

HANDOUTS

from previous meeting



September 15, 2009

Program Requirements

Program Purpose

The purpose of the 'Pool Rewards program is to encourage drive alone commuters to change their commuter behavior by trying carpooling. By carpooling, commuters will improve air quality and reduce traffic congestion. Drive alone commuters are offered an incentive to start carpooling in the hopes that participants will continue to carpool even after completion of the program.

Need help getting started?

The Commuter Connections Rideshare Program helps individuals find potential carpool partners. Go to www.commuterconnections.org to learn more about the program and to sign up for the free program.

Rules of Eligibility

1. You must currently be driving alone to work in order to qualify for this program. Driving alone is defined as operating a motor vehicle to travel to work with no other adult passengers occupying the vehicle.
2. You must submit your completed application before beginning your use of a carpool.
3. Your carpool must be officially registered with Commuter Connections. All registered carpools will receive a carpool identification number. This number must be included on your application for participation in the program. Participants may only earn an incentive for their involvement in one specific carpool.
4. You must not have used an alternative commute mode (carpool, vanpool, transit, bicycle, walk) more than 3 days in the 30 days prior to your submission of the 'Pool Rewards application.
5. You must be commuting to and from work to qualify for this program. Commuters in vanpools are not eligible. Students commuting to school are not eligible.
6. You must commute to work an average of two or more weekdays (i.e. Monday through Friday) for the entire duration of the program to qualify. Commutes to work on the weekend do not qualify. You must not be teleworking an average of more than 3 days per week during your participation in the 'Pool Rewards program.
7. You must be using one of the following corridors for your commute:
 - a. I-495: Bethesda to Tyson's Corner (west bound in the morning, east bound in the evening). At a minimum, your carpool must be traveling on this corridor between MD-190 (River Road) and VA-123 (Chain Bridge Rd).

- b. I-495: MD-295 (Baltimore-Washington Parkway) to I-270 (west bound in the morning, east bound in the evening). At a minimum, your carpool must be traveling on this corridor between MD-295 to I-270.
- c. I-395: Washington, DC to Northern Virginia (south bound in the morning, north bound in the evening). At a minimum, your carpool must be using the 14th Street Bridge (I-395) to travel between the District of Columbia and Virginia.

Participation Guidelines

1. Commuter Connections maintains the right to terminate the program with or without notice at any time for any reason.
2. If accepted into the 'Pool Rewards program, each person can receive up to \$2 per day for each day you carpool to work within the consecutive 90-day period assigned by Commuter Connections. You can earn \$1 for each leg (morning and evening) commute. The maximum incentive you can receive for the 90-day period is \$130.
3. All incentives will be provided in the form of a check and will be mailed to your home/ mailing address as provided in your profile after the program period is concluded and your survey(s) are completed.
4. You must carpool to travel to work a minimum of 26 days over the assigned consecutive 90-day period to qualify for the incentive.
5. A carpool arrangement must include two or more working adults commuting to work. Transporting children to school and/or daycare will not qualify you for the program.
6. All information supplied by you must be accurate, current, and complete. Commuter Connections reserves the right to refuse your application and/or discontinue your participation in this program, including the right to withhold payment of your incentive, if we believe you have failed to meet this obligation. We reserve the right to contact you and your employer to verify the information provided. Your supervisor must verify (to the best of their knowledge) that your commute log is accurate.
7. 'Pool Rewards is a pilot program. Participants' accurate and prompt responses to evaluation surveys are necessary for determining the value of this incentive program. Participants will be required to complete short surveys as part of the program. Payment will only be delivered after the surveys have been completed.
8. Space in the 'Pool Rewards program is limited. Commuter Connections reserves the right to reject any application if program capacity is met, even if the applicant qualifies for the program. Applicants are not officially enrolled in the program until they receive notification from Commuter Connections.
9. If a dispute arises regarding any aspect of the 'Pool Rewards program, including, but not limited to, interpretation of the Program Requirements or Participation Guidelines, accuracy of the information

provided by you, or your eligibility to participate in the program, the Metropolitan Washington Council of Governments/Commuter Connections Program shall be the final decision-maker regarding such a dispute. Any decisions will be final.

Terms of Use

I have provided a valid home address and understand that all materials, including checks, will be sent to this address.

I acknowledge that I have read and understand the Program Requirements governing the 'Pool Rewards program and certify that I am eligible to participate and receive the incentives provided by Commuter Connections.

I understand that it is a condition of my participating that all information I supply will be correct, current and complete. I understand that Commuter Connections has the right to refuse my participation in this program and the right to withhold incentives if Commuter Connections believes I have failed to meet this obligation.

I understand that the information I am providing will be used by Commuter Connections to facilitate my participation in the program.

I understand that Commuter Connections reserves the right to contact me and/or my employer to verify my participation in the program and/or my commute behavior. I understand that Commuter Connections reserves the right to refuse my application, discontinue my participation in this program, and/or withhold incentive payment if I fail to abide by the Terms of Use.

I understand that the incentives offered through this program are provided to applicants on a first-come, first-served basis and that Commuter Connections has the right to terminate this program at any time without notice.

I understand that if a dispute arises regarding any aspect of the 'Pool Rewards program, including, but not limited to, the interpretation of the Program Requirements, accuracy of the information I provide, or my eligibility to participate, the Metropolitan Washington Council of Governments/Commuter Connections program shall be the final decision maker regarding such disputes. Any decision will be final and binding on my status as a participant of the program.

I understand that any incentives I receive from Commuter Connections are subject to federal and state income taxes and that any liability that may result is solely my responsibility.

By providing information on this application, I understand that it may be used by Commuter Connections or a third party to contact me regarding my interest in additional financial incentives, additional programs or services, or for information related to my experience using alternative modes of transportation. If I do not wish to be contacted for these reasons, I have indicated such by checking this box (***add box***).

Note: There are penalties for receiving public funds fraudulently! Public funds for this program must be used to encourage drive-alone commuters to start carpooling. Current users of commute alternatives that knowingly provide false or misleading information are committing fraud and knowingly abusing the use of public funds.

FY 2009

ANNUAL PROGRESS REPORT



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

**777 NORTH CAPITOL STREET, NE – SUITE 300
WASHINGTON, DC 20002-4226
(202) 962-3200**

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FY 2009 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOG) fiscal year 2009 Commuter Connections Work Program. (July 1, 2008 – June 30, 2009.)

Attached is a work program timeline, and highlights for the Commuter Operations Center (*complete with individual program statistics*), Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach, Maryland and Virginia Telework, and DC Information Kiosks program elements.

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

July – September 2008

Staff completed the transition for client sites from the old CCRS software to the new TDM System during the month of July 2008. The architecture of the TDM System no longer requires COG staff to travel to local client sites for installations, re-installations and trouble shooting.

In July and August, Commuter Operations Staff continued to work with Ridematching Coordinators on the software transition. Also, during the months of July and August 2008, the Commuter Operations Center provided support to an exceptionally high volume of technical support requests, totaling eighty (80) requests.

There were an increased number of support requests for September 2008. Commuter Operations Staff hosted a large group, classroom-style training session on Monday, September 29, 2008 at COG. The session was well attended with many enthusiastic participants. Most attendees reported they benefited from the training session and that they had a better understanding of the functionality of the new TDM System. The most common suggestion from attendees was to shorten the session. The Commuter Operations Staff will plan additional training sessions as the need arises or on the request of the state funding agencies.

A Ridematching Committee meeting was held on September 16th. Highlights from the meeting included: a review of upcoming fairs and promotions, an update on the TDM software system project, a review of the status of error reporting, a call for transit data, and a roundtable discussion on any hot topics.

The State TDM Work Group met on July 8th and September 9th.

A Commuter Connections Subcommittee meeting was held on July 15th. Highlights from the meeting include: establishment of a Vice Chair Nominating Committee, approval of the FY 2007 Bike To Work Day Report, review of the Draft FY 2007 GRH Customer Satisfaction Survey Report, an update on the Web-based Ridematching Software, a briefing on the Employer Recognition Awards event and upcoming feedback session, an update on the Car Free Day Event and the release of the Draft FY 2008 4th Quarter Budget Report.

The Commuter Connections Subcommittee Vice Chair Nominating Committee met via conference call on July 22nd to select the next Subcommittee Vice Chair.

A Commuter Connections Subcommittee meeting was held on September 16th. Highlights from the meeting included: the announcement of the new Subcommittee Vice Chair, Willie Epps, Jr. with Prince George's County, the release of the FY 2007 GRH Customer Satisfaction Survey, a briefing on the regional TDM Evaluation Project, a briefing on the Draft Carpool Incentive Project Study, a briefing on the Employer Recognition Awards Work Group feedback, an update on the development of the 2010 Commuter Connections Work Program, and the distribution of the Fourth Quarter FY 2008 budget and the FY 2008 Annual Report.

Staff met with consultant representatives on July 25th regarding the BRAC Project at Ft. Meade.

October – December 2008

COG/TPB staff assisted local ridematching coordinators with creating custom reports. These reports show new applicants per jurisdiction, vanpools per jurisdiction and assist with database cleanup and unexpected values for Appcodes.

A WebEx demonstration of the new TDM System Features was held on October 2, 2008 at Towson University.

COG/TPB staff participated in the Greater Washington 2050 Focus Group for Scenario Planning on October 10, 2008.

The State TDM Work Group met on October 14th, November 14th, and December 9th.

A Commuter Connections Subcommittee meeting was held on November 18th. Highlights from the meeting included the review and approval of the Regional Vanpool Driver Survey Report, a briefing and establishment of a comment period for the Regional Carshare Survey draft report, a briefing on the updates to the Draft TERM Analysis Report and the establishment of a comment period, an update on the Carpool Incentive Study and the establishment of a comment period for the draft report, the presentation of the Draft FY 2010 CCWP and the establishment of a comment period, the presentation of the Draft 2008 Bike To Work Day Report and the establishment of a comment period, a review and approval of recommended changes to the Regional Guaranteed Ride Home Program Participation Guidelines, and the distribution of the 1st Quarter Budget Report.

A Commuter Connections Ridematching Committee meeting was held on December 16, 2008. Agenda items included: discussion of upcoming fairs and promotions; a demonstration of the Ridematching Software customization for Roanoke, VA; an update on the TDM System and a discussion on the importance of client sites updating APP CODES.

COG/TPB Staff continued to run the "Commuters With Suspicious App Codes Report" for local client sites. The goal of this report is to cleanup the Commuter Connections Rideshare and GRH databases. Local rideshare staff members have been asked by COG/TPB staff to review the bi-monthly report and review the commuter records which are serviced by their jurisdiction/agency. COG/TPB staff also reminded local rideshare coordinators that it would be an excellent opportunity to reach out to the commuters during this cleanup process and supply them with a new matchletter.

COG/TPB staff met with representatives from GSA and NCPC on November 20th to discuss Federal ETC training. A follow-up conference call was held on December 10th to finalize the agenda and speakers for the event. Staff attended the annual COG Board meeting on December 10th.

COG/TPB staff prepared the draft FY 2010 CCWP and presented it to the State TDM Work Group on October 14th and November 14th and to the Commuter Connections Subcommittee on November 18th. Comment periods were established for both groups.

COG/TPB staff sent the updated Memorandum of Understandings for use of the regional TDM Software System to all client members for review and signature.

January – March 2009

COG/TPB Staff continued to distribute the report "Commuters with Suspicious Appform Codes" to local client sites. The objective of this report is to improve the accuracy of the Commuter Connections Rideshare and GRH databases and reports. Local rideshare staff members have been asked by COG/TPB staff to review the commuter records serviced by their jurisdiction/agency. COG/TPB staff reminded local rideshare coordinators that it would be an excellent opportunity to reach out to the commuters during this process and offer a new match letter. Rideshare Coordinators were informed that using the correct Appform Code is highly important in how records are handled by COG and is a method for tracking productivity of an agency. COG/TPB staff sent several memos with instructions on how to update commuter records in which Appform Codes should be used.

The State TDM Work Group met on January 13th, February 10th and March 10th.

A Commuter Connections Subcommittee meeting was held on January 27th. Highlights from the meeting included the following: the FY 2008 Bike To Work Day Report was endorsed for release, the Regional Carshare Survey Report was endorsed for release, the Regional Commuter Connections TERM Analysis Report was endorsed for release, the Carpool Incentive Study report was endorsed for release, and a discussion was held on the Draft FY 2010 CCWP. The draft document was not endorsed due to a different staff recommendation, an update was given on the Employer Recognition Awards, and a presentation was given on regional green house gas emissions.

A Commuter Connections Subcommittee meeting was also held on March 17th. Highlights from the meeting included a demonstration on the newly launched bicycle routing module on the web based TDM software system, a presentation on the results from the FY 2008 Guaranteed Ride Home Customer Satisfaction Survey Report and release of the report for comment, an update on the regional TDM Evaluation Project including establishing a comment period for the Draft FY 2009 Placement Rate Study Report, an update on the survey results for changes to the Employer Recognition Awards Program and status report on the 2009 event, a discussion on the updates to the Commuter Connections Strategic Plan, an update on the 2009 Bike To Work Day event, an update on the draft FY 2010 CCWP, and the distribution and discussion of the 2nd quarter CCWP Budget Report.

A Ridematching Committee meeting was held on March 17th. Highlights from the meeting included sharing of information on upcoming transportation fairs and events by ARTMA, Frederick County, Harford County, Howard County, Loudoun County, NIH, BMC, Fairfax County, North Bethesda, City of Alexandria, BWI Business Partnership, PRTC and COG/TPB staff. A presentation of the Carpool Incentive Feasibility Study, a discussion and status report on TDM Software System errors, a demonstration and discussion on TDM Software System reports, and a client site status roundtable discussion also were included in the meeting. Two carpool administration reports were suggested for addition by Montgomery County. COG/TPB will be following up with the software developer to ensure there reports are created.

Staff presented the Draft FY 2010 CCWP to the TPB's Citizen's Advisory Committee on February 12th, to the State Technical Working Group on March 3rd, to the TPB Technical Committee on February 6th and March 6th, and to the TPB on February 18th and March 18th. The FY 2010 CCWP was approved by the TPB on March 18th.

COG/TPB staff sent the fully signed Memorandum of Understanding for use of the Regional TDM Software System to all client members for review and signature.

COG/TPB staff attended a TRB Climate Change session on January 11th and participated in the TPB TDM Committee meeting on January 14th. Staff attended a JARC/New Freedom informational meeting on vanpooling on January 30th.

COG/TPB staff hosted and participated in a regional Federal ETC training session on February 3rd.

A customer service training session was held on February 18th for local rideshare coordinators.

April – June 2009

COG/TPB staff attended a two-day workshop in Boston on April 16th and 17th on real-time ridematching. The purpose of the workshop was to facilitate discussion amongst various rideshare stakeholders. The overall goal was to develop strategies that address both the barriers to rideshare participation and the promotion of real-time ridesharing.

COG/TPB staff continued to distribute the “Commuters with Suspicious Appform Codes” report to local client sites.

COG/TPB staff presented general information on Commuter Connections and the Transportation Demand Management Software System on May 8th at the Women in Government Eastern Conference. Conference attendees were female state legislators from the eastern part of the country.

The State TDM Work Group meetings were held on May 12th and June 16th.

A Commuter Connections Subcommittee meeting was held on May 19th. Highlights from the meeting included: an endorsement for release of the FY 2008 GRH Customer Satisfaction Survey, an endorsement for release of the FY 2009 Placement Rate Study, a presentation of the results from the FY 2009 Employer Customer Satisfaction Survey and establishment of a comment period for the Draft Report, a demonstration of the Special Event Ridematching Web Software Module, an update on Clean Air Partners activities, an update on the 2009 Employer Recognition Awards event and discussion on potential future changes to the 2010 Employer Recognition Awards event, a discussion on the update to the Commuter Connections Strategic Plan and establishment of a comment period, an update on the 2009 Car Free Day event, and the distribution and discussion of the 3rd Quarter Budget Report.

A Ridematching Committee meeting was held on June 16th. Highlights from the meeting included a discussion of upcoming Commuter Transportation Fairs and Promotions, a demonstration of the new Special Events Ridematching Software, an update and status on TDM Software System errors, a discussion and status on the Reports Module located on the TDM on-line system, GIS information update related to the TDM Software System, and a roundtable discussion on additional issues related to the TDM Software System.

B. Transportation Information Services

COG/TPB staff provided commuter traveler information on alternatives to the general public by telephone, Web site, electronically and through printed information. Program statistics on this project are available by viewing the Tables at the end of this document.

C. Transportation Information Software, Hardware, and Database Maintenance

COG/TPB staff continued daily maintenance processes for Commuter Connections TDM Software System. This included monitoring the web and database servers and Oracle database backups.

COG/TPB staff continued with running the monthly purge process and auditing the results.

D. Commuter Information System

GIS staff assisted in processing, exporting and testing street network data for the bicycle routing website and point of interest (landmarks, park and ride, and rental car locations) for the new TDM system.

COG/TPB staff continued to process updated transit data for CCRS.

COG/TPB staff continued to update and enhance zip code data the system uses to assign commuter records to jurisdictions.

COG/TPB staff began a new revision of the Washington Metropolitan Park & Ride Map and Commuter Resource Guide.

E. TDM Software System Project

July – September 2008

Work began on Phase III of the TDM System project. Areas of focus are special event ridematching, the incentive tracking module, and the data collection module.

Staff and the consultant continued testing and making upgrades to Phase II project tasks including the Employer Outreach database access, the outer jurisdiction web page design and functions, as well as fixes to the bicycle routing module. Narrative will include the status of the implementation of Phase III of the TDM Software System project.

A training session for all ridematch software users was held on September 29th.

October – December 2008

COG/TPB staff and the consultant continued testing and making upgrades to Phase II project tasks including the Employer Outreach database access, the outer jurisdiction web page design and functions, as well as fixes to the bicycle routing module.

COG/TPB staff assisted in testing the bicycle routing website. The site was deployed to the public web server.

COG/TPB staff wrote and operated software to extract data from the new system for the Placement Rate Survey.

COG/TPB staff began writing software to handle the database purge process. The system will automatically send email notices to end users where appropriate.

October Accomplishments

- Added turn by turn directions to the bike routing application.
- Loaded new data to the bike application.
- Completed more reports, including fixes to CCRS reports.
- Updated the notes section to include all notes and allow them to be viewable by all Admins.
- *Completed fixes of 31 Adminitrack issues.*
- Began compiling programmer documentation.
- Added the “address profile” to the ride matching screen.
- Connectivity to the ACT Database was lost – as an upgrade was performed. New specifications were sent and to re-establish the connection.
- Updated administration manual with new screens.
- Continued the design of outer jurisdiction sites.
- Had a conference call with CIC research to discuss enhancing the current survey system.

November Accomplishments

- Began work on GRH online surveys.
- Met with LDA Consulting to determine best way to approach online surveys.
- Completed partial system documentation including:
 - Data Dictionary
 - User Type Matrix
- Installed updated SSL certificate to Production Servers.
- Fixed 8 Adminitrack Issues.
- Roanoke began testing their site customization.
 - Demonstrated the functionality via conference call on November 21st.
- Finalized the business rules for special events ridematching and began screen design.
- Deployed the latest version of the Bike Routing Application to the Production Servers. The data set was updated.
 - Removed many limited access highways.
 - All links where Node1 == Node2 have been deleted.
 - Ensured that DIR_TRAVEL is set for every record. Where that field was empty or null in the previous version, it has been set to 'B' in this version.
 - Length in miles has been computed for every link and is stored in the LENG_MILES field. Data was reprojected to WGS 1984 UTM Zone 18N.
 - Many features have been renamed. Where the ST_NAME field was like '%Unknow%Name%' the value has been set to 'bike facility'. Note the use of lowercase characters since this value is not a proper name. This affected roughly 14,000 records.
 - Removed stray blanks from the ST_NAME field. Many of the bike paths contained leading blanks. While this did not affect navigation, it caused the printed turn-by-turn directions to print with unwanted extra whitespace around the street names.
- Combined the Notes report to incorporate all notes added to any commuter record regardless of program association.

Problems/Issues

Diagnosis continued on the email inconsistency within the application. The problem was diagnosed to a lost connection from the business layer to the data layer due to using a JavaScript pop up window. To resolve the issue, the ridematch screens were changed to no longer use pop-up windows. All information is displayed within the main page using top navigation tabs to access each screen. This has resolved the problem. The other issue that remains is connectivity to the ACT! Database. An upgrade was done by COG/TPB staff and connectivity was lost. This issue

will need to be diagnosed further.

December Accomplishments

- Completed the GRH Customer Satisfaction Survey module
 - The survey will be displayed for all commuters who completed a GRH trip.
 - A report was developed to mimic the spreadsheet previously used to record the answers to the paper version of the survey.
- Fixed outstanding Adminitrack Issues
- Continued testing of Roanoke site customization
- Completed ACT! Database integration
 - Created new user role for employer outreach
- Uploaded special event locations to the system for the special events ridematching module
 - A custom location can be added as needed
- Completed ALL requested changes to the Bike application
 - Point and Click functionality'
 - Increased performance
 - Cleaned data
 - Deployed for Public Beta
- Began redesign of the reporting interface
 - The new architecture will allow for role based access to certain data and Rideshare coordinators will be limited to only basic commuter data, not home address information will be displayed.
 - Software administrators will have the capability to add new reports to the system.
- Re-worked the logic for required fields in the entire system.
 - A matrix was produced detailing which fields are required and which can or cannot be deleted by users or administrators after an account is created.
- Added database fields to assist in the purge procedure.
- Finalized the new ridematching screens which no longer use pop up windows.
 - This reduces the chance of data loss during a session and also makes for easier navigation for commuters.
- Began front end screen development for the commuter logging and incentive modules.
- The pool administration module may need to be enhanced to work more closely with the carpool incentive program.

Problems/Issues

The connectivity to the ACT! Database problem was solved. It turned out that the wrong database name was provided. It seems it was a typo. Connectivity has been established and verified.

January – March 2009

COG/TPB staff completed development and testing of the database purge process. The system produces a report of ridematching customers whose accounts expire next month. Local ridematching coordinators can use this report for following up with their commuters. It will automatically send email notices to public end users (ridematching and guaranteed ride home) where appropriate. It will also generate the peel-apart mailers for ridematching customers who couldn't be followed up. Purging resumed on March 1, 2009.

COG/TPB staff completed the branding (look and feel) for Roanoke, Virginia's user interface. Roanoke staff, in conjunction with COG/TPB, staff has completed the "look and feel" customization and now the site is "live." COG/TPB staff will be working in conjunction with Roanoke staff on a plan for notifying its commuters of the new TDM System. Work on the Richmond and Charlottesville customization is currently well underway and should be completed during April 2009. Hampton Roads and Middle Peninsula will finish out the customization task during the May – June 2009 time period.

COG/TPB staff completed the development of tutorials using Camtasia software. The tutorials assist commuters using the TDM Software System and provide detailed instructions for How to Register, How to Join Ridesharing and How to Request a Ridematch. The tutorials are audio-visual and include power-point presentations which consist of snapshots of internal web pages of the TDM Software System and are accompanied by audio recording and cursor highlights. COG/TPB staff is working with contractor to add the tutorials to the Commuter Connections website to better serve first time users as well as current users for the best use of the TDM Software System.

January Accomplishments

- Fixed outstanding Adminitrack Issues
 - Report problems fixed
 - Fixed issue with recover password button
- Completed re-registration process and interface for CCRS
- Began working with COG staff on purging procedure.
- Received some feedback from Roanoke on the site customization
 - **Note: Data was received data from Charlottesville as well, but no other Virginia outer jurisdictions.**
- Reporting Module:
 - The new module will use access controls to limit the type of data available to certain users. Some users will not be able to see

address data. Only MWCOG super users will be able to see ALL data.

- Continued building the back end interface to allow COG/TPB staff to add new reports to the system.
 - Update report descriptions
 - Fix some details with GRH reports
- Completed the GRH customer satisfaction survey and deployed it live
 - A report was built to populate the survey results into the format used for data collection into excel.
- Fixed issue with allowing users to save empty fields.
- Continued working on system documentation.

February Accomplishments

- Incentive Tracking Screens and processes started.
- Demonstrated the re-queuing process for the special events module.
 - Loaded Email's for all rideshare administrator's so new event notifications could be emailed from the system.
- Received and implemented a final list of new reports to the system.
- Worked to complete the customization for Roanoke Ride Solutions.
 - Fixed some text issues
 - Changed some links on the pages as requested by Ride Solutions.
 - Created a separate registration screen for Roanoke
- Built the initial commute log screens to go along with the incentive tracking.
- Cleaned up adminitrack issues, mostly regarding reports.
- Started work on the database to allow for other outer jurisdictions to have their own sites.
- Minor bug fixes as needed and a few minor enhancements completed at the request of MWCOG.

March Accomplishments

- Completed and deployed the reporting module.
 - Finalized a new report for Montgomery County
 - COG/TPB staff was trained on how to add new reports.
 - Delivered the 2nd version of the report documentation
- Loaded the Washington Nationals Schedule into the special events module.
 - Games will be made available when they are within 2 weeks of the current date.
 - Users can join events and find matches based only on that particular event.

- Demonstrated the Reports modules at the March 17th Ridematching Committee meeting.
- Received final edits to the Ride Solutions site and made them available for review by their staff
- Loaded the *Camtasia* help files to the live application.
- Re-created the connection to the ACT! Database
 - Still having problems accessing the appropriate data and need to identify the correct table information.
- Received the data from Charlottesville, Richmond and Middle Peninsula.
 - Working on site customization

April – June 2009

Software Development Staff corrected small problems with the monthly purge process and made changes to the code to enhance performance.

COG/TPB staff worked with the contractor to implement basic CRM functionality in the web application. Administrators can log in and click on the “EMPLOYER OUTREACH” tab to navigate to a form that enables querying the CRM database table.

COG/TPB staff worked with ridematching coordinators in Roanoke, Hampton Roads, Middle Peninsula and Richmond to obtain their ridematching data and load data into the system for testing.

Software Development Staff set up a test environment used to fix bugs and make enhancements to the TDM Software System. The test environment essentially mirrors the production environment by consisting of an Oracle database server and a web server.

April Accomplishments:

- Began discussions on the Carpool Incentive Tracking Module. Waiting for COG Working Group’s help to define the Carpool Incentive requirements.
- Began work for the coding of skip patterns for the GRH survey.
- ACT database connectivity still remains an issue.
- A new Carpool Detail Report was created for Montgomery County.
- Continued work on additional Outer Jurisdictions – Charlottesville and Richmond RideFinders will be first.
- Received major venues to be added to the Special Events Module.
- Completed Online Help Section.
- Fixed issues with floating footers.
- Continued fixing minor bugs and resolving issues.

May Accomplishments:

- All reports are now filtered by AppForm Codes.
- Reports can be filtered by jurisdiction.
- The Commuter Detail List report was re-loaded.
- Changed email function to Bcc all recipients in order to hide email addresses.
- Eclipse Software was installed.
- A Code Walk-Through Meeting was scheduled for the last week of June.
- Provided a demo of the Carpool Incentives Module on May 13th.
- Made changes to the Data Entry screens.
- Work continued on the ACT! Database interface.
- The outer jurisdiction sites were completed.
- Still waiting for data from Middle Peninsula.
- Continued work to complete the System Admin Module for outer jurisdictions.

June Accomplishments:

- Reports were completed by Base Technologies. Any additional reports will be added by Ross Edgar.
- Outer Jurisdiction Modules are complete. We are waiting for a final data load and verification. Test Event Forms will be provided for administrative staff to use when testing the sites.
- Completed the ACT! Integration tasks.
- Finalized and completed the System Admin Module for outer jurisdictions.
- Completed front end coding of the GRH Survey, including skip patterns.
- Completed Incentive Tracking and Commute Logs.
- Fixed issue with distance not being calculated for GRH commuters.
- COG/TPB Staff met with Base Technologies to go over the software code.
- Held a Web-Ex Meeting to demonstrate how to diagnose and fix a bug.
- Created a new Adminitrack Project to manage and track efforts under the maintenance agreement.
- Closed out 10 old Adminitrack issues.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

Staff processed cab and car rental invoices, and transit vouchers.

Staff monitored and maintained the TDM Software System.

Staff met with Diamond Transportation Services, the daily GRH Operations contractor on a bi-monthly basis to discuss contract performance and program operations. Staff also met with the taxi cab and car rental ride providers as needed to discuss contract performance issues.

B. Process Trip Requests and Provide Trips

COG/TPB Staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information. Staff processed cab and car rental invoices, and transit vouchers.

Between the months of July 2008 and June 2009, there were 6,276 GRH applications received. 7,349 commuters were re-registered and 4,963 commuters were newly registered in the regional GRH program. These new registrants included 109 previous "one-time exceptions." A total of 11,622 applicants were registered for GRH at the end of FY 2009. The GRH program provided 3,096 GRH trips in FY 2009. Fourteen percent of these trips were "one-time" exceptions. Personal illness accounted for the largest portion of the GRH trip reasons followed by "other" trip reasons. 40% of the FY 2009 GRH trips were made because of personal illness. Childcare and missed "pool" accounted for 7%, overtime accounted for 16%, and family emergency accounted for 11% percent of all GRH trips taken during the fiscal year. The average cost of a GRH trip in FY 2009 was \$65. This was \$2 less than last fiscal year's average cost of a trip. The reduction in cost may be attributed to reduced fuel prices after October 2008. Beginning in May 2008, gasoline prices began increasing and averaged \$4.50/gallon in the National Capital Region. Prices started to fall in October 2008 and have average currently at \$2.50/gallon.

The majority of registered commuters live in Virginia (65%), with 31% residing in Maryland and 2% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 57% of the GRH registrants work in the District

of Columbia, with 32% working in Virginia and 11% working in Maryland (see Figure 4).

Sixty-six percent (66%) of all GRH registrants use transit to travel to work, 28% carpool or vanpool, and one percent either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (5%) as their commute mode. Of the commuters who used the GRH service in FY2009, 57% use transit to commute to work, 38% carpool or vanpool, and 5% combine transit and pooling. Figure 6 separates transit only and “pool” only users from those users that combine transit and pooling as their commute mode.

III. MARKETING

A. TDM Marketing and Advertising

COG/TPB staff solicited for at least one volunteer from each state to serve on the Commuter Connections Marketing Workgroup for FY 2009. Members of the Workgroup helped provide feedback on radio scripts, creative etc., developed by Commuter Connections’ advertising contractor for the FY 2009 regional TDM marketing campaign. Workgroup members for FY 2009 included Glenn Hiner - Fairfax County, VA; Mark Sofman - Montgomery County, MD; and Anna McLaughlin – DDOT, Washington, DC.

A portion of the direct mail campaign was sent out during the first few weeks of July 2008 as part of the 400,000 mailer sent to households with persons age 35-54 and an annual income above \$75,000. A second mailer was sent out in February 2009 to 450,000 households. A tear off card was included in both allowing recipients to apply for either ridematching and/or the GRH program, or request additional information.

The Commuter Connections quarterly newsletter was distributed to Washington region employers in during Summer, Fall, Winter and Spring along with a federal insert. Both were placed online as well.

As part of the new ridematching software launch, a letter notifying all 33,000 members of the Commuter Connections database was mailed out in August 2008. The letter required customers to activate their online account, verify their account information and establish a permanent password. On September 2, Commuter Connections held a press event at COG to officially launch the new regional ridematching software, announce CarFree Day and the newly released State of the Commute Report. Each of the highest ranking TPB members from each state were on hand as speakers which included Charles A. Jenkins, Frederick County Commissioner; David Snyder, Falls Church Council Member; and Phil Mendelson DC Council Member. Lon Anderson, AAA Mid-Atlantic

Director of Public Affairs also spoke. After the remarks a demo of the new ridematching software took place. Several news outlets attended the press event and just about every major media picked up our press release.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis. The following are highlights from those meetings:

September 16, 2008 – The following documents were distributed to the group: FY08 Second Half Marketing Campaign Summary Final Report; FY09 Washington Metropolitan Region TDM Guide and Strategic Marketing Plan Draft Report; FY09 Marketing Communications Brief Final Report. The contractor presented plans and a time line for the FY09 marketing campaign. Creative from the Spring 2008 campaign will be utilized during the fall campaign. New creative will be developed for the Spring 2009 campaign with feedback from a marketing workgroup. Staff called for volunteers to serve as part of the FY09 Marketing Workgroup.

December 16, 2008 - The following documents were distributed to the group: FY09 First Half Marketing Campaign Summary Draft Report; FY09 Washington Metropolitan Region TDM Guide and Strategic Marketing Plan Final Report; FY08 Guaranteed Ride Home Customer Satisfaction Survey Draft Report. The contractor presented a recap of marketing activity which occurred during the fall and a preview of spring 2009 Campaign plans in accordance to the marketing time line. Creative for the spring 2009 Campaign was provided to the FY09 Marketing Workgroup for feedback and developed during the fall.

March 17, 2009 - The following documents were distributed to the group: FY09 First Half Marketing Campaign Summary Draft Report was distributed; the marketing contractor presented an update on Commuter Connections Spring marketing activity. Other presentations included the Union Station Bike Station and Prince George's County Bus Shelters.

June 16, 2009 - The following documents were distributed to the group: updated FY09 First Half Marketing Campaign Summary Draft Report was distributed; the marketing contractor presented an update on Commuter Connections Spring Marketing activity. Other presentations included the Clean Air Partners FY09 Marketing Campaign and an update from the Maryland Transit Administration on recent marketing activity.

During the fall of 2008, radio was reused from the spring 2008 campaign with a broad mix of radio stations. In total, 10 D.C. focused stations and 5 exurban stations were used during the campaign. The radio campaign kicked off the second week of October 2008 and ran on and off for eight weeks through mid-December. The campaign also reached out to Spanish-speaking commuters with spots running on WLZL, El Zol.

WLZL interviewed Commuter Connections for their “Tu Familia Zol” Program. The Marketing Workgroup provided feedback on new radio scripts to be produced for the spring 2009 campaign.

Radio stations were asked to support Commuter Connections’ Rideshare Tuesday promotion. Attention was drawn to the benefits of ridesharing through on-air mentions of Tuesday as the day to consider commute alternatives. Listeners were urged to visit www.commuterconnections.org to find someone to share the ride or to consider other commute options. The script provided for this promotion also highlighted some of the benefits of the new online ride-matching software.

WMAL ran an “Ultimate Rideshare to the Ultimate Game” promotion offering 2 tickets to the Washington Redskins vs. Dallas Cowboys game with “rideshare” transportation via a limousine. A logo was designed for the Rideshare Tuesday campaign and Commuter Connections members were asked to place the logo on their websites to support the campaign.

For the spring 2009 campaign, two new radio spots each were written and produced to deliver the messages of the Guaranteed Ride Home and Ridematching. The radio campaign rotated alternating weeks between Rideshare and Guaranteed Ride Home spots. The Marketing Workgroup provided feedback on the new radio scripts produced for the spring 2009 campaign.

February 23, 2009 saw the launch of new creative as part of the spring umbrella campaign. The ridematching radio ads asked commuters to “Try a Different Way to Get to Work” with Commuter Connections for a “fresh approach to saving money, time and the environment”. The bright colored print ads were in stark contrast to the economic downturn many may have felt during the campaign. The sense of fun and lightness were utilized by the use of a pogo stick and unicycle to grab the listeners’ attention before delivering Commuter Connections’ main message.

Internet advertising throughout the year included rotating sizes of banner ads served to specified websites and geo-targeted to IP addresses in the Washington region. Historically, weather sites have been among the top performers for all Commuter Connection campaigns. Popunder ads, those ads presented in a window left behind when you close the browser, have also delivered top performance. The campaign included a major job web site because data from the 2007 State of the Commute Survey showed a correlation between changing jobs or work hours (18%) and switching to alternative transportation. In addition to selecting sites based on past performance, a social networking site has been added into the mix. Statistics have been collected throughout the campaign allowing for ad placement optimization. Based on impressions delivered and click

through rates, ad sizes and site placement were adjusted to provide optimal performance. For example, the Rideshare Leader Board ad on Monster outperformed the same size Guaranteed Ride Home ad by a factor of 4 to 1. This performance confirmed survey results that commute alternatives are re-evaluated when considering a change in jobs. Based on the performance data, the campaign was optimized to serve only Rideshare ads for this size on Monster and to increase GRH ad presence on sites where performance of GRH ads worked better, such as ads in the Washington Times web site.

The following sites are being used in the campaign:

- Facebook
- Monster
- Accuweather
- Washington Times
- iii-interactive.com run-of-network

iii-interactive is an internet media company that works with a collection of hundreds of different web sites to provide advertisers with a cost-effective means of reaching potential customers through a large number of sites that can be targeted in a streamlined manner. The placements provided approximately 16.5 million impressions to our target audience throughout the fiscal year.

Bus shelter advertising was placed in the fall using visuals from the spring 2008 campaign. Two shelter ads appeared near a Metro stop and displayed the Guaranteed Ride Home message to promote the service to transit commuters. This practice provides reinforcement to stick with SOV alternatives. Three additional shelters were placed along major commute routes to deliver the Rideshare message to commuters who traveled to work by car.

In order to encourage Fort Belvoir personnel to consider ridesharing, a half page color ad was created for the Fort Belvoir Eagle's special transportation section which published in November. The Fort Belvoir army base located near the heavily traveled Route 1 and I-95 corridors has seen an influx of personnel as part of the BRAC realignment. Commuters traveling to the site reach 20,000 daily.

As part of Commuter Connections' continued outreach and support of employers, the Work Schedule Alternatives brochure was revamped and updated to the same look and feel as the Sales Kit brochures. All other Commuter Connections brochures were updated and replenished where necessary throughout the year.

Yellow Pages advertising were placed with Comprint Military publications and Yellow Book USA.

COG/TPB staff monitored and maintained the Commuter Connections web site including an added flash file tied to the spring marketing campaign and a flash file to promote the Bike to Work Day event. The site's content is translated into Spanish and contains more than 300 web pages, roughly 450 images, and over 50 other documents.

COG/TPB staff participated at the following Transportation Fairs:

October 2008

- NOAA, Silver Spring; CGI and CGI Federal, Fairfax; National Science Foundation, Arlington and at U.S. Census Bureau, Suitland

November 2008

- King Street Station Fair, Alexandria; ACOG, D.C.; Orbital Sciences Corporation, Chantilly;

January 2009

- General Services Administration (GSA), D.C.

April 2009

- National Education Association, D.C.; U.S. Department of Health and Human Services, Rockville and D.C.; U.S. Patent and Trademark Office, Alexandria; American Red Cross, D.C.; U.S. Food and Drug Administration, White Oak

May 2009

- Department of Defense, Pentagon; Cornerstone Café, D.C. (coffee cup sleeve promotion)

June 2009

- "Keys to Transit" Frederick, MD

COG/TPB staff worked with Commuter Connections Network Members to secure donations of ad space on transit interiors/exterior, shelters and vanpools magnets. Contributions of network members were valued as an effective channel for communicating the Commuter Connections message throughout the region. By delivering the Commuter Connections message along the much traveled commuter routes, Commuter Connections is assured frequency of message in an affordable and effective manner. Commuter Connections received generous donations of space from the following network members: Alexandria, Arlington County, Frederick County, Loudoun County, Maryland Transit Administration, Montgomery County and VPSI.

Media

Ridesharing

Date: July 25, 2008
Organization: Gazette.net
Subject: Reimbursements, ride sharing grow in popularity
Abstract: Some employers who can't embrace telework are finding other ways to help their workers deal with soaring gas costs. The Rockville law firm of Stein, Sperling, Bennett, De Jong, Driscoll and Greenfeig launched a program in June to compensate non-lawyer staff members with a supplemental gas reimbursement payment each month. Companies are also embracing programs such as ride share. From May 2007 to this May, the number of carpooling applications seeking ride partners from Commuter Connections, a program of the Metropolitan Washington Council of Governments, rose 48 percent.

Date: September 2, 2008
Organization: Examiner.com
Subject: DC area unveils revamped ride-sharing site
Abstract: The Metropolitan Washington Council of Governments unveiled an improved ride-matching service Tuesday at a time when officials say high gas prices have triggered a surge in demand for car pools. The council presented the revamped Commuter Connections Web site after a quiet launch last month.

Date: September 7, 2008
Organization: FrederickNewsPost.com
Subject: Traveling Through – Online ride-matching system launched
Abstract: On the day of the year AAA calls "Terrible Traffic Tuesday," Commuter Connections launched a free ride-matching system that will make it easier than ever for area commuters to find nearby carpoolers. The Sept. 2 launch of Commuter Connections TDM, a transportation demand management system, is the first time commuters have direct

access online to real-time information on people they may be able to commute with, said Kimberly Alleyne of New York's Arch Street Communications.

Date: November 14, 2008
Organization: The Free-Lance Star
Subject: Ridesharing Rises on I-95
Abstract: Staff at the Metropolitan Washington Council of Governments counted cars crossing an area on I-95 north just outside the Beltway in Springfield. The count was conducted between 6 and 9 a.m. on weekdays in fall 2007. Forty-seven percent of the traffic was ridesharing. Within that group, 19 percent of the traffic was riding a bus, and 28 percent were in carpools or vanpools. HOV lanes and high gas prices are discussed as motivators for increased ridesharing.

Date: April 22, 2009
Organization: Washington Examiner
Subject: Online ride-sharing tool expanding beyond only workday needs
Abstract: Locals seeking a ride to a U2 concert, a Nationals game or to a political event can now thumb a lift online in a new high-tech version of the community bulletin board. **Commuter Connections**, the regional network of transportation organizations formed to reduce the region's congestion, said Wednesday that it is extending its online commuter ride-matching system to include special events, in addition to weekday commutes.

Telework

Date: July 25, 2008
Organization: Gazette.net
Subject: Making Telework Work
Abstract: This article discusses the perks of telecommuting from more time with family to money and time saved from no longer having long commutes. The article also mentions companies reaching out to Commuter Connections to get help in setting up a telecommute program as well as citing the commuter survey released by Commuter Connections.

General Commuter Connections

Date: July 13, 2008
Organization: Washington Post
Subject: How to Beat the High Price of Gas
Abstract: With gas prices at record levels and traffic congestion worsening, we've pulled together some options for commuters trying to save time and money. Whether you want to carpool, bike, take transit or telecommute, the Washington region offers a variety of choices. Commuter Connections is mentioned in their Carpool/Vanpool section.

Date: July 14, 2008
Organization: Fox 5 News
Subject: COST OF LIVING: Commuter Connections

Date: July 27, 2008
Organization: Frederick News Post
Subject: Traveling Through – MTA going hybrid

Date: September 24, 2008
Organization: DC Examiner
Subject: D.C. maintains rank as nation's second longest commute
Abstract: Washingtonians have the second-longest commutes in the nation and spend an average of 33.4 minutes getting to work every day, according to the latest statistics from the U.S. Census Bureau. The 2007 survey figures place the region just behind the New York metropolitan area, whose commuters clock in at an average of 34.8 minutes on the way to work. Ron Kirby is interviewed and describes that people are encouraged to live closer to their work to help shorten the commute.

Date: November 14, 2008
Organization: Washington Post
Subject: How Do I...Help Reduce Traffic?

Date: December 2, 2008
Organization: Washington Post
Subject: As Gas Prices Fall, Transit Still Popular; Economic Woes, Low Cost Help Push Up Ridership

Abstract: Gas prices have plummeted during the past several weeks, but commuters do not appear to be returning to their cars, according to transit officials in the region and elsewhere, who say ridership is still increasing. Transit officials attributed much of the ridership increase earlier this year to skyrocketing gasoline prices.

Date: **January 4, 2009**

Organization: Associated Press

Subject: Good Luck Getting Around D.C. on Inauguration Day

Abstract: On a typical weekday, hundreds of thousands of people commute to the nation's capital, snarling roads and packing subway trains and buses during peak hours. Imagine multiplying that several times for Barack Obama's inauguration Jan. 20. "I don't want in any way to discourage anyone," said the District of Columbia's city administrator, Dan Tangherlini. "I just don't want them to come and be completely shocked by what they find."

Date: **February 8, 2009**

Organization: WAMU

Subject: Commuter Connections Observes Drop in Participation

Abstract: When gas prices increased last year, so did interest in alternative transportation. Now that gasoline is cheaper, many commuters have returned to their old ways. When gas cost more than \$4 a gallon, many commuters turned to bikes and buses, but with prices down, that interest has also declined. Nicholas Ramfos of Commuter Connections, which helps commuters and employers find alternatives, says interest more than doubled in June but returned to normal in November.

Date: **May 1, 2009**

Organization: wtop.com

Subject: Traffic ranks as region's No.1 issue, survey finds

Abstract: Traffic/transportation ranks as the No. 1 long-term issue for area residents, according to an extensive survey conducted for the Greater Washington 2050 Coalition, a regional initiative to improve the region's quality of life.

Date: May 18, 2009
Organization: Gazette.net
Subject: Washington traffic experts travel to Frederick County
Abstract: Traffic experts of the Advisory Committee of the Washington Council of Governments' Transportation Planning Board commuted through Frederick's rush hour to better understand the county's need for traffic improvement. The committee found focal points and brought back their findings to better work for the community.

Date: June 18, 2009
Organization: WTOP.com
Subject: Commuter Connections to Pay People to Carpool
Abstract: Starting in the fall, the Commuter Connections Work Program will pay people \$2 every day they carpool. The aim is to reduce the number of solo drivers on the three of the area's most congestion-choked roads.

Date: June 23, 2009
Organization: Business Wire
Subject: CEA Honored for Environmentally Helpful Employee Benefits: *CEA Receives the Incentives Award from Commuter Connections*
Abstract: The Consumer Electronics Association (CEA) was honored today at the National Press Club by Commuter Connections, a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Because of the outstanding program offered to CEA employees, CEA won the Connections [Employer](#) Recognition Award for Incentives

B. Bike to Work Day

Bike to Work Day meetings for the 2009 event were held on September 10, 2008, November 12, 2008, January 14, 2009, March 11, 2009, and May 13, 2009. COG/TPB staff briefed the TPB Technical Committee on April 3rd and the TPB on April 15th on Bike to Work Day activities. The TPB adopted a Bike to Work Day Regional Proclamation on April 15th which was signed by its Chairman.

Promotion of Bike to Work day came into full swing in April as Commuter Connections suspended its Rideshare/GRH radio ads for three weeks to promote the spring bicycling event. Employers and employees were also targeted through a distribution of 75,000 posters and rack cards. Signage appeared on Downtown Circulator buses and large vinyl banners were hung around the 26 pit stop areas. The younger target audience was reached through pages on social networking sites, Facebook and Twitter. The Facebook page garnered 57 members. Twitter was followed by 89.

The event itself enjoyed a record registration as over 8,000 commuters signed up for Bike to Work Day. There were 7,500 T-shirts printed, courtesy of a Commuter Connections sponsorship drive and were provided to bicyclists who registered and participated. The Sponsorship Drive resulted in 31 sponsors and also paid for the banners. A host of media covered the event.

The Employer Challenge Luncheon was held on June 30th at the National Institutes of Health. NIH won the award by being randomly selected out of the top five employers with the highest number of Bike to Work Day participants. NIH had 445 participants for this year's event.

Bike to Work Day Media Report

Date: April 30, 2009
Organization: washingtonpost.com
Subject: Loudoun Gears Up for Bike to Work Day
Abstract: Loudoun transportation officials are encouraging county residents to ditch their cars and use their bicycles to get to work May 15. Bike to Work Day, a regional celebration that promotes healthy commuting, will have 23 pit stops, including two along the Washington and Old Dominion Trail in Loudoun. Participants will be served free refreshments at the stops and will have the chance to receive giveaways and enter raffles for various prizes, including new bicycles.

Date: May 8, 2009
Organization: Coalition for Smarter Growth
Subject: Bike to Work Day
Abstract: Bike to Work Day article

Date: May 11, 2009
Organization: The Wash Cycle Blog
Subject: BTWD 2009 Dignitaries

Abstract: The Wash Cycle Blog posted a list of dignitaries that are participating in Bike To Work Day 2009

Date: **May 12, 2009**
Organization: Washington Examiner
Subject: Three-minute interview – Eric Gilliland
Abstract: Bike to Work Day article

Date: **May 12, 2009**
Organization: FrederickNewsPost.com
Subject: Commuters encouraged to pedal to work Friday
Abstract: Article talks about Bike to Work Day and mentions the pit stops as well as giveaways. There is an interview with Eric Gilliland of WABA as well as John Thomas, the transportation planner for Frederick County. The article also addresses how this day can serve as a reminder to motorists to share the road.

Date: **May 12, 2009**
Organization: expressnightout.com
Subject: Wheeling in Employees: How to keep Cyclists Happy at the Office
Abstract: The article discusses ways that employers can make their workplaces more cyclist-friendly. It also mentions Bike to Work Day and its events for the day. The article directs the reader to waba.com for more information.

Date: **May 13, 2009**
Organization: washingtonexaminer.com
Subject: Area commuter train services becoming more bike-friendly.
Abstract: Commuters soon will have more opportunities to use bicycles on parts of their trips as two local transit agencies make more room for bikes in time for Friday's Bike to Work Day. Virginia Railway Express will begin allowing full-size bicycles on trains starting Friday as part of a pilot program, according to an agency report. The commuter train service that runs from Manassas and Fredericksburg into the District previously allowed only folding bikes on its trains.

Date: **May 13, 2009**
Organization: WJLA News Channel 8

Subject: A preview of Bike to Work Day (video)
Abstract: Bike to Work Day article

Date: **May 13, 2009**
Organization: Loudoun Independent
Subject: Loudoun Hosts Bike to Work Day on May 15
Abstract: Bike to Work Day article

Date: **May 13, 2009**
Organization: FrederickNewsPost.com
Subject: Traveling through – forget high gas prices, bike to work.
Abstract: The article informs the reader that Bike to Work Day is on May 15 as well as the information for participants to register. It highlights the 26 pit stops that will be around the region as well as a ‘ceremonial ride’ to the downtown MARC station with elected officials and bicycle enthusiasts.

Date: **May 14, 2009**
Organization: Press Release
Subject: Secretary Chu to Participate in Bike to Work Day and speak at Freedom Plaza Rally this Friday
Abstract: Bike to Work Day article

Date: **May 15, 2009**
Organization: PBS
Subject: Washington D.C.’s Bike to Work Day
Abstract: PBS highlights Bike to Work Day through a captioned slide-show of pictures from the event. The slideshow is comprised of pictures of the pit stops, participants riding to work, as well as dignitaries that participated including D.C. Mayor Adrian Fenty and Secretary of Energy Steven Chu.

Date: **May 15, 2009**
Organization: Wall Street Journal Blog
Subject: Energy Secretary Chu Rides Herd on CO2 with \$5,000 Bike
Abstract: The secretary rode about 10 miles to Freedom Plaza, a few blocks from the Department of Energy’s national headquarters, to attend as a special guest for the Washington Area Bicyclist Association’s annual Bike to Work Day. The secretary’s extravagant bike was also highlighted.

Date: May 15, 2009
Organization: The Wash Cycle Blog
Subject: Blog: Bike to Work Day 2009
Abstract: The blog highlighted the speakers and “shwag” given out on Bike to Work Day this year and discusses the day’s success and notable moments such as the unveiling of 5 new artistic bike racks donated by Switzerland to D.C.

Date: May 15, 2009
Organization: Leesburg Today
Subject: Commuters Come Out In Doves To Bike To Work
Abstract: After four years of being plagued by rain, the annual Bike to Work event, sponsored regionally by Commuter Connections and the Washington Area Bicyclist Association, saw its largest turn out ever this morning, attracting more than 8,000 riders across the region. In Loudoun, the turnout was just as impressive.

Date: May 15, 2009
Organization: washingtonpost.com
Subject: Spotted: Chu Marks Bike to Work Day
Abstract: Bike to Work Day article

Date: May 15, 2009
Organization: Loudounextra.com
Subject: Loudoun Celebrates Bike to Work Day
Abstract: To promote this day of pedaling, the Loudoun Office of Transportation Services organized two pit stops in the county stationed along the W&OD Trail; one at Raflo Park in Leesburg and the other near the Orbital campus in Sterling. Loudoun's OTS division chief Nancy Gourley handed out T-shirts to cycling participants at the Orbital stop. Local sponsors provided drinks and snacks. Other local bike retailers joined to help participants.

Date: May 15, 2009
Organization: NachoFoto
Subject: Photos of Bike to Work Day
Abstract: NachoFoto posted a slide show of photos from Bike to Work Day 2009. The pictures include scenes from pit stops and of participants.

Date:	May 15, 2009
Organization:	waba.org
Subject:	Bike to Work Day Draws Thousands
Abstract:	Bike to Work Day article
Date:	May 17, 2009
Organization:	D.C. MetBlog
Subject:	Highlights from Bike to Work Day
Abstract:	The article's author begins by highly recommending the event to anyone and everyone despite your cycling commitment. The author also goes on to list highlights of the event such as great food, great giveaways, interesting speakers, and the ability shop for new bike gear.
Date:	May 18, 2009
Organization:	WUSA 9
Subject:	Bike to Work Day in the District
Abstract:	The article talks about how thousands left their cars at home and participated in bike to work day in the district. It also discusses how D.C. has some shortcomings that need to be addressed before it can become the "number one city to bike in the entire world" according to D.C. Mayor Adrian Fenty.
Date:	May 20, 2009
Organization:	Bike Commute Tips Blog
Subject:	NPR reporter survives (!) Bike to Work Day
Abstract:	Bike to Work Day article
Date:	May 20, 2009
Organization:	The Wash Cycle Blog
Subject:	More on Bike to Work Day 2009
Abstract:	Bike to Work Day article
Date:	May 22, 2009
Organization:	Ashburn Today
Subject:	Biking' To Work
Abstract:	Bike to Work Day article
Date:	Spring 2009
Organization:	Fastnotes
Subject:	Bike to Work Day 2009 – a BIG success!
Abstract:	Bike to Work Day article

C. Employer Recognition Awards

On July 29th, Commuter Connections held a web conference meeting to review the Employer Recognition Awards program. The review examined all aspects of the program including application and selection process and the details and costs of hosting the event. The meeting allowed attendees to provide input and suggestions on any aspect of the process. The findings of the review were delivered in a briefing at the Commuter Connections Subcommittee meeting on September 16, 2008.

An application brochure for nominations was developed and was distributed in December for the 2009 awards. Feedback was provided by the Employer Recognition Awards Work Group. An application page was also created online at www.commuterconnections.org. The awards Selection Committee meeting was held on March 18th with TPB Vice Chair and Falls Church Council Member, David Snyder helping to kick it off.

2009 Award winners and non-winners were notified in April. Winners were honored at an Awards Ceremony on June 23, 2009 held at the National Press Club. Award presenters/speakers included the following:

- David F. Snyder, Council Member City - Falls Church, Virginia
- Stewart Schwartz, Exec. Director - Coalition for Smarter Growth
- John B. Townsend, Mgr of Public & Government Affairs – AAA
- Marcy L. Karin, Legislative Counsel - Georgetown Univ. Law Center
- David Robertson, Executive Director - Metropolitan Washington Council of Governments

COG/TPB staff worked with video contractor on the filming and production of the awards video. Awards program booklet and podium sign were developed. Other materials needed for the ceremony were secured such as giveaway items and trophies. Invitations were sent out in late May. Photographer was booked and food & beverage orders placed. A congratulatory quarter page ad was created for the Wall Street Journal (Washington/Baltimore edition) for publication on June 24th.

A survey was developed and conducted with the Employer Outreach Sales Team members to provide feedback on the awards program. That feedback will impact FY10. A second mini-survey of the Employer Outreach Sales Team took place in May to provide feedback on the awards program. The mini-survey was intended to break the tie of a question asked in the initial survey. The question pertained to the location of where to acknowledge the Sales Team and Organization Achievement Awards winners. Exactly half of the respondents indicated to maintain the two awards as part of the June Awards Ceremony together with the

employer winners that are recognized at the National Press Club event. The other half of survey respondents said to award them apart from the employer awards ceremony. Although greater participation took place in the second mini-survey a deadlock still remained. Based on the repeat tie, a final decision was made by the State funding agencies to keep the Achievement Awards intact as part of the June Ceremony.

D. Carpool Incentive Demonstration Project

July – September 2008

A work group meeting was held on July 29th to discuss the various scenarios with regards to the Carpool Incentive study. COG/TPB Staff reviewed the objectives and goals of the study as well as the top congested corridors in the region that were being considered for further review. Work continued in August and September to review the corridors as well as review the model inputs and update the information as needed. A draft report was prepared and presented at the September 16th Commuter Connections Subcommittee meeting. A comment period on the findings and recommendations was established

October – November 2008

COG/TPB Staff continued work on refinement of the Carpool Incentive Demonstration Project Report. A draft report was presented at the November 18th Commuter Connections Subcommittee meeting and a comment period was established. COG/TPB staff also contacted TDM Program Staff in Miami to discuss the HOT Lane project and how carpoolers were being verified in order to better understand various verification procedures that could be used for the Washington DC Carpool Incentive Project.

January – March 2009

A Carpool Incentive Work Group web cast meeting was held on March 24th. The purpose of the meeting was to discuss logistics and implementation of the demonstration project.

April – June 2009

COG/TPB staff participated in a National Transportation Operations Coalition (NTOC) web cast on April 1st which detailed the experiences with Florida's I-95 Express Lanes project. The Carpool Incentive Work Group met on April 20th by web cast. Highlights from the meeting included a re-cap of the I-95 Express Lane web cast, an update on the Cash for Commuters program in Atlanta, a discussion of the Pool Rewards

program requirements, a discussion on the customization of the Pool Rewards software, a discussion on the Pool Rewards participation timeline, and a discussion on the marketing and promotion of the Pool Rewards program.

A Carpool Incentive Work Group web cast meeting was also held on May 18th. Highlights from the meeting included a discussion on updates to the program requirements, a demonstration of the incentive tracking software module on the on-line TDM system, and a discussion on the course of action for launching the program.

A Carpool Incentive Work Group web cast meeting was held on June 15th. The purpose of the meeting was to finalize the participation guidelines for the Pool Rewards project and to demonstrate the latest version of the project tracking software.

E. Car Free Day

On September 22, 2008 as part of a worldwide celebration of car-free alternatives, approximately 5,500 Washington region residents joined others throughout the world in celebrating independence from gasoline and solo driving for international “CarFree Day”. The event asked people to pledge to leave their cars at home and instead ride a train, bus, bicycle, subway, walk, telework or go “car-lite” and carpool.

During the month of August and into September 2008, Commuter Connections staff communicated with network members in regard to their participation in the CFD 2008 event. Activities and events were placed onto the CarFree Day web site, www.carfreemetrodc.com. Web updates were coordinated through a District Department of Transportation contractor.

CarFree Day Steering Committee meetings were held in July and September in preparation for the event. The committee provided feedback on marketing materials developed by Commuter Connections to promote CarFree Day including a logo, poster and radio spot. The theme selected was “Uncar for a Day” with a car-lite caveat. The radio spot was aired on four area stations over four week period leading up to September 22nd. Commuter Connections also ordered 2,500 buttons and made them available to Steering Committee members to help promote the event.

Other marketing included donated ad space on Metro and Montgomery County Ride On buses as well as Montgomery County bus shelters. Poster art was resized for all transit signage to provide visual consistency with the larger campaign.

The pledge form offered an opt-in field for cell phone numbers. Commuter Connections sent text email reminders which read “Thanks for pledging to go CarFree on September 22. Get a friend to pledge at <http://www.carfreemetrodc.com>”.

COG/TPB staff briefed the TPB Technical Committee on the Car Free Day event on September 5th. The Commuter Connections Subcommittee was briefed on the Car Free Day event on September 16th and the TPB was briefed on the event on September 17th.

A Car Free Day Steering Committee was held on October 8th. Highlights from the meeting included a discussion on the number of pledges for the event, an overview of the media coverage and highlights from the several events that occurred in the region. The grand prize iPod nano and transit passes donated to the event were raffled off to Car Free Day participants.

An evaluation was prepared and completed on the event. The information was presented to the Car Free Day Steering Committee on October 8th, to the State TDM Work Group on October 14th and to the Employer Outreach Committee on October 21st.

A Car Free Day Steering Committee meeting was held on May 13th. Pledge goal of 10,000 was renewed. The target date for web launch is July 2009. DDOT committed to host and maintain the web site again for 2009 at www.carfreemetrodc.com. Discussion began to plan for September 2009 event in more detail. Commuter Connections will support the 2009 event with radio, print materials and a public relations campaign.

Car Free Day Media Report

Date: September 9, 2008
Organization: TheWashCycle.com
Subject: DC Car Free Day 2008
Abstract: The article describes details and purposed of the event. It also highlights events and free services of the day as well as drawings for prizes that everyone who pledges to be Car Free on the website is eligible for.

Date: September 2008
Organization: Arrow Bicycle
Subject: DC Car Free Day 2008
Abstract: Arrow Bicycle posted the same article that the Wash Cycle posted.

Date: September 16, 2008
Organization: washingtonpost.com
Subject: Who Needs a Car?
Abstract: Car Free Day article

Date: September 16, 2008
Organization: expressnightout.com
Subject: An End to Car Trouble: Car Free Day
Abstract: The article encourages people to participate in Car Free Day. It highlights the walking and bike tours available as well as the festival at F Street. The article also discusses the health benefit of leaving your car at home in addition to the environmental benefit.

Date: September 19, 2008
Organization: WAMU
Subject: DC Prepares for Car Free Day
Abstract: The metro area will take part in Car Free Day on Monday. The world-wide event is designed to help commuters find new ways to get around without driving. If high gas prices haven't been enough to convince you to get out of your car, transit officials hope that giving out prizes might. They want 10,000 people who normally drive to pledge to use Metro, take a bus, join a carpool, ride a bike or go for a walk in return for a chance to win an iPod and other prizes. About about half of commuters still drive alone. Traffic and air quality concerns are the behind the push to go car free. Denise Crouse commutes from near Frederick, Maryland to downtown DC. She used to drive, but years ago switched to taking a bus and the metro. To find out more, visit www.carfreemetrodc.com.

Date: September 20, 2008
Organization: wtopnews.com
Subject: DC officials promote "Car Free" events for Monday
Abstract: Car Free Day article

Date: September 20, 2008
Organization: myfoxdc.com
Subject: DC officials supporting Monday 'Car-Free DC Events
Abstract: The article states that DC officials such as Muriel Bowser are encouraging individuals to participate in

Car Free Day. It mentions that SmarTrip cards will be handed out as well as free rides on the DC Circulator.

Date: September 20, 2008
Organization: nbcwashington.com
Subject: Officials Promote 'Car-Free D.C. Day'
Abstract: The project promotes using sustainable means of transportation and raising awareness about cars' impact on people's quality of life. Organizers say D.C. is among dozens of other cities that are taking part with car-free events. Among the efforts encouraging people to join in, D.C. Council member Muriel Bowser plans to distribute free SmarTrip cards with \$1.25 each for those riding the Metro Extra bus route 79, and the Metrobus routes 70 and 71 at Kennedy and Georgia Avenue in northwest D.C.

Date: September 21, 2008
Organization: Fredericksburg.com
Subject: World Car-Free Day prods thinking
Abstract: The author discusses how Car-Free day in his opinion, Car Free day won't get most to climb out of their cars, but does discuss how it is a great idea and agrees that more focus should be put on alternative transportation. Commuter Connections is mentioned as follows: "The Commuter Connections network is offering events and tools on its Web site (mwcog.org) to help you learn about helpful alternatives to driving your car to work."

Date: September 21, 2008
Organization: Washington Post
Subject: Dr. Gridlock's Tips – Car Free Monday
Abstract: The author highlights some of the special events happening for Car Free Day such as the celebration at Seventh and F streets NW. He also mentions the online video contest and directs readers to wmata.com for more details.

Date: September 22, 2008
Organization: WUSA 9
Subject: Monday is the Day to Live "Car Free"
Abstract: Car Free Day article

Date: September 22, 2008
Organization: wjla.com
Subject: Officials ask Commuters to go 'Car Free' for One Day
Abstract: District of Columbia officials are encouraging residents to leave their cars parked for a "Car Free Day" on Monday. Officials are calling on commuters to bike, ride the rails or walk, but please don't drive. September 22 is "Car Free" day in the District and other cities, meant to encourage commuters to leave their cars at home.

Date: September 22, 2008
Organization: WUSA9
Subject: Monday is Worldwide Car-Free Day
Abstract: T.V. interview with Nick Ramfos talking about what Car-Free Day is where special events are happening and what services are available for Car-Free Day.

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

July – September 2008

The 2007 State of the Commute public report was completed and released in August. Draft reports of the FY 2008 TERM Analysis Report, regional Carshare Survey report, and regional Vanpool Driver survey report were presented during the TDM Evaluation Group meeting on July 15th.

Staff met with MDOT representatives and their consultants on July 18th to review recent TERM results to be included in a statewide report.

October – December 2008

COG/TPB staff completed the quarterly analysis data from the Employer Outreach database. Conformity verification reports were finalized for the first quarter of fiscal year 2009 and the draft for the second quarter was also completed.

Work began on the FY 2009 Applicant Placement Rate Study in October. Records were pulled for the data set and the survey was updated. An alert letter was sent to approximately 1,300 applicants in early November. The survey was administered and completed in November. Staff and the consultant will be reviewing preliminary highlights of the survey results.

Work also continued on the FY 2008 TERM Analysis Report. Additional verification calls were made to employers that were added to the program between mid-March and June 30th. Additional model runs were conducted to accommodate the employers verified and the TERM Analysis report results were updated. Additional updates were completed for the Guaranteed Ride Home TERM, Mass Marketing TERM and the Commuter Operations Center.

COG/TPB staff provided data from the State of the Commute Report requested by Fairfax County.

January – March 2009

COG/TPB staff completed an on-line Employee Commute Survey for COG and records were pulled for the dataset and reports were finalized and presented to Human Resources staff. The on-line survey was presented to the Employer Outreach Committee on January 27th. Additional upgrades to the archived employee commute survey results was discussed with the contractor.

COG/TPB staff continued to review the database entries and classify employers into levels of participation that were used to finalize the 2nd quarter of the fiscal year level of effort and verification statement and the draft third quarter statement.

The analysis of the data from the Placement Rate study continued and highlights were prepared for review by COG/TPB staff and the TDM Evaluation Committee. The draft report was also prepared and released for comment at the March 17th Commuter Connections Subcommittee meeting.

April – June 2009

COG/TPB staff completed an on-line Employee Commute Survey for MWCOG. Records were pulled for the dataset and reports were finalized.

COG/TPB staff completed additional surveys:

- Telework Training
- Employer Outreach Recognition Awards
- R.E.D.
- Oracle

COG/TPB staff completed developing version of the new commuter survey database website.

The FY 2009 Placement Rate Study was completed and posted to the Commuter Connections web site in May.

COG/TPB staff responded to a 2007 State of the Commute data request from the Arlington County Economic Development Authority.

C. Program Monitoring and Tracking Activities

July – September 2008

The FY 2008 fourth quarter progress report was completed and distributed. COG/TPB staff worked on completing the FY 2008 Annual Progress Report. The report was released at the September 16th Commuter Connections Subcommittee meeting.

The changes in methodology for the annual Employer Customer Satisfaction Survey as well as the implementation of the survey were discussed during the July 15th TDM Evaluation Group meeting.

The FY 2008 2nd half of the year Campaign Summary and lead analysis was completed and distributed at the September 16th Regional TDM Marketing Group meeting.

The FY07 Guaranteed Ride Home Customer Satisfaction Survey Report was approved at the September 16, 2008 Commuter Connections Subcommittee meeting.

A TDM Evaluation Group meeting was held on July 15th. Highlights from the meeting include: briefings on the draft 2008 TERM Analysis Report, regional Carsharing Survey, and regional Vanpool Driver survey, a discussion on the methodology for the Employer Satisfaction survey and the FY 2009 Placement Rate Study.

October – December 2008

Work began on the Employer Outreach Satisfaction Survey questionnaire. The draft questionnaire was presented to the TDM Evaluation Group on October 21st. A comment period was established and comments were reviewed and preliminary responses were prepared to the comments in December.

The regional Vanpool Driver Survey was completed and approved for release by the Commuter Connections Subcommittee at their November 18th meeting. The report was posted on the Commuter Connections web site in December.

Work continued on the regional Carshare Survey Draft Report. The draft report was presented to the Commuter Connections Subcommittee on November 18th. A comment period was established. COG/TPB staff worked on making final edits to the document in December.

The draft Bike to Work Day Report was presented to the Bike To Work Day Subcommittee on November 12th and to the Commuter Connections Subcommittee on November 18th. Comment periods were established for both groups. Revisions to the document were made in December based on comments received.

The FY 2009 First Half of the year Campaign draft Summary and Results Report was distributed at the December 16th Regional TDM Marketing Group meeting.

The FY08 Guaranteed Ride Home Customer Satisfaction Survey draft Report was distributed at the December 16th Regional TDM Marketing Group meeting.

A TDM Evaluation Group meeting was held on October 21st. Highlights from the meeting included an update on the most recent results in the draft TERM Analysis Report, an update on the draft survey report for the regional Carshare survey, an update on the results from the draft regional Vanpool Driver Survey Report, a discussion on the draft methodology for the Employer Customer Satisfaction Survey and a discussion on the FY 2009 Placement Rate Study methodology.

Guaranteed Ride Home Customer Satisfaction Survey cards are sent out each month for the preceding month's activities. During the quarter, survey cards were sent out to all commuters who used the GRH service during the September to November 2008 period. Those choosing to return the survey cards remain anonymous; however, the card was adjusted to include a fill-in space for commuters to provide their name as an option. This change will be helpful for testimonial purposes. Development began on converting the survey cards to an online survey for use in 2009. However, the survey cards will continue to be mailed to commuters in the database that do not provide an email address.

January – March 2009

A TDM Evaluation Group meeting was held on January 27th. Highlights from the meeting included a presentation on the results from the FY 2009 draft Placement Rate Study and a detailed discussion on the survey questionnaire for the Employer Outreach Customer Satisfaction survey.

The FY 2009 First Half Marketing Campaign Summary Final Report was posted to the Extranet and the FY 2009 2nd Half Marketing Campaign Summary Draft Report was distributed at the March 17th Regional TDM Marketing Group meeting.

The FY08 Guaranteed Ride Home Customer Satisfaction Survey draft Report was distributed at the March 17th Commuter Connections Subcommittee meeting.

Guaranteed Ride Home Customer Satisfaction Survey cards are sent out each month for the preceding month's activities. During the quarter, survey cards were sent out to all commuters who used the GRH service during the December 2008 to February 2009 period.

The Employer Satisfaction survey commenced in February and continued on to March. The employer sample size was just over 2,000. Three methods were used in reaching employers: email, regular mail, and telephone contact. The goal for the total of employers surveyed was 400. A summary of the survey process will be presented to the Employer Outreach Committee on April 21, 2009.

COG/TPB staff did not receive monthly employer outreach progress reports from Prince George's County, Loudoun County, and Prince William County.

April – June 2009

The 3rd Quarter Progress Report was completed and distributed to the Commuter Connections Subcommittee for the May 19th meeting.

Staff assisted in the collection and identification of employers for the FY2009 Customer Service Satisfaction survey. Work was completed in April for the final report and the findings were presented at the Employer Outreach Committee on April 21st. TERM related matters were covered in the survey such as benefits offered and length of benefits offered.

The updated FY 2009 2nd Half Marketing Campaign Summary Draft Report was distributed at the June 16th Regional TDM Marketing Group

meeting. The report contains phone call volume and web site hit statistics for the marketing campaign period.

The Commuter Connections Subcommittee endorsed the FY08 Guaranteed Ride Home Customer Satisfaction Survey Report for release at the May 19th meeting. The final approved publication was posted to the Commuter Connections web site.

Guaranteed Ride Home Customer Satisfaction Survey cards are sent out each month for the preceding month's activities. During the quarter, survey cards were sent out to all commuters who used the GRH service during the March 2009 to May 2009 period.

V. EMPLOYER OUTREACH

1. Regional Component Project Tasks

A. Regional Employer Database Management and Training

July – September 2008

Several jurisdictions reported difficulty in logging into the ACT! database system. After checking with technical support the issue was resolved. Staff continued conducting database sweeps for faulty information and duplicate records. A new layout to reflect the new TERM analysis period was completed.

October – December 2008

Staff worked with several jurisdictions to rectify technical difficulties arising from software permissions. All matters were resolved to each party's satisfaction. Upcoming training sessions are set for Prince William County's outreach effort. The commuter survey application continues to be modified and the software is available for use.

January – March 2009

Several instances of software problems were reported and corrected. The ACT! Database was upgraded with extra maintenance done. Staff began preliminary research on training for FY2010.

April – June 2009

Staff monitored efforts for the database upgrade and implementation of ACT! 11.0 for the regional effort. Staff coordinated with technical support

staff to address connectivity difficulties and also completed TERM data collection template for the database.

B. Employer Outreach for Bicycling

The Bicycling to Work Guide was reviewed by both the TPB Bicycling and Pedestrian Subcommittee and the Commuter Connections Bike to Work Day Steering Committee, updated and re-printed.

C. Live Near Where You Work Program

July – September 2008

Staff worked to check on information on LNYW events held in the ACT! Database. Staff also reviewed the existing collateral for updates. Staff worked with Prince George's County and DATA on the possibility of holding LNYW events during FY 2009.

October – December 2008

Staff began discussions with Prince William County for a possible event in the Woodbridge corridor set for some time in early Spring. Staff also worked with Prince George's County on a Live Near Your Work application and began review of the request.

January – March 2009

Staff reinitiated discussions with Prince William County for a possible event in the Woodbridge corridor set for some time in May. An event for June 24th in Western Fairfax County was approved for DATA to proceed. Staff also continued in helping Prince George's County on a Live Near Your Work application and began review of the request.

April – June 2009

Events slated for April and May were rescheduled to June in Prince George's and Prince William Counties. The Prince George's event took place on June 10th at the Greenbelt Marriott with over 60 attendees. Presentations given on assistance and commuting help were well received. The Prince William event was held at the Prince William Chamber of Commerce offices in Woodbridge with 11 in attendance. Presentations given were on local housing assistance programs as well as commuting help programs. DATA held a LNYW event in Reston on June 30th. COG/TPB staff participated in all three events.

D. Program Administration

An Employer Outreach Committee meeting was held on July 15th. Highlights from the meeting include: review of the final 3rd quarter and draft 4th quarter conformity reports, a review of the preliminary results from the Employer Outreach TERM analysis, highlights from the recent sales support calls, a telework update, a Car Free Day event update, and a roundtable discussion on activities occurring in all of the sales territories.

Staff participated in DATA's Employer Outreach Roundtable meeting on September 9th and presented information on Commuter Connections program services.

Staff met with several employers throughout the region to discuss commuting options and benefits (those employers were Naval Medical Center, B-line Medical, AARP, Cates Engineering, World Bank, American Psychological Association, and Keepers).

An Employer Outreach Committee meeting was held on October 21st. Highlights from the meeting included the installation of a new chairperson, distribution of the FY 2008 4th quarter conformity verification final report and FY 2009 1st quarter draft conformity report, a presentation on Bliss Bus, a presentation and discussion on potential changes to the annual Employer Recognition Awards program, a presentation on the results of CarFree Day, and a round table discussion on various outreach activities at the local level.

Staff met with the employer outreach contractor for Prince William County on October 24th and on December 15th. Staff presented information on Commuter Connections to the Westfields Business Owners Association in Chantilly on November 3rd. Staff met with DATA representatives on December 19th to review Commuter Connections' program services.

During the quarter, COG/TPB staff met with employers in the District of Columbia (including the World Bank, American Psychological Association, American College of Obstetricians and Gynecologists, and the Corporate Executive Board), Fairfax County (CH2M), Prince William County (Cates Engineering), and Prince George's County (U.S. Census Bureau).

Staff conducted a round of sales support calls in late October and early November. As of January 20th, staff is awaiting several write-ups from a few jurisdictions.

An Employer Outreach Committee meeting was held on January 27th. Highlights from the meeting included a review of the first quarter and second quarter FY 2009 conformity reports, a discussion and presentation on possible future changes to the Employer Recognition Awards project, an update and demonstration on the Employer Commuter survey and approval process, an update and demonstration on the link between the web based TDM software system and the ACT! database, an update on telework activities, and a roundtable discussion on various local jurisdiction employer outreach activities.

A conference call was held on February 23rd between PRTC staff representatives, the Prince William County Employer Outreach contractor and COG/TPB staff to discuss the status and progress on employer outreach efforts in the county.

Staff made seven employer site visits during the quarter. The employers were: The Veterans Administration; The World Bank; American Psychiatric Society; ASHP; American Red Cross; Travesky & Associates; and, NCQA. Staff also attended fairs at the U.S. Census Bureau, College of Ob/Gyn, and Akridge.

As part of Commuter Connections' continued outreach and support of employers, the Employer Sales kits and accompanying materials were replenished.

The final round of sales support calls were completed on May 28th. Write-ups of each call are still in progress based on pending feedback from local jurisdictions.

An Employer Outreach Committee meeting was held on April 21st. Highlights from the meeting included: a presentation from Accor Services USA on Commuter Check Direct, distribution and discussion of the 2nd quarter final and 3rd quarter draft conformity reports, a presentation on the highlights from the results of the FY 2009 Employer Customer Satisfaction survey, an update on the upcoming Employer Recognition Awards and discussion of potential changes to the FY 2010 event, a preliminary discussion on administrative changes to the Employer Outreach TERM, a discussion on training topics for FY 2010, updates on Telework and Live Near your work events, and a round table discussion on Employer Outreach activities in local jurisdictions.

A project status meeting was held on April 27th between PRTC, Strategic Transportation Initiatives, Inc, and COG/TPB staff on the Employer Outreach efforts in Prince William County.

COG/TPB staff attended the Clean Air Partners annual meeting and awards event on May 12th.

2. Jurisdictional Component Project Tasks

A. Local Agency Funding and Support

Local jurisdictions began implementing their respective Scopes of Work for the Employer Outreach TERM. Activity results are attached to this report.

VI. MARYLAND AND VIRGINIA TELEWORK

A. General Assistance and Information

July – September 2008

Staff worked with the contractor, Telecommuting Advantage Group, to renew their contract.

Statements of Work were received and reviewed for the following companies for on-call telework assistance:

- Ingenium Corporation
- Marriott International
- Ritz Carlton Hotels

Staff distributed 12 telework kits between July and September. Staff also responded to two general telework requests during this time period.

October – December 2008

COG/TPB staff met with representatives from NetStar 1 in Rockville on October 14th regarding formalizing a telework program and to discuss compressed work week schedules at their locations in Rockville, Tysons Corner, and in Washington DC.

Staff attended and participated in the Telework Exchange Town Hall meeting at the Ronald Reagan Center on October 15th. A Commuter Connections exhibit on telework was staffed during the all day event.

Staff met with the Human Resources Director and 10 senior level managers at the City of Gaithersburg on November 25th to present information on telework.

Work continued on the review of Statements of Work for on-call assistance by Ingenium Corporation, Marriott International, and Ritz Carlton Hotels.

Staff discussed expansion of the city's telework program with City of Alexandria representatives on December 5th.

January – March 2009

A meeting was held on January 7th with representatives from Marriott and the North Bethesda TMD to discuss the expansion of their telework program and use of the on-call consultant.

COG/TPB staff and the on-call telework consultant held a telework help web cast session for Employer Outreach sales representatives in Maryland and Virginia on February 4th.

COG/TPB staff surveyed Employer Outreach representatives in Maryland and Virginia regarding telework issues in order to gauge topics for the telework training workshop that will occur in April.

April – June 2009

COG/TPB staff participated in the Telework Exchange's Town Hall meeting at the Ronald Reagan Center on April 8th.

Work continued on the On-Call assistance program with Marriott International headquarters. A meeting was held on April 16th to discuss the program status and potential future assistance that would be required. Three team meetings and one manager meeting were conducted in May. The telework program at Marriott was launched in three groups within the headquarters. The Intranet site was modified to include access to the program information, links and on-line tools. A final report for the survey was completed and a post-expansion survey was discussed for development in FY 2010. The project plan and milestone document was updated and metrics were reviewed. The long term plan was updated for the expansion part of the project and one management workshop was conducted that focused on skill sets managers need for teleworkers.

A telework training workshop was held on April 28th and 29th for Maryland and Virginia Employer Outreach representatives. The purpose of the training was to enhance the sales process to increase telework participation rates at employer sites. Representatives from the Telecommuting Advantage Group and COG/TPB staff facilitated the workshop sessions.

COG/TPB staff met with representatives from Charles County and the Tri-County Council for Southern Maryland on May 7th to discuss the county's new Telework program and use of the on-call assistance resources from Commuter Connections. An overview presentation was given to senior management along with information on upcoming employee workshops.

COG/TPB staff attended the Telework Exchange's Awards program at the City Club in Washington DC on June 2nd.

COG/TPB staff and the consultant continued work on the production of Employer Telework Case studies.

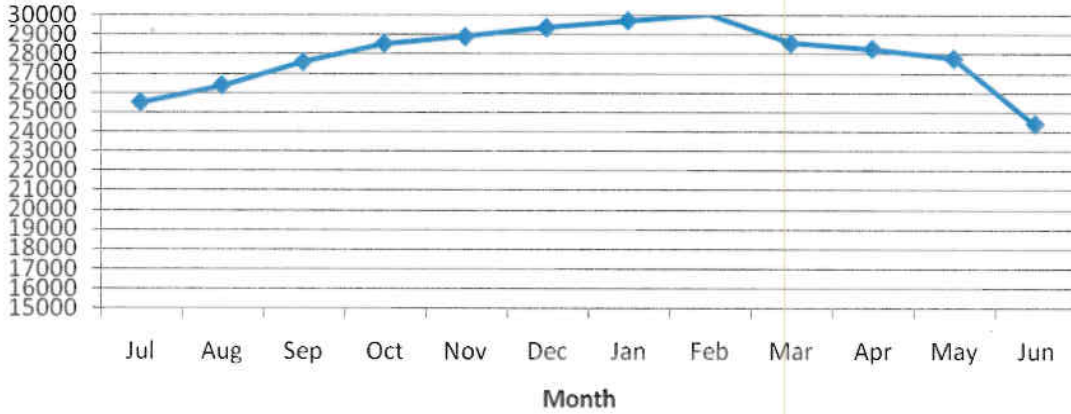
VII. DC INFORMATION KIOSKS

Jurisdictional Project Component Tasks

A. Implementation of DC Kiosks

There was no activity to report for this project.

Commuter Connections CCRS Database FY 2009



Commuter Connections Applications Processed FY2009

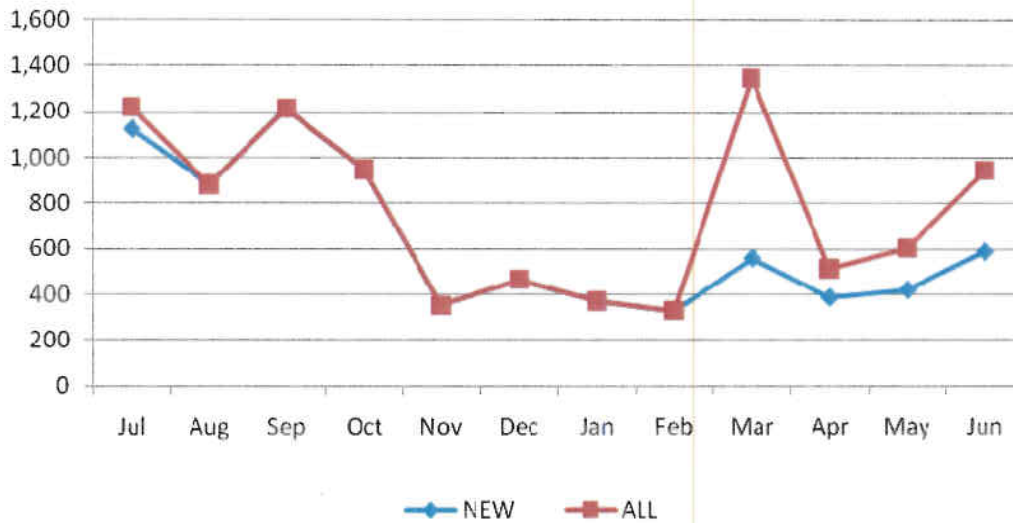


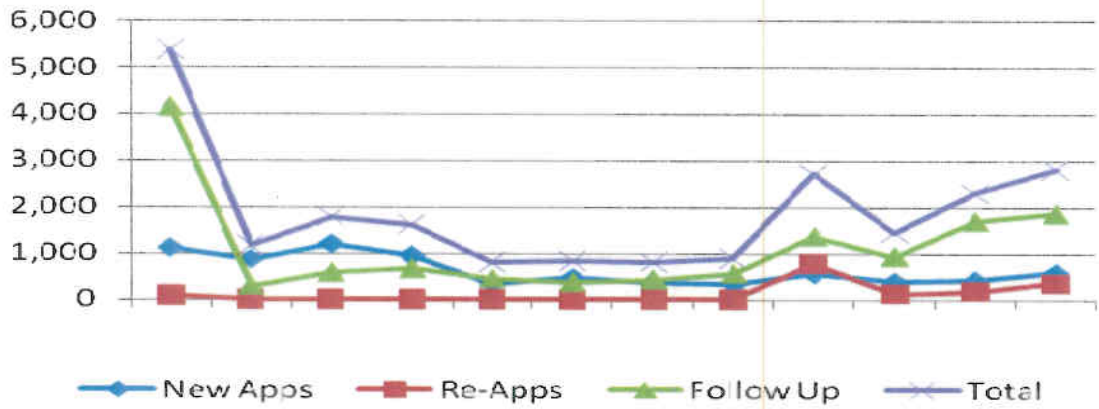
TABLE 2

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
FY2009**

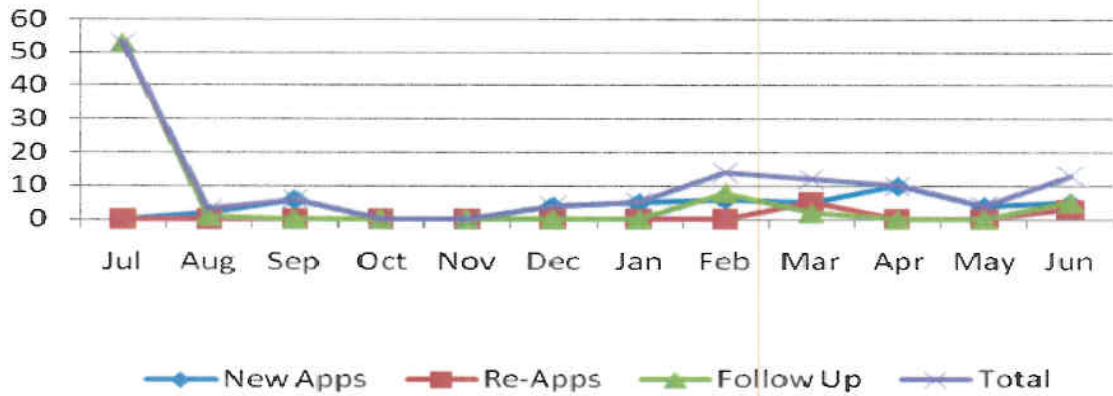
	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	47	8	69	124
ARLINGTON (COG)	55	5	28	88
ARTMA	120	8	666	794
BALTIMORE CITY	85	4	7	96
BMC	83	14	34	131
BWI BUSINESS PARTNERSHIP	25	1	67	93
COG - MD	353	1	394	748
COG - VA	589	0	737	1,326
COG - Other	1,591	567	861	3,019
DISTRICT OF COLUMBIA	245	13	245	503
FDA	0	0	0	0
FAIRFAX COUNTY	738	151	4,722	5,611
FREDERICK	83	51	317	451
GW RIDE CONNECT	1,231	163	573	1,967
HARFORD	49	43	15	107
HOWARD	104	36	57	197
LINK	0	2	15	17
LOUDOUN	258	55	653	966
MTA	62	5	41	108
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	167	17	498	682
Countywide	393	81	842	1,316
Friendship Heights/Rockville	67	27	401	495
North Bethesda TMD	227	31	1,094	1,352
Silver Spring	66	17	138	221
NIH	18	1	94	113
NORTHERN NECK	25	3	4	32
NORTHERN SHENANDOAH	17	7	10	34
PRINCE GEORGE'S	200	24	45	269
PRTC	406	51	359	816
RAPPAHANNOCK-RAPIDAN	92	29	105	226
TRI - COUNTY	248	136	292	676
TOTAL INPUT	7,644	1,551	13,383	22,578

TOTAL NEW & RE-APPLICANTS 9,195

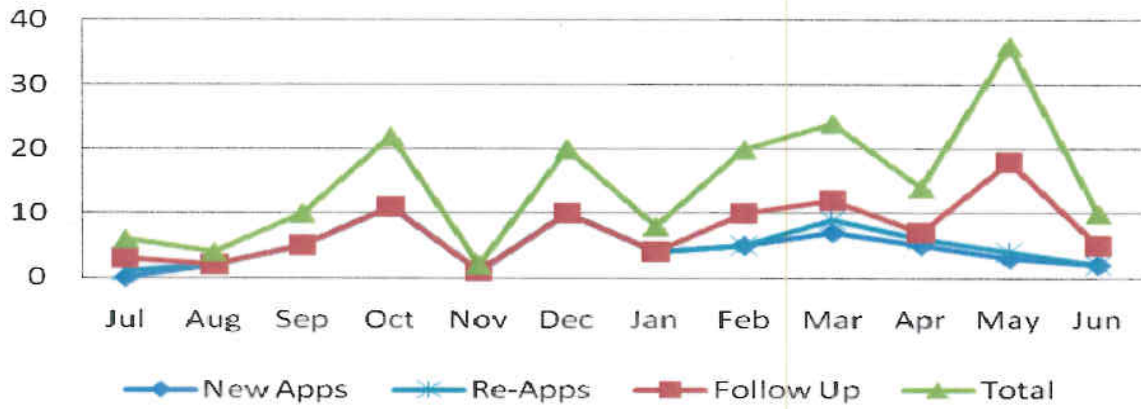
Applications Processed FY09 All Members



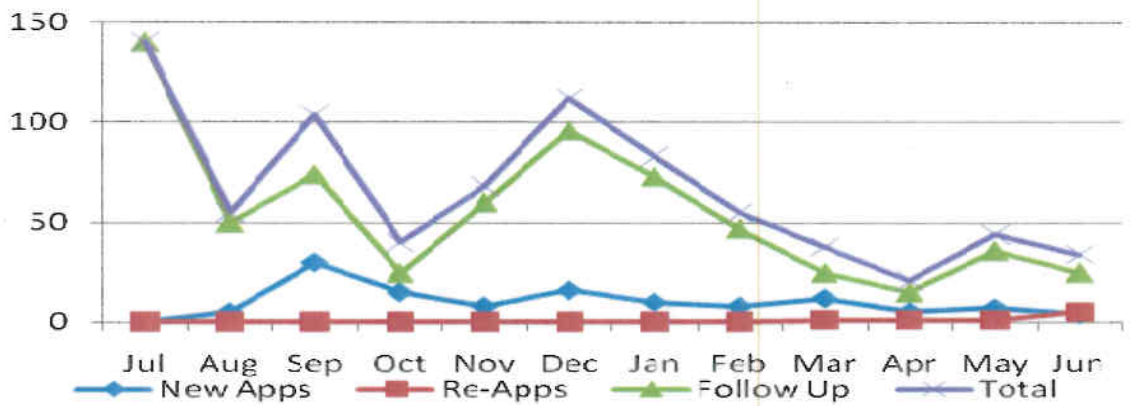
Applications Processed FY09 Alexandria

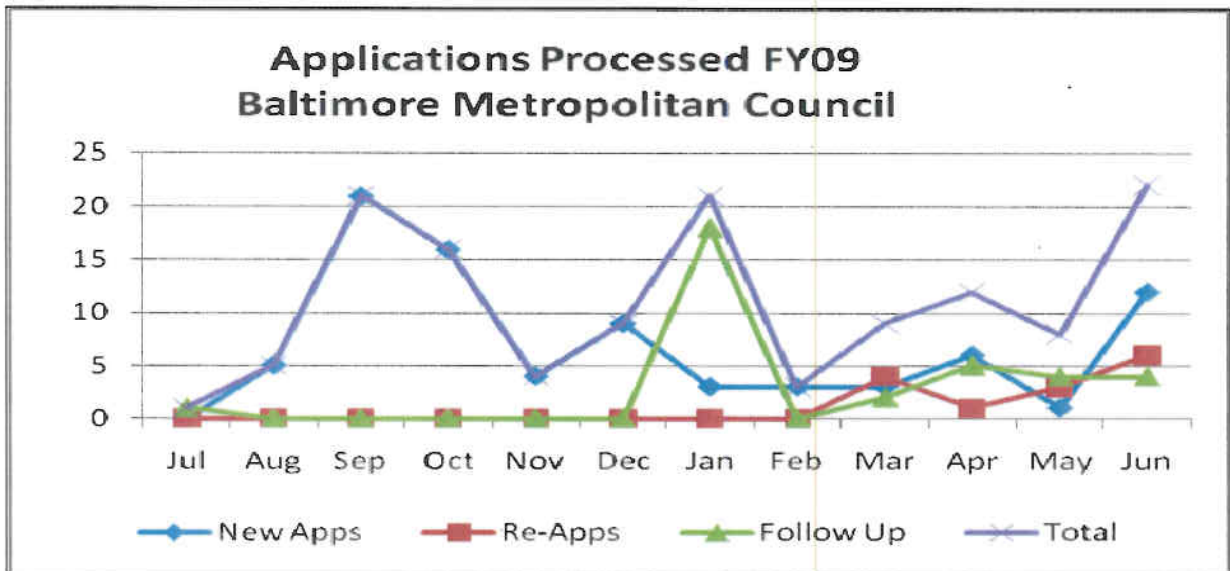
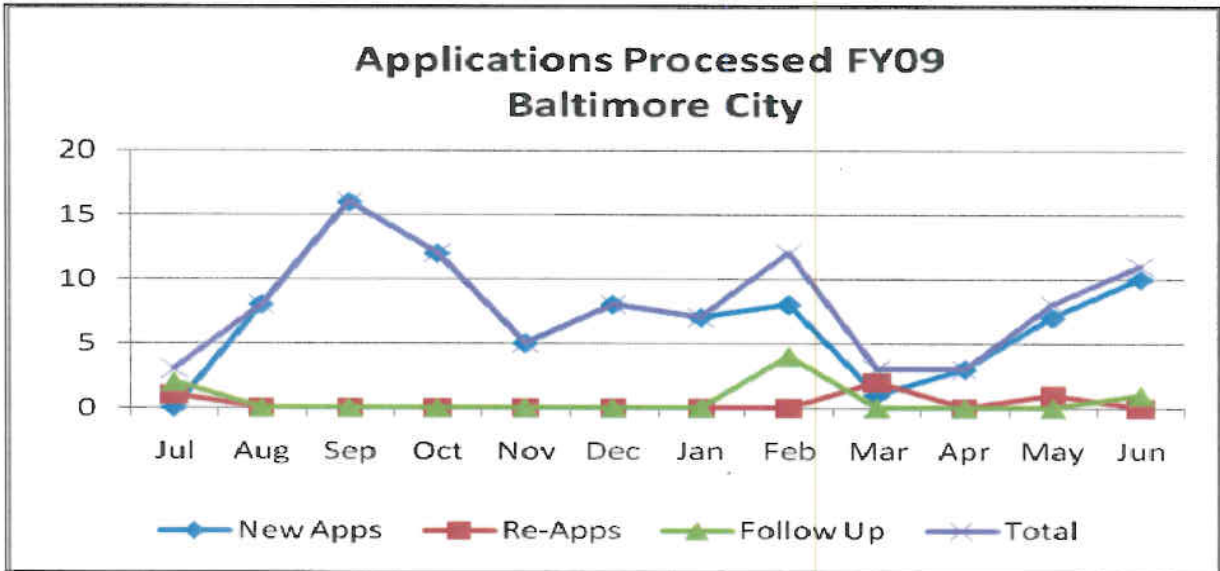


Applications Processed FY09 COG for Arlington

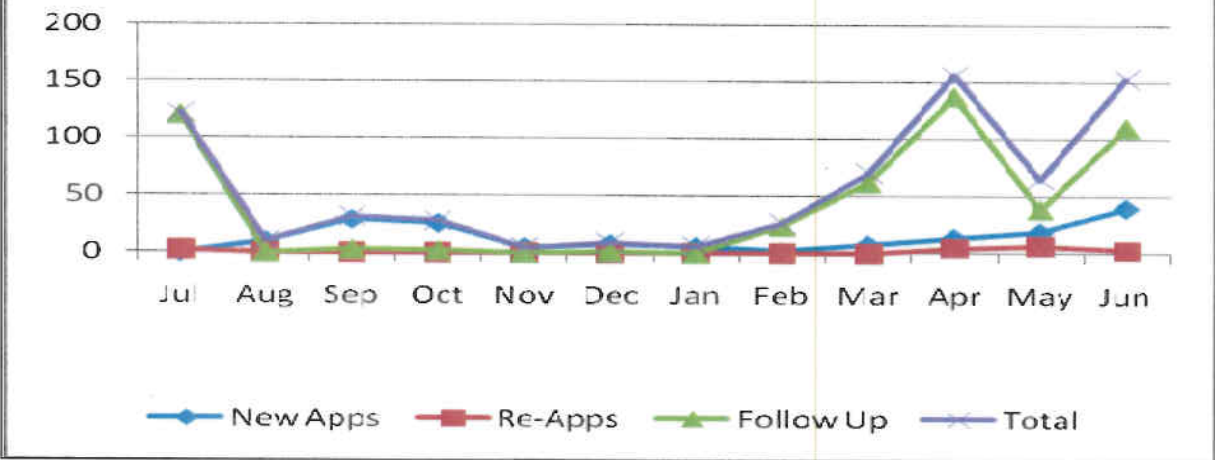


Applications Processed FY09 ARTMA

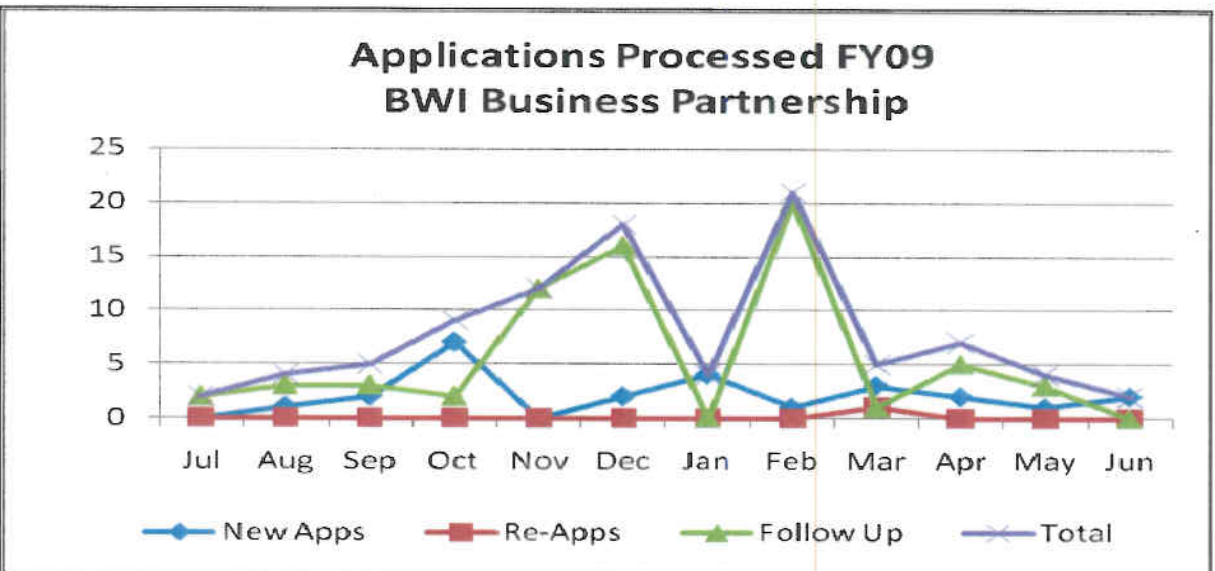


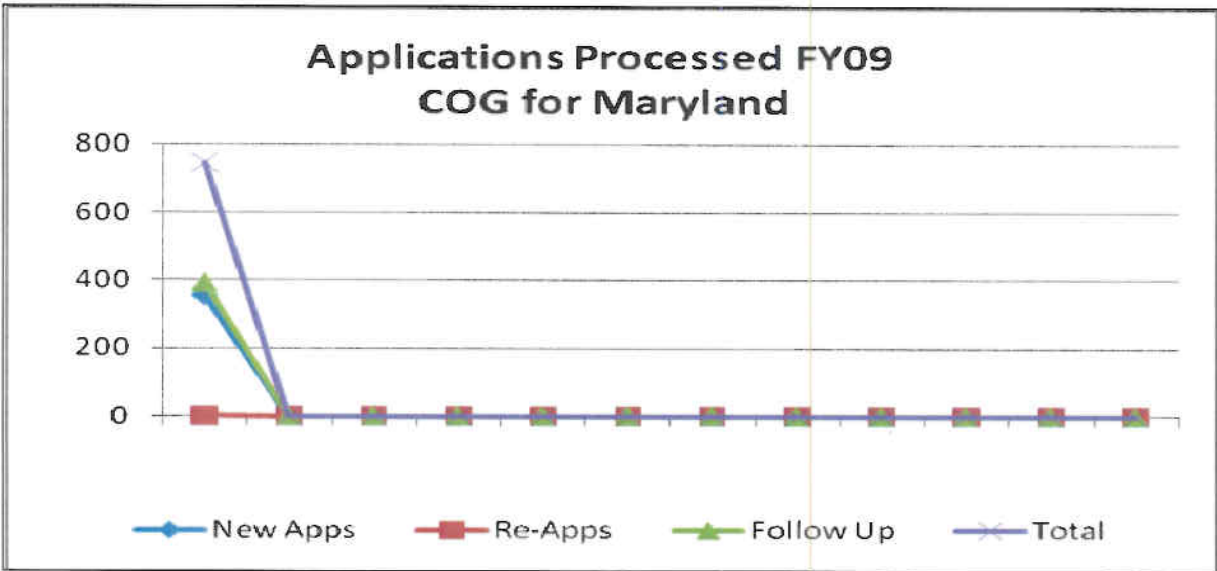
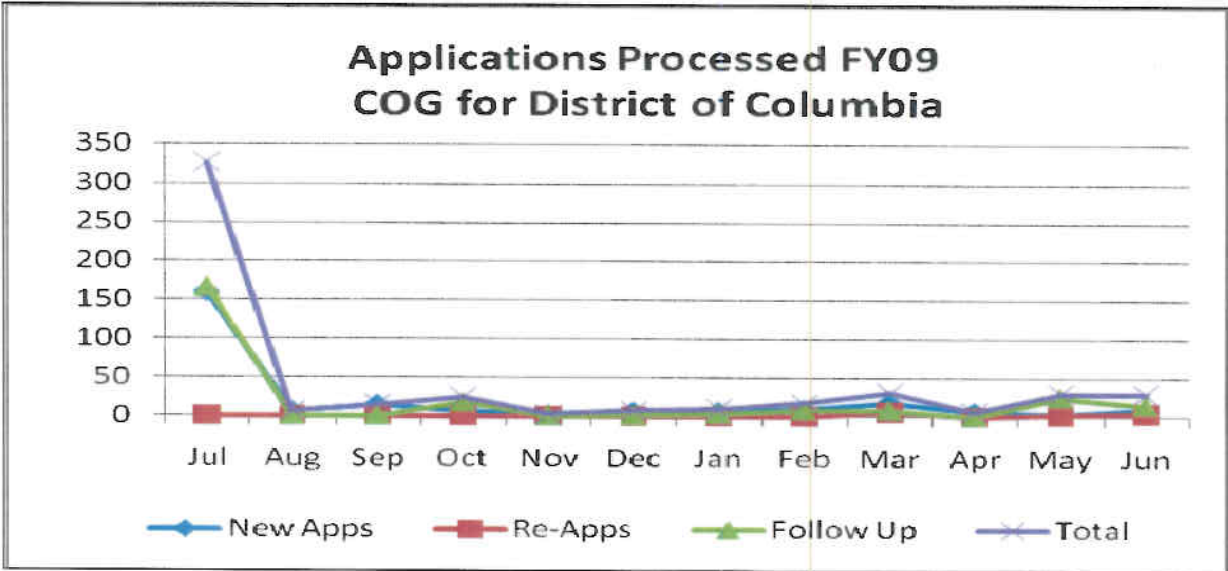


Applications Processed FY09 Bethesda Transportation Solutions

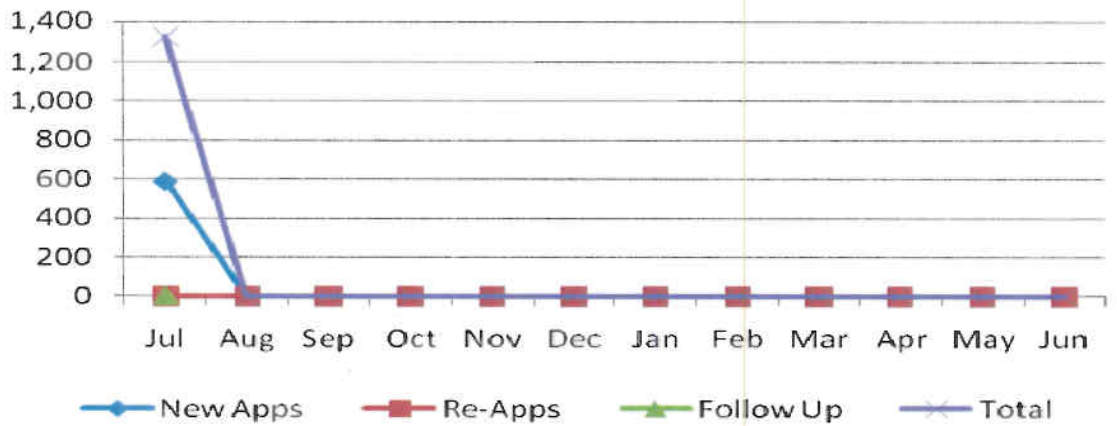


Applications Processed FY09 BWI Business Partnership

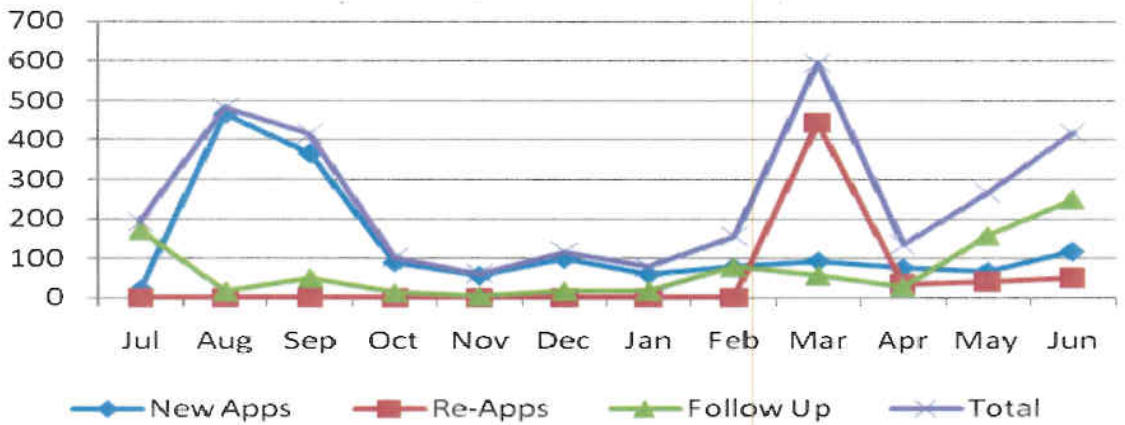




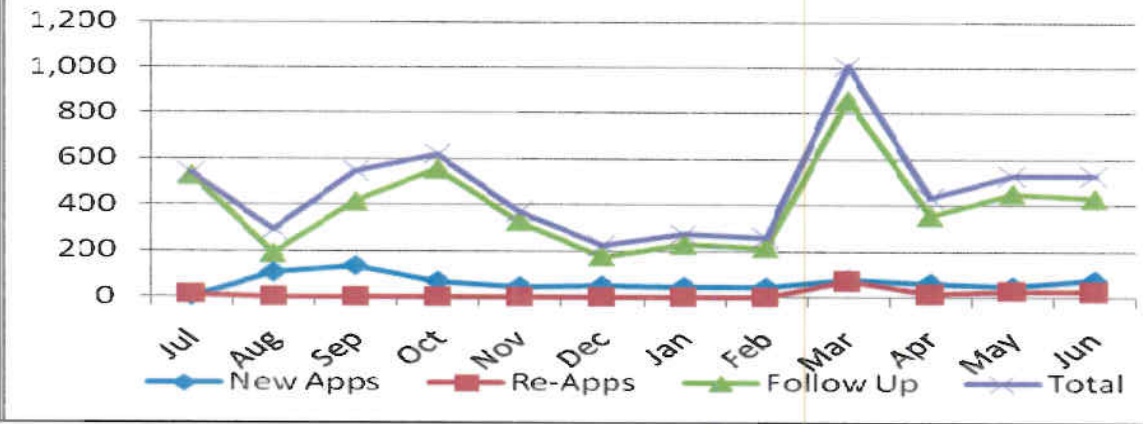
Applications Processed FY09 COG for Virginia



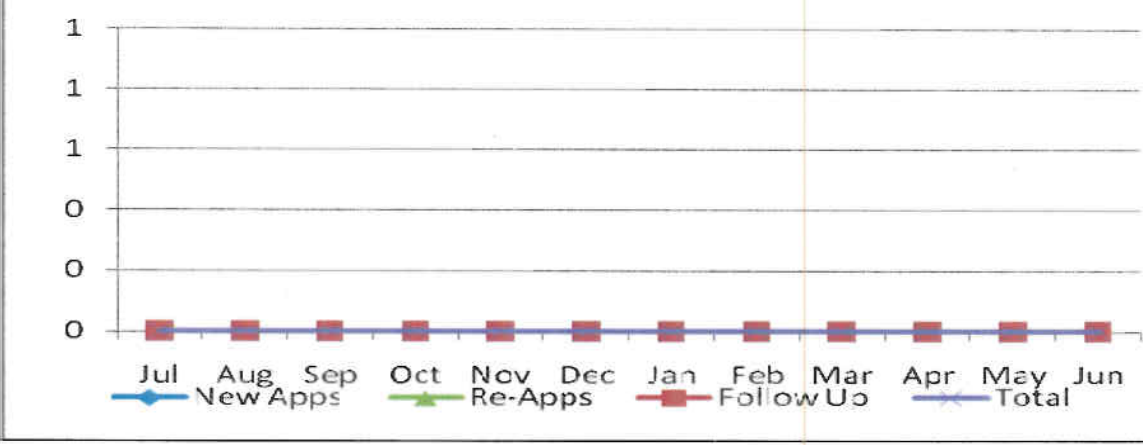
Applications Processed FY09 COG - DE, PA & WV

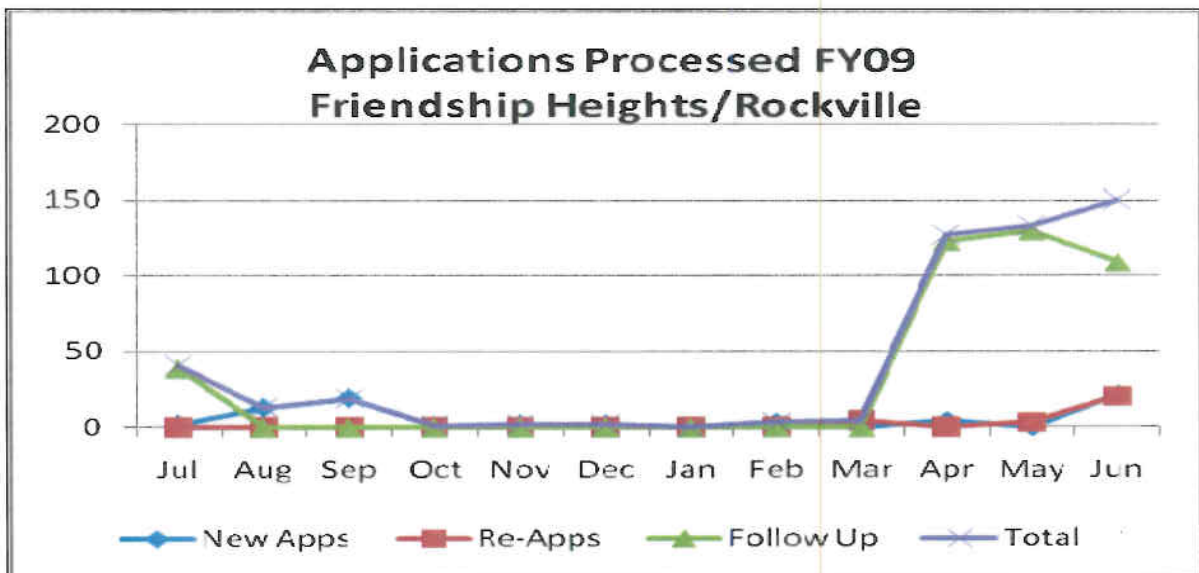
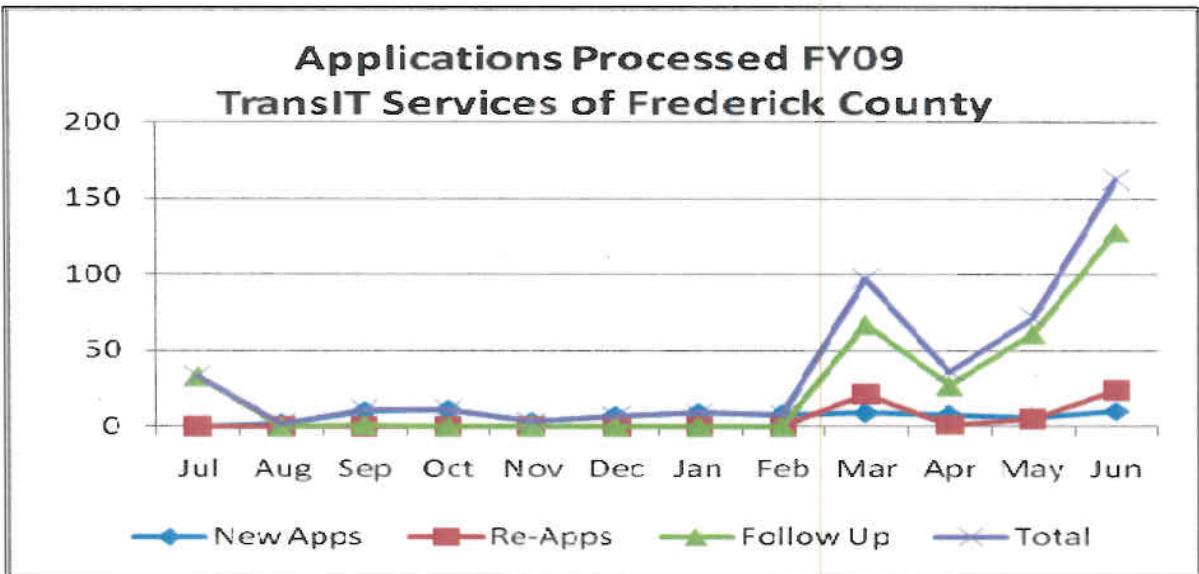


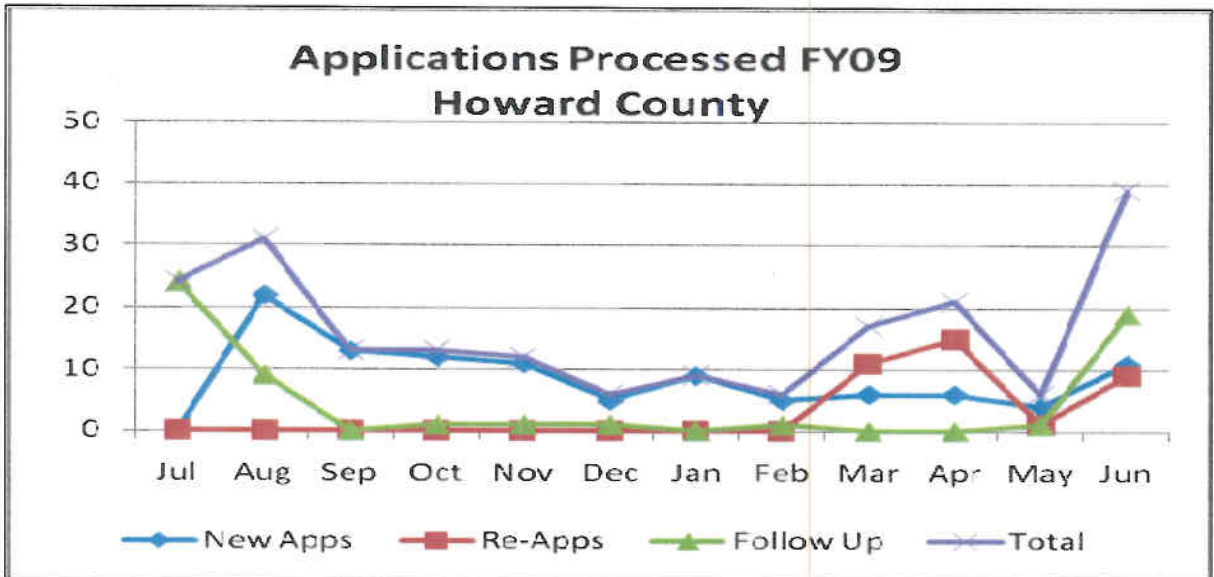
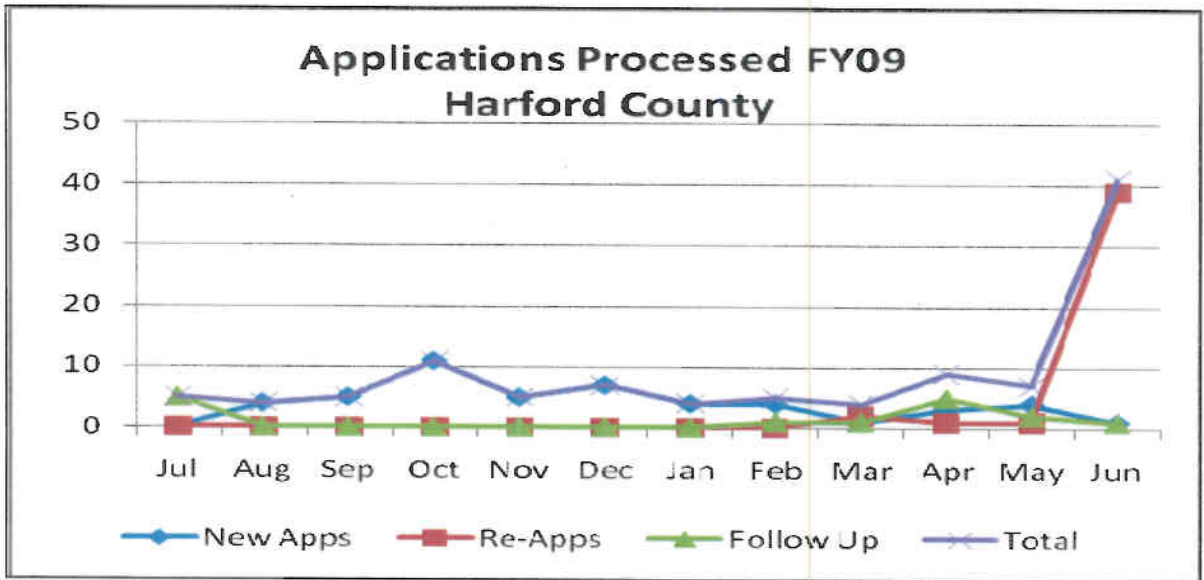
Applications Processed FY09 Fairfax County

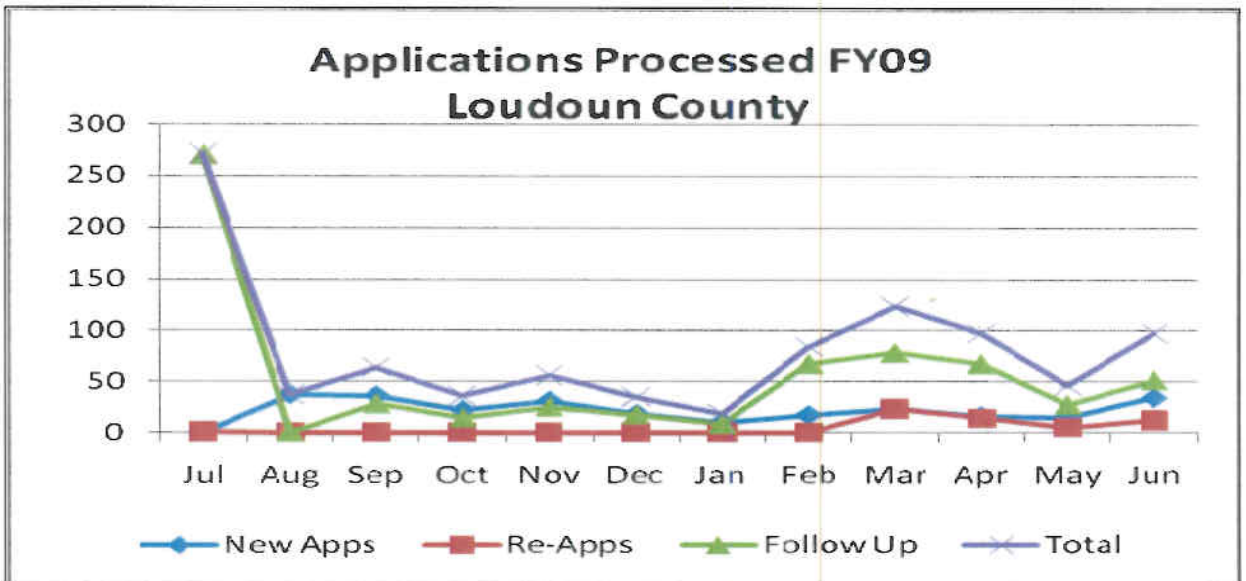
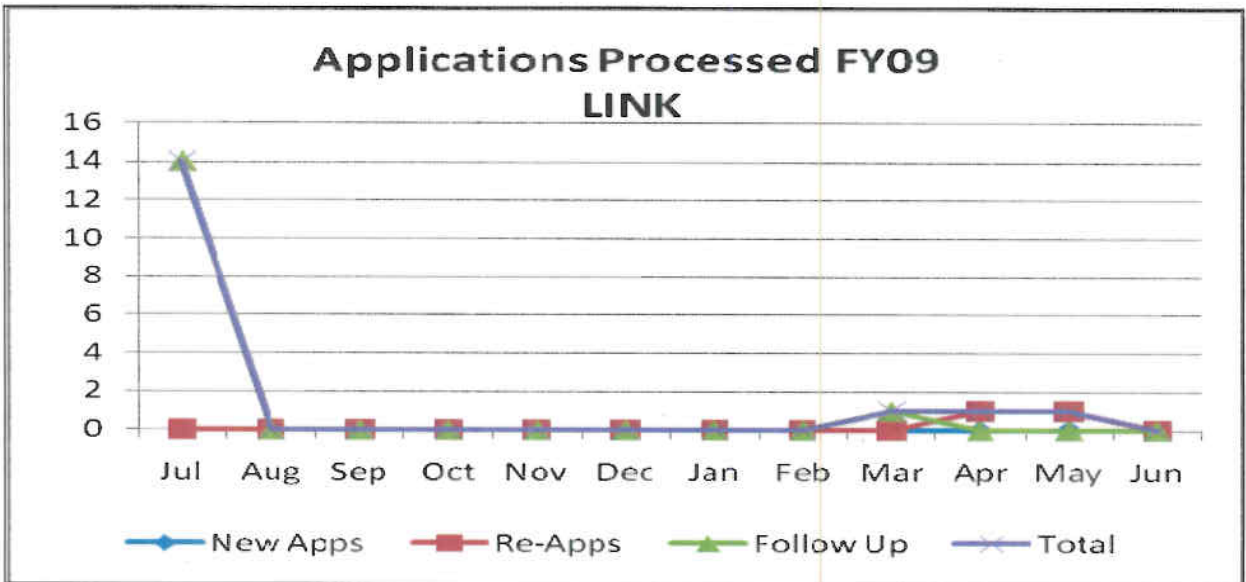


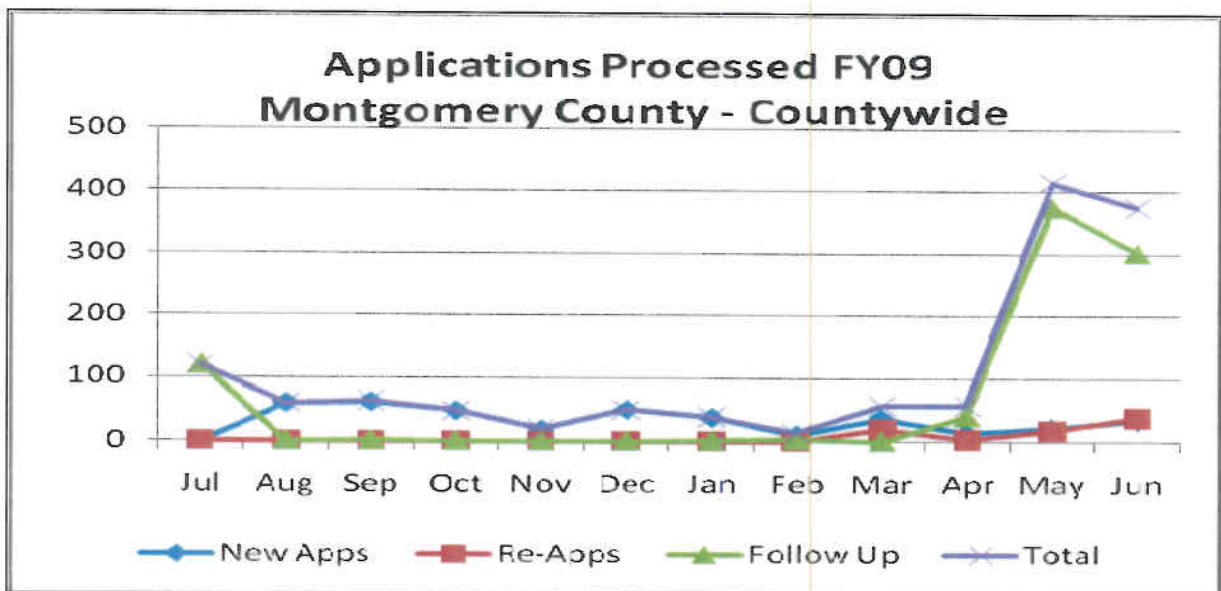
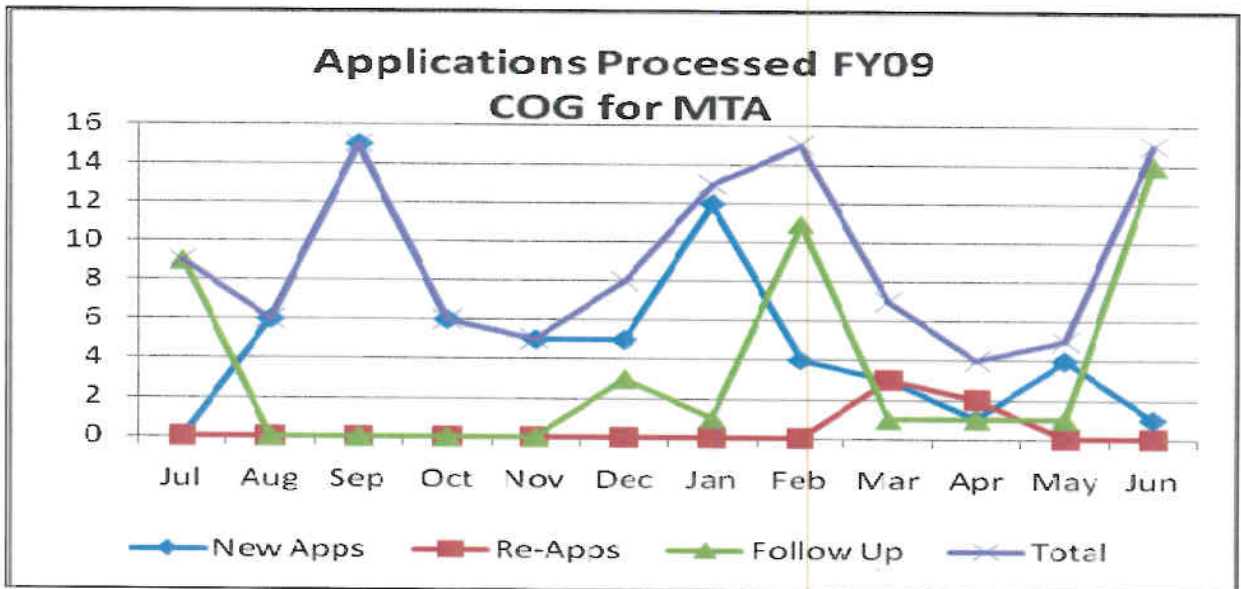
Applications Processed FY09 FDA

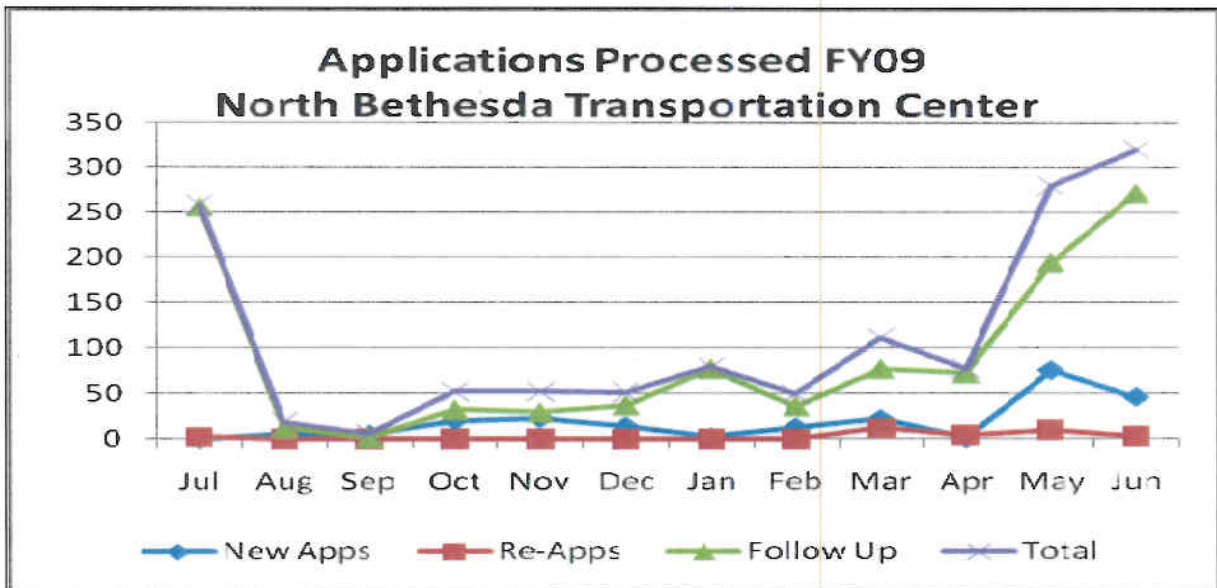
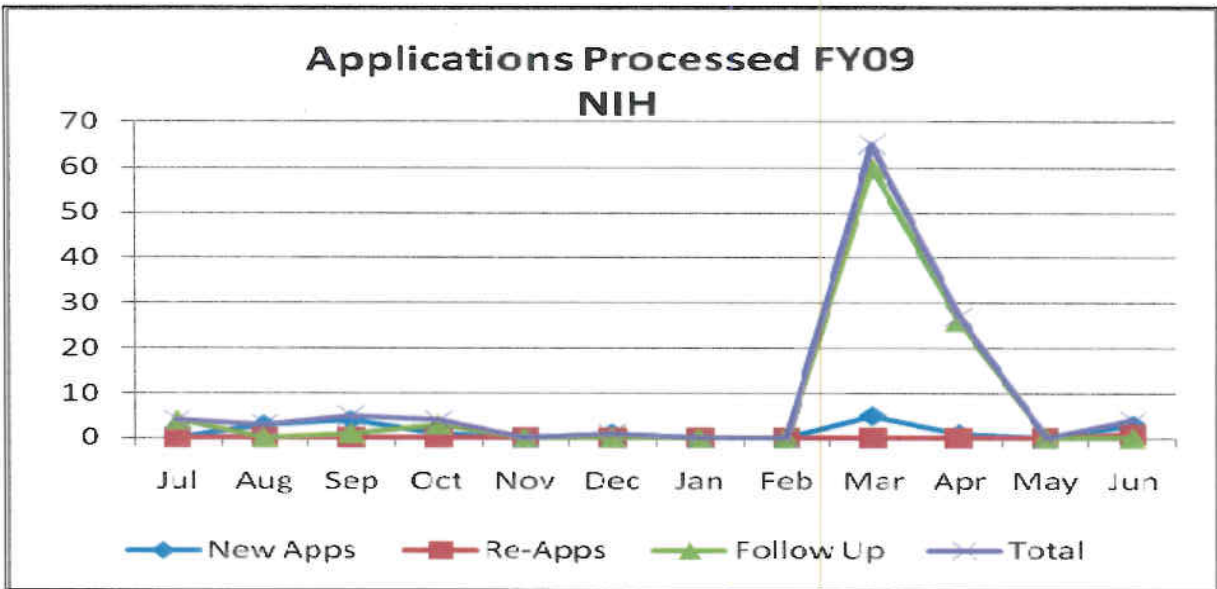


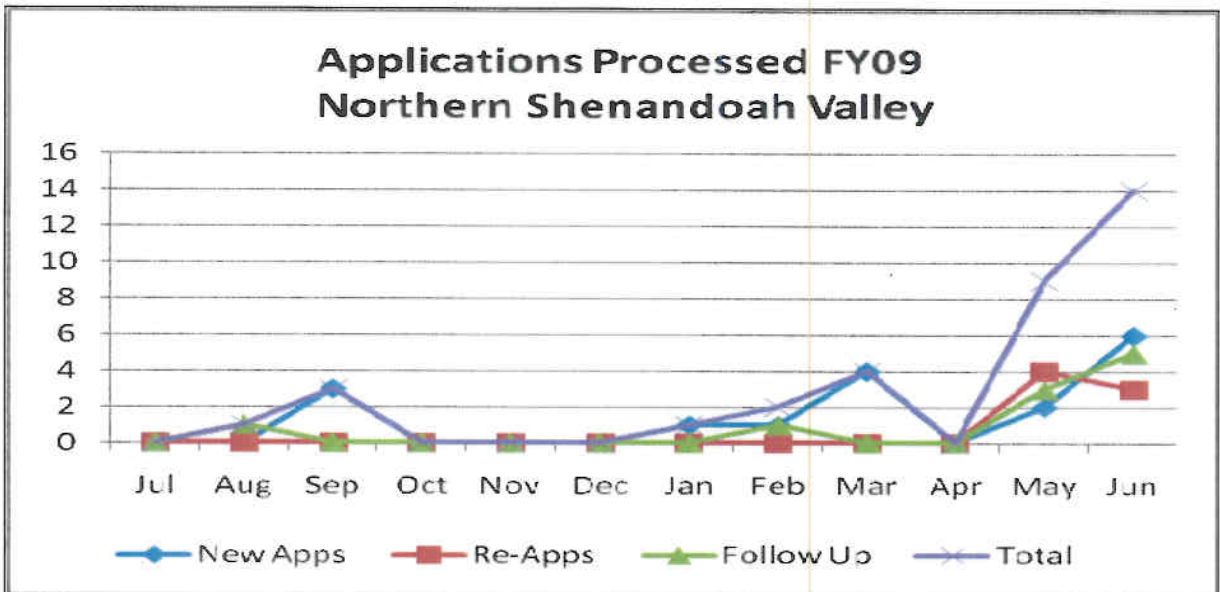
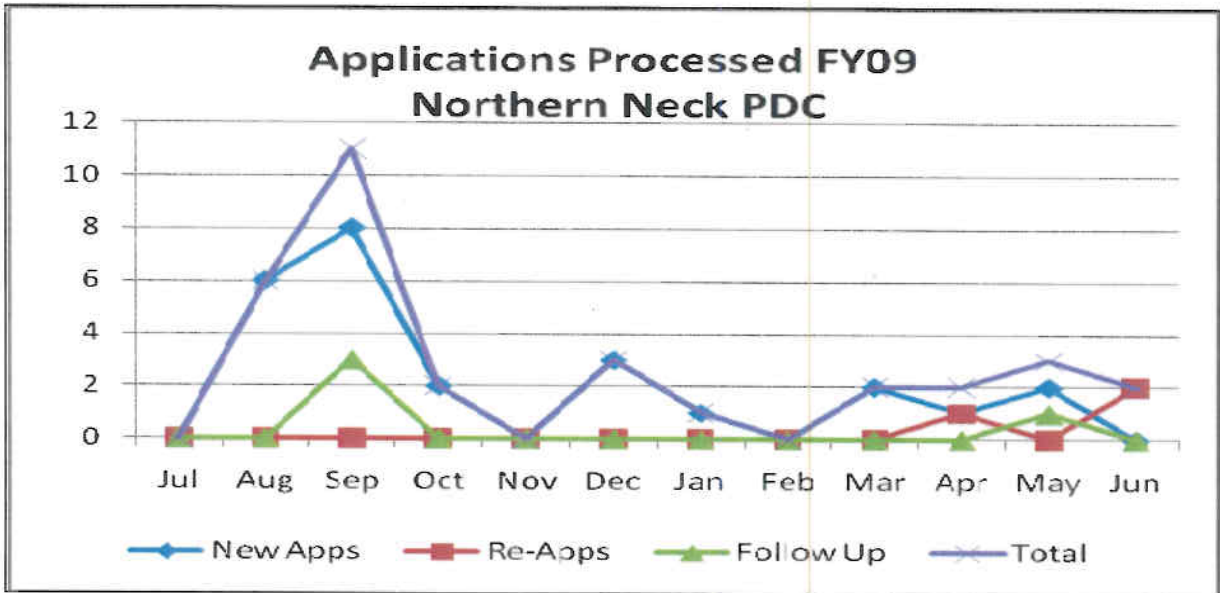


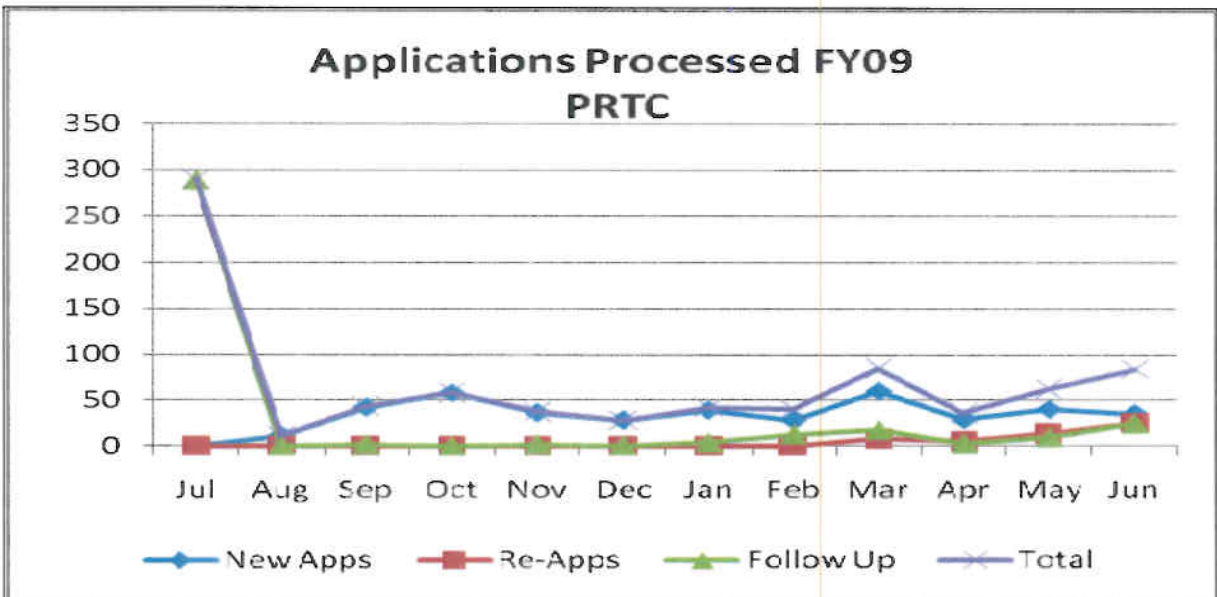
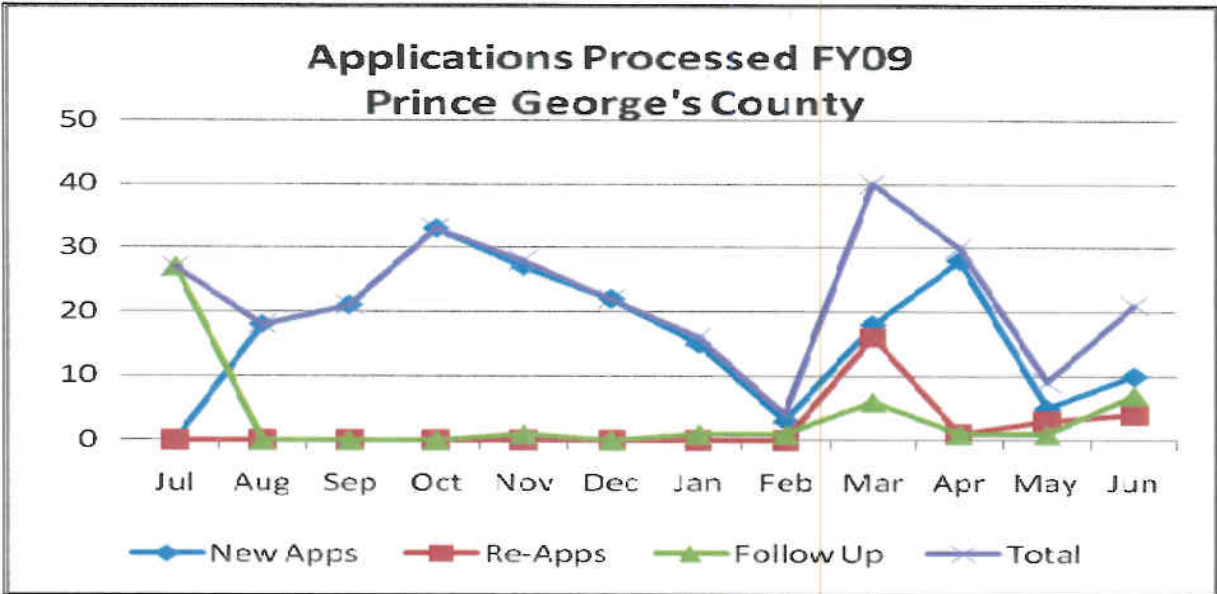




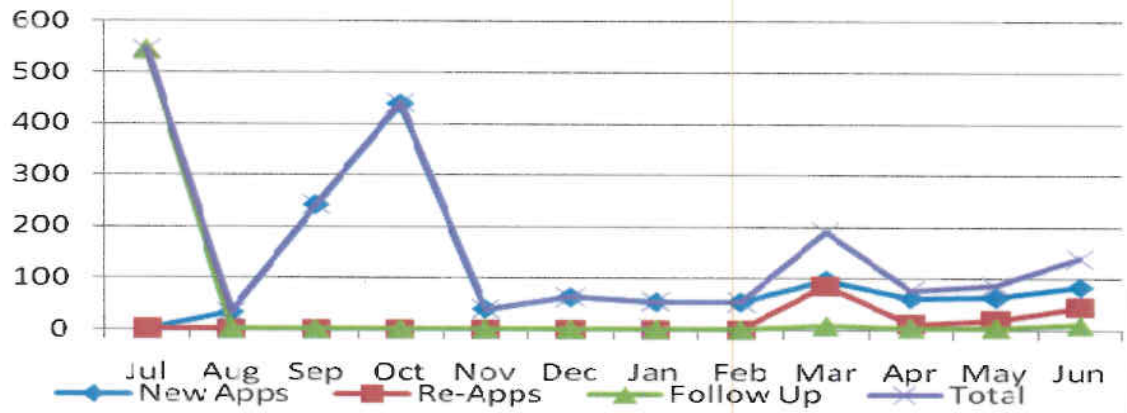




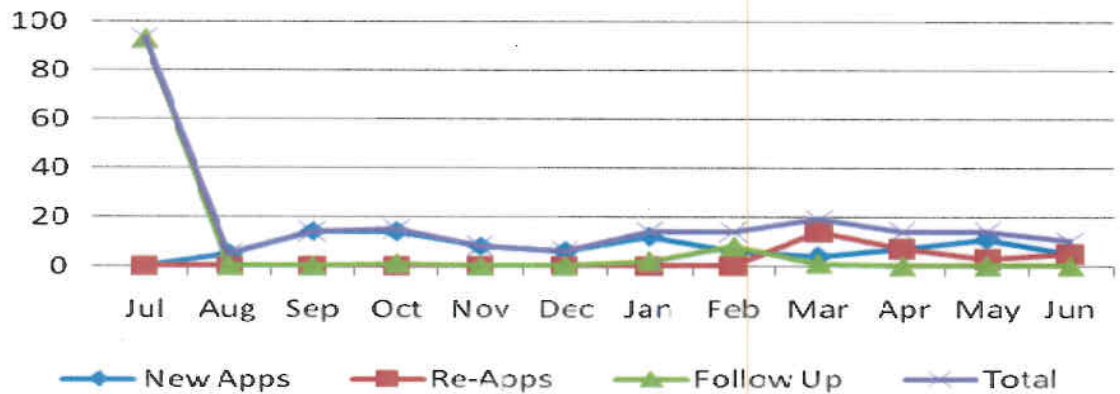




Applications Processed FY09 GW RIDE CONNECT



Applications Processed FY09 Rappahannock-Rapidan RC



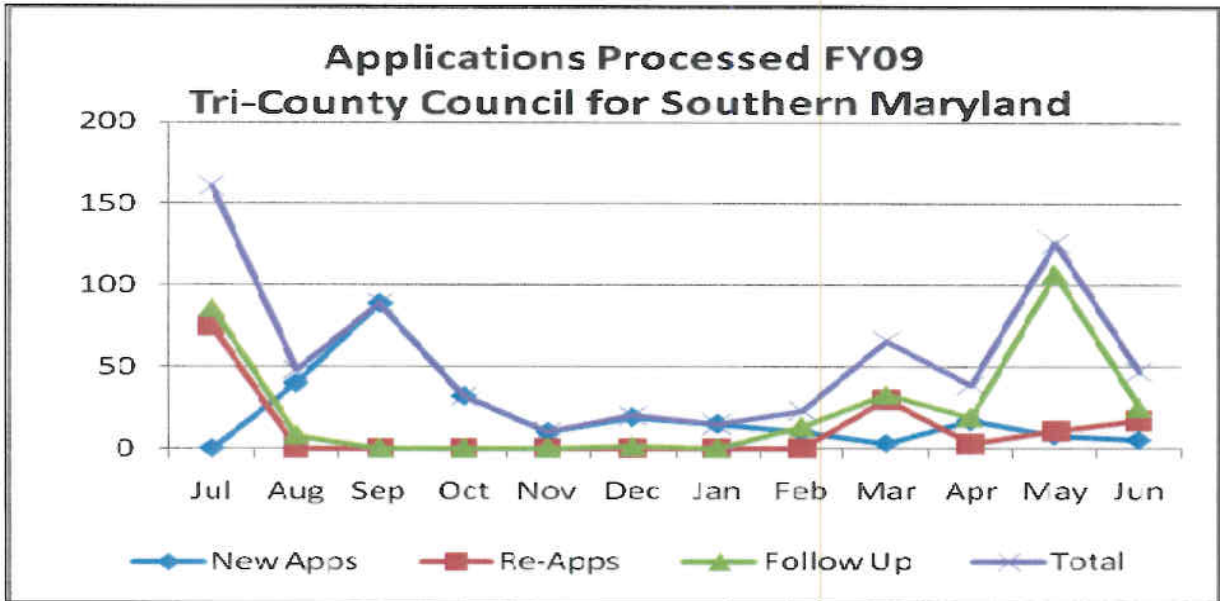
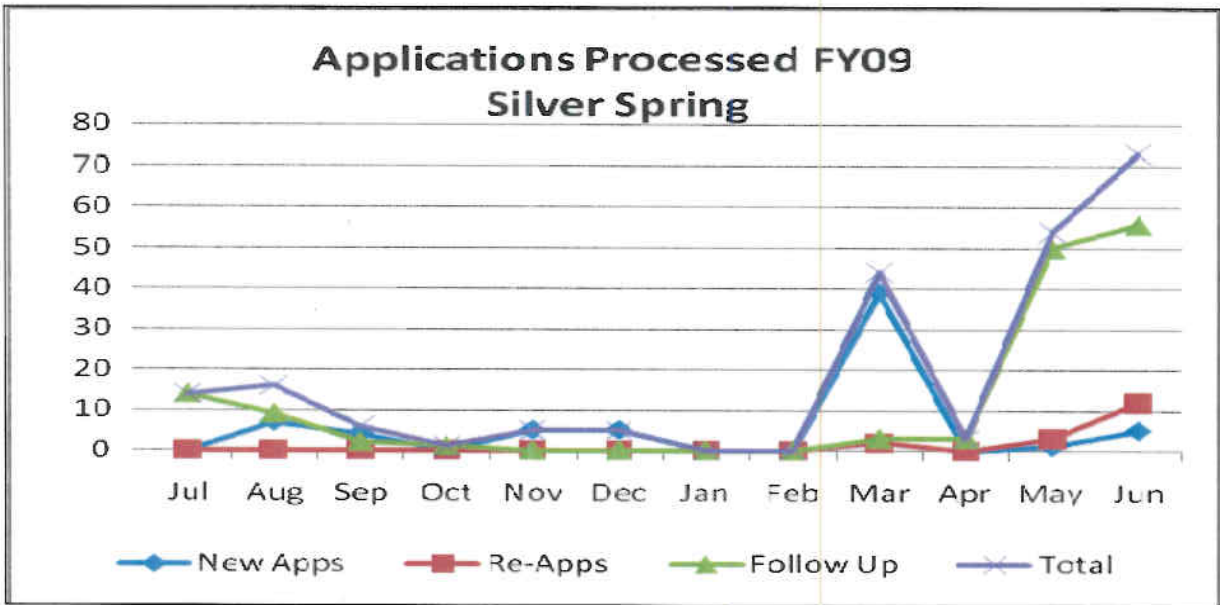


TABLE 5 TERM/Commuter Information FY 2009

APPLICATIONS	TELEWORK	GRH	E.O.	TRANSIT	BIKE	CIVPOOL	OTHER	
Mail	N/A	1224	N/A	N/A	N/A	334	N/A	
Internet	N/A	4822	N/A	N/A	N/A	7247	N/A	
Kiosks	N/A	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	2	N/A	
Fax/Phone	N/A	1	N/A	N/A	N/A	0	N/A	
From Client	N/A	1	N/A	N/A	N/A	26	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	1	N/A	
Direct Mailer	N/A	228	N/A	N/A	N/A	122	N/A	
TOTAL	N/A	6048	N/A	N/A	216	7610	N/A	
PHONE CALLS								
Brochure/Promo Materials	0	13	0	5	0	7	9	
Bus/Train Schedule	0	80	0	57	0	12	4	
Bus/Train Sign	0	6	0	29	0	5	2	
Direct Mail	0	1	0	1	0	4	12	
Employer	0	10	2	5	0	24	16	
Employer Survey	0	2	1	0	0	4	1	
Fair/On Site Event	0	0	0	0	0	4	1	
Government Office	0	8	0	0	0	8	1	
Highway Sign	0	5	0	101	0	59	168	
Information (411)	0	0	0	0	0	3	1	
Internet	0	83	0	58	1	175	37	
Library	0	0	0	0	0	2	0	
Mobile Billboard	0	0	0	0	0	0	0	
Newsletter	0	0	0	1	0	1	0	
Newspaper	0	0	0	2	0	6	1	
Newspaper (Local)	0	0	0	0	0	0	2	
Other Ridesharing Org	0	9	0	1	0	5	1	
Park-and-Ride Lot Sign	0	1	0	4	0	4	1	
Post Card (COG)	0	0	0	0	0	0	0	
Presentation	0	0	0	1	0	3	0	
Radio	0	36	0	10	0	90	10	
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	
Referral from Transit Org	0	7	0	11	0	34	13	
Theatre Slide	0	0	0	0	0	0	0	
TV	0	2	0	1	0	3	0	
Van Sign	0	27	1	0	0	11	5	
Was/Is Applicant	0	3568	3	46	0	394	348	
White Pages	0	4	0	0	0	5	3	
Word of Mouth	0	158	0	42	0	94	46	
Yellow Pages - Verizon	0	1	0	5	0	4	5	
Yellow Pages - Yellow Book	0	0	0	2	0	1	2	
Yellow Pages - Local/Other	0	3	0	61	0	16	13	
Voice Mail Messages	0	42	0	29	0	57	54	
Other/Unknown	0	29	0	16	0	36	28	
TOTAL CALLS	0	4095	7	488	1	1071	784	
TOTAL							34	153
							42	18
							57	8
							333	4
							354	2
							0	0
							0	0
							0	2
							0	9
							2	2
							16	10
							0	0
							4	4
							146	65
							0	0
							6	44
							4359	12
							340	15
							5	5
							93	182
							109	6446

TABLE 6A CALLS RECEIVED IN FY 2009

PROGRAM	T O C O A G L	O C N O L G Y	A L L X	A R L	A T M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W
Calls Transfrd by COG	N/A	N/A	10	2	29	2	**	19	0	0	95	16	75	3	21
How they heard...															
Brochure/Promo Matrls	34	27	0	0	11	0	0	0	0	0	0	0	0	0	6
Bus/Train Schedule	142	94	0	0	4	0	3	0	0	0	0	0	0	0	0
Bus/Train Sign	40	16	0	0	8	0	0	0	0	0	0	0	0	0	0
Direct Mail	18	16	0	0	0	0	2	0	0	0	0	0	0	0	0
Employer	54	44	0	0	2	0	1	0	0	0	0	0	0	0	3
Employer Survey	5	5	0	0	0	0	0	0	0	0	0	0	0	0	0
Fair/On Site Event	4	2	0	0	5	2	51	0	0	0	0	0	0	0	0
Government Office	15	12	0	0	0	0	0	0	0	0	0	0	0	0	2
GRH Program	1	2	0	0	2	0	0	0	0	0	0	0	0	0	0
Highway Sign	341	192	0	0	28	0	0	0	0	0	0	0	0	0	173
Information (411)	4	1	0	0	0	0	2	0	0	0	0	0	0	0	46
Internet	346	199	0	0	5	0	10	0	0	0	0	0	10	0	28
Library	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newsletter	2	1	0	0	14	0	0	0	0	0	0	0	0	0	0
Newspaper	8	6	0	0	0	0	0	0	0	0	0	0	0	0	0
Newspaper (Local)	2	2	0	0	7	0	0	0	0	0	0	0	0	0	0
Other Ridesharing Org	15	17	0	0	4	0	0	0	0	0	0	0	0	0	171
Park-and-Ride Sign	10	4	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Presentation	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio	146	100	0	0	0	0	0	0	0	0	0	0	0	0	0
Real Estate/Welcomew	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refferal from Transit Org	64	37	0	0	0	0	1	0	0	0	0	0	0	0	0
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	8	4	0	0	0	0	0	0	0	0	0	0	0	0	0
Van Sign	41	33	0	0	0	0	0	0	0	0	0	0	0	0	0
Was/Is Applicant	4242	3687	0	0	1	0	6	0	0	0	0	0	0	0	62
White Pages	12	5	0	0	0	0	0	0	0	0	0	0	0	0	0
Word of Mouth	345	250	0	0	0	5	15	0	0	0	0	0	705	0	11
Yellow Pgs-Bell Atlantic	15	12	0	0	19	0	0	0	0	0	0	0	0	0	1
Yellow Pgs-One Book	6	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	98	45	0	0	0	0	0	0	0	0	0	0	0	0	0
Voice Mail Messages	197	172	0	0	0	0	15	0	0	0	0	0	0	0	0
Other	110	60	0	0	4	0	5	0	0	0	0	0	2	0	53
Total	6331	5050	0	N/A	114	7	111	0	0	0	0	0	717	0	556

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

TABLE 6A CALLS RECEIVED IN FY 2009 (CON'T)

PROGRAM	L I N K	L D N	M C	M T A	N I H	N E C K	N S V R C	P G C	P R C	R A P	S S	S P A N I	T A P	T R I	T R A N S	T O T A L
Calls Transfrd by COG	0	37	39	16	0	8	19	71	93	24	**	**	**	42	187	808
How they heard...																
Brochure/Promo Matrls	0	763	21	0	0	0	0	0	0	0	5	0	80	0	0	913
Bus/Train Schedule	0	2243	130	0	0	0	0	0	0	0	69	3	99	0	0	2645
Bus/Train Sign	0	967	7	0	0	0	0	0	0	0	0	0	0	0	0	998
Direct Mail	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	62
Employer	0	8	8	0	0	0	0	0	0	0	0	0	2	0	0	68
Employer Survey	0	0	1	0	0	0	0	0	0	0	0	0	10	0	0	16
Fair/On Site Event	0	9	0	0	0	0	0	0	0	0	0	0	30	0	0	99
Government Office	0	0	15	0	0	0	0	0	0	2	0	0	0	0	0	31
GRH Program	0	14	112	0	0	0	0	0	0	7	25	2	0	0	0	164
Highway Sign	0	25	0	0	0	0	0	0	0	2	4	0	0	0	0	424
Information (411)	0	15	111	0	0	0	0	0	0	0	0	0	0	0	0	175
Internet	0	1428	111	0	0	0	0	0	0	42	11	0	8	0	0	1852
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0	0	0	0	29	0	0	44
Newspaper	0	47	3	0	0	0	0	0	0	0	0	0	0	0	0	56
Newspaper (Local)	0	148	0	0	0	0	0	0	0	0	0	0	0	0	0	157
Other Ridesharing Org	0	869	0	0	0	0	0	0	0	0	0	0	14	0	0	1075
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Post Card (COG)	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	4
Radio	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	103
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refferal from Transit Org	0	530	5	0	0	0	0	0	0	0	2	0	0	0	0	575
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TV	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Van Sign	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	38
Was/Is Applicant	0	6	46	0	0	0	0	0	0	8	7	0	19	0	0	3842
White Pages	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Word of Mouth	0	634	231	0	0	0	0	0	0	1	68	4	4	0	0	1928
Yellow Pgs-Bell Atlantic	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	35
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Yellow Pages-Local	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	48
Voice Mail Messages	0	132	1	0	0	0	0	0	0	2	117	6	3	0	0	448
Other	0	325	17	0	0	0	0	0	0	0	7	0	106	0	0	579
Total	0	8175	829	N/A	0	0	0	0	0	64	315	15	452	0	0	16405

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

TABLE 6B APPLICATIONS RECEIVED AT CLIENT PROGRAMS IN FY 2009

PROGRAM	C O G	A L X	A R M A	B A L T	B E T H	B M C	B W I	F D A	F F X	F R E D	G W R I D	H A R	H O W
How they heard...													
Brochure/Promo Matrls	50	20	10	4	2	12	4	0	132	31	46	3	9
Bus/Train Schedule	17	10	15	4	1	5	1	0	53	11	31	1	15
Bus/Train Sign	7	16	4	2	0	2	0	0	25	6	18	1	6
Direct Mail	6	6	10	0	3	0	0	0	86	11	13	1	1
Employer	48	14	18	18	1	36	5	0	115	31	106	14	21
Employer Survey	2	0	1	0	17	0	0	0	14	0	4	0	0
Fair/On Site Event	4	1	3	3	194	0	0	0	5	3	6	13	2
Government Office	16	9	20	3	0	3	6	0	51	12	52	6	42
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0
Highway Sign	5	0	1	1	0	1	0	0	20	1	15	1	1
Information (411)	1	0	0	0	0	0	0	0	1	0	1	0	1
Internet	75	16	30	50	122	37	9	0	210	43	197	27	38
Library	0	0	0	0	0	0	0	0	4	0	1	0	0
Mobile Billboard	0	0	1	0	0	0	0	0	0	1	2	0	0
Newsletter	0	1	0	1	0	1	0	0	3	1	4	1	0
Newspaper	5	0	1	0	0	0	2	0	7	3	6	2	1
Newspaper (Local)	1	2	3	1	0	0	2	0	8	3	12	0	1
Other Ridesharing Org	7	4	16	0	1	3	0	0	10	3	38	5	15
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	1	2	2	0	0	0	0	0	7	2	2	0	0
Presentation	2	0	2	0	0	0	0	0	4	0	1	1	1
Radio	45	29	50	13	5	25	14	0	238	50	204	5	36
Real Estate/Welcomew	1	1	2	0	0	0	0	0	1	0	1	0	0
Referral from Transit Org	1	2	2	1	0	0	2	0	8	1	11	1	2
Theatre Slide	0	0	0	0	0	0	0	0	0	0	1	0	0
TV	7	4	3	0	0	3	2	0	29	4	14	0	2
Van Sign	2	0	1	1	0	1	0	0	2	1	13	0	1
Was/Is Applicant	27	3	4	1	0	3	0	0	39	4	51	1	11
White Pages	0	0	0	0	0	0	0	0	0	0	1	0	0
Word of Mouth	58	18	25	11	1	15	6	0	160	39	1072	14	22
Yellow Pgs-Bell Atlantic	0	0	0	0	0	0	0	0	0	1	1	0	0
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0
Yellow Pages-Local	2	0	0	0	0	0	0	0	0	0	1	0	0
Voice Mail Messages	1	0	0	0	0	0	0	0	0	0	1	0	0
Other	781	19	93	14	2	37	19	0	527	95	404	14	75
Total	1172	177	317	128	349	184	72	0	1759	357	2330	111	303

NOTE: Table 6B data is determined by the question: "How did you hear about us?" using the TDM System interface.
 **Montgomery County (MC) applications are included in column "MC" except for applications from Silver Spring, MD that are included in column "SS."

TABLE 6B APPLICATIONS RECEIVED AT CLIENT PROGRAMS IN FY 2009 (CON'T)

PROGRAM	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A P	S S	T A P	T R I	T O T A L
How they heard...														
Brochure/Promo Matrls	0	50	50	2	3	1	5	123	96	14	4	2	48	721
Bus/Train Schedule	0	50	22	5	0	0	6	27	66	4	0	1	56	401
Bus/Train Sign	0	15	10	1	0	0	3	10	38	3	0	0	4	171
Direct Mail	0	17	17	1	0	0	3	28	25	0	1	2	4	235
Employer	0	44	67	17	46	0	17	46	104	8	3	11	52	842
Employer Survey	0	0	122	1	2	0	0	0	4	0	23	53	1	244
Fair/On Site Event	0	2	6	0	0	0	0	17	5	0	2	195	6	467
Government Office	0	14	17	9	6	1	3	25	61	8	1	6	27	398
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Highway Sign	0	5	4	1	0	2	8	3	3	12	0	1	3	88
Information (411)	0	0	0	0	0	0	0	0	2	0	0	0	0	6
Internet	1	103	116	16	0	4	17	53	153	41	8	17	42	1425
Library	0	1	0	0	0	0	0	0	1	0	0	0	0	7
Mobile Billboard	0	5	0	0	0	0	0	0	2	0	0	0	0	11
Newsletter	0	10	2	0	1	0	0	1	4	2	0	0	1	33
Newspaper	0	3	2	1	1	0	0	3	7	2	0	0	3	49
Newspaper (Local)	0	3	4	0	0	0	1	2	4	3	1	0	2	53
Other Ridesharing Org	0	8	6	0	0	11	6	4	201	2	0	0	17	357
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Post Card (COG)	0	0	22	0	2	0	0	1	8	0	1	0	9	59
Presentation	0	0	180	0	0	0	0	2	1	0	54	3	1	252
Radio	0	105	117	16	2	3	19	81	234	44	4	4	78	1421
Real Estate/Welcomew	0	0	0	0	0	0	0	1	0	1	0	0	0	8
Refferal from Transit Org	0	7	3	0	0	0	1	3	14	0	0	0	16	75
Theatre Slide	0	0	0	0	0	0	0	0	1	0	0	0	0	2
TV	0	12	11	3	0	1	3	18	27	4	1	0	15	163
Van Sign	0	3	2	1	0	0	2	1	1	4	0	0	2	38
Was/Is Applicant	0	14	16	2	2	1	0	14	34	8	1	2	20	258
White Pages	0	0	1	0	0	0	0	0	0	0	0	0	1	3
Word of Mouth	0	57	67	34	1	3	14	42	231	26	44	0	86	2046
Yellow Pgs-Bell Atlantic	0	0	1	0	0	0	0	0	0	0	0	0	0	3
Yellow Pgs-One Book	0	0	0	0	0	0	0	2	0	0	0	0	0	2
Yellow Pages-Local	0	0	1	0	0	0	0	1	1	0	0	0	0	6
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Other	6	272	78	17	1	15	9	121	334	79	8	109	179	3308
Total	7	800	944	127	67	42	117	629	1662	265	156	406	673	13154

NOTE: Table 6B data is determined by the question: "How did you hear about us?" using the TDM System interface.
 **Montgomery County (MC) applications are included in column "MC" except for applications from Silver Spring, MD that are included in column "SS."

Table 1
Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary
FY 2009 Totals

Commuter Connections Activity	July 1, 2008 - June 30, 2009
Total applicants/info provided:	16,743
Rideshare applicants	9,300
Matchlists sent	18,683
Transit applicants/info sent	1,517
GRH applicants	6,276
Bike to Work Info Requests	219
Telework info requests	223
Vanpool applicants	N/A
Kiosk users	0
Kiosk applicants	0
Internet users	105,978
Internet applicants	12,069
New employer clients	514
Employee applicants	151

Program Impact Performance Measure	July 1, 2008 - June 30, 2009
Continued placements	2,499
Temporary/one-time placements	1,387
Daily vehicle trips reduced	1,155
Daily VMT reduced	37,094
Daily tons NOx reduced	0.0275
Daily tons VOC reduced	0.0120
Daily gallons of gas saved	1,558
Daily commuter costs saved	\$6,417

NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift to a higher occupancy commute mode, and 3) current commute alternative users that increase the number of days they use a commute alternative. Daily vehicle trips reduced include both trips to work and trips

FIGURE 1

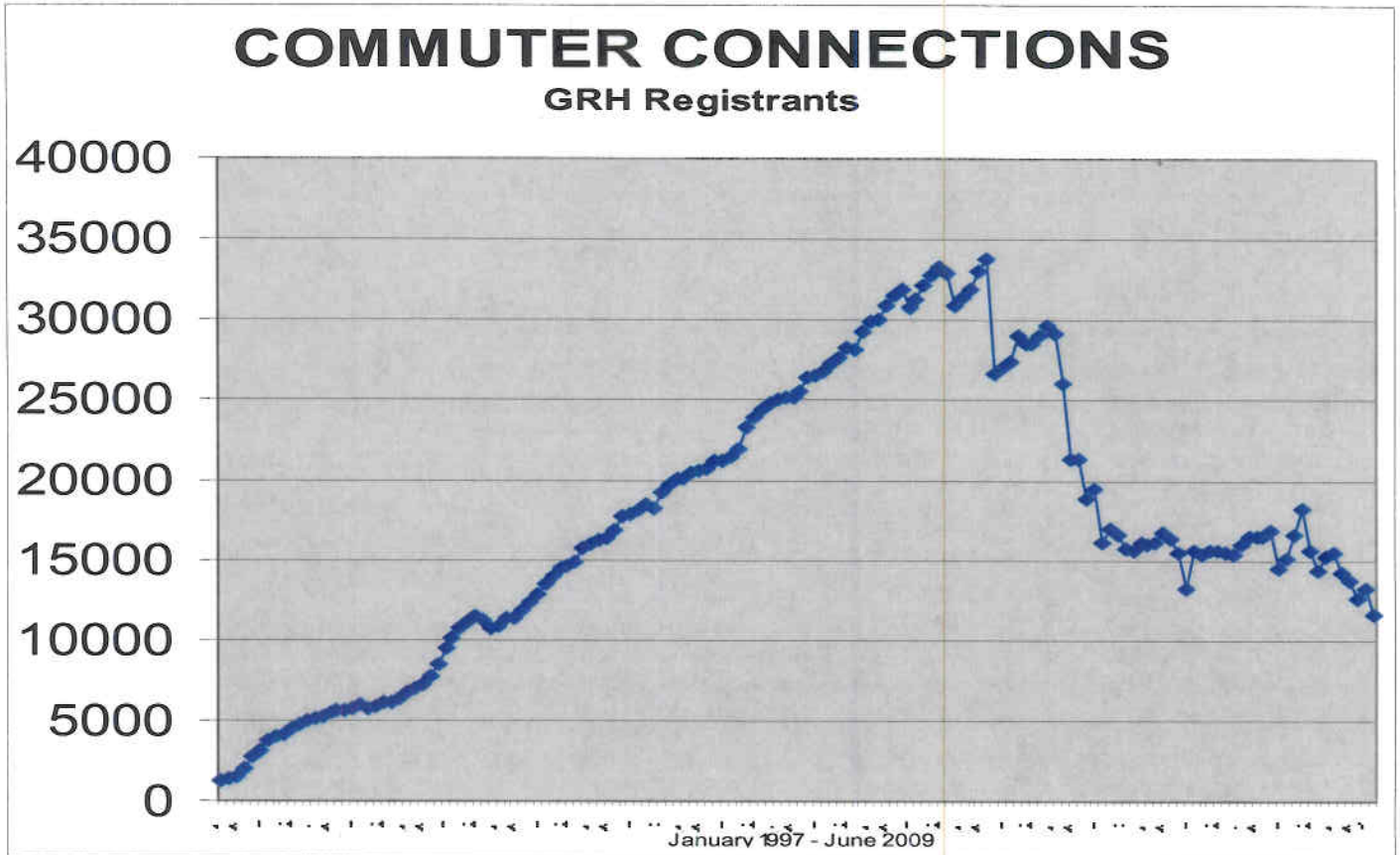


FIGURE 2

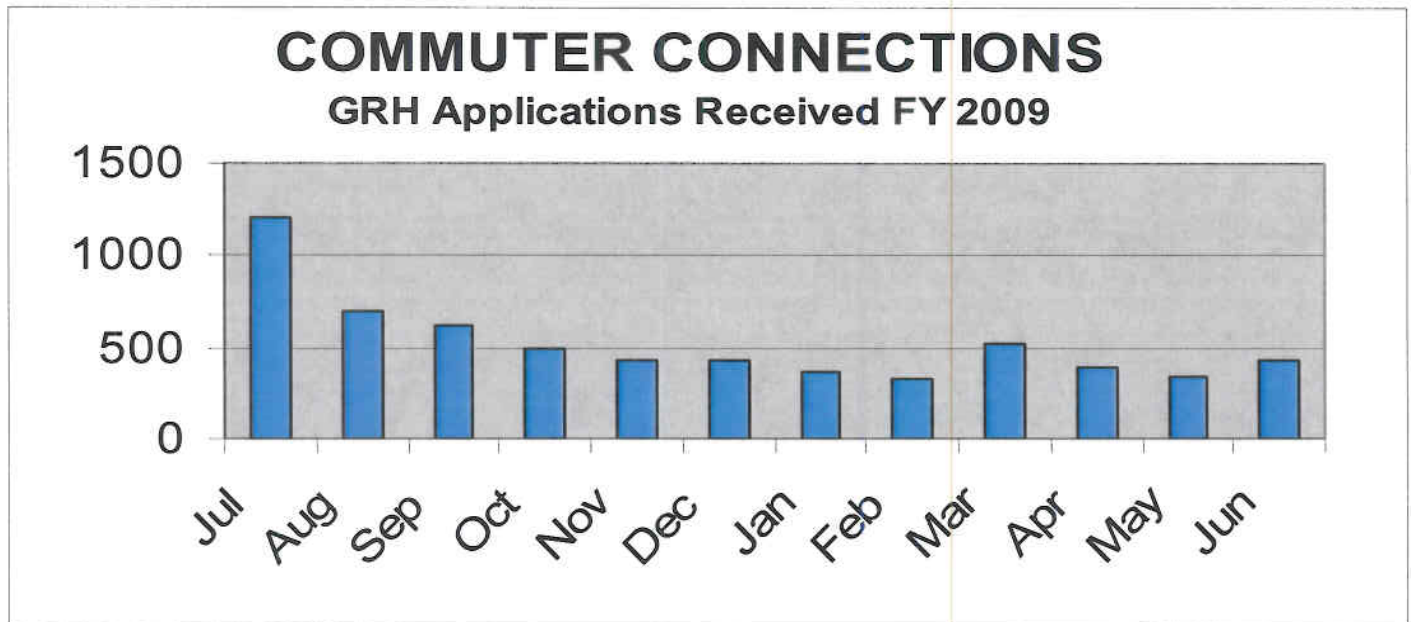


FIGURE 3

COMMUTER CONNECTIONS Where GRH Registrants Live

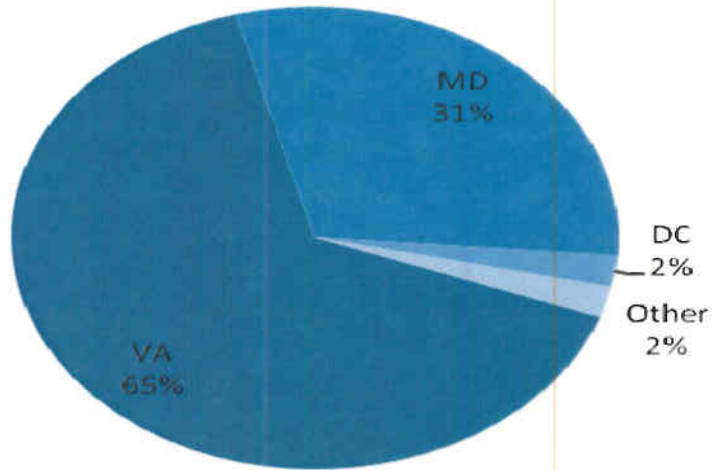


FIGURE 4

COMMUTER CONNECTIONS Where GRH Registrants Work

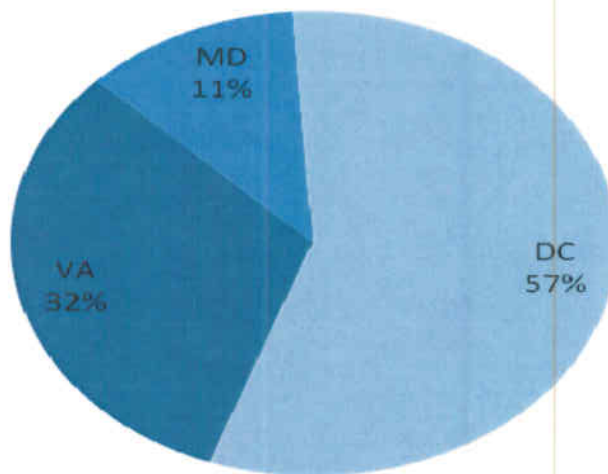


FIGURE 5

COMMUTER CONNECTIONS Commute Mode of GRH Registrants

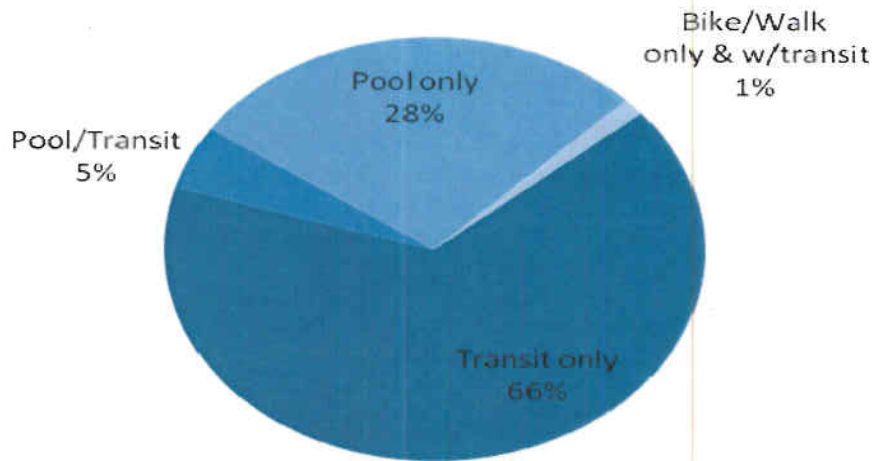


FIGURE 6

COMMUTER CONNECTIONS Commute Mode of FY2008 GRH Users

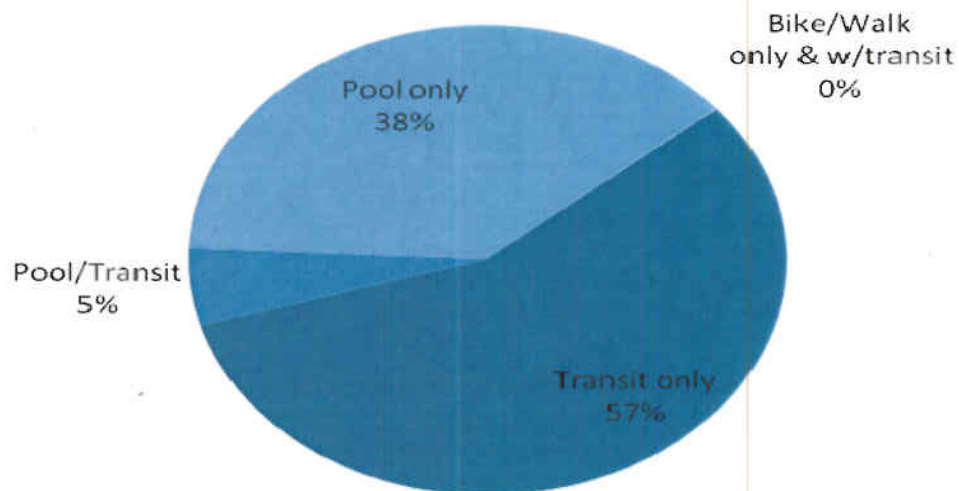


FIGURE 7

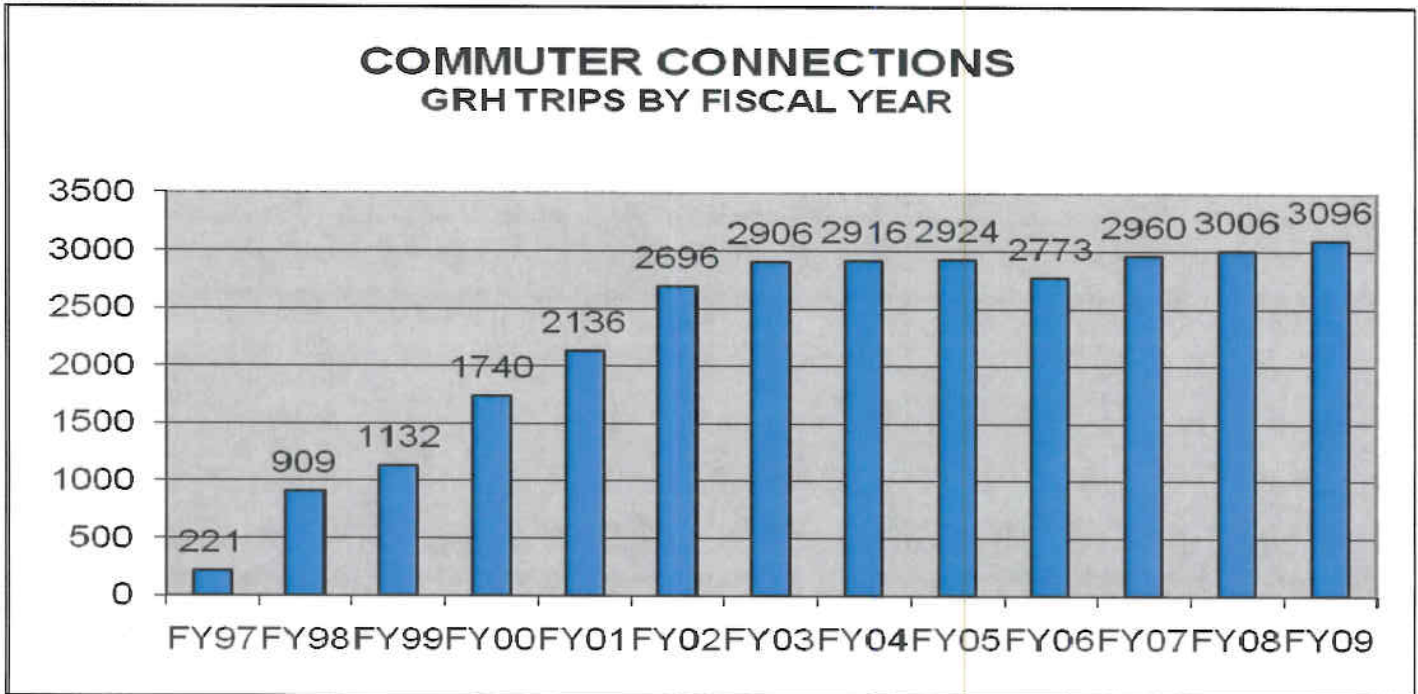
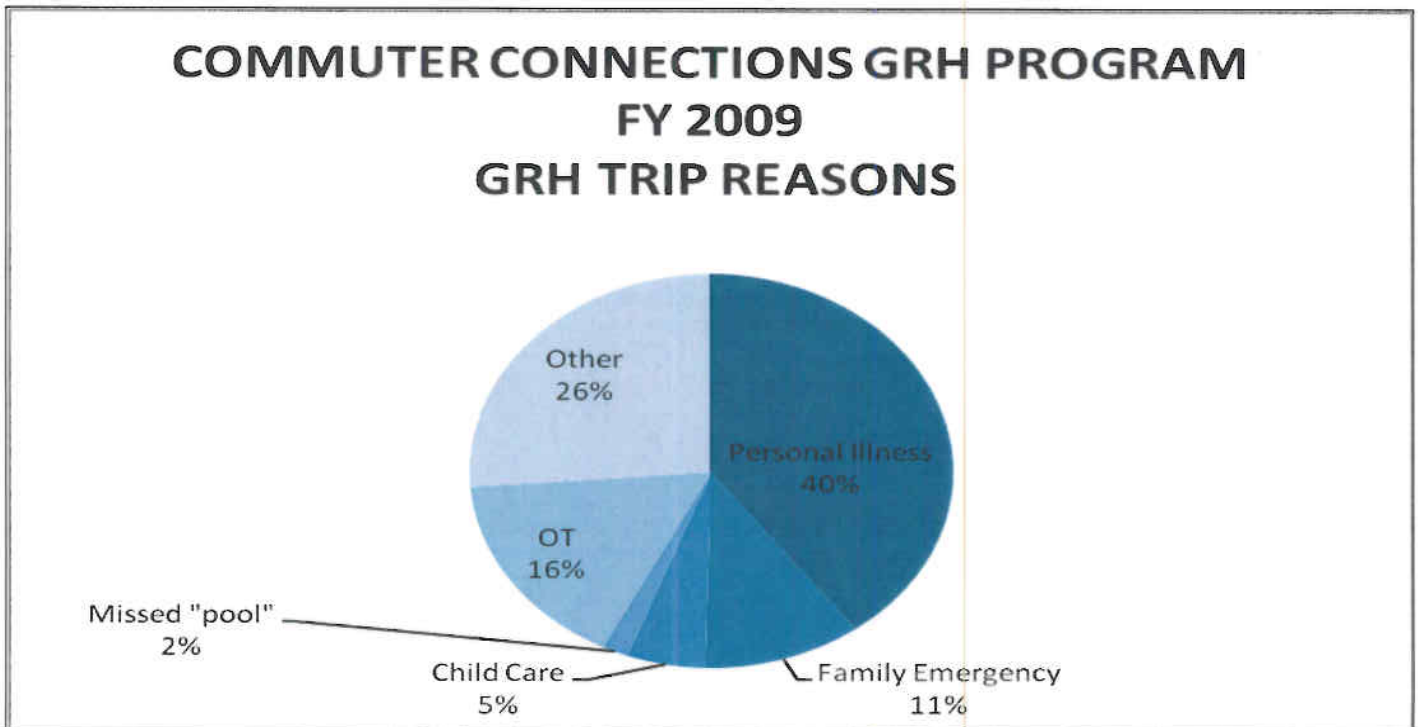


FIGURE 8

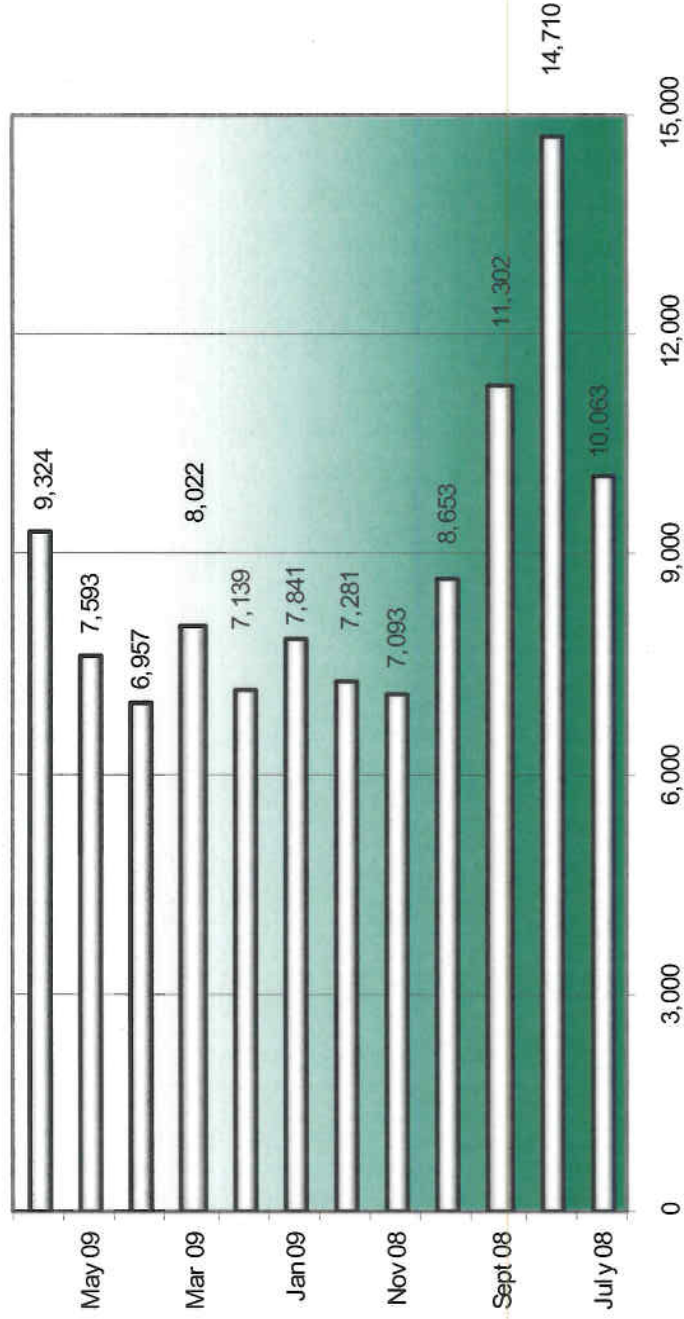


FY2009

Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Telework	Metro
Employers Contacted (new) Site Visits (prospects)	15	35	32	126	0	5	267	2	0	0	8	0
Employers Contacted (follow-up)	997	1268	94	203	92	0	4921	0	25	2	6	0
Total Broadcast Contacts Letters, Flyers, Newsletter	32578	13247	15	3576	184	1	22067	1610	0	200	0	0
Total Sales Meetings	31	69	34	109	9	3	240	4	0	6	3	0
Total Employers Contacted	33624	15054	217	4075	330	138	28904	1984	36	214	19	0
New Level 1 TDM Programs	1	16	0	13	1	0	24	1	0	0	0	0
New Level 2 TDM Programs	6	2	1	26	1	0	29	0	0	0	0	0
New Level 3 TDM Programs	5	8	5	33	0	0	18	0	0	0	0	0
New Level 4 TDM Programs	1	2	0	15	0	0	0	1	0	0	0	0



FY09 Monthly Home Page Visits



Number of Views 105,978

Program Requirements

Program Purpose

The purpose of the 'Pool Rewards program is to encourage drive alone commuters to change their commuter behavior by trying carpooling. By carpooling, commuters will improve air quality and reduce traffic congestion. Drive alone commuters are offered an incentive to start carpooling in the hopes that participants will continue to carpool even after completion of the program.

Need help getting started?

The Commuter Connections Rideshare Program helps individuals find potential carpool partners. Go to www.commuterconnections.org to learn more about the program and to sign up for the free program.

Rules of Eligibility

1. You must currently be driving alone to work in order to qualify for this program. Driving alone is defined as operating a motor vehicle to travel to work with no other adult passengers occupying the vehicle.
2. You must submit your completed application before beginning your use of a carpool.
3. Your carpool must be officially registered with Commuter Connections. All registered carpools will receive a carpool identification number. This number must be included on your application for participation in the program. Participants may only earn an incentive for their involvement in one specific carpool.
4. You must not have used an alternative commute mode (carpool, vanpool, transit, bicycle, walk) more than 3 days in the 30 days prior to your submission of the 'Pool Rewards application.
5. You must be commuting to and from work to qualify for this program. Commuters in vanpools are not eligible. Students commuting to school are not eligible.
6. You must commute to work an average of two or more weekdays (i.e. Monday through Friday) for the entire duration of the program to qualify. Commutes to work on the weekend do not qualify. You must not be teleworking an average of more than 3 days per week during your participation in the 'Pool Rewards program.
7. You must be using one of the following corridors for your commute:
 - a. I-495: Bethesda to Tyson's Corner (west bound in the morning, east bound in the evening). At a minimum, your carpool must be traveling on this corridor between MD-190 (River Road) and VA-123 (Chain Bridge Rd).

- b. I-495: MD-295 (Baltimore-Washington Parkway) to I-270 (west bound in the morning, east bound in the evening). At a minimum, your carpool must be traveling on this corridor between MD-295 to I-270.
- c. I-395: Washington, DC to Northern Virginia (south bound in the morning, north bound in the evening). At a minimum, your carpool must be using the 14th Street Bridge (I-395) to travel between the District of Columbia and Virginia.

Participation Guidelines

1. Commuter Connections maintains the right to terminate the program with or without notice at any time for any reason.
2. If accepted into the 'Pool Rewards program, each person can receive up to \$2 per day for each day you carpool to work within the consecutive 90-day period assigned by Commuter Connections. You can earn \$1 for each leg (morning and evening) commute. The maximum incentive you can receive for the 90-day period is \$130.
3. All incentives will be provided in the form of a check and will be mailed to your home/ mailing address as provided in your profile after the program period is concluded and your survey(s) are completed.
4. You must carpool to travel to work a minimum of 26 days over the assigned consecutive 90-day period to qualify for the incentive.
5. A carpool arrangement must include two or more working adults commuting to work. Transporting children to school and/or daycare will not qualify you for the program.
6. All information supplied by you must be accurate, current, and complete. Commuter Connections reserves the right to refuse your application and/or discontinue your participation in this program, including the right to withhold payment of your incentive, if we believe you have failed to meet this obligation. We reserve the right to contact you and your employer to verify the information provided. Your supervisor must verify (to the best of their knowledge) that your commute log is accurate.
7. 'Pool Rewards is a pilot program. Participants' accurate and prompt responses to evaluation surveys are necessary for determining the value of this incentive program. Participants will be required to complete short surveys as part of the program. Payment will only be delivered after the surveys have been completed.
8. Space in the 'Pool Rewards program is limited. Commuter Connections reserves the right to reject any application if program capacity is met, even if the applicant qualifies for the program. Applicants are not officially enrolled in the program until they receive notification from Commuter Connections.
9. If a dispute arises regarding any aspect of the 'Pool Rewards program, including, but not limited to, interpretation of the Program Requirements or Participation Guidelines, accuracy of the information

provided by you, or your eligibility to participate in the program, the Metropolitan Washington Council of Governments/Commuter Connections Program shall be the final decision-maker regarding such a dispute. Any decisions will be final.

Terms of Use

I have provided a valid home address and understand that all materials, including checks, will be sent to this address.

I acknowledge that I have read and understand the Program Requirements governing the 'Pool Rewards program and certify that I am eligible to participate and receive the incentives provided by Commuter Connections.

I understand that it is a condition of my participating that all information I supply will be correct, current and complete. I understand that Commuter Connections has the right to refuse my participation in this program and the right to withhold incentives if Commuter Connections believes I have failed to meet this obligation.

I understand that the information I am providing will be used by Commuter Connections to facilitate my participation in the program.

I understand that Commuter Connections reserves the right to contact me and/or my employer to verify my participation in the program and/or my commute behavior. I understand that Commuter Connections reserves the right to refuse my application, discontinue my participation in this program, and/or withhold incentive payment if I fail to abide by the Terms of Use.

I understand that the incentives offered through this program are provided to applicants on a first-come, first-served basis and that Commuter Connections has the right to terminate this program at any time without notice.

I understand that if a dispute arises regarding any aspect of the 'Pool Rewards program, including, but not limited to, the interpretation of the Program Requirements, accuracy of the information I provide, or my eligibility to participate, the Metropolitan Washington Council of Governments/Commuter Connections program shall be the final decision maker regarding such disputes. Any decision will be final and binding on my status as a participant of the program.

I understand that any incentives I receive from Commuter Connections are subject to federal and state income taxes and that any liability that may result is solely my responsibility.

By providing information on this application, I understand that it may be used by Commuter Connections or a third party to contact me regarding my interest in additional financial incentives, additional programs or services, or for information related to my experience using alternative modes of transportation. If I do not wish to be contacted for these reasons, I have indicated such by checking this box (***add box***).

Note: There are penalties for receiving public funds fraudulently! Public funds for this program must be used to encourage drive-alone commuters to start carpooling. Current users of commute alternatives that knowingly provide false or misleading information are committing fraud and knowingly abusing the use of public funds.

COMMUTER CONNECTIONS QUARTERLY BUDGET
COMMITMENTS AND EXPENDITURES
FINAL COG FY09 (July 1, 2008 - June 30, 2009)

	BUDGET TOTAL	FUNDS COMMITTED	FUNDS EXPENDED**	% FUNDS EXPENDED***
COMMUTER OPERATIONS	\$507,036	\$507,036	\$496,599	98%
Ridematching Coordination and Technical Assistance	\$102,858		\$101,560	99%
Transportation Information Services	\$74,103		\$66,005	89%
Transportation Information Software, Hardware and Database Maintenance	\$56,270		\$54,699	97%
Commuter Information System	\$46,459		\$45,223	97%
TDM Software System Project	\$227,346		\$229,112	101%
REGIONAL GUARANTEED RIDE HOME	\$564,679	\$564,679	\$552,902	98%
General Operations and Maintenance	\$178,488		\$164,646	92%
Process Trip Requests and Provide Trips	\$386,191		\$388,256	101%
MARKETING	\$2,335,177	\$2,250,177	\$2,260,574	97%
TDM Marketing and Advertising****	\$1,975,562		\$1,912,466	97%
Bike to Work Day	\$104,000		\$100,349	96%
Employer Recognition Awards	\$80,615		\$85,306	106%
Carpool Incentive Demonstration Project Study	\$25,000		\$23,997	96%
Car-Free Day Project	\$150,000		\$138,456	92%
MONITORING and EVALUATION	\$381,730	\$421,730	\$388,995	97%
TERM Data Collection and Analysis****	\$194,058		\$193,373	100%
Program Monitoring and Tracking Activities	\$187,672		\$175,622	94%
EMPLOYER OUTREACH	\$957,653	\$1,047,863	\$883,728	92%
Regional Employer Database Management and Training	\$47,561		\$43,858	92%
Employer Outreach Bicycling	\$15,000		\$7,839	52%
Live Near Your Work Program****	\$86,505		\$56,981	66%
Program Administration	\$88,638		\$76,898	87%
Local Agency Funding and Support****	\$719,949		\$698,153	97%
MARYLAND and VIRGINIA TELEWORK	\$162,126	\$162,126	\$78,889	49%
General Assistance and Information	\$162,126		\$78,889	49%
DC INFORMATION KIOSKS	\$31,031	\$31,031	\$0	0%
Implementation of DC Information Kiosks	\$31,031		\$0	0%
TOTAL	\$4,939,432	\$4,984,642	\$4,641,686	94%

* Committed funds are based on funding commitment letters received.
 ** Preliminary funds expended are through June 30, 2009.
 *** Percentage is based on Budget Total Column.
 **** Based on the TPB SR14-2009 adopted by the TPB's Steering Committee on June 5, 2009.