons Corner Center due to hardware failure.

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.
- ▶ Implement Kiosk ambassador marketing campaign.

INFOEXPRESS KIOSK USAGE RATES

Month: October 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Union Station	583	8142	Maps & Guides	357
			Transit	320
			Weather	291
			Commuter Connections	203
			Metro	167
La Promenade	534	7621	La Promenade Mall	589
			Maps & Guides	367
			Weather	293
			Transit	200
			Commuter Connections	160
Manassas Mall	421	6047	Maps & Guides	298
			Weather	214
			Omni Ride	193
			Manassas Mall	127
			Commuter Connections	120
Tysons Mall # 2	362	4912	Tysons Mall	386
			Maps & Guides	214
			Weather	197
			Traffic	162
			Commuter Connections	151
Springfield Mall # 1	324	5368	Springfield Mall	458
			Weather	369
			Maps & Guides	238
			Metro	161
			Commuter Connections	129
Pentagon City Mall	294	4457	Fashion Center	375
			Maps & Guides	224
			Weather	187
			Commuter Connections	173
			Transit	112

Tysons Mall # 1	256	3498	Tysons Mall Maps & Guides Weather Metro Commuter Connections	203 198 131 73 61
Springfield Mall # 2	247	5007	Springfield Mall Maps & Guides Weather Metro Commuter Connections	362 204 112 83 46
Reston Town Center	230	3921	Reston Town Center Maps & Guides Weather Commuter Connections Transit	299 236 205 114 93
Fair Oaks Mall	162	3668	Fair Oaks Mall Maps & Guides Commuter Connections Weather Traffic	147 125 91 73 44
Dulles Town Center	93	2186	Maps & Guides Loudoun Transit Commuter Connections Dulles Town Center Metro	161 106 73 41 39
Ballston Common Mall	79	2012	Maps & Guides Transit Metro Weather Commuter Connections	161 89 58 43 39
USDA	5	53	Metro Transit Weather Maps & Guides Commuter Connections	18 11 10 10 9

Pentagon	3	27	Transit Metro Maps & Guides Commuter Connections Weather.	4 4 3 2 2
Reeves Center	N/A	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	1	2
George Mason Library	3	11
Chantilly	0	0
Kings Town	1	3
Mason Govt Center	0	0
Kings Park	5	19
Reston Library	0	0
Tysons Transit	1	4
Centreville	2	9
DolleyMadison	1	5
Inova	1	7
Pohick	2	9
John Marshall	3	17
Tysons Pimmit	4	14
Pennino	0	0
Govt. Center	1	7
Fairfax Library	2	9
Warranton	1	2

October

**NUMBER OF APPLICATIONS RECIEVED
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: October 2004 FY05
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: November 23, 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, Fairfax 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 coordinated the October 19 Employer Outreach Ad Hoc Group Meeting. Topics discussed were FY04 final conformity statement, FY04 Satisfaction Survey draft report, and sales support call schedule. A new chairperson was initiated and Ms. Robin Briscoe will take over the outgoing chair, Ms. Deborah Skea of Loudoun County.

Staff supported outreach staff in resolving ACT! Database problems for data collection. Sales support conference calls were scheduled and held and information was collected from each of the jurisdictions that will be used and analyzed by staff to provide necessary assistance.

Staff reconvened the TMA Advisory Working Group to discuss possibilities for next year's meeting or further meetings in the region for local TMAs.

Staff coordinated with BMI-SG on the development of the survey web application that will enable the outreach representatives to access their respective client's survey results.

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

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

Staff attended the regional Best Workplaces for Commuters event on October 14th.

Products

October monthly sales activities
FY04 Satisfaction Survey Draft Report

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. The outstanding contracts are:

City of Alexandria
Arlington County
Prince George's County

Fairfax County
Montgomery County

Future Activities

- Customer Satisfaction Survey FY04 Final Report

Month:
October 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	5	0	1	0	0	14	27	0	0	0	0
Employers Contacted (follow-up)	0	82	0	11	0	17	93	20	0	0	0	0
Total Broadcast Contacts	0	59	0	0	0	0	2712	27	0	0	0	0
Total Sales Meetings	0	3	0	2	0	1	45	27	0	0	0	0
Total Employers Contacted	0	149	0	14	0	18	2864	101	0	0	0	0
New Level 1 TDM Programs	0	1	0	2	0	0	0	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	1	0	0	5	0	0	0	0	0
New Level 3 TDM Programs	0	3	0	0	0	0	1	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY05

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri - County Council	Metro	Telework
Employers Contacted (new)	4	25	0	3	0	12	29	93	0	0	0	0
Employers Contacted (follow-up)	12	487	1	34	0	58	693	769	0	0	0	0
Total Broadcast Contacts	20	3093	0	0	0	0	7485	872	0	0	0	0
Total Sales Meetings	2	8	1	3	0	13	109	49	0	0	0	0
Total Employers Contacted	38	3613	2	40	0	83	8316	1783	0	0	0	0
New Level 1 TDM Programs	0	8	0	3	0	2	6	3	0	0	0	0
New Level 2 TDM Programs	0	3	0	1	0	0	36	2	0	0	0	0
New Level 3 TDM Programs	0	10	0	2	0	3	7	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

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:	October 2004 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	November 23, 2004

Background Activities

During October, COG received 747 applications for the GRH program. A total of 565 new applicants were registered (549 new applicants and 16 previous "one-time exception" users) and 496 commuters were re-registered. The GRH program provided 218 GRH trips. Twenty-seven (27) of these trips were "One-Time Exceptions" accounting for twelve percent (12%) 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 33,283 commuters are currently registered for GRH.

The GRH Ad-Hoc Group met on October 19 and discussed the following. FY04 progress report and daily operations, recent and upcoming marketing, FY03 and FY04 customer satisfaction survey results and report timeline, review of Participation Guidelines, and GRH supplemental service for VRE riders and the City of Frederick. The Ad-Hoc Group recommended minor changes to the Participation Guidelines. These changes will be brought to the Commuter Connections Subcommittee for their review and approval.

GRH radio advertisements aired the first and second weeks of October. Enhanced "Key Word" search were purchased on popular search engines starting with the last two weeks of October.

The 2004 GRH Survey Report was finalized and distributed. This report presents the results of a survey of 1,000 registrants/users of the GRH program. The report identifies and examines commute and demographic characteristics of commuters participating in the GRH program, and estimates reductions in vehicle trips, miles traveled and emissions as a result of the GRH program.

Products

- Provided 218 GRH trips.
- Received 747 applications.
- Registered 565 new applicants, including 16 "one-time exceptions."
- Re-registered 496 commuters.
- Received 252 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

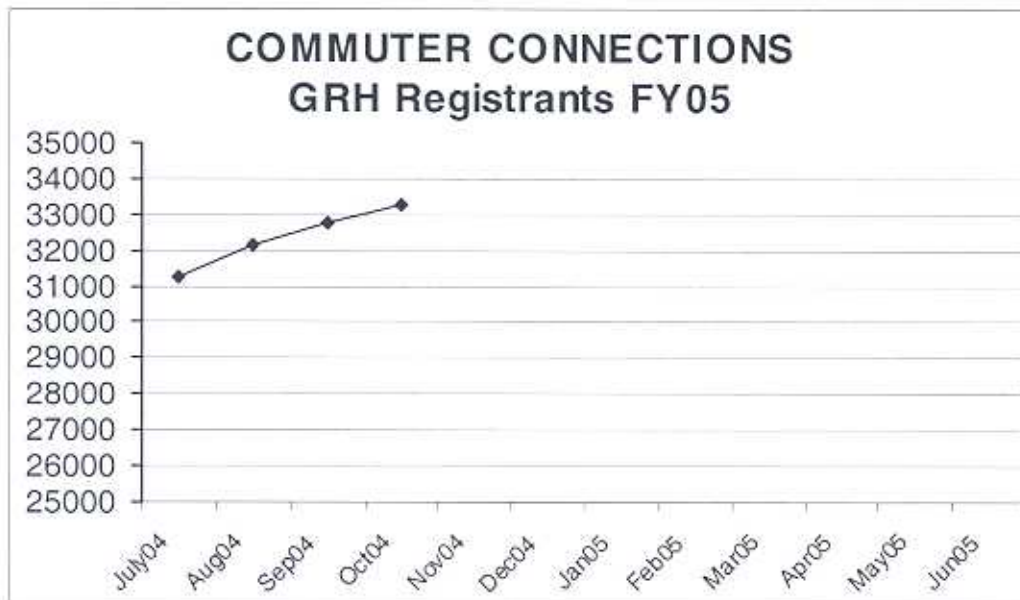
processed Transit Reimbursement Vouchers.
2004 GRH Survey Report.
September monthly performance report.

Problems Encountered

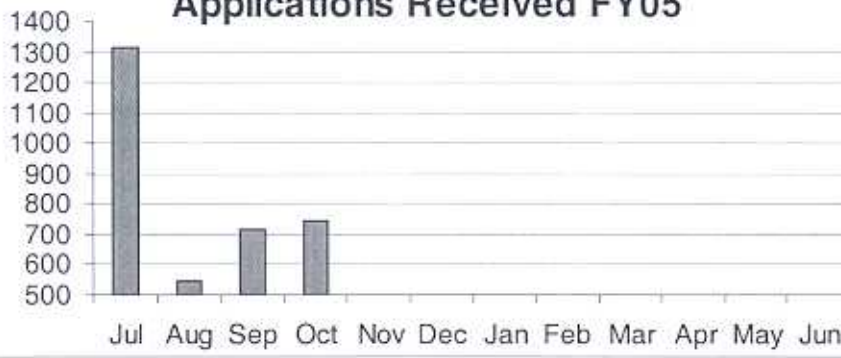
A problem was discovered when importing GRH application data from applications received through the Commuter Connections Website. The problem occurred when a commuter uses an apostrophe in their name. The GRH software contractor has been notified and they are working to fix the problem.

Future Activities

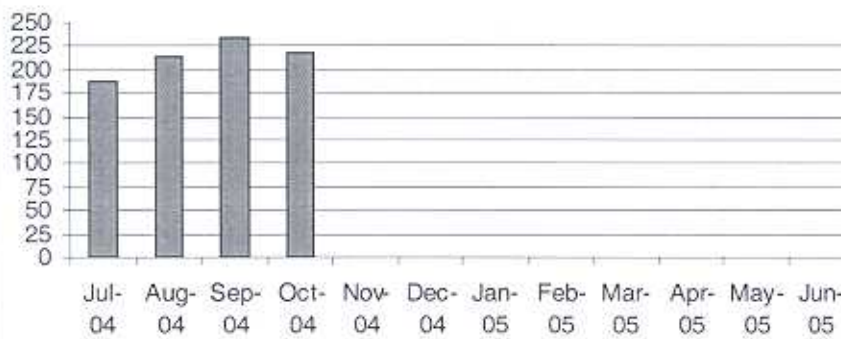
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations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



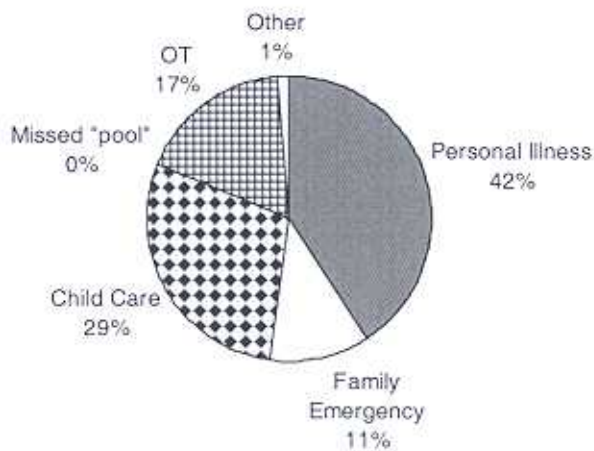
COMMUTER CONNECTIONS GRH Applications Received FY05



COMMUTER CONNECTIONS Trips Provided FY05



COMMUTER CONNECTIONS GRH Trip Reasons for October 2004



MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	October 2004 FY05	
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	November 23, 2004	

Background Activities

- Mass Marketing activity:
 - 60-second radio spots aired into the first week of October
 - Total Traffic Network 15-second sponsorships ran beginning Oct 18th as the first part of a one month test of on-air radio traffic report sponsorships.
 - Internet banner advertising began the weeks of October 11th and ran through the balance of the month.
 - Internet Key Word sponsorships on Google and Overture network to drive traffic to Commuter Connections web site, began the week of October 18th
- Continued editing Commuter Connections 2004 Fall newsletter.
- Distributed 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.
- A Regional TDM Marketing Group meeting was held on October 5th. Meeting topics included:
 - Rotation of chair positions
 - Commuter Connections new radio spots
 - Wilson Bridge new radio spots
 - WMATA marketing
 - REX express commuter bus

Products

- Commuter Connections new Mass Marketing radio spots
- Total Traffic Network sponsorships

- Internet Banner advertising
- Internet Key Word sponsorships
- Commuter Connections Fall Newsletter
- 2004 Regional TDM Resource Guide and Strategic Marketing Plan

Problems Encountered

None

Future Activities

- Prepare agenda, documents and logistics for December 7th Regional TDM Marketing meeting
- Mass Marketing activity:
 - Total Traffic Network 15-second sponsorships to continue through mid November.
 - Internet banner advertising to run through first week in November.
 - Internet Key Word sponsorships on Google and Overture network to run entire month of November.
- Distribute Commuter Connections Fall 2004 newsletter.
- Develop Mass Marketing mini-household survey methodology.