

HANDOUTS

from previous meeting



November 18, 2008

**COMMUTER CONNECTIONS SUBCOMMITTEE MEETING
NOVEMBER 18, 2008
ITEM #4**

**MAJOR CHANGES TO CARSHARE SURVEY REPORT
Since September 16, 2008 Commuter Connections Sub-Committee Presentation**

Pages 3 and 7 – Added comparisons for demographics of DC/Arlington carshare members in addition to demographics of all carshare members region-wide.

Page 25-26 – Added notes indicating that carshare travel patterns might not apply to other household members. Noted that it is possible that respondent's travel patterns might not be mirrored by others in the household. Carsharing by one household member could result in increased travel by another member, if a vehicle previously used by the carshare user now is available to another household member. On the other hand, if the availability of carsharing eliminates a household vehicle, other household members could have diminished access to a vehicle, thus drive less. So the annual driving miles and/or number of driving trips could be different if the questions were applied to the entire household, rather than simply to the respondent.

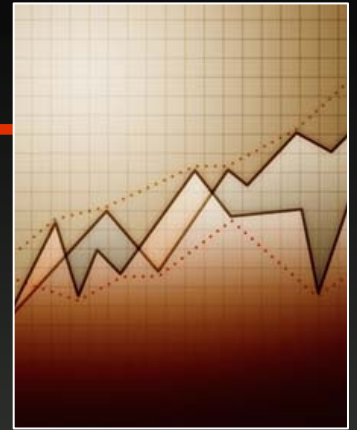
Page 43-44 – Added section to compare changes in auto ownership, commute travel, and annual miles driven for respondents who moved and those who did not. The differences between these two groups were very slight for auto ownership and commute travel. Differences were greater for annual driving miles - respondents who moved drove an average of 285 fewer annual miles than did those who did not move (1825 vs 1540 = 19% greater reduction), but movers also were more likely than non-movers to increase driving miles. This is likely due the result that some moves would have been to more transit accessible locations and others would have been to less transit accessible areas.

Commuter Connections 2005-2008 TERM Analysis Results – Final Report

**Commuter Connections Sub-Committee
November 18, 2008**

**LDA Consulting
with
ESTC, CIC Research, and CUTR**

Analysis Objective



- Estimate effectiveness of Commuter Operations Center and five TERMS
 - Maryland and Virginia Telework
 - Guaranteed Ride Home
 - Employer Outreach
 - Mass Marketing
 - InfoExpress Kiosks
- **Effectiveness measures:** participants, placements, and reductions in vehicle trips, VMT, and emissions



Impacts for All TERMS – 7/05-6/08

Comparison of collective goals against collective impacts – including COC

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Trips reduced	109,002	117,412	8,410
VMT reduced	2,146,815	2,452,770	305,955
NOx reduced	1.091 T	1.138 T	0.247 T
VOC reduced	0.650 T	0.543 T	(0.007) T

Met all goals except VOC – 1% shortfall



Maryland and Virginia Telework



- **Direct assistance to commuters**
 - 9.6% of regional teleworkers cited CC/TW as their source of TW info = 43,700 new teleworkers
- **Assistance to employers – workshops, information materials**
 - 4.1% increase in number of teleworkers at assisted worksites = 5,300 new teleworkers
- **49,000 new teleworkers**
 - Each teleworker reduced 2.2 vehicle trips and 42 VMT each week



MD and VA Telework Impacts

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Number of TWs	31,854	49,027	17,173
Trips reduced	11,830	21,866	10,036
VMT reduced	241,209	413,703	172,495
NOx reduced	0.122 T	0.211 T	(0.088 T)
VOC reduced	0.072 T	0.127 T	(0.055 T)

Impacts represent only MVTW contribution to regional teleworking (about 11% of regional TC trips reduced)



GRH TERM



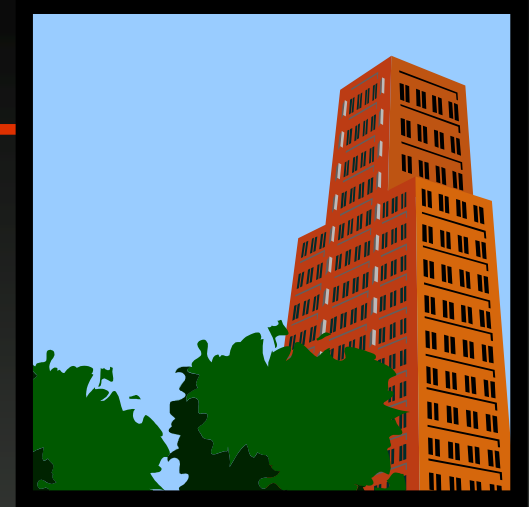
- 25,100 commuters in GRH in June 2008
- 15,644 commuters joined GRH from 7/05 – 6/08
 - 38% started using new alt mode, but some alt mode users shifted from another alt mode
 - New users reduced 1.0 vehicle trips and 27 VMT daily
- VMT results were discounted to count only VMT reduced within the MSA – GRH registrants who live outside the MSA received only partial credit
- GRH results discounted to share 16% of credit with Mass Marketing TERM

GRH Impacts

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
GRH participants	36,992	25,164	(11,828)
Apps 7/05 – 12/07	N/A	15,644	N/A
Trips reduced	12,593	8,680	(3,913)
VMT reduced	355,135	227,428	(127,707)
NOx reduced	0.177 T	0.106 T	(0.070 T)
VOC reduced	0.097 T	0.056 T	(0.041 T)

Employer Outreach

- Three impact calculations
 - Overall EO impacts
 - New / expanded program impacts
 - Bike service impacts
- Impacts calculated only for:
 - Employers “maintained” in EO from June 2005
 - Employers with confirmed new / expanded programs since 6/05
- Impacts not counted for new / expanded programs if they could not be confirmed
- Employers deleted from 2005 were replaced in the total, overall impact calculation



EO – Employer Counts by Type

<u>Employer Group</u>	<u>Employers</u>	<u>Employees</u>
Counted in impacts		
▪ Maintained (no chg)*	652	182,400
▪ Expanded (confirmed)	57	22,800
▪ New (confirmed)	137	84,700
Total in impact	846	289,900
Not counted in impacts		
▪ 2005 deleted	105	12,000
▪ New (unconfirmed)	161	75,250
▪ Expanded (unconfirmed)	34	6,600

* Included impacts of 618 employers with no program changes and 2005 impacts for 34 employers with unconfirmed expanded programs

EO – Employer Counts by Jurisdiction*

<u>Jurisdiction</u>	<u>Total Empl</u>	<u>Employees</u>	<u>New Empl</u>
- Alexandria	53	6,835	10
- Arlington	188	32,328	3
- DC	188	89,407	22
- Fairfax	71	51,075	43
- Frederick	2	3,050	2
- Loudoun	11	10,860	8
- Montgomery	308	73,001	99
- Prince George's	18	21,740	6
- Prince William	5	1,387	1
- Tri-Co Council	2	200	0
Total	846	289,900	194

*Totals are official, updated counts for impact calculations – totals will not match self-reported quarterly conformity statement

Employer Outreach – Impacts

- **Impacts – % vehicle trip reduction**

- All EO program (overall) 12.6% reduction
- Maintained programs (base) 12.4% reduction
- Expanded programs (additional) 9.3% reduction
- New programs 13.8% reduction

- **Bike support services**

- 122 employers offered bike services
- 59,500 employees at bike worksites
- 0.3% reduction in vehicle trips from bike
- Bike services met all goals



EO Impacts – Overall Program

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Employers	581	846	265
Trips reduced	64,644	58,975	(5,669)
VMT reduced	1,065,851	968,048	(97,803)
NOx reduced	0.549 T	0.442 T	(0.107) T
VOC reduced	0.343 T	0.267 T	(0.076) T

About 9% short of goals – Shortfall due to reduced impact for programs continued from 2005. Reflects change in cost coefficient used in COMMUTER model, reduced impact for financial incentives



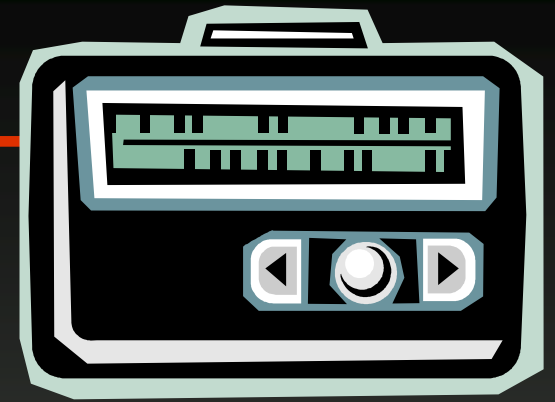
EO Impacts – New / Expanded

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Employers	96	194	98
Trips reduced	8,618	22,720	14,102
VMT reduced	140,622	372,406	231,784
NOx reduced	0.072 T	0.178 T	0.106 T
VOC reduced	0.046 T	0.103 T	0.057 T

Met all goals – High impact due to high level of programs



Mass Marketing



- Commuters directly influenced to change mode (no other CC contact)
 - 35% of commuters recalled commute messages
 - 0.1% tried/shifted to alt mode after ad
 - 0.03% said ad influenced chg = 628 commuters
- Commuters influenced to contact CC
 - Both rideshare requests and GRH apps increased with MM campaigns
 - Ads generated:
 - 15% of new RS apps = 2,400 placements
 - 16% of new GRH apps = 937 placements

BTW Day Results – 2005, 2006, 2007

- 17,700 total riders in three events – 6,850 riders not previously counted in BTW analyses
 - 79% biked to work before event
 - 10% new riders after event, 12% increased riding
 - 74% of new riders continued riding in early winter
- Riders who started or increased bike commuting added 1.5 bike days per week during the summer and 0.7 bike days per week in the early winter
 - Total new bike trips – 694 per day
- 49% DA to work on non-bike days
- Ave 10.4 miles one way bike commute distance

Mass Marketing Impacts

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Placements	11,023	5,464	(5,559)
Trips reduced	7,759	2,577	(5,181)
VMT reduced	141,231	69,274	(71,957)
NOx reduced	0.072 T	0.032 T	(0.040 T)
VOC reduced	0.044 T	0.017 T	(0.027 T)

MM did not meet goals

20% of VMT impact from “direct influence,” 67% from “indirect influence,” and 13% from Bike-to-Work event

InfoExpress Kiosks



- InfoExpress kiosks
 - 27,600 users obtained travel info from kiosk
 - 31.2% shifted to alt mode
 - Most shifts to transit – 1.3 VTR factor
- InfoKiosk results discounted to reflect shorter TERM duration – program ended in January 2007, so impacts were generated for only 19 of the 36-month evaluation period.



Kiosk Impacts

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Placements	N/A	8,627	N/A
Trips reduced	1,178	2,840	1,062
VMT reduced	46,755	53,638	5,883
NOx reduced	0.023 T	0.027 T	0.004 T
VOC reduced	0.013 T	0.016 T	0.003 T

Met all goals for 2008, even with discounted credit

Commuter Operations Center

- 185,650 commuters assisted from 7/05–6/08
 - 43,650 new or reapply RM/TR requests
 - 142,000 follow-up requests
 - 42% placed into new alt modes = 77,627 new alt mode users
- VMT results discounted for applicants who live outside the MSA
- COC impacts reduced to account for overlap with GRH and MM

Software Upgrades

- **Ridematch software upgrades**
 - 33% of COC apps recalled receiving transit and/or P&R info on ridematch
 - 16% used information – either called transit agency or located P&R lot
 - 4.8% used info to change modes
 - Ave daily reductions – 0.52 vehicle trips and 17 VMT
- **VMT discounted for applicants who live outside the MSA**

COC Impacts - Basic Services

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Total apps	152,356	185,650	33,283
Trips reduced	10,399	17,933	7,534
VMT reduced	296,635	574,640	278,005
NOx reduced	0.147 T	0.255T	0.108 T
VOC reduced	0.081 T	0.128 T	0.047 T

Exceeded all goals by a substantial margin



Software Upgrade

	<u>Goal</u>	<u>Impact</u>	<u>Net</u>
Placements	N/A	8,663	N/A
Trips reduced	2,370	4,541	2,171
VMT reduced	62,339	147,038	84,699
NOx reduced	0.031 T	0.065 T	0.034 T
VOC reduced	0.017 T	0.032 T	0.015 T

Met all goals



TERM Analysis Observations

- TERMS were 4% shy of collective goals, but TW, Employer Outreach, and Kiosks met individual goals.
- Commuter Operations Center (basic services) and Software upgrades also met individual goals.
- Commuter Connections programs overall (TERMs + COC) met all goals except VOC, 1% under the goal

TERM Analysis Observations (2)

- TERM shortfalls were related to specific issues with each TERM
 - GRH – number of participants was much lower than in 2005
 - Mass Marketing – much lower “direct influence” impact
- New goals, established by COG after the 2005 evaluation, more closely reflected realistic per participant impact from actual behavior change.

ITEM #7

**WORK PROGRAM FOR THE
COMMUTER CONNECTIONS PROGRAM
FOR THE GREATER WASHINGTON
METROPOLITAN REGION**

November 18, 2008

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



The preparation of this program document was financially aided through grants from the District Department of Transportation; Maryland Department of Transportation; Virginia Department of Transportation; and the U.S. Department of Transportation.

TABLE OF CONTENTS

Program Overview	Page 2
Program Background.....	Page 4
Geographic Areas Serviced by Commuter Connections	Page 7
Commuter Connections Structure	Page 8
FY 2010 Commuter Connections Budget and Work Program Expenditures	Page 9
FY 2010 Commuter Connections Budget By Funding Agency	Page 10
Commuter Operations Center	
Ridematching Coordination & Technical Assistance	Page 11
Transportation Information Services.....	Page 13
Transportation Information Software, Hardware & Database Maintenance	Page 14
Commuter Information System.....	Page 15
Regional Guaranteed Ride Home Program	
General Operations and Maintenance	Page 16
Process Trip Requests and Provide Trips	Page 17
Marketing	
TDM Marketing & Advertising	Page 19
Bike To Work Day	Page 22
Employer Recognition Awards	Page 22
Carpool Incentive Demonstration Project.....	Page 23
Car Free Day	Page 24
Monitoring and Evaluation	
TERM Data Collection and Analysis	Page 26
Program Monitoring and Tracking Activities	Page 27
Employer Outreach	
Regional Employer Database Management & Training.....	Page 31
Employer Outreach for Bicycling	Page 31
Live Near Your Work Program.....	Page 32
Program Administration	Page 32
Local Agency Funding & Support	Page 33
Maryland and Virginia Telework	
General Assistance and Information	Page 34

SUMMARY

Program Overview

The Fiscal Year 2010 Commuter Connections Work Program (CCWP) consists of a core program of regional transportation demand management operational activities funded jointly by state and local jurisdictions, plus jurisdictional programs that are conducted at the discretion of individual state funding agencies.

The regional state funding shares for the program elements are defined using a formula agreed to by the state funding agencies. Funding agencies include: District Department of Transportation, Maryland Department of Transportation, Virginia Department of Transportation, Maryland Transit Administration, and Virginia Department of Rail and Public Transportation. The costs of the jurisdictional activities are allocated directly to the jurisdiction or jurisdictions that choose to conduct them. This ensures that the regional activities upon which all other activities depend will be conducted regionally, and that the costs are allocated to the participating jurisdictions according to the agreed upon formula. At the same time, considerable flexibility is available to the state funding agencies and other agencies to define and fund discretionary activities that respond to their individual policy and funding priorities.

The FY 2010 Commuter Connections program elements are classified as follows:

REGIONAL PROGRAMS	JURISDICTIONAL PROGRAMS
Commuter Operations Center	Employer Outreach*
Guaranteed Ride Home	Maryland and Virginia Telework
Marketing	
Monitoring and Evaluation	

**Includes both a Regional and Jurisdictional Component*

The CCWP was re-structured and streamlined in FY 2006 to clarify and simplify funding responsibilities. The FY 2010 CCWP continues this effort aimed at streamlining the administration and oversight processes for the program. Commuter Connections has expanded incrementally since its inception in 1974 as the Commuter Club, with different program elements having different jurisdictional participation and funding shares. As the program became more complex, it became increasingly difficult to track how much each state funding agency was participating in and paying for each program element. Therefore, a funding formula was devised.

This increasing complexity of the program prompted the creation of a working group to provide administrative and programmatic oversight of the core program cost elements. This working group, the State TDM (STDM) Work Group meets monthly and consists of representatives of the state transportation funding agencies in the District of Columbia, Maryland and Virginia.

The Commuter Connections Subcommittee will continue to provide overall technical review of the regional program elements in this Work Program and meet every other month. The Commuter Connections Ridematching Committee will also continue to meet quarterly on technical issues

regarding the regional TDM software system. Oversight for jurisdictional program elements will be provided by the states and agencies that are funding them. Specialized project work groups will continue to meet as needed to address particular implementation issues, such as the development of marketing campaigns, the new regional TDM web-based system, and special new initiatives like the Carpool Incentive Demonstration project. A Strategic Plan was adopted in November 2007 that serves as a framework regarding the roles and responsibilities of the Commuter Connections stakeholders.

The TPB is required by federal regulations to approve a congestion management process which includes travel demand management as part of the metropolitan transportation plan. Commuter Connections constitutes the major demand management component of the congestion management process to be approved by the TPB. Commuter Connections also provides transportation emission reduction measure benefits for inclusion in the air quality conformity determination, which must be approved by the TPB as part of the annual update of the Constrained Long Range Plan and Transportation Improvement Program. In addition, Commuter Connections programs may be needed to meet future Climate Change and Green House Gas emission targets that may be set for the transportation sector in the region.

The State TDM Work Group defines the program content and budget for each fiscal year and develops a detailed annual Work Program in collaboration with COG/TPB staff and the Commuter Connections Subcommittee. The draft work program will be reviewed by program stakeholders and the Commuter Connections Subcommittee. The final Work Program will be reviewed by the TPB Technical Committee and approved by the TPB.

Program performance measures will also be implemented by the transportation agencies that will include an end of the year survey to member jurisdictions of Commuter Connections to determine program satisfaction.

The State TDM Work Group will also review all RFP's and RFQ's as part of the work program and will identify as the selection committee for individual contract solicitations. The State TDM Work Group will review and approve all CCWP work products with input from the Commuter Connections Subcommittee. Upon request, COG/TPB staff can provide additional details for projects being implemented under each program area.

The key elements and highlights of the FY 2010 Commuter Connections Work Program are summarized as follows:

- The Commuter Operations Center will provide ridematching services to commuters through a central toll free number "1-800-745-RIDE" and www.commuterconnections.org web site, and support to commuter assistance programs operated by local jurisdiction, transportation management associations, and employer-based commuter assistance programs.
- The regional TDM web-based system will include testing of the new modules for evaluation and surveys, special events and regional incentive tracking.

- Guaranteed Ride Home (GRH) will provide users of alternative commute modes up to four free rides home per year in a taxi or rental car in the event of an unexpected personal or family emergency or unscheduled overtime.
- Marketing will provide frequent regional promotion of alternative commute options, including; car/vanpooling, teleworking, mass transit, bicycling, walking; and support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services and Bike to Work Day. The Marketing program aims to raise awareness of alternative commute options, and support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles, and persuading commuters currently using alternative commute modes to continue to use those modes. A new carpool incentive demonstration project will be implemented for three recommended corridors in the region. Commuter Connections will coordinate the region's Car-Free Day event as part of World Car Free Day. The Car-Free Day event will encourage commuters and the general population to leave their cars home or to use alternative forms of transportation such as carpools, vanpools, public transit, bicycles, or walking.
- Monitoring and Evaluation provides data collection and analysis activities as well as program tracking and monitoring reports for each program area. The regional TERM Evaluation Framework Methodology document will be updated, the 2010 State of the Commute survey will be conducted, and the 2010 GRH Applicant Report will be conducted. Monitoring and evaluation activities are used extensively to determine the program's effectiveness. Evaluation results have been used in the past to make program adjustments; for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home program guidelines based on participant survey feedback; and target marketing for GRH was re-introduced in the region after it was found that there was a dramatic drop in registrations when the marketing for this measure was streamlined into the mass marketing program.
- Employer Outreach will support outreach and marketing to the region's employers to implement new or expanded employer-based alternative commute modes and incentives such as transit and vanpool benefits, telecommuting, preferential parking for carpools and vanpools, carpool and vanpool formation and incentives, flexible work schedules, and bicycling amenities. The outreach program also encourages employees' use of alternative commute modes such as ridesharing, transit, telecommuting, bicycling, and walking. The outreach program also provides assistance to employers to hold bicycling seminars for employees, maintaining an up-to-date regional Bicycling Guide, providing information on workforce housing programs to promote "Live Near Your Work," and offering car-sharing information to lower employers' fleet management costs.
- Maryland and Virginia Telework will provide information and resources to employers in Maryland and Virginia on the benefits of teleworking and assist them in setting up telework programs for their employees. An on-call consultant was hired in FY 2007 to provide this

assistance to both employers and Employer Outreach sales representatives in Maryland and Virginia.

Monitoring and evaluation activities are used extensively to determine the program's effectiveness. Evaluation results have been used in the past to make program adjustments: for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home Program guidelines based on participant survey feedback; and target marketing for GRH was re-introduced in the region after it was found that there was a dramatic drop in registrations when the marketing for this measure was streamlined into the mass marketing program.

Figure 1 on page 7 of this document illustrates that the Commuter Connections service area is much larger than the Washington 8-hour ozone nonattainment area for workers eligible for the GRH program, and larger still for workers who can access the Commuter Connections ridematching services. The total Commuter Connections service area has approximately 10 million residents.

Program Background

Commuter Connections is a continuing commuter assistance program for the Washington region which encourages commuters to use alternatives to driving alone in a private automobile, including ridesharing, transit, telecommuting, bicycling, and walking. The program has evolved and expanded over the past three decades following its inception in 1974 as the Commuter Club. In the mid-1980s, in an effort to better share regional ridesharing information the Commuter Club was expanded into the Ride Finders Network, which included Alexandria, Fairfax County, Montgomery County, Prince William County and the Northern Virginia Transportation Commission. By 1996, after steady growth in both size and strength, the Ride Finders Network became Commuter Connections, the commuter transportation network serving the Washington metropolitan region, encompassing twelve counties, four cities, and eight federal agencies. The Commuter Operations Center component of the current Commuter Connections Program represents the evolution of the earlier Commuter Club and Ride Finders Network programs.

In the mid-1990s, several new elements were added to the Commuter Connections Program as Transportation Emissions Reduction Measures (TERMs) to help meet regional air quality conformity requirements. All of these measures were designed to produce specific reductions in Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) by reducing vehicle trips and vehicle miles of travel associated with commuting. The measures were developed by the Travel Management Subcommittee of the TPB Technical Committee, and adopted into the regional Transportation Improvement Program (TIP) by the Transportation Planning Board (TPB). These measures were funded jointly by the District of Columbia, Maryland, and Virginia Departments of Transportation, with some variation in funding shares for the different measures.

<u>Measure</u>	<u>Date Implemented</u>
Commuter Operations Center	1974

Metropolitan Washington Telework Resource Center	1996
Integrated Ridesharing	1996
Employer Outreach	1997
Guaranteed Ride Home	1997
Employer Outreach for Bicycling	1998
Mass Marketing of Alternative Commute Options	2003

As the program elements shown above were implemented, their performance was evaluated over time. In FY 2006, the measures were revised to focus resources on the most effective program components. The total daily impacts of the Commuter Connections program were calculated in FY 2005 to be:

	<u>Daily Impacts</u>
VT Reductions:	130,000
VMT Reductions:	2,500,000
NOx Reductions (Tons):	1.9
VOC Reductions (Tons):	0.9

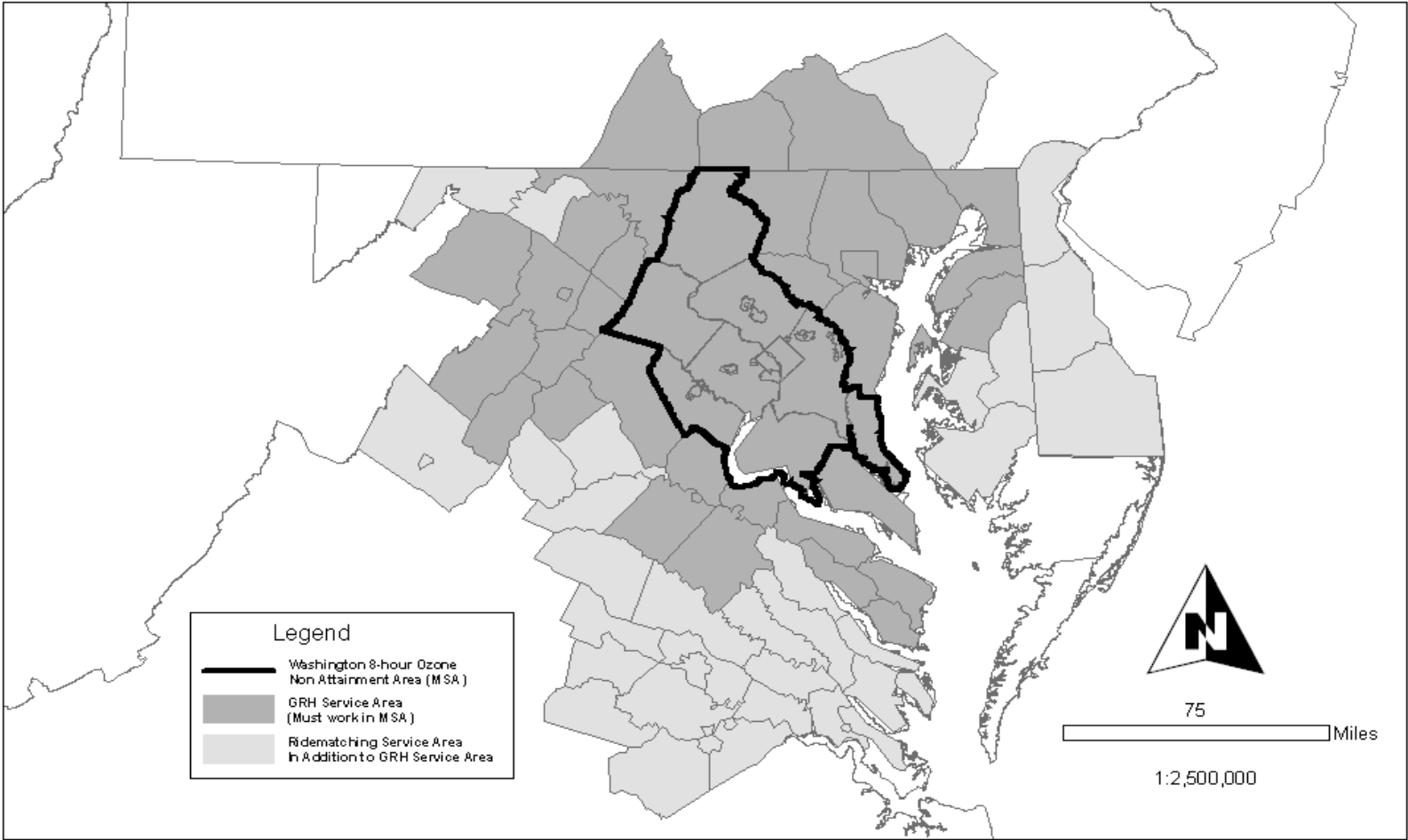
Extensive monitoring and evaluation have been carried out for the Commuter Connections Program over the past several years, and comprehensive data sets are available for reviewing the performance of individual program elements and identifying areas for both strengthening the performance of the program and streamlining the oversight and management procedures. The Program has been shown through the FY 2003 – 2005 TERM Analysis Report to be a highly cost-effective way to reduce vehicle trips (VT), vehicle miles of travel (VMT), and vehicle emissions associated with commuting. The following overall cost-effectiveness measures for the Commuter Connections Program are based on the results of the FY 2003 – 2005 TERM Analysis Report that was released on January 17, 2006:

	<u>Daily Impacts</u>
Cost per VT reduced:	\$0.15
Cost per VMT reduced:	\$0.01
Cost per ton of NOx reduced:	\$10,000
Cost per ton of VOC reduced:	\$20,000

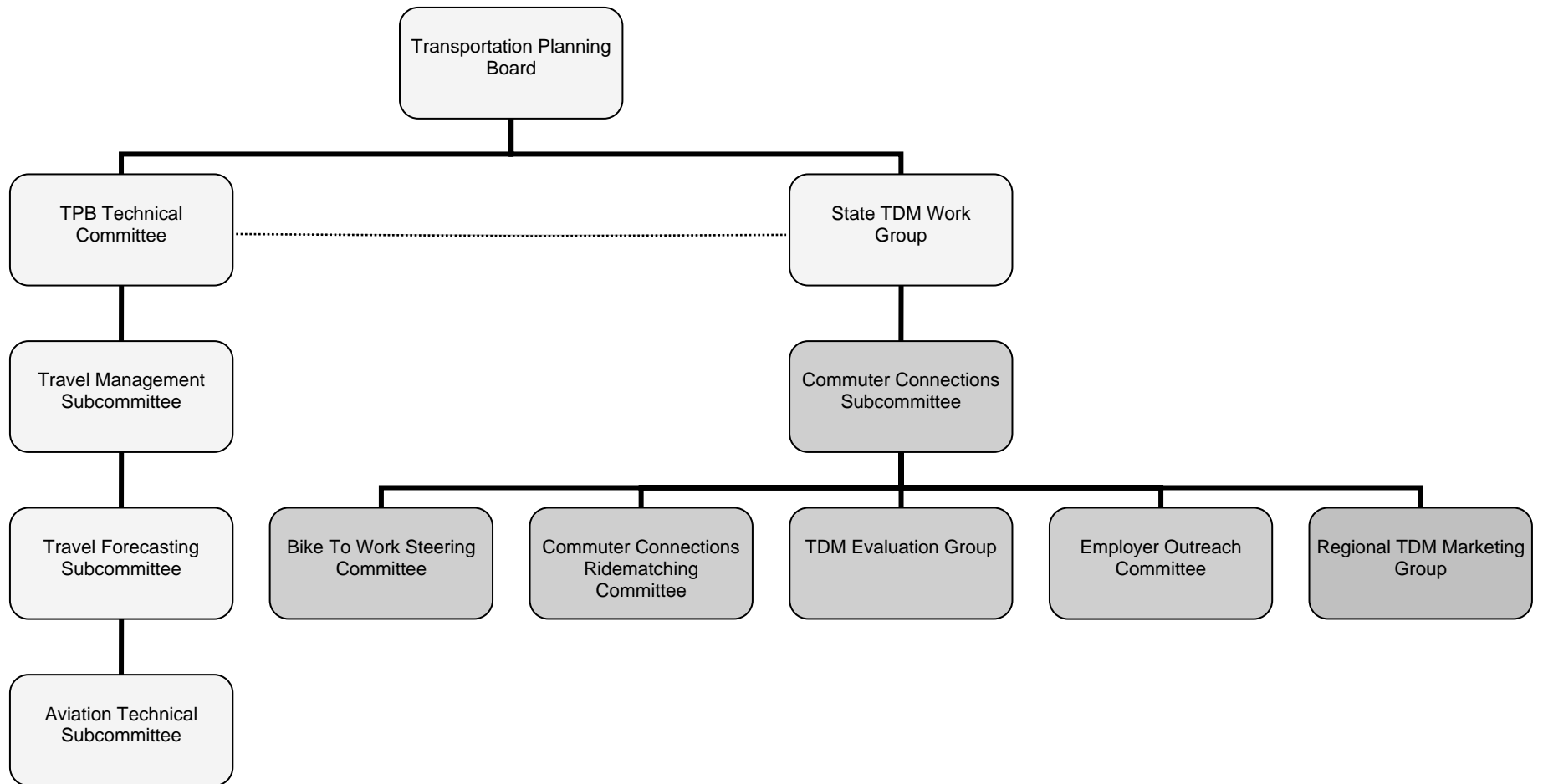
The Commuter Connections Program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reductions effected in vehicle trips and vehicle miles of travel. Existing data collected on Commuter Connections program performance

has been used to refine and enhance the program and to streamline procedures for program oversight and administration.

Figure 1: Geographic Areas Serviced by Commuter Connections



COMMUTER CONNECTIONS STRUCTURE



**Table 1
FY 2010 COMMUTER CONNECTIONS BUDGET AND WORK PROGRAM EXPENDITURES**

WORK ACTIVITY	DIRECT SALARIES STAFF	M& A 25%	LEAVE BENEFITS 19%	FRINGE BENEFITS 20%	INDIRECT COSTS 36 %	DATA & PC COSTS	CONTRACT SERVICES	DIRECT COSTS	TOTAL
Commuter Operations Center	\$124,173	\$30,668	\$29,135	\$36,495	\$79,370	\$49,500	\$45,145	\$24,546	\$419,032
Guaranteed Ride Home	\$97,358	\$24,340	\$23,123	\$28,964	\$63,102	\$3,500	\$121,487	\$222,569	\$584,443
Marketing	\$141,527	\$35,382	\$32,853	\$41,152	\$90,328	\$3,000	\$625,000	\$1,551,691	\$2,520,933
Monitoring and Evaluation	\$162,413	\$40,603	\$38,573	\$48,318	\$104,367	\$0	\$390,000	\$15,726	\$800,000
Employer Outreach	\$65,211	\$16,303	\$15,488	\$19,400	\$41,905	\$8,000	\$15,000	\$895,683	\$1,076,990
MD & VA Telework	\$13,418	\$3,355	\$3,187	\$3,992	\$8,623	\$0	\$120,000	\$9,551	\$162,126
TOTAL	\$604,100	\$150,651	\$142,359	\$178,321	\$387,695	\$64,000	\$1,316,632	\$2,719,766	\$5,563,524

**Table 2
 COMMUTER CONNECTIONS FISCAL YEAR 2010 BUDGET
 BY STATE FUNDING AGENCY AND PROGRAM ELEMENT**

FUNDS SOURCE	Commuter Operations Center	Guaranteed Ride Home	Marketing	Monitoring & Evaluation	Employer Outreach	MD & VA Telework	TOTALS
District of Columbia	\$43,235	\$68,380	\$336,485	\$93,600	\$115,401	\$0	\$657,101
State of Maryland	\$168,137	\$265,922	\$1,123,665	\$364,000	\$448,778	\$81,063	\$2,451,565
Commonwealth of Virginia	\$158,160	\$250,141	\$1,060,783	\$342,400	\$512,811	\$81,063	\$2,405,358
Other***	\$49,500						\$49,500
TOTAL	\$419,032	\$584,443	\$2,520,933	\$800,000	\$1,076,990	\$162,126	\$5,563,524

***Software User Fees

Detailed Task Descriptions and Cost Estimates for the FY 2010 Commuter Connections Work Program

I. COMMUTER OPERATIONS CENTER

The Commuter Operations Center has been in existence since 1974 and provides local jurisdictions, Transportation Management Associations (TMAs), and federal government agencies a centralized database for commuting information. As part of the program, COG/TPB staff provides the following services:

- Ridematching coordination, training and technical assistance to local agencies;
- transportation information services to the general public;
- maintenance of the regional commuter database system; and
- program evaluation services.

The Commuter Operations Center is a regional program that comprises the five project areas listed below. The total annual budget for the Commuter Operations Center regional program is \$419,032.

A. RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

Each month, COG receives several hundred applications for ridematching and transit information. More than 90% of these applications are received through the Commuter Connections Web site. COG staff reviews and processes all applications received through the Web site. Matchlists for carpool and vanpool information are sent daily by mail or email (depending on the applicant's preference). Each local Commuter Connections network member receives an electronic alert when a commuter application is received through the Commuter Connections Web site, from a commuter living in that network member's jurisdiction. The alert serves as notification that the network member staff should follow up with the commuter to provide additional assistance, as needed. Applications received at COG through the mail and fax are forwarded to the network member serving the applicant's home jurisdiction for entry into the rideshare database.

The following local jurisdictions, transportation agencies, transportation management associations, and federal government agencies deliver ridematching and commuter assistance services through the Commuter Connections network to their residents and workers:

District of Columbia	Maryland	Virginia
COG/TPB	ARTMA	City of Alexandria
	Baltimore City	Arlington County
	The BWI Partnership	Dulles Area Transportation

District of Columbia	Maryland	Virginia
		Association
	Baltimore Metropolitan Council	Fairfax County
	Bethesda Transportation Solutions	George Washington Regional Commission
	Food and Drug Administration	LINK – Reston Transportation Management Association
	Frederick County	Loudoun County
	Harford County	Northern Neck Planning District Commission
	Howard County	Northern Shenandoah Regional Valley Commission
	Maryland Transit Administration	Potomac and Rappahannock Regional Commission
	Montgomery County	Rappahannock – Rapidan Regional Commission
	National Institutes of Health	
	North Bethesda Transportation Center	
	Prince George’s County	
	Tri-County Council for Southern Maryland	

COG/TPB staff administers ridematching services on behalf of the District of Columbia and Arlington County. The local jurisdiction commuter assistance programs listed in Maryland and Virginia receive separate grants from the Maryland Transit Administration and the Virginia Department of Rail and Public Transportation to provide local services and to help support regional TDM program activities.

The Commuter Connections web-based TDM system includes ridematching databases from five commuter assistance programs in southern Virginia were incorporated into the TDM system’s database to provide improved commuter ridematching through a single database for Virginia, Maryland and the District. These programs are; RideShare (serving the Charlottesville region); TRAFFIX (serving the Hampton Roads region); MidPen Rideshare (serving the Middle Peninsula area); RideFinders (serving the Richmond region); and RIDE Solutions (serving the Roanoke region). The staff from these programs and the commuters they serve have access to the new TDM system for matching in carpools and vanpools. COG/TPB staff provides technical assistance to these five programs.

During FY 2010, COG/TPB staff will continue to provide technical support and training

to Commuter Connections network member agencies for the regional Commuter Connections TDM software system. Staff will continue to review and distribute ridematching applications received from employers and the general public. Matchlist and renewal notice generation and distribution services will also be provided through COG. COG/TPB staff will produce network member technical assistance reports from the Commuter Connections TDM system, and provide staff support and coordination to the Commuter Connections State TDM Work Group, the Commuter Connections Subcommittee, and the Commuter Connections Ridematching Committee. COG/TPB staff will also fulfill daily network member data requests. Federal Agency Employee Transportation Coordinator training will be coordinated and in some instances given by COG/TPB staff. Staff will also produce an annual Commuter Connections Work Program for FY 2011.

Cost Estimate: \$102,858

Products: Database documentation of specific technical support actions taken, documentation of all Subcommittee and Ridematching Committee meetings, daily technical support and documentation, daily matchlist generation and distribution, TDM software system training for network members, training manual updates, monthly commuter renewal notices generation and distribution, monitoring and updating existing Emergency Management Continuity of Operations Plan for the TDM system, update the Transportation Demand Management Resources Directory twice per fiscal year, maintenance and updates to the Federal ETC Web site, and production of the FY 2011 Commuter Connections Work Program.

Services: Member technical support and software training, and Federal agency ETC training.

Schedule: July 1, 2009 - June 30, 2010

B. TRANSPORTATION INFORMATION SERVICES

COG has provided transportation information services for more than 30 years in the Washington Metropolitan region. The Commuter Operations Center provides basic carpool/vanpool, transit, telecommuting, bicycling, and walking information. Specialized transportation information is also provided in support of Air Quality Action Days, Job Access Reverse Commute, and other regional commuter service programs.

COG staffs the regional commute information telephone number 1-800-745-RIDE. Calls received at COG are transferred to the local Commuter Connections network

member site (based on jurisdiction of residence of the caller) where applicable. COG/TPB staff provides transportation information services to those commuters who cannot be assigned to a client member site, including residents of the District of Columbia. COG receives several hundred calls per week through the 800 number. COG staff also responds to daily requests and questions received by email.

During FY 2010, COG/TPB staff will continue to provide traveler information on alternatives to driving alone to the general public by telephone, Web site, electronically, and through printed information. Staff will continue processing applications from the general public and/or from Commuter Connections network members who request the service on a permanent or temporary basis based on information requests received. COG/TPB staff will answer the regional "800" telephone line and respond to e-mails on information requests from the Commuter Connections Web site. Over 90% of requests for transportation information and ridematching applications are received at COG through the Web site, compared to less than 10% by telephone.

Cost Estimate: \$74,106

Products: Provide commuter traveler information on alternatives to driving alone to the general public through the Web site, electronically, or printed information.

Services: Provide commuter traveler information on alternatives to driving alone to the general public by telephone.

Process applications from the general public, answer the regional "800" line, respond to e-mails from the Commuter Connections Web site, and provide general public customer service.

Schedule: July 1, 2009 - June 30, 2010

C. TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

The regional Transportation Demand Management (TDM) software system is provided as a regional database resource with secure online access to over 30 commuter assistance programs that include local rideshare agencies, Transportation Management Associations, and federal government agencies. The commuter assistance programs use the TDM software system to service their local commuters' transportation needs for alternative commuting information.

This project includes the daily routine monitoring and maintenance of the TDM software system as well as the hosting of the on-line system through COG's data center. Tasks

include: daily backup of the TDM database, maintenance of the TDM system servers, off-site hosting for second site for contingency management, Windows cluster support to TDM Oracle database and to web server cluster, oracle database administration and support, documentation of system and system changes, Storage Area Network (SAN) connectivity and maintenance, and the maintenance and replacement of hardware as needed.

This project will also include the final testing of the Phase III products from the new Web-based TDM system. The testing will include the modules for evaluation and surveys, special events and regional incentive tracking.

Cost Estimate:	Maintenance Contracts/Software: \$ 94,645
	COG/TPB Staff Oversight: \$ 99,717

Total Project Cost:	\$194,362
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Services:	Provide daily routine monitoring and maintenance of the TDM system and database for approximately 30 commuter assistance programs.
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Maintain and update TDM system servers and software.

Schedule:	July 1, 2009 - June 30, 2010
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D. COMMUTER INFORMATION SYSTEM

The Commuter Information System project provides the TDM system with a GIS based information system that includes transit stop data, telework center locations, park and ride lot locations, and bicycling information as part of the ridematching functionality.

During FY 2010, COG/TPB staff will continue integration activities of new transit, telework center, park and ride lot, and bicycle route data into the TDM system server. Staff will also continue to obtain updated transit data, street centerline information and park-and-ride lot data from local jurisdictions and transit properties and reformat this data as necessary to the proper GIS format for use on the regional TDM system. Updates to the park-and-ride and telework center datasets for use on the TDM system will continue as will updates to the interactive GIS-based Web site application to include updated local and regional information for 11,000 plus transit, telework center, park-and-ride lots, and bicycle lanes/paths records.

Cost Estimate:	\$47,706
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Services:	Updated local and regional information for transit, telework center locations, park and ride lots, and
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bicycle route information which will be used in the TDM system.

Schedule: July 1, 2009 - June 30, 2010

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

The regional Guaranteed Ride Home (GRH) program eliminates a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Studies have shown that a commuter's fear of being "stranded" at work if they or a family member become ill, or if they must work unexpected overtime, is one of the most compelling reasons commuters do not rideshare or use transit to travel to work. The regional GRH program eliminates this barrier by providing a free ride home in the event of an unexpected personal emergency or unscheduled overtime. The GRH program's free ride home is offered only to commuters that carpool, vanpool, use transit, bicycle, or walk to work at least two days per work week. As a result of the GRH program, some single occupant vehicle drivers will switch to a ridesharing or transit commuting alternative, and current ridesharing and transit users will increase the usage of these alternative commute modes. The GRH program is an insurance program for those commuters who do not drive alone to their worksite.

The Guaranteed Ride Home program is a regional program and consists of the project area previously outlined in Figure 1. The annual budget for the Guaranteed Ride Home program for the two project areas outlined below is \$584,443.

A. GENERAL OPERATIONS AND MAINTENANCE

COG staff processes all GRH applications received by mail, fax, and the Commuter Connections Web site. Using the web based TDM system, COG registers qualifying applicants, produces GRH registration ID cards, and sends ID card and participation guidelines to new registrants. Commuters can obtain information about the GRH program and complete an application on the Commuter Connections Web site, www.commuterconnections.org. Commuters may also call COG's Commuter Connections 800 telephone number, 1-800-745-RIDE, to ask questions about the GRH program and/or request information and an application. The 800 number is equipped with a menu so that callers can choose the menu item that best fits their needs. All GRH questions and requests for information and applications are taken by COG staff.

COG staff also mails GRH applications to GRH users who have used the GRH program without formally registering. GRH guidelines permit a commuter to use the GRH service one time as a "one-time exception" before they register. Also, COG staff mails transit vouchers to GRH users who used transit as part of their GRH trip. All vouchers and

invoices from transportation service providers are processed by COG staff.

In the event the commuter has not supplied an e-mail address, COG/TPB staff mails a re-registration notice to commuters who could not be contacted by telephone. The notice contains an application which the commuter can complete and send to COG to re-register. The commuter can also call Commuter Connections or visit the Commuter Connections Web site to re-register.

During FY 2010, staff will assist the Commuter Connections Subcommittee in reviewing the GRH participation guidelines for any recommended changes. These recommendations will be presented to the Commuter Connections Subcommittee for their final review and approval. In the past, recommendations have been made to modify and add participation guidelines to better convey the GRH trip authorization, GRH re-registration, and one-time exception rules and restrictions.

COG/TPB staff will continue to respond to the general public and to GRH applicants for registrations and re-registrations to the program. Registered commuters will be notified when their GRH registration is about to expire. Staff will continue to prepare and send new and re-registration GRH ID cards, registration letters, and participation guidelines on a weekly basis. Staff will also continue to monitor and maintain the GRH applicant database and server. COG/TPB staff will continue to update and maintain program participation guidelines, and provide annual customer service training to the daily operations contractor and COG/TPB staff assigned to the project.

Cost Estimate:	Direct Costs (Telephone, Copies, etc):	\$ 22,569
	COG/TPB Staff Oversight:	\$163,556
	Total Cost:	\$186,125

Products: Prepare and send GRH new and re-registration ID cards, registration letters and participation guidelines on a weekly basis.

Update and maintain program participation guidelines.

Services: Process application requests from the general public for registration and re-registration to the program.

Notify commuters when registration is about to expire.

Monitor and update GRH applicant database.

Schedule: July 1, 2009 - June 30, 2010

B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS

GRH transportation service is provided by several taxi companies, a rental car company, and a paratransit company, all under contract with COG. Commuters make their GRH trip request through a menu option provided on COG's Commuter Connections 800 telephone number. This menu option transfers calls for GRH trips directly to an operations contractor. This contractor reviews and assesses the trip request and approves or denies the request based on the GRH Participation Guidelines. The contractor then arranges the approved trips with the appropriate transportation providers.

The operations contractor contacts, by telephone, GRH registrants without e-mail addresses whose registration is near expiration and re-registers the qualifying commuters. While the system of calling commuters has been successful, many messages left on commuters' voice mail are not returned. In such cases, re-registration is facilitated by COG staff as described in the previous section.

During FY 2010, COG/TPB staff will continue management and monitoring of contract services for day-to-day operations services. Day to day operations include confirming ride request eligibility; dispatching rides through the ten ride service providers; tracking ride requests in the GRH database; and processing invoices for payment for ride service providers, the daily operations contractor and for the general public for transit vouchers.

Customer service training will be provided to all Guaranteed Ride Home call center agents.

Cost Estimate:	Daily Operations Contractor:	\$119,487
	Cab and Car Rental Rides:	\$200,000
	Customer Service Training:	\$ 2,000
	COG/TPB Staff Oversight:	\$ 76,831
	Total Project Cost:	\$398,318

- Services:**
- Process GRH trip requests, approve/deny requests, and arrange rides.
 - Call participants whose registration is due to expire to obtain re-registration information.
 - Management and monitoring of contract services for day-to-day operations, and ten service providers. This includes processing invoices for payment for contractors and for the general public for transit vouchers.
 - Annual customer service training for GRH call center agents.

III. MARKETING

The Marketing program includes the use of media and other forms of communication at high reach and frequency levels to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel. The campaign delivers a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region. Regional TDM marketing campaigns also aim to encourage current non-SOV populations to continue using alternative transportation modes for commuting. In addition, Commuter Connections marketing initiatives encourage employers to provide alternative commuting benefits to their employees. Regional TDM marketing campaigns complement other on-going Commuter Connections program efforts that have been implemented in the region, increasing their overall efficiency and effectiveness. The program includes TDM marketing on ridesharing, transit, Guaranteed Ride Home, telecommuting, bicycling/walking, car-sharing, Live Near Your Work, and Employer Outreach program activities.

Specialized expertise is obtained through competitive procurement to develop a regional marketing campaign, with input from the state funding agencies and the Marketing Planning Workgroup. The program builds upon current regional TDM marketing efforts by state, regional and local agencies to establish continuous year round marketing for regional TDM programs.

Commuter Connections regional marketing campaigns include direct mail promotion of the TDM programs and incentives to several hundred thousand households and to employers, radio, television, and Web site advertisements. Other promotion of TDM programs includes on-site promotions at employment sites. The direct mail piece is different for each campaign in order to attract attention, and periodically, new radio advertisements are produced to keep the message “fresh.” Partnerships between COG and area transit agencies have enabled the promotion of incentives such as the GRH program to transit riders and automobile drivers.

Marketing is a regional program and consists of five project areas listed below. The total annual project cost for the program tasks is \$2,520,933.

A. TDM MARKETING AND ADVERTISING

A Marketing Communications plan will be issued that will outline the overall marketing strategy to be used for marketing campaign. Commuter Connections Web site advertisements will be provided through banner ads and placement of keyword search engine sponsorships. Regional on-line yellow pages advertising will be provided. Bus and rail advertising will be negotiated. Staff will update and implement a public relations plan and continuously update the Extranet for posting marketing and advertising materials for review by the regional marketing planning workgroup members. The Extranet also includes an interactive communications and management tool for use for

and by Commuter Connections committee groups. Staff will maintain an electronic discussion group forum through the Commuter Connections Extranet that will allow network members to pose questions and receive information from either COG/TPB staff or other network members regarding all TDM program services provided through Commuter Connections.

COG/TPB staff will coordinate marketing and promotional activities through the Regional TDM Marketing Group which consists of transit, ridesharing, and other transportation demand management agencies. A regional commute alternatives newsletter, *Commuter Connections*, will be published quarterly and distributed to several thousand employers. In addition, COG/TPB staff works with the General Services Administration to produce a quarterly Employee Transportation Coordinator (ETC) newsletter insertion into the Commuter Connections newsletter, for distribution to more than 100 Federal ETC's. The regional Resource Guide and Strategic Marketing Plan will also be updated with input from member agencies.

This project includes the production of radio spots to promote alternative mode use, the use of the regional GRH program, teleworking, the implementation of employer-based commuter benefit programs, and incentive based programs. The overall objective of the project will be to continue to brand Commuter Connections. A marketing/advertising/public relations contractor will be used to produce the creative, copywriting, and public relations plan. COG/TPB staff also will review and participate in special event advertising (e.g. baseball games or other events that will help boost the Commuter Connections brand). This project also includes day to day monitoring and management of the marketing/advertising/public relations contractor and the processing of media placement orders.

COG/TPB staff will also place advertisements for Commuter Connections in printed and electronic telephone directories.

COG/TPB staff will coordinate and participate in on-site commuter promotions at employment sites (public and private sector), retail centers, transit centers, and special events sponsored by client members and other organizations throughout the year per their request. On average COG staff attends ten to twelve events a year.

COG/TPB staff will continue to maintain and update all Commuter Connections collateral materials and Web based information.

Cost Estimate:	Consultant Support :	\$455,000
	Media Buy:	\$940,037
	Postage/Printing:	\$302,675
	COG/TPB Staff Oversight:	\$319,127
	Total Project Costs:	\$2,016,839

Products:

Regularly update and maintain the Extranet for posting marketing and advertising materials for review by workgroup members and all other Commuter Connections committees.

Update and implement earned media plan.

Produce a quarterly newsletter for employers and Federal agency Employee Transportation Coordinators.

Update and maintain marketing materials and the Commuter Connections Web Site.

Update the Regional TDM Strategic Marketing Plan and Resource Guide.

Production and placement of electronic advertisements using the Commuter Connections marketing themes for all TDM program services (ridesharing, transit, GRH, telecommuting, employer outreach, etc). This includes Web site advertisement through banner ads and placement of keyword search engine sponsorships.

Placement of advertisements in printed and electronic telephone directories.

Bus and rail advertising.

Conducting advertising that tailors the Commuter Connections messages to special events.

Marketing Communications Plan

2009 Strategic Marketing Plan and Resource Guide

1st Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document

2nd Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document

Services:

Staff the Regional TDM Marketing Group.

Track the effectiveness of advertising campaigns through call volumes and internet hits.

Monitor and manage advertising contract and process media placement invoices.

Monitor the implementation of regional marketing campaigns.

Attend and participate in commuter promotional events and other special events.

Management and oversight of marketing/advertising/public relations contractor(s).

Schedule:

July 1, 2009 - June 30, 2010

Marketing Communications Brief: August 2009

2009 Strategic Marketing Plan and Resource Guide: December 2009

1st Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: December 2009

2nd Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: June 2010

B. BIKE TO WORK DAY

A major activity with regard to employer outreach for bicycling is the annual Bike to Work day event. Participation in this event has grown steadily each year and includes bicyclists from all jurisdictions in the region. This event is co-sponsored by the Washington Area Bicyclists Association (WABA) and is supported by COG/TPB staff, the state funding agencies and local jurisdictions, and individual sponsoring companies and organizations. Commuter Connections participation in Bike to Work day includes support for the planning and promotion of the event, and assistance at the various "pit stops" on the day of the event.

COG/TPB staff will continue to support and implement a regional Bike To Work Day event and promote the event to employers. This will be accomplished through media placements and marketing coordination activities with the marketing/advertising/public relations contractor.

Cost Estimate:	Consultant Support:	\$60,000
	Postage/Printing:	\$ 3,000
	Media Buy:	\$25,000
	COG/TPB Staff Oversight:	\$16,000

Total Cost: **\$104,000**

Services: Implement regional Bike To Work Day event in May 2010 and promote to employers and to the general public.

Staff regional Bike To Work Day Steering Committee

Schedule: July 1, 2009 - June 30, 2010

C. EMPLOYER RECOGNITION AWARDS

COG/TPB staff will coordinate the annual Commuter Connections Employer Recognition Awards for employers showing commitment towards voluntarily implementing commute alternative programs and telecommuting at their respective worksite(s). COG/TPB staff will also explore additional public relations opportunities for the award winning agencies to be profiled or highlighted. During FY 2009, a review of the program occurred and recommended changes that were adopted will be implemented during FY 2010.

Coordination activities will include developing and distributing an awards nomination packet and soliciting nominations from employers through local jurisdictions, Chambers of Commerce and from the employers themselves. Staff will also work with the marketing contractor to review and classify the award submissions. A selection committee of objective transportation industry professionals will be recruited for the awards selection committee. The selection committee will be chaired by a member of the TPB.

The marketing contractor will facilitate the selection committee process. Once the selection committee makes its recommendations, the award winners will be notified and a short video will be produced on each winning category. An awards booklet and giveaway will be produced for the awards ceremony. The awards ceremony will be held towards the end of the fiscal year. Staff will coordinate all logistics for the event. Additionally, COG's Office of Public Affairs along with the marketing contractor will identify media opportunities to highlight the winners.

Cost Estimate:	Consultant Support:	\$60,000
	Postage/Printing/Video:	\$19,325
	Media Buy:	\$ 5,500
	COG/TPB Staff Oversight:	\$10,769

Total Project Cost: **\$95,594**

Products: Produce and distribute awards nomination packet and coordinate award submissions with local jurisdictions.

Coordinate event logistics including awards booklet, giveaway item, video briefs, and event photography.

Services:

Coordinate logistics for awards selection committee.

Identify earned media opportunities.

Implement adopted changes to the awards program from FY 2009 review.

Schedule:

July 1, 2009 - June 30, 2010

D. CARPPOOL INCENTIVE DEMONSTRATION PROJECT STUDY

During FY 2009 COG/TPB staff issued a report on the feasibility of conducting a carpool incentive demonstration project during FY 2010. The purpose of the carpool incentive demonstration project would be to recruit and retain commuters in a carpool through cash or other incentives. Similar programs are in operation in major metropolitan areas such as Los Angeles and Atlanta. Research has shown that commuters who are paid to carpool tend to stay in a carpooling arrangement longer than those carpoolers who are not paid. Commuters who currently take transit or a vanpool to work are eligible to receive \$120 per month under the IRS Qualified Transportation Fringe benefit provisions. Carpoolers are not eligible to participate. This type of a program has been used in a limited fashion in the Washington metropolitan region during large-scale construction projects such as the Wilson Bridge where the program was named "Bridge Bucks." The program proved to be extremely successful in convincing commuters to use an alternative form of transportation other than driving alone during the construction period.

During FY 2010, COG/TPB staff and a volunteer committee of Commuter Connections network members reviewed the top ten congested areas in the MSA with the goal of choosing corridors for implementing a carpool incentive and recommending the feasibility of implementing a demonstration program. The following recommendations were made to the Subcommittee regarding the corridors where the demonstration program could operate: 1) The I-495 corridor from Bethesda to Tyson's Corner, 2) the I-495 corridor from I-295 to I-270; and 3) I-395 from Northern Virginia into Washington DC. The program guidelines and implementation plans for each of these corridors were developed by a work group in FY 2009 and will be deployed as part of the pilot project. The duration of the financial incentive for the three recommended corridors will be for three months for participating commuters.

After measuring the benefits produced from the carpool financial incentive program, comparisons can be made from the expected outcomes to the actual outcomes in terms of auto occupancy and vehicle miles of travel, vehicle trips reduced and emission impacts.

Cost Estimate:	COG/TPB Staff Oversight:	\$32,000
	Incentive:	\$95,000
	Consultant Support:	\$25,000
	Media Buy:	\$40,000
Total Project Cost:		\$192,000*

Products: Implementation of a Carpool Incentive Demonstration Project on one or two of the recommended corridors outlined in the Carpool Incentive Feasibility Study.

Schedule: July 1, 2009 - June 30, 2010

Carpool Incentive Demonstration Project
Implementation: Launch in November 2009

(*Note: To the extent possible, project funds will come from the FY 2009 CCWP underrun dollars from DDOT, MDOT and VDOT and will be re-programmed into this Work Program).

E. CAR-FREE DAY

During FY 2010, COG/TPB staff will coordinate with local jurisdictions to implement the regional Car Free Day campaign that will encourage residents to leave their cars behind or to take alternative forms of transportation such as public transit, carpools, vanpools, telework, bicycling or walking.

Car Free Day was first held in FY 2009. Evaluation results showed that there were over 5,400 individuals that pledged to go "car-free" for this event. In addition, there were approximately 3,000 vehicle trips reduced and over 13,000 vehicle miles of travel reduced as a result of participation in this event.

This event will be held on September 22nd and is in tandem with the World Car Free Day event. A marketing campaign along with public outreach efforts will be developed to coincide with this worldwide celebrated event.

Cost Estimate:	COG/TPB Staff Oversight:	\$ 7,500
	Consultant Support:	\$25,000
	Postage/Printing:	\$20,000
	Media Buy:	\$60,000
Total Project Cost:		\$112,500

Products: Posters, giveaway items, buttons, press event

Services: Implement regional Car Free Day event on September 22, 2009 and promote event to the general public.

Schedule: July 1, 2009 - June 30, 2010

IV. MONITORING AND EVALUATION

The Monitoring and Evaluation program will provide overall program and individual project results when appropriate for the various projects in the CCWP that will be used to track progress for the regionally adopted Transportation Emission Reduction Measures (TERMS). One project will solely focus on those activities directly related to data collection and analysis for the TERMS. Results from this project will directly impact the FY 2009 – FY 2011 TERM Analysis report for Commuter Connections and the final results will be used to update the regional TERM Tracking Sheet. Results will also be used by the State TDM Work Group to make any necessary recommendations for changes to the TERMS being operated through Commuter Connections.

The second project area will include the ongoing tracking and monitoring activities for each of the CCWP program areas, including the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, and Marketing. In some instances, direct customer satisfaction surveys will be performed to gauge the level of satisfaction for program areas such as Guaranteed Ride Home and Employer Outreach. Monthly data collection and quarterly progress reports and an annual progress report will also be produced by COG/TPB staff.

The Monitoring and Evaluation program is a regional program and consists of the two project areas outlined below. The total annual project cost for the program tasks is \$800,000.

A. TERM DATA COLLECTION AND ANALYSIS

During FY 2010, COG/TPB staff will work to update the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document. The TDM Evaluation Framework Methodology document is used as the “blueprint” in data collection activities for the three year Commuter Connections TERM Evaluation cycle and also provides the methodology used to calculate Commuter Connections program benefits. Updating this document will also provide an opportunity to re-visit program goals for each of the Commuter Connections TERMS relevant to recent impact and cost effectiveness data released in the FY 2006-FY2008 TERM Analysis report. Various presentations of the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document will be prepared and given to the State TDM Work Group, the TDM Evaluation Group, the Commuter Connections Subcommittee, the TPB Technical Committee, and the TPB, if warranted. The evaluation contractor will also be fulfilling data requests that are received or needed by COG/TPB staff during the course of the fiscal year.

Next, COG/TPB staff will update the survey instrument design for the in-depth Guaranteed Ride Home (GRH) Applicant survey. This survey is conducted every three years to assess the mode shift changes of 1,000 GRH program applicants. Data collected will be used to determine transportation and emission impacts of the program in the FY 2009 – FY 2011 TERM Analysis Report. A survey report will be prepared and

released by June 2010.

The 2010 State of the Commute Survey will also be designed and implemented during FY 2010 and is conducted every three years. The purpose of the State of the Commute report is to document trends in commuting behavior, such as commute mode shares and distance traveled, and prevalent attitudes about specific transportation services, such as public transportation, that are available in the region. The State of the Commute Survey is also used to help estimate the congestion and air quality impacts of Commuter Connections. The survey instrument used for data collection activities will be reviewed and updated accordingly, data collection activities will occur and a draft Technical Report will be produced.

The development of the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document, the design and implementation of the in-depth GRH Applicant Survey and production of a survey report, and the design and implementation of the FY 2010 State of the Commute Survey and production of a draft technical report will be provided.

COG/TPB staff will also provide day to day management and monitoring of evaluation contract services and will report results through monthly data collection activities and quarterly progress reports and an annual progress report.

During FY 2010, data collection activities from local sales territories will continue as will the review of employer database records and the classification of employer records into levels of participation. Quarterly level of effort verification statements will be produced by COG/TPB staff.

Contract oversight for employer database tabulation and reporting will be provided by COG/TPB staff. Results from the employer database tabulated surveys are used to estimate the participation rates and impacts for employer-based TDM programs reported from the local sales jurisdictions. COG/TPB staff will begin using the revised regional web-based Employer Commute Survey.

Cost Estimate:	TDM Evaluation Project Consultant:	\$375,000
	COG/TPB Staff Oversight:	\$253,155
	Total Project Cost:	\$628,155

Products: FY 2009- FY 2011 TDM Evaluation Framework Methodology Document.

2010 State of the Commute Survey design and data collection activities.

2010 State of the Commute draft Technical Report

2010 GRH In-Depth Applicant Survey.

Review and classification of employer database records into

levels of participation which will be used to produce quarterly level of effort verification statements.

Services:

Fulfillment of data requests.

Data collection from activity reports from ten local sales territories.

Schedule:

July 1, 2009 - June 30, 2010

FY 2009 – FY 2011 TDM Evaluation Framework
Methodology Document: December 2009

2010 State of the Commute Survey Draft Technical Report:
June 2010

2010 In-Depth GRH Applicant Survey: June 2010

B. PROGRAM MONITORING AND TRACKING ACTIVITIES

COG/TPB staff will collect monthly program statistics, produce quarterly progress reports, and produce a FY 2008 annual summary of program statistics of the number and type of commuter traveler requests filled by COG and other client member program sites. Staff will collect and analyze data from the monthly customer satisfaction survey for GRH program users, and produce a customer satisfaction survey report based on the findings. Survey results will be used to change program guidelines and/or policies as needed.

COG/TPB staff will also monitor monthly progress for local Employer Outreach sales jurisdictions based on their approved Scopes of Work and contract project goals. Quarterly progress reports and level of effort tracking sheets listing results of each local sales jurisdiction will be prepared. An annual detailed snapshot of overall progress will be provided to appropriate DOT funding agencies for their respective jurisdictions.

COG/TPB staff will oversee a regional monitoring and evaluation program for Employer Outreach which includes data collection activities from local employer outreach sales territories. Local jurisdiction contract performance monitoring for Employer Outreach goals will also be a part of this activity.

Results from local employer telework sales calls and outreach services will be documented in terms of level of effort and progress and shown in quarterly progress reports.

Formal quarterly documentation will also be provided on level of participation and effectiveness and results from sales and outreach activities for employer-based telework programs. Overall monitoring and evaluating employer-based telework programs throughout the region will continue.

Staff will also evaluate effectiveness of advertising campaigns through call volumes, internet hits, and the annual placement rate study. Marketing campaigns will be monitored through lead analysis and detailed campaign summary results. An event summary report will also be produced for the FY 2009 regional Bike To Work Day event.

Monthly program statistics will be collected and quarterly progress reports will be provided for all program areas in the FY 2010 CCWP and an annual progress report for FY 2009 will be produced.

Cost Estimate:	Consultant Costs:	\$15,000
	COG/TPB Staff Oversight:	\$156,845
	TOTAL COST:	\$171,845

Products: Collect monthly program data and produce quarterly progress reports for the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, Marketing, and Evaluation programs.

Produce FY 2009 annual progress report.

Collect and analyze data from monthly GRH customer satisfaction survey for FY 2008 program users, and produce a report showing results.

Production of quarterly Employer Outreach progress report and level of effort tracking sheet listing results for each local jurisdiction outreach agency.

Produce marketing lead analysis and campaign summary results.

Schedule: July 1, 2009 - June 30, 2010

FY 2009 4th Quarterly Progress Report: July 2009

FY 2000 Marketing Campaign Lead Analysis and Results: September 2009

FY 2009 Annual Progress Report: September 2009

FY 2010 1st Quarter Progress Report: October 2009

FY 2010 2nd Quarter Progress Report: January 2010

FY 2009 Employer Customer Satisfaction Survey Report: February 2010

V. EMPLOYER OUTREACH

The Employer Outreach program provides outreach efforts in ten jurisdictions located in the region’s MSA. This program contains regional and jurisdictional components. COG’s Commuter Connections staff provides overall administration and arranges for sales training and support as well as technical training on the regional sales contact management database. The local jurisdictions provide outreach to employers and work with employers to develop and implement new, or expand existing employer-based alternative commute programs.

The following local jurisdictions provide employer outreach services and are part of the Commuter Connections Employer Outreach network:

District of Columbia
Tri-County Council for Southern Maryland
Frederick County
Montgomery County
Prince George’s County
City of Alexandria
Arlington County
Fairfax County
Loudoun County
Prince William County

Most employers who promote commute alternatives do so for practical reasons associated with the operation of their businesses. But the community as a whole benefits from commute alternatives programs, which improve air quality, reduce traffic congestion, and support economic development. For this reason, many local governments in the region continue to offer programs that encourage commute options at the employment site. These programs range from marketing efforts and incentive programs conducted through ridesharing programs to “adequate public facilities ordinances” that have trip reduction requirements for affected employers.

The Commuter Connections program’s ongoing goal has been to weave existing local employer and government programs into a coherent, voluntary regional network, and to promote ways in which worksite commute alternatives programs may grow, without imposing burdensome mandates upon employers.

Regional Components of the Employer Outreach Program include:

- 1) Maintaining and updating a web-based regional employer/employee sales contact database to facilitate local efforts and avoid duplication.

- 2) Providing coordinated marketing materials for the program.
- 3) Coordinating technical training and offering sales support and training for the sales and service representatives in each of the participating jurisdictions.
- 4) Supporting the Employer Outreach Committee of the Commuter Connections Subcommittee which provides guidance to the program.
- 5) Coordination with WMATA's Metrochek/SmartBenefits program sales staff, and/or their assigned consultant(s).
- 6) Providing information on voluntary commuting actions that can be taken by employers and the general public to reduce mobile source emissions, particularly on Air Quality Action days, through the Clean Air Partners program.
- 7) Review of individual local sales contact databases on a continuing basis to ensure quality control.
- 8) Providing bicycling information to area employers to help and support bicycling to work by their employees.
- 9) Providing a regional "Live Near Your Work" program to assist both employers and prospective employees with information regarding housing near their respective work location.
- 10) COG/TPB support for overseeing pass-thru funding to local sales jurisdictions for the implementation of voluntary transportation demand management strategies at private sector employment sites.
- 11) COG/TPB staff support for updating and printing customized sales materials and employer case studies both in hard copy and for inclusion on the Commuter Connections Web site.

The regional components of the program are listed in the three project tasks below. The total annual cost for the regional components of the Employer Outreach program is \$289,893.

Jurisdictional Components of the Employer Outreach Program include:

- 1) Contacting individual employers in each locality, (carried out by the local sales and service representatives) through the regional contact sales database which Commuter Connections maintains and updates.
- 2) Accomplishing local program goals via staff, contractors, TMA's, or other entities. A scope of work is submitted to COG to expedite an annual program contract for each locality, and funding is allocated to localities based upon guidance to COG from the state

funding agencies.

The jurisdictional components of the program are outlined in the project task below. The total annual costs for the jurisdictional components of the Employer Outreach program are \$787,097.

Regional Component Project Tasks

A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING

During FY 2010, COG/TPB staff will continue to maintain and update the hardware and software for the computerized regional employer outreach database and monitor the regional web-based database installed during FY 2007. In addition, COG/TPB staff will coordinate training and provide technical assistance to local sales jurisdictions upon request.

Cost Estimate: \$48,121

Services: Management and monitoring of Employer Outreach regional database and provision of sales representative database training as needed, maintenance and update of regional contact management database.

Schedule: July 1, 2009 - June 30, 2010

B. EMPLOYER OUTREACH FOR BICYCLING

The Employer Outreach for Bicycling program provides information to area employers to help support and encourage bicycling to work by their employees. This information is included in the Employer Outreach materials provided to employers under the Employer Outreach Program.

Specific activities under the Employer Outreach for Bicycling Program include the update of a guide on biking to work ("Biking to Work in the Washington Area: A Guide for Employers and Employees), and incorporation of WABA bike mentors into the ridematching database. (WABA's Web site now provides users with 24-hour matching to WABA bike mentors, automating a service that previously consumed considerable staff time, and which was available only during office hours).

COG/TPB staff also provides support and facilitation for other bike-to-work outreach activities including lunch time seminars, association meetings and strategic mailings.

Cost Estimate: Printing/Postage: \$ 4,442
COG/TPB Staff Oversight: \$10,558

	Total Cost:	\$15,000
Products:	Regional Bicycling to Work Guide updates.	
Services:	Employer assistance and seminars.	
Schedule:	July 1, 2009 - June 30, 2010	

C. LIVE NEAR YOUR WORK PROGRAM

This project will encompass necessary updates to the comprehensive set of collateral materials for employers that were developed during FY 2007 both in print and electronically to provide employers with information to give to their employees to encourage them to live closer to work.

COG/TPB staff will continue to distribute pertinent information on workforce housing incentives and programs available throughout the metropolitan region and will coordinate with federal, state, and local jurisdictions on any additional information regarding transit-oriented housing developments that could be incorporated into the information.

Additionally, COG/TPB staff will coordinate with local Employer Outreach sales representatives in offering “Live Near Your Work” briefing sessions with employer groups, Chambers and Employee Transportation Coordinators. Local jurisdictions will have the opportunity to submit a proposal to COG/TPB staff to receive funds to conduct the briefing event. During FY 2010, there will be \$80,000 in funds available for these types of briefing sessions.

COG/TPB staff will include workforce housing resource information for employers in the Washington metropolitan region to use for those seeking employment at their respective worksite(s). This information can be included by employers in new hire orientation packages or job offers made to employees who are living outside of the jurisdiction where they accepted the job offer.

Cost Estimate:	Program Materials:	\$15,000
	Local Jurisdiction Briefing Session Grants:	\$80,000
	COG/TPB Staff Oversight:	\$30,000
	Total Project Cost:	\$125,000

Products: Update regional Live Near Your Work collateral materials.

Services: Briefing sessions in coordination with local jurisdictions to employer groups, Chambers of Commerce, and Employee Transportation Coordinators.

Schedule: July 1, 2000 - June 30, 2010

D. PROGRAM ADMINISTRATION

This project task includes the management and monitoring of pass-thru funding by COG/TPB staff to local sales jurisdictions for contract compliance. It also includes support to local jurisdictions, consultants, or TMA staff in implementing voluntary transportation demand management strategies at private and/or non-profit sector employment sites. This task also involves the review and approval of an annual Scope of Work by COG/TPB staff for each of the ten sales jurisdictions and day to day contract management. This task also includes COG/TPB staff support for updating and printing sales materials and employer case studies.

Cost Estimate:	Printing/Postage:	\$ 16,188
	COG/TPB Staff Oversight:	\$ 85,583
Total Project Budget:		\$101 ,771

Products:

Electronic and printed updates of sales materials and case studies.

Services:

Oversight to local sales jurisdictions to implement voluntary transportation demand management strategies at private sector employment sites.

Bi-annual sales support conference calls. Employer site visits by COG/TPB staff as requested or needed by the local jurisdictions.

Staff the Employer Outreach Committee

Schedule: July 1, 2009 - June 30, 2010

Jurisdictional Component Project Tasks

A. LOCAL AGENCY FUNDING AND SUPPORT

Local jurisdictions work with employers to develop and implement new, or expand existing employer-based commuter benefit programs such as transit and vanpool benefits, preferential parking for carpools and vanpools, carpool and vanpool formation, and telework and flexible work schedules. Results from these efforts are recorded in the regional employer database.

Cost Estimate: Pass-thru to Local Jurisdictions: \$787,097

Total Project Budget: **\$787,097**

Services: New or expanded employer-based TDM programs.

Schedule: July 1, 2009 - June 30, 2010

VI. MARYLAND AND VIRGINIA TELEWORK

The Telework program provides information, training, and assistance to Employer Outreach jurisdictional representatives, individuals and businesses to further telework programs in Maryland and Virginia. Activities include development of case studies, and provision of consultant assistance and training for Employer Outreach jurisdictional representatives.

Jurisdictional Components of Telework:

- 1) Educating employers and their employees in Maryland and Virginia on the benefits of teleworking through telemarketing and sales outreach activities.
- 2) Monitoring local, state and federal telecommuting and telework initiatives in Maryland and Virginia.
- 3) Exchanging information with other telework and telecommuting programs around the nation and the world to ensure that the most effective new concepts and approaches are fully known and utilized in the Washington metropolitan region.
- 4) Assisting local Employer Outreach representatives in Maryland and Virginia to develop formal Telework policies, and to initiate or expand telework programs.
- 5) Providing information on available Telework Centers.

This program's jurisdictional component is outlined below and the total annual cost is \$162,126.

A. GENERAL ASSISTANCE AND INFORMATION

During FY 2010, COG/TPB staff will continue to provide information on teleworking to the general public, local agencies, and employers from Maryland and Virginia contacting Commuter Connections through its 800-745-RIDE toll free number and through the Commuter Connections Web site. Interested employers will be referred to local Employer Outreach sales representatives. COG/TPB staff will also provide two half-day or all-day training sessions to the Employer Services representatives from Maryland and

Virginia to strengthen sales skills relating to selling telework to employers. Employer Telework Case studies will also be updated.

Direct work with employers will be undertaken by local Employer Outreach jurisdiction staff in both Maryland and Virginia. The local Employer Outreach sales representatives will receive and review employer leads received at Commuter Connections and elect whether or not to use the on-call consultant. The local employer outreach sales representatives will submit requests to COG/TPB staff to use the on-call consultant. The on-call consultant can be used to assist employers in all aspects of starting or expanding telework programs, specific on-site training assistance, participating in seminars or workshops, or providing information on IT solutions. Local employer outreach sales representatives will document follow-up activities in conducting employer site visits and follow-up visits, developing or updating formal Telework policies, or starting or expanding a telework program. Documentation of these activities will be recorded in the regional Employer Outreach database.

Additional program services will be provided by the local jurisdictions to enable employers to start or expand telecommute programs in conjunction with Maryland's Telework Partnership with Employers (TPE) and Virginia's Telework!VA incentive programs with guidance by the on-call consultant and COG/TPB staff, if required. COG/TPB staff will monitor this work with employers in Maryland and Virginia by the local jurisdictions and on-call consultant.

Cost Estimate:	On-Call Telework Consultant:	\$120,000
	COG/TPB Staff Oversight:	\$ 42,126
	Total Project Budget:	\$162,126

Products:

Two half-day telework sales training sessions.

Update employer Telework case studies.

Services:

Provide as requested, general telework information to the general public, local agencies, and employers. Pass employer sales outreach activity leads to appropriate local sales representatives and requests from local representatives for assistance to on-call consultant to work with employers in Maryland and Virginia to establish new or expand existing telework programs.

COG/TPB staff to monitor project progress for both employer services representatives and on-call consultant.

Schedule:

July 1, 2009 - June 30, 2010



Commuter Connections FY 2010 Work Program

Commuter Connections Subcommittee
November 18, 2008

Commuter Connections Defined

- ▶ Network of public and private transportation organizations, including COG, state funding agencies, and local organizations, that work together to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile.

Benefits of Commuter Connections

▶ Jurisdictions

- Reduction and management of traffic congestion due to commuters, easing goods movement and tourist travel
- Reduction in emissions
- Support of local efforts to attract and retain employers

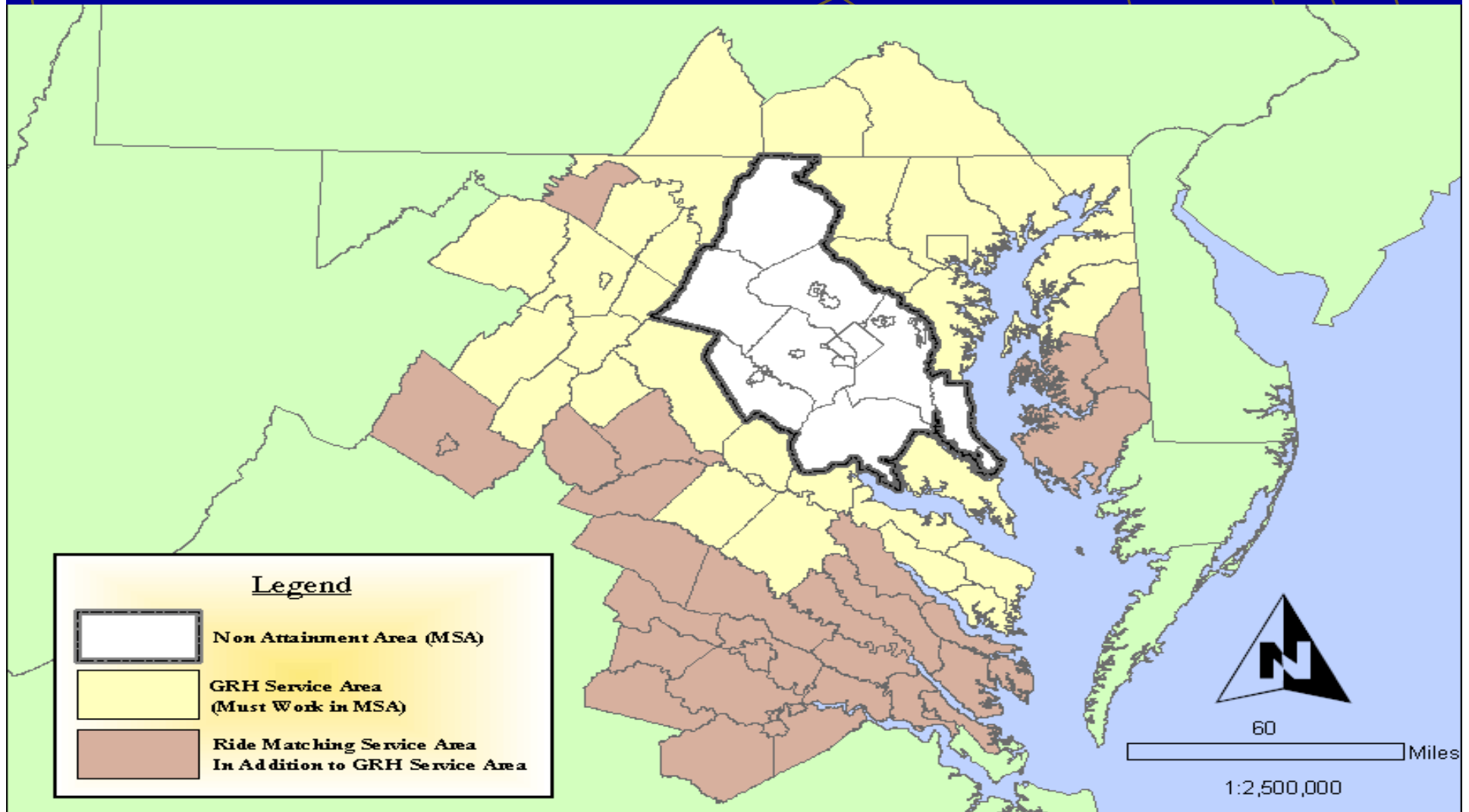
▶ Employers

- Recruitment/Retention

▶ Workers

- More commute options
- Reduced stress/costs/time
- Improved quality of life

Geographic Areas Serviced by Commuter Connections



Benchmarking TDM -- Census Rankings for Carpools

	Workers Carpooled	Total Workers	% Carpool
LA/Long Beach	582,000	3,859,000	15.1%
Chicago	421,000	3,705,000	11.4%
Washington Region	343,000	2,555,000	13.9%
New York, NY	314,000	3,683,000	8.5%
Atlanta	281,000	2,061,000	13.6%
Houston	268,000	1,864,000	14.4%
Dallas	244,000	1,707,000	14.3%
Phoenix-Mesa	225,000	1,466,000	15.3%
Riverside-San Bern.	220,000	1,249,000	17.6%
Orange County, CA	174,000	1,314,000	13.3%

Commuter Connections Daily Program Impacts

Measure	Reductions
Vehicle Trips	130,000
Vehicle Miles of Travel	2,500,000
Nitrogen Oxides (NOx)	1.9 Tons
Volatile Organic Compounds (VOC)	0.9 Tons

Regional TDM Requirements

- ▶ The TPB is required by Federal regulations to approve a congestion management process which includes TDM as part of the metropolitan transportation plan.
 - Commuter Connections constitutes the major demand management component of the region's congestion management process.

Regional TDM Requirements

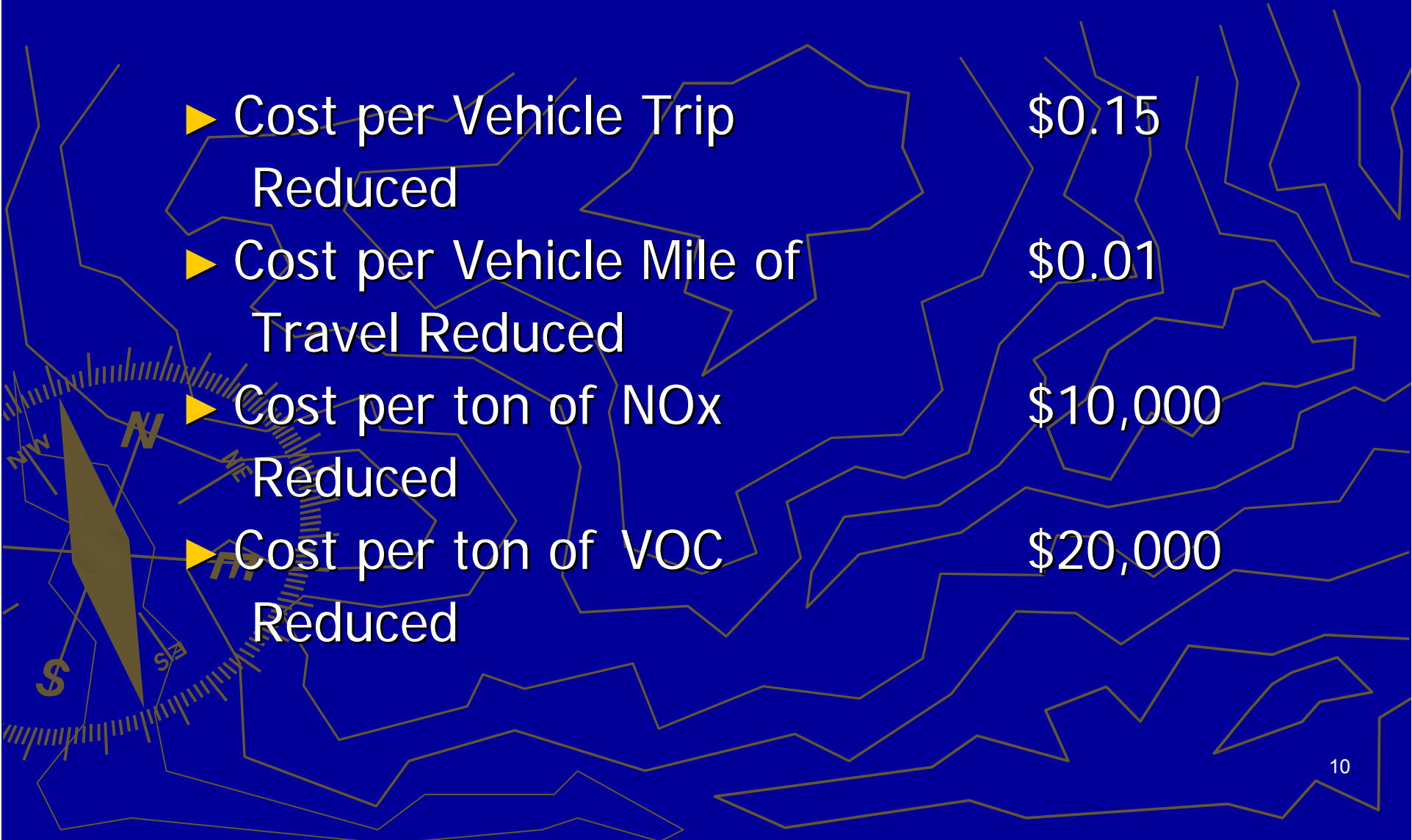
- ▶ Commuter Connections also provides transportation emission reduction measure benefits for inclusion in the air quality conformity determination approved by the TPB. This is part of the annual update of the region's Constrained Long Range Plan and Transportation Improvement Program.

Regional TDM Requirements

- ▶ Commuter Connections programs may be needed to meet Climate Change and Green House Gas emission targets that may be set for the transportation sector in the region.



Cost Effectiveness of Commuter Connections

- 
- ▶ Cost per Vehicle Trip Reduced \$0.15
 - ▶ Cost per Vehicle Mile of Travel Reduced \$0.01
 - ▶ Cost per ton of NOx Reduced \$10,000
 - ▶ Cost per ton of VOC Reduced \$20,000

Proposed FY 2010 CCWP Budget

Program	Cost FY09	Cost FY10
Commuter Operations	\$556,536	\$419,032
GRH	\$564,679	\$584,443
Mass Marketing	\$2,400,177	\$2,520,933
Program Evaluation	\$421,730	\$800,000
Employer Outreach	\$1,047,863	\$1,076,990
Telework	\$162,126	\$162,126
TOTAL	\$5,184,142	\$5,563,524

Proposed FY 2010 CCWP Budget

- ▶ Overall 7% increase from FY 2009
- ▶ Budget Breakdown: **\$5,563,142**
 - **COG/TPB Staff & Overhead: \$1,463,126 or 26% of the overall budget.**
 - **Private Sector Services: \$2,747,269 or 49% of the overall budget**
 - **Local Jurisdiction Pass-Thru: \$867,097 or 16% of the overall budget**
 - **Direct Costs: \$485,650 or 9% of the overall budget**
- ▶ **65% of the CCWP dollars go to either the private sector or local jurisdictions.**¹²

What's New In FY 2010 CCWP

- ▶ Carpool Incentive Demonstration Project
- ▶ Continuation of Car Free Day Event
- ▶ Changes to the Employer Recognition Awards Project

What's New In FY 2010

CCWP - continued

- ▶ Monitoring and Evaluation
 - Update of TDM Evaluation Framework Methodology Document
 - 2010 State of the Commute Survey Data Collection and Draft Technical Report
 - Guaranteed Ride Home Applicant Survey and Report

Next Steps

- ▶ State funding agencies have provided initial comments/edits on Draft FY 2010 CCWP.
- ▶ Commuter Connections Subcommittee reviews draft CCWP on November 18th and a comment period will be established through December 3rd.
- ▶ State funding agencies will review document and submitted comments in December and will provide additional comments by December 19 for final review and approval in January.
- ▶ A revised document will be available for the January Subcommittee for further review and approval.

Next Steps - continued

- ▶ Tech Committee will receive a briefing of the Work Program at its February meeting and will be briefed again on March 7th.
- ▶ TPB will receive draft of the FY 2010 CCWP at its February meeting and will release the CCWP for public comment. Will be asked to approve at its March meeting.
- ▶ TIP adjustments, if any, will be made and funding commitments secured by June.
- ▶ Program begins July 1.



Questions?

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Or

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Bike to Work Day 2008
Washington DC Metropolitan Region
November 12, 2008



Prepared By:
Commuter Connections
Metropolitan Washington Council of Governments
National Capitol Region Transportation Planning Board
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Washington, DC 20002

Final Report

Table of Contents

Acknowledgements – Page 3
Background/Executive Summary – Page 4
Collateral Material – Page 6
Sponsorship – Page 7
Sponsorship Declaration – Page 8
Event Pit Stops, Convoys, and Prize Drawings- Page 9
Employer Participation – Page 17
Radio Advertising & Media Coverage - Page 19
Proclamation – Page 22
Marketing Materials – Page 23
Pictures and Other Promotional Items - 26

ACKNOWLEDGEMENTS

The 2008 Metropolitan Washington Bike To Work Day Steering Committee consisted of the following individuals representing their respective organizations:

Angela Atwood-Moore - NIH
Ann Beisel – Whole Foods Market
Anna McLaughlin - DCDOT
Bob Moore - VDOT
Bruce Wright – Fairfax County (Reston)
Carrie Sanders – City of Rockville
Cathy Compton - AOL
Charlie Strunk, Jeffrey Hermann, and Nohemy Miranda – Fairfax County DOT
Christopher Arabia - VDRPT
Dan Hayes – University of Maryland
David Hartford – Oasis Bike Works
Dotty Dalphon – TransIT of Frederick
Elisa Vitale – City of College Park
Frank Stevens – City of Bowie
Fred Shaffer – Prince George’s County
Gaylynn Abram - VDOT
John Brunow – Bikes@Vienna
Victor Miranda and Rebecca Torma – City of Rockville
Yon Lambert and Josh Lambert – City of Alexandria
Judy Galen and Sharon Affinito – Loudoun County
Katie Sihler, Diane Stanton and Vanessa Vega - Arlington Transportation Partners
Danielle Milo, Jennifer Zucker and Rachel Andrews – Bethesda Transportation Solutions
Mirza Donegan and Darlene Nader – NBTMD
Phil Koopman – City Bikes
Rob Mandle – Crystal City BID
Robin Briscoe – Tri-County Council
Terrie O’Steen, Sheila Wilson, Linda Provost, Mark Sofman – Montgomery County
Commuter Services Section

Metropolitan Washington Council of Governments (COG) staff included:

Nicholas Ramfos Douglas Franklin
Mark Hersey Michael Farrell

Washington Area Bicyclists Association (WABA) staff included:

Eric Gilliland Henry Mesias Chantal Buchser

Virginia Department of Transportation

Maryland Department of Transportation

DC Department of Transportation

For their continued funding support of the Commuter Connections work programs

The public relations activities were provided by the Office of Public Affairs at the Metropolitan Washington Council of Governments through Steve Kania with assistance by Eric Gilliland at the Washington Area Bicyclists Association and Kimberly Alleyne with Arch Street Communications.

Both COG and WABA thank all of the individuals and organizations which helped make the Washington DC metropolitan region Bike To Work Day 2008 a success.

BACKGROUND and EXECUTIVE SUMMARY

Bike to Work Day has been held annually in the Washington metropolitan region with a main rallying point or Pit Stop in downtown DC. This event has been coordinated by the Washington Area Bicyclists Association (WABA) for over a decade. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day 2001 Steering Committee to examine the feasibility of adding additional Bike To Work Day Pit Stops or rallying points throughout the region, thus creating a larger awareness of using cycling to work as a viable commuting alternative. Since that first involvement with Bike to Work Day in 2001, registration for the event has grown with more participants signing up every year.

For the eighth year in a row, Bike to Work Day planning began in the fall of 2007 for the 2008 May 16th event. The Steering Committee's goal for the event was 7,300 registrants.

Overall the May 16, 2008 event generated over 6,957 registrants. The approximate breakdown of registrants by pit stop was:

1. Alexandria – 432
2. AOL-Dulles – 100
3. Arlington – 850
4. Bethesda – 575
5. Bowie Old Town– 21
6. Bowie Town Center - 42
7. College Park – 145
8. Crystal City - 349
9. Fairfax County Government Center – 138
10. Fairfax City – 137
11. Frederick - 136
12. Freedom Plaza (DC) – 1,367
13. Hyattsville – 82
14. Indian Head - 39
15. Leesburg – 252
16. NIH - 492
17. North Bethesda – 227
18. Reston – 503
19. Rockville Courthouse – 125
20. Rockville Falls Grove – 112
21. Silver Spring – 307
22. Springfield - 61
23. Sterling-Orbital – 254
24. Tysons Corner - 95
25. Vienna – 319
26. White Oak - 36

Bicyclists enjoyed snacks, participated in prize drawings, heard live bands as well as music spun by DJs, and listened and talked to elected officials. Commuter Connections was able to secure \$26,300 in sponsorship fees that went towards the overall regional marketing efforts.

The Steering Committee's resources to reach its goal of 7,300 cyclists on Bike To Work Day (BTWD) 2008, included:

- Promoting the event through WABA's 20,000 cyclists' e-mail contact list.
- Providing links from the local Transportation Management Associations' (TMA) web sites to WABA's site for route information.
- Development and distribution of registration materials both in printed and electronic formats.
- Recruitment of event sponsors by Commuter Connections.
- A radio media campaign.
- Outreach to employers through a direct mail marketing campaign.
- An article geared towards employers in the Commuter Connections newsletter.
- A direct e-mail solicitation and reminder to the previous year's participants to register and have others register as well.
- A public affairs outreach effort through the Metropolitan Washington Council of Governments.
- The design and distribution of the giveaway items to registrants such as free t-shirts and prizes at all 25 rallying points.

In addition, 24 bicycling routes were identified by WABA along with route leaders who assisted novice and experienced cyclists through the routes. Each route traveled to a Pit Stop where cyclists received free refreshments, snacks, t-shirts and water bottles. Many Pit Stops had other activities for bicyclists and are described later in this report. The routes were also posted on the WABA web site and allowed individuals to refer to the routes even if they could not join the convoys at the specified departure times. Cue sheets for the Bike to Work Day convoy route remain accessible through WABA's web site.

*In 2000, the Metropolitan Washington Council of Governments Commuter Connections program chose to increase awareness of bicycling to work as a viable option by joining the Washington Area Bicyclists Association (WABA) in their efforts to promote and coordinate the annual Bike to Work Day event. Commuter Connections created a regional marketing effort that increased the number of cyclists participating in the yearly event nearly 31% from 2001 to 2007. Although it accounts for a small percentage of the overall regional commute mode split, bicycling helps reduce traffic congestion, improves air quality, and provides a healthy commute alternative for those commuters who choose to use it as a viable means of transportation to and from work.

*In the Fiscal Year 2006 Commuter Connections Work Program, the Bike to Work Day Event was given a line item for the Commuter Connections budget. Commuter Connections is funded by the District of Columbia Department of Transportation and the Maryland and Virginia Departments of Transportation as well as the U.S. Department of Transportation.

COLLATERAL MATERIAL

The Bike To Work Day 2008 collateral materials used included the following items:

Rack Postcards 3¾ x 8½" (70,000)

Posters 8½" x 11" (20,000)

Bus Poster 78" x 14" (3)

T-Shirts (7,000)

E-mail marketing message to previous year participants

Web Site

Banners 6'x4' available for every pit stop

Water bottles with logo imprinted available for each pit stop (for a fee)

The marketing materials used for the 2008 BTWD campaign were targeted to employers and cyclists in chosen target markets through the region. The postcards and poster materials were distributed to employers and building sites through concierge services to a majority of the region's bicycle shops through WABA, and through a direct e-mail campaign that led to a customized web site. The direct e-mail was sent to the 2007 registrants as a reminder. The radio campaign highlighted personal and tangible benefits a commuter would realize by bicycling to work. WABA staff designed and maintained the event web site to market the program and allow participants to register for the event. Commuter Connections also designed and maintained a web site for information and registration links to the WABA site.

The success of the marketing promotion campaign relied upon the analysis of the employer and commuter markets, identification of cost-effective mediums, and key messages and giveaway items such as t-shirts and water bottles designed to attract commuters to try bicycling to work.

The National Capitol Region Transportation Planning Board at COG issued a regional proclamation on April 16, 2008 designating May 16th as the Regional Bike To Work Day. The proclamation discussed the benefits of bicycling for the region, individual communities and commuters. It also acknowledged that the month of May is Clean Air Month and National Bike Month.



Bike to Work Day 2008 Sponsor Declaration

Return No Later Than Jan 31, 2008

Please check one of the following Sponsor Levels:

GOLD SPONSOR LEVEL \$7,000
Mentioned as major sponsor on approximately 75 Radio ads, plus all Silver and Bronze level items

SILVER SPONSOR LEVEL \$4,000
Logo on 7,000 T-Shirts plus Bronze level items

BRONZE SPONSOR LEVEL \$1,000
Logo on Website and 70,000 Brochures and/or Posters

If In-kind donation, please describe: _____

Note: quantity counts for 2008 are estimates based on previous year's activity.

Name : _____ Title: _____
Organization: _____
Address: _____
City, State, Zip: _____

e-mail: _____ Phone: _____
Fax: _____ Website: _____

Signature _____ Date: _____

Please make check **payable** to the **Metropolitan Washington Council of Governments** 777 N. Capitol Street, Suite 300, Washington, DC 20002 ATTN: Douglas Franklin. Send logo to dfranklin@mwkog.org in high resolution for quality reproduction. Fax signed form to (202) 9623203. Contact Douglas at (202) 962-3792 with any questions.



SPONSORSHIPS

The Bike To Work Day Steering Committee solicited both monetary and in-kind sponsorships from a variety of companies in the metropolitan region. The Steering Committee was able to secure seven regional Gold Sponsors:

1. City Bikes
2. HSBC Bank
3. ICF International
4. Commuter Connections
5. Crystal City BID
6. WABA
7. goDCgo.com.

Other regional sponsors included:

1. Kryptonite
2. Capital Crescent Trail
3. bikes@vienna
4. VPSI Inc.
5. Cannondale
6. Whole Foods
7. Timbuk2
8. REI, Topeak
9. JandD Mountaineering
10. OnGuard
11. Potomac Peddlers
12. DC Lottery
13. Breezer
14. Jamis Bicycles
15. Serfas
16. Cannondale
17. Honest Tea
18. Bike and Roll
19. GeoEye
20. Local Motion
21. ToPeak,
22. The Bicycle Escape
23. Peak Racks.

Highlights from the area “Pit-Stops” are as follows:

Alexandria: Despite the rain, commuters traveling by bicycle were undeterred, stopping by the Alexandria Bike to Work Day pit stop to enjoy free food and beverages, complimentary maintenance services, exhibitor information, and the chance to win various free prizes. On Friday, May 16, in recognition of national Bike to Work Day, Alexandria and the entire DC area celebrated and promoted bicycle commuting as an affordable, efficient, and environmentally-friendly way of getting to work. Thousands of area commuters, many for the first time, rode their bikes to work to demonstrate that the region’s transportation network makes bicycling a feasible travel option.

Organized by the Washington Area Bicycle Association, the event featured 25 pit stops in Virginia, Maryland and the District of Columbia where bicyclists could stop and relax and listen to various speakers. Many bicyclists then joined "commuter convoys" headed for a rally at Freedom Plaza in the District.

In Alexandria this year, nearly 250 cyclists, just over half of registrants, converged on Market Square between the hours of 6:30 and 8:30 a.m. to participate in the festivities. Councilman Rob Krupicka and Vice Mayor Del Pepper, as well as city Manager James Hartmann and Transportation & Environmental Services director, Rich Baier, were at the Market Square pit stop to welcome bicycle commuters and assist with raffling prizes. City leaders stress their commitment to events like Bike to Work Day as a way to introduce more commuters to bicycling – a transportation option that is clean, quiet, efficient and is much less costly than driving to work.

AOL: Over 100 riders came to the company sponsored pit stop. AOL provided prizes and giveaways as well as a bike donated by the local bike shop.

Arlington: Over 800 riders registered for the event at Rosslyn Gateway Park.

Bethesda: With a record 575 registered participants, the Bethesda Bike to Work Day was a tremendous success! Actual on-site attendance was around 250.

Delegate Bill Bronrott served as the official Bike to Work Day emcee. He did a great job keeping the event program flowing smoothly, as there were many prizes to raffle, proclamations to read, and awards to present. A DJ entertained the crowd between all of the dignitary speeches and presentations. Proclamations from Montgomery County and the State of Maryland were read by County and State officials. Dignitaries present were:

Maryland State Comptroller Peter Franchot; Delegate Susan Lee; Richard Hoyer (representing Councilmember Duchy Trachtenberg); Michael Jackson, Director of Bicycle and Pedestrian Access, Maryland Department of Transportation

Food and refreshments were donated from many different Bethesda businesses. Prize winners were announced every few minutes – close to 50 prizes were donated and raffled off through free random drawings of tickets. Prizes included various gift certificates, bike accessories, and a bicycle donated by Griffin Cycle. Several businesses were provided

tables with representatives at the event, informing attendees of their services and products.

Delegate Bronrott also helped present Bethesda's Fourth Annual Bicycle Commuter Spirit Awards. This year's *Most Committed Bicycle Commuter* went to Ray Heinsman, of Gallagher & Associates, for biking to work year round, rain or shine, for the past seven years. *Longest Distance Commuted By Bike* went to Rick Arrowsmith, of GE Healthcare Financial Services, for regularly biking over 23 miles each way, to and from work.

Bike to Work Day event partners included: City Bikes, R.E.I. College Park, Zipcar, Spring Mill Bread Company, Whole Foods Market, Bethesda Bagels, Honest Tea, HSBC Bank and Royal Fitness. Sponsors included: Ben & Jerry's, California Tortilla, City Bikes, Gifford's Ice Cream and Unity Woods Yoga.

Bowie Town Center and Bowie Old Town: Once again this year, the City of Bowie had two (2) pit stops: Bowie Town Center; and, Old Town Bowie. At the Bowie Town Center pit stop, 42 participants preregistered and five (5) "walk-ups" enrolled. Due to the rainy weather, only 14 riders attended the event, a participation rate of approximately 30%. At the Old Town Bowie pit stop, 23 folks preregistered, but only one (1) rider attended. Biking materials and maps were distributed at both pit stops. Thanks are extended again this year to the Simon Property Group for donating all of the food and beverages at the Bowie Town Center pit stop. Drinks and food for the Old Town Bowie pit stop were contributed by: the Bowie Wild Bird Center; Boyd Campbell/Century 21 Realty; Dunkin' Donuts at the Shoppes at High Bridge; and TJ Elliott's Restaurant. Honest-T of Bethesda donated a variety of their flavored tea drinks to the Bowie pit stops. All of these donations were very much appreciated.

College Park: The steady rain failed to dampen the spirits of riders at the College Park pit stop. Sixty-three riders enjoyed the festivities at City Hall. City of College Park and University of Maryland staff managed the pit stop. Members of the City's Committee for a Better Environment helped staff the event and sponsored the purchase of coffee. The Bagel Place donated bagels, My Organic Market donated fresh fruit and water, Honest Tea donated tea, and REI donated water bottles and bike tune-ups.

The Prince George's County Department of Public Works and Transportation, the University of Maryland University Police, and the Maryland-National Capital Park and Planning Commission provided bike safety tools and tips, as well as information on new trails in the planning process. The University Police's Operations Trailer provided shelter from the rain. Riders had the opportunity to test out the bike rack on a Shuttle UM bus. The highlight of the morning was a visit from Michael Jackson, the bicycle coordinator for the Maryland Department of Transportation. Distinguished guests included College Park City Council Members Mary Cook, Jack Perry, and Patrick Wojahn.

Crystal City: The event was hosted by the Crystal City BID with over 340 riders who registered for the event.

DC Freedom Plaza: The rain did not stop the commuters from riding down to Freedom Plaza in 08. The total number of registrants for Freedom Plaza was 1,354 and it seemed

as though about 70% of those registered showed up the day of. The pit stop was advertised to be open from 8:00am to 9am, but riders began rolling in around 7am.

Riders were treated to free coffee and donuts provided by Dunkin Donuts. There was plenty of fruit, bagels, and water. After riders picked up their Bike to Work Day t-shirt and water bottle they could grab a raffle ticket from one of the City Bikes Employees. In addition to providing raffle prizes City Bikes also provided two mechanics for quick tune-ups.

There was a full schedule of speakers at the stage. The PA system was powered by bicycle powered generators loaned to pit stop by American University and the filler for the space between speakers with a DJ from 94.7 fm and everyone's favorite singing bike group, the Tune-Ups. The guest speakers included Council Members Jim Graham, Muriel Bowser, Tommy Wells, Mary Cheh, Kwame Brown, Director of the Department of Transportation Emeka Moneme, Kevin Mills of Rails to Trails, Don Zimmerman of ICF Consulting, Phil Mendelson of COG, and Nick Ramfos of Commuter Connections.

Riders also had a plethora of tables visit. Freedom Plaza featured tables from Rails to Trails, League of American Bicyclists, Kryptonite, Zip Car, Honest Tea, ICF, HSBC, DDOT/goDCgo, Downtown BID, Coalition for Smarter Growth, and City Bikes.

Fairfax County – Fairfax Corner: In spite of the weather forecast (cool temperatures and an annoying consistent drizzle), our Fairfax Corner pit stop was a success with close to 60% of the registered riders checking in and picking up their "T" shirts. This year, the pit stop was co-managed by REI (Fairfax Store) and the Fairfax County Department of Transportation. Riders were greeted with coffee, bagels, donuts, fruit, and ice tea and lots of freebees. A Fairfax Connector bus was on site with hands on demonstrations on how to load your bike on a bus bike rack. Chairman of the Fairfax County Board of Supervisors, Gerry Connolly, stopped by and greeted riders, discussed the Board's Comprehensive Bicycle Initiative, and unveiled the new Fairfax County Bicycle Route Map (made available at all pit stops within the county on Bike to Work Day). Gifts, generously donated by many stores and manufacturers were raffled off to the participants and helped make the morning a big success. Our 2008 sponsors included: REI, HSBC Bank, Wegmans, Starbucks, Kryptonite, Honest tea, City Bikes, the Peterson Company, and Fairfax County Department of Transportation.

Fairfax – University Mall (GMU): A total of 137 riders registered for the event held at University Mall by George Mason University's Fairfax campus. Oasis Bike works offered free bike adjustments for riders and Brion's Grill provided food for the pit stop. There was a Traveling Bicycle Museum showing bicycling over a 70 year span.

Frederick: TransIT participated in the annual Bike to Work Day celebration on Friday, May 16, by offering free rides on TransIT Connector and Shuttle buses to cyclists who combined biking and riding public transportation. The Frederick pit stop had a 90% increase in registrations for this year's event! And despite the rainy weather, 65 bicycle enthusiasts - including City and County officials - celebrated the benefits of biking to work. Local sponsors joined in the event and provided free food, coffee, give-aways, and a free

bike. Reporters from the Frederick News-Post and Frederick.com provided coverage of the event.

Hyattsville: Over 60 riders attended the pit stop and many more passed by en route to the Freedom Plaza pit stop.

Indian Head: With over 30 registrants the pit stop provided coffee and different giveaways from the local jurisdiction.

Leesburg: The Leesburg Pit Stop continued its steady rate of growth with 252 pre-registered bicyclists this year. Some 113 riders braved the early morning rain and visited the pit stop between 6:00 a.m. and 9:00 a.m. Upon arrival, riders received a pair of Bike to Work Day socks, light breakfast and the opportunity to register for several local raffle prizes, including restaurant gift cards, fitness center passes and a grand prize bicycle.

A local Starbucks provided coffee. VDOT provided water and granola bars. Loudoun County Commuter Services purchased and served breakfast pastries, fruit, juices and water.

The pit stop also featured a demonstration of electric bicycles. Additionally, an organizer for Le Cirque du Cyclisme, which was held in Loudoun County this year, was on hand to thank riders and share information.

Plum Grove Cyclery was available to assist bike riders with minor adjustments and to show off their grand prize bike, which was won by a Loudoun County government employee. During the weeks prior to the event, the bike was displayed at the Loudoun County Government Center. The display and colorful Bike to Work Day banner helped generate interest in the event.

North Bethesda: Even though the weather did not fully cooperate the North Bethesda pit stop had over 150 enthusiastic and energetic bikers begin arriving promptly at 6:30 a.m. in the rain. Our host, U.S. Nuclear Regulatory Commission, graciously assisted the pit stop crew and made it another successful Bike to Work Day.

There were 2 winners for the *North Bethesda Hero Cyclist Award*. Dana Miller, our “zen” bicyclist, travels 12 miles each way 5 days a week. She is a true believer in cycling, even planning a bike excursion in Alaska over the summer. Our 2nd winner, Suzanne Carter, is a dedicated cyclist that rides in any type of weather. She rides 5 days a week also and her daily round trip is 16 miles. Our congratulations to both winners!

A great continental breakfast with dj music was ready for all riders and participants. They could even sign up for a quick massage to get the kinks out (which was very popular of course). Each registered rider received a free T-shirt, bike bag, eco-friendly pen, water bottle and many bike maps. REI bike techs were on hand to provide free safety bike checks. The prizes were donated by area businesses and raffle winners were called every 15 minutes. From gift certificates to bike helmets, all the bikers were eagerly awaiting the announcement of the grand prize winner, Ms. Kimberly Tene, the recipient of a brand new

bike! She has completely outfitted her bike with a basket and saddlebags and rides it to and from work. She happily remarked, "It is so much nicer than my old bike!"

The North Bethesda pit stop crew would like to thank Nancy Floreen, County Council member, for presenting awards to the "heroes" and Ms. Tene. A "Thank you" went to all our sponsors - they each received a Certificate of Appreciation from the staff of North Bethesda TMD for their contributions for our pit stop.

NIH: The NIH Bicycle Commuter Club drew 465 registered riders—the strongest showing yet at its Bike to Work Day pit stop. This represented an increase of about 35 percent from last year's participation totals. NIHBCC organizers attribute the high participation levels to higher gas prices, as well as to a seminar in April sponsored by the club and the NIH Division of Amenities and Transportation Services, ORS. ORS staff and NIHBCC members answered questions about how NIH'ers can get started with bike commuting, including packing clothes for the workday, showers and bike parking on campus, mentors who can share routes, bike to Metro rail/bus commuting and safe cycling resources. The event packed a conference room with over 100 potential new bike commuters attending.

NIH had three Bike to Work Day pit stop sites, to facilitate participation by employees who work at satellite facilities: Building 1 on the main campus, Rockledge Drive and Executive Blvd. Many employees attended other WABA pit stops and identified NIH as their employer during registration. Despite drizzle throughout the morning, 246 registered riders showed up at the Building One site with their bikes. Among those were several newcomers who completed their first commute to NIH. The total round-trip mileage logged by bike that day to NIH locations was 2,966 miles—an average of 12 miles per rider!

Margarita Valencia of NIMH commuted for the first time from her Mt. Pleasant neighborhood with the help of friend and colleague Jerry Overman of the Clinical Center. Valencia said she will continue bike commuting and agreed that it helped a great deal to have someone show her how to get started.

For Nona Colburn of NIAMS, attending the 2008 BTWD was the culmination of several goals. Her New Year's resolution for 2007 was to make her 4-mile round-trip commute every day of that year by bike. She missed only one day of bike commuting due to a severe ice storm. She cycled through 14-degree temperatures, snow, rain and sleet to meet her goal and lost 20 pounds in the process. Colburn's enthusiasm for fitness is infectious: Two of her coworkers have tried bike commuting after hearing her story. "I can't say enough about it to encourage others to try it," she said. "I feel so much better having lost weight. I don't have to spend money on gas and a gym membership. It takes me less time to get to work on a bike than in a car, plus I'm more awake and alert when I arrive."

Nearly tied for the title of longest bike commute were James Nagle of NINDS with 46 miles from Reston, Va., and Steven Rubin of FDA with 45 miles from Buckeystown, Md. The third longest route to campus probably belongs to Phil Snoy of FDA, who biked 22 miles each way from Poolesville. He calculated that with gas approaching \$4 per gallon, each

day he bikes to work saves him \$6.

“It only takes me 30 minutes longer to get to NIH by bike than it would in a car. Plus I’m getting into better shape and saving money,” Snoy said.

Reston: Nearly 500 people registered for the Reston pit stop. Despite the light rain, approximately 270 cyclists attended. Fairfax County Hunter Mill District Supervisor Cathy Hudgins rode her bike to the event and greeted the cyclists. Reston Association Director Robin Smyers also said a few words and helped with the raffle. A-1 Cycling and The Bike Lane of Reston provided mechanical support. Great Harvest Bread, Whole Foods Market, and Starbucks provided food and drinks. HSBC gave a generous cash contribution to help fund the cost of the large tent used for the event, which was shared with the Greater Reston Art Center’s (GRACE) Northern Virginia Fine Arts Festival held on the following weekend. Other local sponsors included the Reston Town Center Association, The Reston Bike Club, Fairfax Advocates for Better Bicycling, Friends of the W&OD Trail, and the Reston Association.

Rockville: Once again this year the City of Rockville had two pitstops, one at the Fallsgrove Transit Center and the other on the plaza in front of the new library in the Rockville Town Center. The Town Center pitstop was moved this year to help celebrate its opening. Despite the rain, each of the pitstops had 52 riders that were greeted with hot coffee from Starbucks, bananas from Whole Foods, bagels and juice. In addition, the Town Center stop had a brunch casserole that was donated by La Tasca. Everyone enjoyed the food and were especially grateful for the large tent in Town Center and the use of the transit facility in Fallsgrove. The City had many volunteers including the City staff and the Rockville Bike Advisory Committee members.

Silver Spring: Over 248 of the 340 registrants signed in for the 2008 Discovery Pit Stop. There were probably another 50 people that attended that did not register. Discovery Communications was the host site for this event and contributed not only time and staff to make this event successful, but also donated one of the Grand Prizes Trek bicycle for the event. A second Grand Prize of a Trek bicycle was donated by The Bicycle Place. Discovery also gave us fanny packs for our “Goody Bag” which included an athletic towel and several bicycle route maps provided by Commuter Services.

Keynote speaker was Arthur Holmes, Director of Montgomery County’s Department of Public Works and Transportation. Sande Brecher, Administrator, Montgomery County Commuter Services was the MC for Bike to Work Day event. Bicycle registration was once again handled by the Montgomery County Police with 25 people registering their bikes. Music was provided by JR of Ultimate Entertainment. Throughout the event we did Bicycle Trivia questions to give prizes away and also conducted random drawings for prizes.

Prizes were donated from the following companies: Discovery Communications, Commuter Services, City Bikes, The Bicycle Place, AFI Silver Theatre and Cultural Center. Prizes ranged from bicycle locks to gift certificates to local theaters to a travel bag. Most prizes were bike related. Other Donations were also provided by the following companies: Whole Foods Market, Honest Tea and Caribou Coffee hosted a “Coffee Tent” with Coffee, Iced Coffee and Tea. Food was provided by Montgomery County Commuter Services.

There were several Bikes on Bus demonstrations by Montgomery County Ride On.

Outreach for the event:

- Three “Over the Road” Signs
- Email and Letter to Silver Spring employers and Chamber Members with Posters and Palm Cards
- 1 Banner (Week of event at Discovery)
- Silver Spring Regional Service Center leaders message
- Commuter Services Website
- Commuter Connections outreach
- Palm Cards in Take One Racks at City Place Mall, the Silver Spring Redevelopment Office and the Commuter Express store.

Springfield: The Fairfax County Department of Transportation sponsored and staffed the Springfield pit stop. Located at Franconia-Springfield Metro Station, we had lots of people show up despite the rain. Placing our booth in such a high traffic area definitely spreads the word about biking to work. Many thanks to the volunteers and the local sponsors: Greater Springfield Chamber of Commerce, Springfield Mall, The Bike Lane, Wegman’s, VDOT, FABB, City Bikes, Honest Tea, Kryptonite, HSBC Bank, and Metro.

Sterling: The Sterling Pit Stop grew by 62 pre-registrants this year, bringing the 2008 total to 254. While the rain kept some of the pre-registrants away, more than 120 stopped by for t-shirts, refreshments, giveaways and the opportunity to win several raffle prizes between 6:30 a.m. and 9:00 a.m. For the fifth consecutive year, Orbital Sciences Corporation hosted the Sterling pit stop along the W&OD Trail. Orbital provided an assortment of pastries, fruit, and beverages. Orbital dedicated three staff members to help before, during and after the event. VDOT provided water and granola bars. Loudoun County purchased coffee and some additional pastries.

Andrea McGimsey, a member of the Loudoun County Board of Supervisors was present to thank riders for participating and to assist with the raffle. All riders who stopped in Sterling were given a pair of Bike to Work Day socks, and the opportunity to register for several local raffle prizes, including restaurant gift cards, fitness center passes and a grand prize bicycle. Bicycle Outfitters was on-site to assist with minor bike adjustments and repairs, and to show-off the grand prize bicycle, which was won by an employee from Rockwell Collins. LA Fitness returned to the site for a second year, offering passes and giveaways as well.

In spite of wet weather, it was a particularly successful event for Loudoun County, with Orbital Sciences winning this year’s employer challenge.

Tyson’s Corner: The pit stop was held at the Booz Allen Hamilton office building on Greensboro Drive. There were 95 registrants for the event.

Vienna: For the 319 registered for the event there were over 200 that attended the pit stop. Whole Foods donated staff time and food for riders and bikes@vienna (also a pit stop manager) donated bicycle gear and performed bicycle checks. The convenience of the location, right next to the Washington and Old Dominion Trail, helped in attracting riders.

White Oak/FDA: Twenty of the 37 registrants signed in for the 2008 Discovery Pit Stop. There were probably another 5 people that attended that did not register. Registrants enjoyed light refreshments of coffee, water, oranges, bananas and muffins. FDA was the host site for this event and contributed time and staff to make this event successful,

Bicycle registration was once again handled by the Montgomery County Police with 7 people registering their bikes. Throughout the event we did Bicycle Trivia questions to give prizes away and also conducted random drawings for prizes. Prizes were donated from the following companies: Commuter Services, City Bikes. Prizes ranged from bicycle locks to gift certificates to a travel bag. Most prizes were bike related.

Other Donations were also provided by the following companies: Whole Foods Market, Freshfield's Market, and Honest Tea. Food was provided by Montgomery County Commuter Services.

Outreach for the event:

Email and Letter to Silver Spring employers and Chamber Members with Posters and Palm Cards; 1 Banner (Week of event at Discovery); Commuter Services Website; Commuter Connections outreach; Palm Cards in Take One Racks at Silver Cycles in Montgomery Hills

EMPLOYER PARTICIPATION

The following Employers had 5 or more employees registered for the event:

*The winner of the Employer Challenge for a free Lunch was Orbital Sciences.

Federal Employers

Bureau of Labor Statistics	Equal Employment Opportunity Commission
Federal Aviation Administration	Federal Communications Commission
Federal Election Commission	Federal Highway Administration
Federal Trade Commission	Food and Drug Administration
Foreign Service Institute	General Services Administration
Internal Revenue Service	
Library of Congress	NASA
National Archives	National Capitol Planning Commission
National Institutes of Health	National Labor Relations Board
National Park Service	National Zoological Park
Naval Research Lab	NOAA
Office of Management and Budget	Securities and Exchange Commission
Smithsonian Institution	US Air Force
US Army	US Coast Guard
US Department of Agriculture	US Department of Commerce
US Department of Customs	US Department of Energy
US Geologic Survey	US Department of Health and Human Services
US Department of Homeland Security	US Department of Justice
US Department of Labor	US Department of the Interior
US Department of Transportation	US Environmental Protection Agency
US Government Printing Office	US House of Representatives
US Housing and Urban Development	US Navy
US Nuclear Regulatory Commission	US Patent and Trademark Office
US Peace Corps	US Postal Service
US Senate	USAID

State and Local Governments

Arlington County	Charles County
City of Alexandria	City of Bowie
City of College Park	City of Falls Church
City of Frederick	City of Gaithersburg
City of Hyattsville	City of Rockville
City of Vienna	DC Council
Fairfax County	Frederick County
Loudoun County	Montgomery County
Prince George's County	
State of Maryland (including MDOT, MTA and others)	
State of Virginia (including VDOT and VDRPT)	
Town of Leesburg	

Private/Non-Profit Sector Employers

AARP
Alliance to Save Energy
Anteon
Arnold & Porter
AT&T
Boeing
Cable News Network
Cambridge Systematics
Congressional Quarterly
CSC
Digital Paper Corporation
Downtown DC BID
Fannie Mae
Four Seasons Hotel
Friends of the Earth
Human Genome Sciences
ICF International
L-3 Titan
Linowes & Blocher
Marriott
Mitreteck Systems
National Geographic Society
NatureServe
NBC4
NPR
Orbital Sciences
Public Broadcasting Service
Qwest Communications
RAND Corporation
Rockwell Collins
Sallie Mae
Sitesafe
Social & Scientific Systems
SRA International
Torti Gallas and Partners
Verizon
Westat
Willard IC
World Bank

Universities and Colleges

Catholic University
George Mason University
Georgetown University
Montgomery College
Strayer University
University of Virginia

Accenture
American Trucking Associations
AOL LLC
ASHA
Baker Botts
Booz Allen
Calvert Group
CEB
Corporate Executive Board
DC Bicycle Courier Association
Discovery Communications
EDAW
FBR
Fox 5
GeoEye
IADB
International Monetary Fund
League of American Bicyclists
Lockheed Martin
Metropolitan Washington COG
National Cancer Institute
National Wildlife Federation
Navy Federal Credit Union
Northrop Grumman
NRECA
PEPCO
Quest Diagnostics
Rails to Trails Conservancy
Raytheon
SAIC
SCS Engineers
Smith Barney
Sprint
Suburban Hospital
U.S. News & World Report
Wegman's
Whole Foods Market
Wilmer, Cutler and Pickering
World Wildlife Fund

Galludet University
George Washington University
Marymount University
NOVA Community College
University of Maryland
Virginia Tech University

RADIO ADVERTISING & MEDIA COVERAGE

Commuter Connections, through its contractor developed and implemented the radio advertising and marketing campaign for the event.

Radio Buy

The BTWD Radio spot aired prior to the event on The Globe 94.7 FM (WARW) and WMAU 88.5 FM.

BTWD Media Coverage:

There were a total of 64 outlets pitched; including print, radio, television and blogs. About 30% became placements.

Print

Washington Times: <http://www.washingtontimes.com/news/2008/may/13/cyclistsgear-up-for-bike-to-work/>

Washington Times:

<http://washingtontimes.com/apps/pbcs.dll/article?AID=/20080513/METRO/63196649/10>

Washington Post: http://www.washingtonpost.com/wpdyn/content/article/2008/05/15/AR2008051503838_p

Washington Post Express:

http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_navigate_dcs_bike_to_work_da.php

Loudoun Times Mirror:

<http://www.loudountimes.com/news/2008/may/14/celebrating-pedal-power/>

Radio

WARW 94.7 The Globe

WAMU FM 88.5 (NPR)

Online/Calendars/Blogs

<http://www.washingtonpost.com/wpdyn/content/article/2008/05/14/AR2008051403630.html>

http://blog.washingtonpost.com/getthere/2008/05/this_is_bike_to_work_day.html

<http://www.farmfreshmeat.com/2008/05/bike-to-work-day-tomorrow.html>

<http://www.fabb-bikes.org/blog/blog.html>

http://cyclejerk.blogspot.com/2008_05_01_archive.html

<http://jcnemecek.com/grosvenor/?P=159>

<http://www.cbn.com/CBNnews/376756.aspx?option=print>

http://dcist.com/2008/03/10/registration_fo.php

http://dcist.com/2008/05/16/morning_roundup_259.php

<http://greenerloudoun.wordpress.com/2008/05/03/loudoun-county-hosts-freebike-to-work-day-on-friday-may-16/>

http://www.gazette.net/stories/051508/frednew165359_32359.shtml

<http://gazette.gmu.edu/articles/11993/print>

<http://www.more-mtb.org/forum/showthread.php?t=11286>
<http://dc.about.com/od/bicycling/a/BiketoWorkDay.htm>
<http://dcrainmaker.blogspot.com/2008/05/bike-to-work-day.html>
<http://www.onearth.org/blog/whats-happening-on-earth/gear-up-for-bike-to-workday>
http://chappleanc.com/public/index.php/2008/05/03/bike_to_work_on_may_16
<http://newsroom.dc.gov/show.aspx/agency/ddot/section/2/release/13629>
http://www.gazette.net/stories/052108/silvnew213643_32380.shtml
http://www.gazette.net/stories/052108/poolnew212221_32363.shtml
<http://blacknell.net/dynamic/2008/05/16/friday-notes-bike-to-work-edition/>
<http://www.washingtontimes.com/news/2008/may/13/cyclists-gear-up-for-bike-towork/>
<http://www.fabb-bikes.org/blog/blog.html>
<http://www.washingtonpost.com/wpdyn/content/article/2008/05/15/AR2008051503838.html>
<http://washcycle.typepad.com/home/2008/05/new-bike-commut.html>
<http://www.commuterpageblog.com/2008/05/bike-to-work--2.html>
http://sportstalk980.com/script2/print.php?page=/pages/stationevents980.html&article_id=3568730&feed_id=146588
<http://textilesandbicycles.wordpress.com/2008/05/07/ride-a-bike-ride-it-good>
<http://washcycle.typepad.com/home/2008/05/a-final-push-fo.html>
<http://www.businessandmedia.org/printer/2008/20080516160948.aspx> (with video)
<http://washcycle.typepad.com/home/2008/05/bike-to-work-da.html>
<http://city-bikes.blogspot.com>
<http://nylonthread.blogspot.com/2008/05/i-registered-for-dc-bike-to-work-day.html>
<http://www.umd.edu/fyi/index.cfm?id=18101>
<http://www.loudountimes.com/news/2008/may/14/celebrating-pedal-power/>
<http://cityfitnessgym.blogspot.com/2008/05/bike-to-work-day-may-16.html>
<http://www.haloscan.com/comments/rllayman/8696183821556254416>
<http://washcycle.typepad.com/home/2008/05/ucoming-waba-ev.html>
http://www.washingtonpost.com/wpdyn/content/article/2008/05/09/AR2008050902803_pf.html
<http://whygentrify.com/2008/05/13/bike-to-work-day-this-friday-may-16-nationalbike-registry-info/>
http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_navigate_dcs_bike_to_work_da.php
http://www.readexpress.com/read_freeride/2008/05/tuesday_fit_trail_blazer_riding_high_not.php
<http://www.bikeleague.org>
<http://cao.house.gov/press/EEDAILY-20080415.shtml>

Television

<http://www.cbsnews.com/stories/2008/05/16/opinion/smith/printable4103259.shtml>
<http://www.businessandmedia.org/printer/2008/20080516160948.aspx>
Getting to Work Without Gas
<http://abcnews.go.com/print?id=3699613>
<http://video.nbc4.com/player/?id=252074>
<http://www.nbc4.com/traffic/16288404/detail.html>
<http://www.nbc4.com/print/16288404/detail.html>

<http://cbs42weather.blogspot.com>
<http://city-bikes.blogspot.com/2008/05/wtop-bike-to-work-day-video.html>
<http://www.wtop.com/?nid=30&sid=1406464>
News Channel 8 Live Tonight

Bike to Work Day Promotions

94.7 WTBG-FM (The Globe)

- 57 Bonus/PSA :60 Radio Spots
- Bike-to-Work Day Promotion- 2 week promotion supported by 30 promos
- “Bike to Work Day Crew” participated in the event at Freedom Plaza
- Online contest –People who registered for the event through the Globe website had a chance to win a bike or eco-friendly prize
- On-air interview before the event

April 16, 2008

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002-4239**

**PROCLAMATION ESTABLISHING MAY 16, 2008 AS
BIKE TO WORK DAY IN THE METROPOLITAN WASHINGTON REGION**

WHEREAS, Bicycle commuting is an effective means to improve air quality, reduce traffic congestion and noise, and conserve energy; and

WHEREAS, Bicycle commuting benefits both employees and employers through better employee health and fitness; reduced commuting, parking, and health care costs; lower employee absenteeism and turnover; and increased employee productivity; and

WHEREAS, increasing numbers of businesses have installed bicycle parking and other commute facilities to help employees and customers commute by bicycle; and

WHEREAS, the National Capital Region Transportation Planning Board through its Commuter Connections program promotes bicycling through its Employer Outreach project; and

WHEREAS, the month of May is “Clean Air Month” to promote air quality, and May 12th to the 16th is also national Bike To Work week, to promote bicycling as a viable means of transportation to and from work;

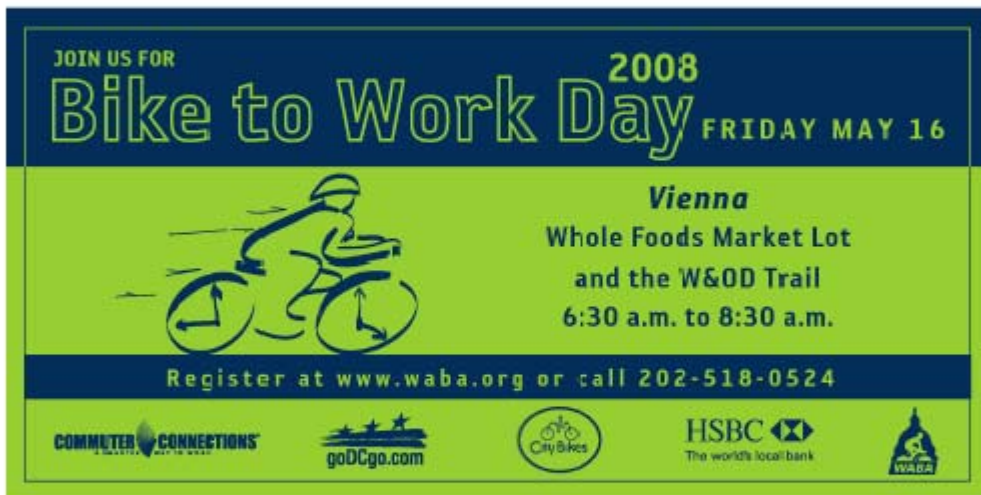
NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD:

1. Proclaims Friday, May 16, 2008 as Bike To Work Day 2008 throughout the Washington metropolitan region; and
2. Encourages TPB member jurisdictions to adopt similar proclamations in support of the event.

Marketing Materials

Bike to Work Day poster, banner rack card and interior Circulator bus card

There were 70,000 cards and 20,000 posters printed. In addition, Commuter Connections provided banner art to the pit stops.



2



BIKE TO WORK DAY 2008

Friday May 16

Pre-Register by May 9 for Free T-Shirt and Bike Raffle!

Go Green. Bike to work and help the environment!

Pit Stops

WASHINGTON D.C.

Downtown D.C.

MARYLAND

Bethesda

Bowie

College Park

Frederick

Hyattsville

Indian Head

North Bethesda

Rockville

Silver Spring

White Oak

VIRGINIA

Alexandria

Crystal City

Dulles

Fairfax

Leesburg

Reston

Rosslyn

Springfield

Sterling

Tysons Corner

Vienna



Free food, beverages and giveaways available at each location.

Visit web site for specific pit stop locations and times. T-Shirts available at pit stops to first 7,000 who register.

Register at www.waba.org or call 202-518-0524



Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

Printed on recycled paper

BTWD T-Shirt

The sponsorship funds were used to print 7,000 color T-shirts for the event.

BIKE TO WORK DAY 2008

Friday May 16

Pit Stops:

WASHINGTON D.C. Downtown D.C.	VIRGINIA Alexandria Crystal City Dulles Fairfax Leesburg Reston Rosslyn Springfield Sterling Tysons Corner Vienna
MARYLAND Bethesda Bowie College Park Frederick Hyattsville Indian Head North Bethesda Rockville Silver Spring White Oak	

City Bikes

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

WABA

ICF
INTERNATIONAL™

CRYSTALCITY

goDCgo.com

HSBC 
The world's local bank

Pictures and additional Promotional items



College Park



College Park



Fairfax Corner



Springfield

Celebrate: Bike to Work Day 2008!

WHEN?: Friday, May 16, 2008 from 4-7 pm Rain or Shine!

ITEM #5

WHERE?: University Mall Parking Lot (Close to George Mason University)
Corner of Braddock Rd. and Rte. 123 - Fairfax, VA

WHO?: Anyone who can get there by PEDAL POWER!

2nd Annual "Rally in the 'Burbs"



Presented By:

Oasis Bike Works, Inc.
WABA
Brion's Grille
Saxby's Coffee
University Mall Theater
HSBC Bank



What you'll get for showing up:

- ✧ FREE Bike Adjustments by Oasis Bike Works
- ✧ FREE Food by Brion's Grille
- ✧ Traveling Bike Museum (70' long – Bike History from 1816-Present)
- ✧ Win movie tickets, gift certificates, bike related goodies*
- ✧ DJ provided Music

*Must be a registered BTWD participant to win – register at www.waba.org

WHAT ELSE YOU ASK!?!?:

- ✧ Free stuff from HSBC Bank
- ✧ Advocacy Booths; FABB, WABA, VBF
- ✧ Local Elected Leaders; Fairfax City Council, County Supervisors



www.oasisbikeworks.com 703.273.4051 info@oasisbikeworks.com
10580 Main St.
Fairfax, VA 22030



*THANK YOU to
our Generous
Sponsors for
Making Bike to
Work Day 2008
a Great Success!*



*Please support our sponsors
and let them know you
appreciate their commitment
to BTWD 2008.*

Our Sponsors:

**Baskin Robbins-
Congressional Plaza**

Bob's Bike

City Bikes

**Commuter
Connections**

Honest Tea

HSBC National Bank

Lerner Corporation

**Marriott
International**

REI

**Silver Diner-
Rockville Pike**

Strathmore

Vamoose Bus

WABA

BTWD 2008 Host:

**U.S. Nuclear
Regulatory
Commission**



WASHINGTON METROPOLITAN AREA GUARANTEED RIDE HOME PROGRAM PARTICIPATION GUIDELINES

Guidelines are subject to change without notice. Call 1-800-745-7433 or visit www.commuterconnections.org for current Participation Guidelines.

1. Commuters must be officially registered with Commuter Connections before using the Guaranteed Ride Home service. Commuters must provide the supervisor name and phone number and at least two (2) phone numbers (home/cell and work) in order to register for GRH service. Registered commuters are those who have received an official registration letter and GRH ID card from Commuter Connections. Commuters who have not been officially registered may use the GRH service one time, providing they meet all other eligibility criteria. This is referred to as a “one-time exception.” Any commuter granted a one-time exception must officially register *before* additional GRH trips are granted. Registered and one-time exception commuters must be carpooling, vanpooling, taking transit, bicycling, or walking to their site of employment at least two (2) days per week **and** on the day they use the GRH service. **GRH is only available to people commuting to and from work.**
2. **Commuters must call Commuter Connections and receive authorization from Commuter Connections prior to using the GRH service.** Commuter Connections will issue an authorization number(s) to the commuter to approve a GRH trip. **Commuters will not be reimbursed for trips not authorized by Commuter Connections.** After approval, Commuter Connections will make the GRH trip arrangements for the commuter and, if necessary, provide instructions on how and where the GRH transportation provider will pick up the commuter. Commuter Connections is equipped to provide wheelchair accessible transportation as part of the GRH service as needed.
3. Registered commuters may use the GRH program up to four (4) times annually from their official registration date. Commuters who received a one-time exception then officially register with Commuter Connections may use the GRH service three (3) more times within 12 months from the date of their one-time exception GRH trip. The GRH trip credits are non-transferable.
4. Commuters must re-register annually to maintain their GRH registration. Commuters must contact Commuter Connections to re-register and update their registration information.
5. The GRH program may only be used in cases of unexpected personal or family emergency, unexpected illness, or unscheduled overtime. **Cases in which the GRH program cannot be used include, but are not limited to the following: previously scheduled medical appointments, trips to the hospital or emergency room for a commuter that needs medical attention, personal errands, transit service disruptions and/or delays, business related travel, working late without a supervisor’s request, weather emergencies, any type of building closings or evacuations, and natural disasters.**
6. 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.
7. GRH service is available between 6:00 a.m. and 10:00 p.m., Monday through Friday, except

designated program holidays and any planned and/or unplanned Federal Government office closings. **GRH TRIPS MUST BE TAKEN BEFORE 10:00 P.M to ensure that the commuter has received their ride.** Designated program Holidays include: New Year's Eve, New Year's Day, Birthday of Martin Luther King Jr., Washington's Birthday, Memorial Day, Independence Day, Labor Day, Columbus Day, Veteran's Day, Thanksgiving Day, Day after Thanksgiving, Christmas Eve, and Christmas Day.

8. To be eligible, a commuter must be physically working in the Washington, D.C. Metropolitan Statistical Area (MSA) as defined by the United States Office of Management and Budget. The MSA includes the District of Columbia, the Maryland counties of Calvert, Charles, Frederick, Montgomery and Prince George's, the City of Alexandria and the Virginia counties of Arlington, Fairfax, Loudoun, Prince William and Stafford, and all cities within the aforementioned counties.
9. Eligible commuters can live anywhere inside the MSA or in any of the following areas: Allegany, Anne Arundel, Baltimore, Calvert, Caroline, Carroll, Cecil, Charles, Harford, Howard, Kent, Queen Anne's, St. Mary's, Talbot, or Washington counties, and the City of Baltimore in Maryland; and Caroline, Clarke, Culpeper, Fauquier, Frederick, King George, Lancaster, Madison, Northumberland, Orange, Page, Rappahannock, Richmond, Shenandoah, Stafford, Spotsylvania, Warren, or Westmoreland counties, the City of Fredericksburg, or the City of Winchester in Virginia; and Berkeley, Hampshire, or Jefferson County in West Virginia; and Adams, Franklin, or York counties in Pennsylvania. Any residence outside of the above-mentioned areas will be considered on a case-by-case basis.
10. All GRH trips must originate from the commuter's work location. Depending on the nature of the emergency, and home and work locations, a commuter using the GRH service may be required to use a taxi, car rental, transit, or any combination of these services to reach their destination point. **Commuter Connections will determine the type of service used and will issue a valid GRH authorization number at that time.**
11. Commuter Connections will pay for one vendor service and/or one transit service per request. If the GRH trip uses a taxi, Commuter Connections will pay for all charges, excluding gratuity, to the destination. **The commuter is responsible only for tipping the taxi driver.** Cancellation on the part of the commuter of a GRH trip may count as one of the four annual trips.

If a transit option is used for part of the GRH trip, the commuter will be mailed a transit reimbursement voucher. The transit reimbursement voucher must be submitted back to Commuter Connections within thirty days of transit use in order for payment to be made. Please allow 45 days for reimbursement. A commuter's supervisor must sign the transit voucher for any trip granted because of unscheduled overtime in order for the reimbursement to be issued.

If the GRH trip is made by rental car, the commuter is responsible for signing a standard rental agreement, showing a valid driver's license, proof of insurance, providing a credit card number for collateral, returning the rental car within a 24-hour period, and the following charges: gasoline refueling charges, taxes, purchase of insurance (if necessary), **and** additional rental charges if auto is not returned within a 24-hour period (unless Commuter Connections has given prior approval for additional rental time). The commuter will be responsible for any loss or damage to the rental car.

12. GRH is a free service provided by Commuter Connections at the Metropolitan Washington Council of Governments (COG). COG will use its best efforts to provide the Guaranteed Ride Home in accordance with the guidelines shown above. By requesting assistance from the Guaranteed Ride Home program, the participant in the program explicitly acknowledges that COG assumes no liability for the timeliness of the GRH participating vendor(s) or any accidents that may occur on the conveyance.

11/18/08

COMMUTER CONNECTIONS QUARTERLY BUDGET
 COMMITMENTS AND EXPENDITURES
 FOR COG FY09 (July 1, 2008 - September 30, 2008)

	BUDGET TOTAL	FUNDS COMMITTED*	FUNDS EXPENDED**	% FUNDS EXPENDED***
COMMUTER OPERATIONS	\$507,036	\$507,036	\$93,390	18%
Ridematching Coordination and Technical Assistance	\$102,858		\$26,973	26%
Transportation Information Services	\$74,103		\$18,053	24%
Transportation Information Software, Hardware and Database Maintenance	\$56,270		\$15,551	28%
Commuter Information System	\$46,459		\$17,995	39%
TDM Software System Project	\$227,346		\$14,818	7%
REGIONAL GUARANTEED RIDE HOME	\$564,679	\$564,679	\$100,375	18%
General Operations and Maintenance	\$178,488		\$44,560	25%
Process Trip Requests and Provide Trips	\$386,191		\$55,815	14%
MARKETING	\$2,250,177	\$2,250,177	\$100,747	4%
TDM Marketing and Advertising	\$2,040,562		\$85,256	4%
Bike to Work Day	\$104,000		\$3,152	3%
Employer Recognition Awards	\$80,615		\$1,175	1%
Carpool Incentive Demonstration Project Study	\$25,000		\$11,165	45%
MONITORING and EVALUATION	\$421,730	\$421,730	\$73,080	17%
TERM Data Collection and Analysis	\$234,058		\$38,606	16%
Program Monitoring and Tracking Activities	\$187,672		\$34,474	18%
EMPLOYER OUTREACH	\$1,047,863	\$1,047,863	\$39,164	4%
Regional Employer Database Management and Training	\$47,561		\$8,424	18%
Employer Outreach Bicycling	\$15,000		\$3,416	23%
Live Near Your Work Program	\$125,000		\$7,704	6%
Program Administration	\$88,638		\$19,620	22%
Local Agency Funding and Support	\$771,664		\$0	0%
MARYLAND and VIRGINIA TELEWORK	\$162,126	\$162,126	\$8,649	5%
General Assistance and Information	\$162,126		\$8,649	5%
DC INFORMATION KIOSKS	\$31,031	\$31,031	\$0	0%
Implementation of DC Information Kiosks	\$31,031		\$0	0%
TOTAL	\$4,984,642	\$4,984,642	\$415,404	8%

* Committed funds are based on funding commitment letters received.

** Preliminary funds expended are through September 30, 2008.

*** Percentage is based on Budget Total Column.