

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116/6137
Month:	June 2004	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	July 30, 2004	

Background Activities

- Finalized preparations for Employer Recognition Awards, including video, program booklet, name badges & ribbons, letters to winners and presenters, speaking remarks etc.
- A Best Workplaces for Commuters Coalition meeting was held on June 30th.
- A Pentagon City at Fashion Centre promotion was held and included direct mail postcards were developed and distributed to a 10 mile radius of residents, and the production of food court table tents. A kiosk ambassador was also present for the kiosk debut.
- The Regional TDM Marketing Group met on June 1st. Highlights from the meeting included: a presentation by Montgomery County Ride On's marketing efforts, a Commuter Connections marketing campaign update, an update on WMATA's SmarTrip operations, an update on the 2004 Ozone Action Days marketing campaign, an update on WMATA's "off-peak" marketing efforts, and a distribution of a draft copy of the 2nd half Commuter Connections marketing campaign summary document.
- Radio spots (English and Spanish) to continue aired through mid June.
- Finalized and printed the bilingual Park & Ride Map and Commuter Resource Guide.
- The WMATA Hispanic Postcard mailer was completed and mailed out to Hispanic households within Metrobus and rail footprint.
- Work began on the summer Commuter Connections newsletter.

Products

- Various meetings, presentations, promotions and conference calls.
- Radio / Direct mailers and public relations activities.
- Employer Recognition Awards

Problems Encountered

None

Future Activities

- Best Workplaces for Commuter Coalition meeting
- Collect response data from GRH mailout and provide analysis of postcard and self-mailer applications.
- Complete final draft of 2nd Half FY04 campaign Summary.
- The next Regional TDM Marketing Group meeting will be held on August 3rd.
- Solicit members for updates to the Regional TDM Resource Guide and Strategic Marketing Plan for the draft copy of the plan to be distributed on August 3rd.
- Distribute Park & Ride Map based on feedback from Access for All Committee.
- Potomac Cannons baseball game promotion, July 31st.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Commuter Operations Center 6131**
Month: June 2004 **FY04**
Staff Contact: C. Arabia
Edited By: N. Ramfos
Today's Date: July 27, 2004

Background Activities

The Commuter Operations Center continued providing transportation information services on alternatives to driving alone through the 800 telephone number, general marketing support, and through the distribution of matchlists. (*See Table 1 Monthly Activity and Impact Summary and Commuter Operations Center Performance Data*).

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG mailed bi-weekly reports to all clients during the weeks of June 13th and 28th. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Fairfax County – COG staff assisted callers and processed applications while county rideshare staff was on leave June 14 through June 18.

Montgomery County – COG staff made a site visit on June 2nd and set up two of the three rideshare computers with the latest FTP files. The third computer was already set up with the latest FTP files. The systems on all three computers were tested and everything was OK. A second site visit was made on June 21st to set up, on one of the computers, Windows Scheduled Tasks to launch the automatic upload and download.

MTA – COG staff made a site visit on June 28th to update the CCRS data files on the rideshare computer. Also, COG staff enabled WinCron program that kicks-off the automatic upload and download. WinCron was disabled while MTA staff was on leave. A successful upload as performed as a test.

RADCO – The main CCRS project file was corrupted or overwritten. COG staff sent a new file and RADCO staff successfully copied the file on the rideshare computer.

COG staff participated in employee transportation fair at Childrens National Medical Center in the District, on June 15th. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at this event.

The Federal ETC Training Workshop was held on June 8th at the U.S. DOT offices. COG staff presented information on the Commuter Connections Guaranteed Ride Home program,

ridematching services and Web site, and the Federal ETC Web site created and maintained by COG.

COG staff participated in the June 17th Mobility Initiative meeting at WMATA and attended a Best Workplaces for Commuters Coalition meeting on June 30th.

The TMA Advisory Group Summit was held at COG on June 15th.

COG hosted a Net Conference for the Association for Commuter Transportation on June 3rd. The theme of the conference was “Communicating the TDM Concept in Business Terms.”

The Commuter Connections Employer Recognition Awards Ceremony was held at the National Press Club in Washington, D.C. on June 24th.

Staff and the consultant worked to finalize the draft Technical Report for the 2004 State of the Commute Survey.

Products

June monthly performance report.

Federal ETC training.

Employer Recognition Awards Ceremony.

Draft 2004 State of the Commute Survey Technical Report.

Problems Encountered

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

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail third quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for July 20, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for September 14, 2004.
- Provide basic technical assistance to clients with the rideshare software, through the Commuter Connections Web site.
- Finalize and distribute the 2004 State of the Commute Survey Technical report.

Table 1

**Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary**

Month of JUNE 2004

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	2,013	2,057	24,856
Rideshare applicants	1,942	1,985	23,842
Matchlists sent	1,885	1,861	16,566
Transit applicants/info sent	60	54	740
GRH applicants	742	697	8,978
Telework info requests	0	0	17
Kiosk users	2,684	3,483	35,805
Kiosk applicants	19	31	75
Internet users	7,972	8,229	96,161
Internet applicants	1,635	1,539	19,121
New employer clients	12	287	723
Employee applicants	165	55	700

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	564	576	6,960
Temporary/one-time placements	356	364	4,400
Daily vehicle trips reduced	336	343	4,143
Daily VMT reduced	11,466	11,716	141,577
Daily tons NOx reduced	0.0162	0.0166	0.2006
Daily tons VOC reduced	0.0076	0.0078	0.0943
Daily gallons of gas saved	531	542	6,554
Daily commuter costs saved	\$2,207	\$2,255	\$27,254

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

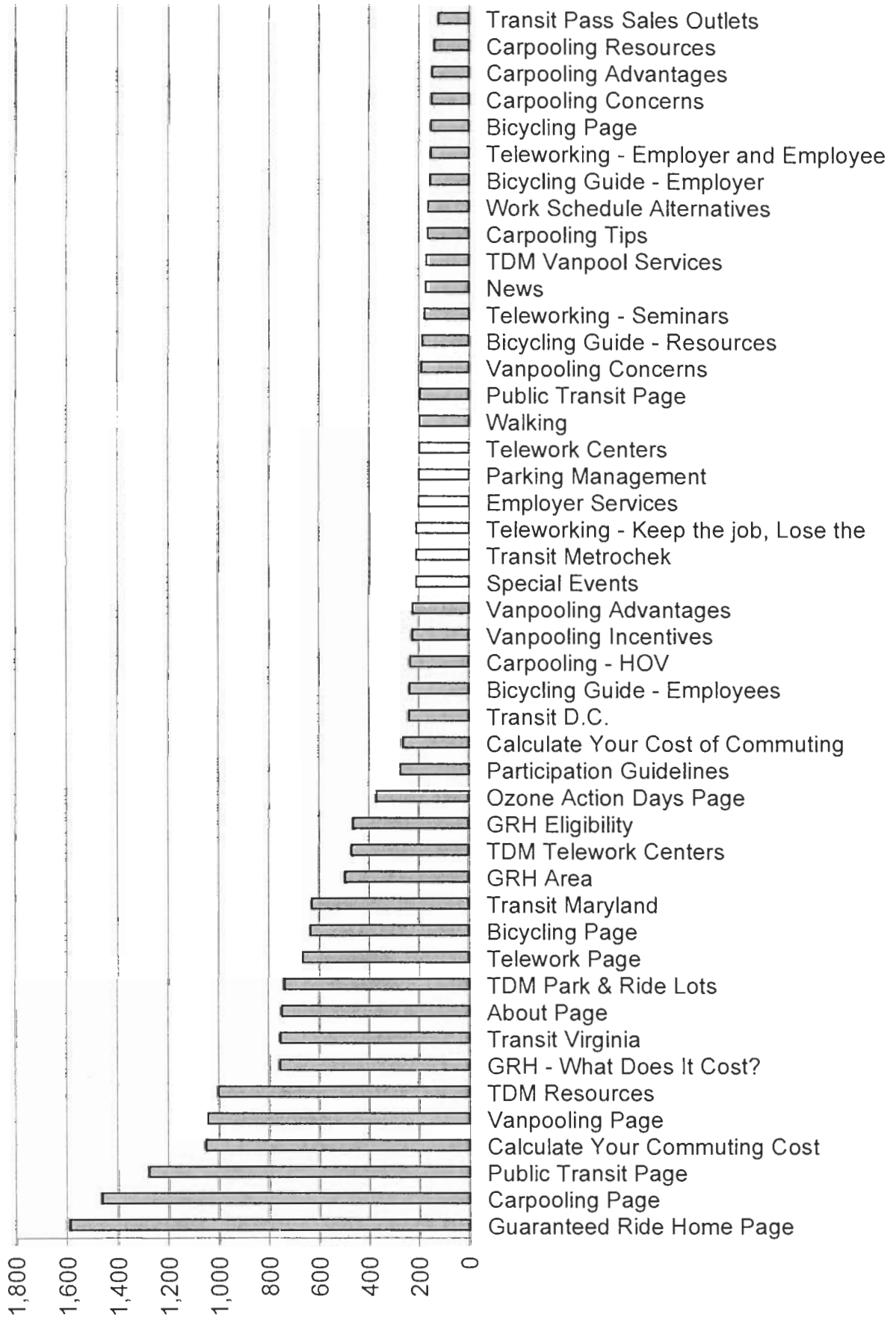
Commuter Connections Website Activity -- June 2004

<u>Accesses</u>		
Total Accesses of MWCOC Web Site Pages	2,565,312	
Total Accesses of Commuter Connections Home Page	7,972	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,590	<u>% of Total</u>
Carpooling Page	1,464	8.06%
Public Transit Page	1,279	7.43%
Calculate Your Commuting Cost	1,054	6.49%
Vanpooling Page	1,046	5.35%
TDM Resources	1,003	5.31%
GRH - What Does It Cost?	758	5.09%
Transit Virginia	757	3.84%
About Page	751	3.84%
TDM Park & Ride Lots	739	3.81%
Telework Page	667	3.75%
Bicycling Page	635	3.38%
Transit Maryland	630	3.22%
GRH Area	496	3.20%
TDM Telework Centers	471	2.52%
GRH Eligibility	464	2.39%
Ozone Action Days Page	369	2.35%
Participation Guidelines	274	1.87%
Calculate Your Cost of Commuting	263	1.39%
Transit D.C.	239	1.33%
Bicycling Guide - Employees	237	1.21%
Carpooling - HOV	234	1.20%
Vanpooling Incentives	226	1.19%
Vanpooling Advantages	224	1.15%
Special Events	210	1.14%
Transit Metrochek	210	1.07%
Teleworking - Keep the job, Lose the Commute	209	1.07%
Employer Services	200	1.06%
Parking Management	199	1.01%
Telework Centers	198	1.01%
Walking	196	1.00%

Commuter Connections Website Activity -- June 2004

Public Transit Page	195	0.99%
Vanpooling Concerns	189	0.96%
Bicycling Guide - Resources	185	0.94%
Teleworking - Seminars	176	0.89%
News	171	0.87%
TDM Vanpool Services	169	0.86%
Carpooling Tips	164	0.83%
Work Schedule Alternatives	162	0.82%
Bicycling Guide - Employer	155	0.79%
Teleworking - Employer and Employee Benefits	152	0.77%
Bicycling Page	151	0.77%
Carpooling Concerns	149	0.76%
Carpooling Advantages	147	0.75%
Carpooling Resources	138	0.70%
Transit Pass Sales Outlets	121	0.61%
Total	19,716	100.00%

Commuter Connections Website Activity -- June 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

JUNE 2004



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



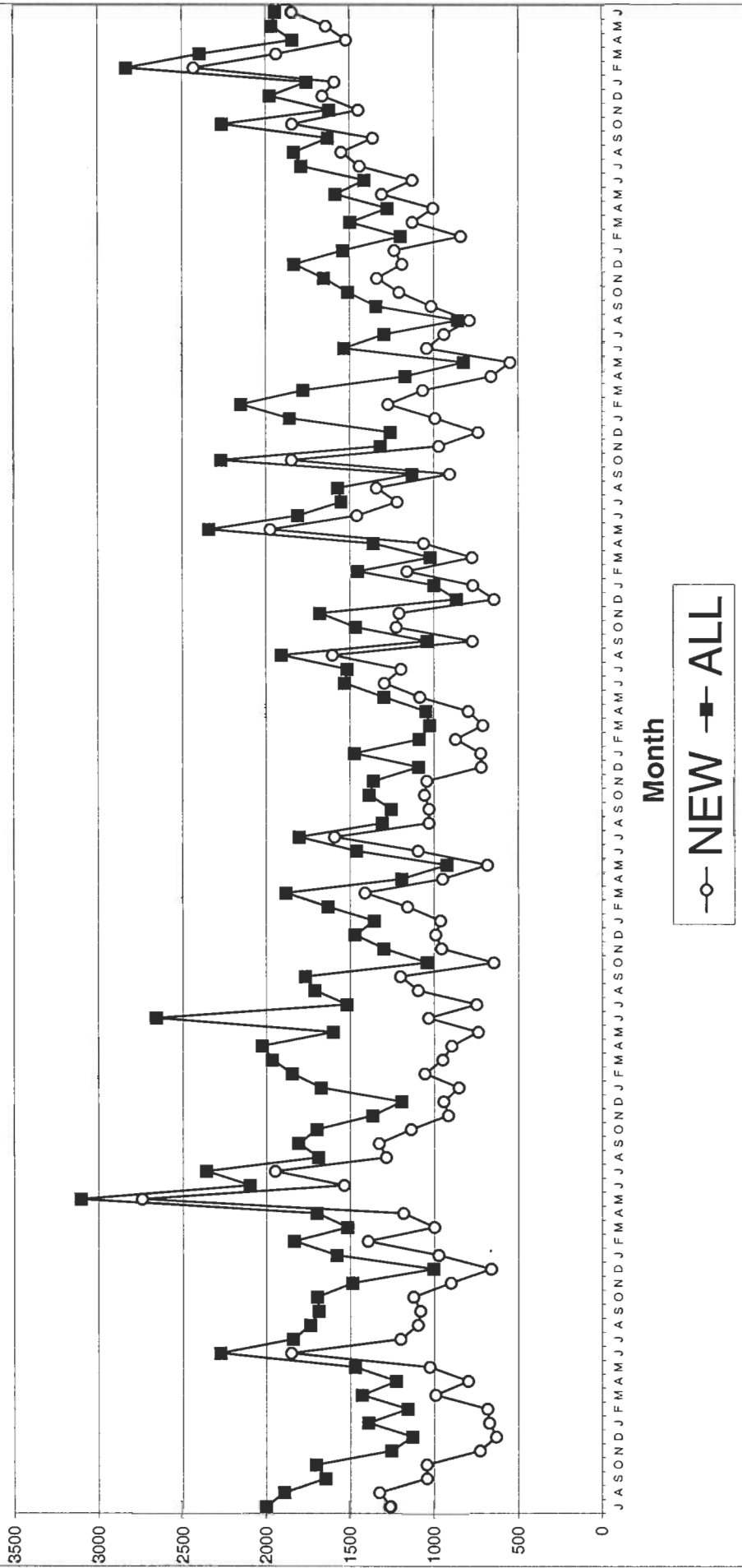
TABLE 2**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
JUNE 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	16	1	3	20
ARLINGTON (COG)	0	0	2	2
ARTMA	0	9	77	86
BALTIMORE CITY	3	0	2	5
BMC	4	0	14	18
COG - MD	249	0	207	456
COG - VA	283	3	195	481
COG - Other	8	0	15	23
DISTRICT OF COLUMBIA	26	0	24	50
DOD	0	0	0	0
FAIRFAX COUNTY	149	22	215	386
FREDERICK	4	0	1	5
HARFORD	15	0	0	15
HOWARD	34	0	15	49
LINK	3	0	6	9
LOUDOUN	46	2	60	108
MTA	2	0	1	3
MONTGOMERY COUNTY	552	19	1,013	1,584
Bethesda Transportation Solutions	75	9	232	316
Countywide	250	1	200	451
Friendship Heights/Rockville	122	0	0	122
North Bethesda TMD	20	7	59	86
Silver Spring	85	2	522	609
NIH	8	2	9	19
NORTHERN NECK	5	2	0	7
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	50	0	109	159
PRTC	117	0	219	336
RADCO	185	0	512	697
RAPPAHANNOCK-RAPIDAN	32	2	5	39
TRI - COUNTY	52	37	24	113
USDOE	0	0	0	0
TOTAL INPUT	1,843	99	2,728	4,670
TOTAL NEW & RE-APPLICANTS		1,942		

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004



Month

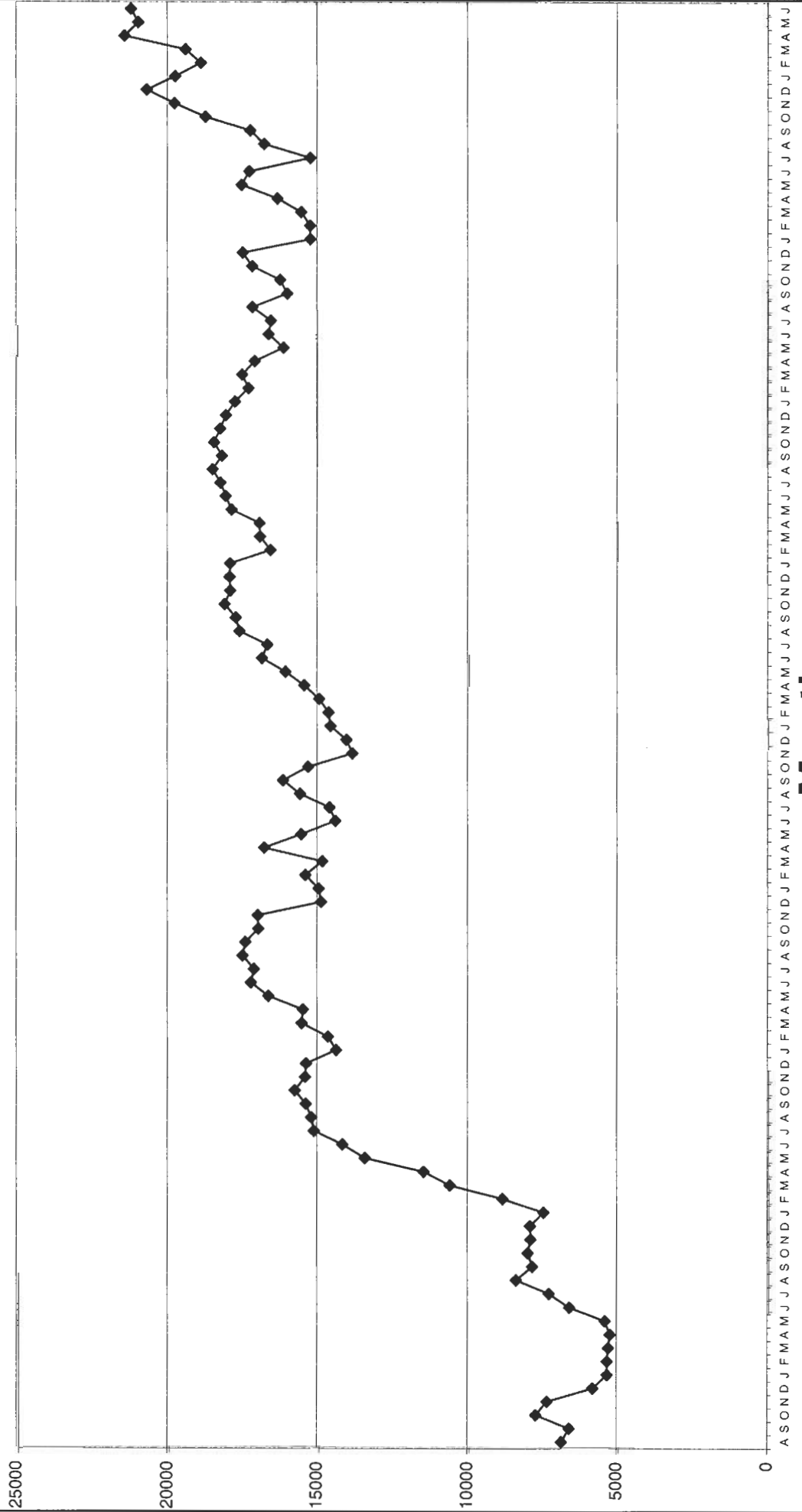
○— NEW ■— ALL

TABLE 3**COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
JUNE 2004**

ALEXANDRIA	165
ARLINGTON (COG)	39
ARTMA	440
BALTIMORE CITY	22
BMC	169
COG	5,235
DISTRICT OF COLUMBIA	56
DOD	0
DOE	1
FAIRFAX COUNTY	1,460
FREDERICK	231
HARFORD COUNTY	79
HOWARD COUNTY	270
LINK/RESTON	28
LOUDOUN COUNTY	606
MONTGOMERY COUNTY	7,562
Bethesda Transportation Solutions	1,859
Countywide	1,243
Friendship Heights/Rockville	689
North Bethesda Transportation Ctr	2,475
Silver Spring	1,296
MTA	14
NIH	103
NORTHERN NECK	48
NORTHERN SHENANDOAH VALLEY	20
PRINCE GEORGE'S COUNTY	537
PRTC	1,052
RADCO	2,315
RAPPAHANNOCK-RAPIDAN	154
TRI - COUNTY	590
OTHER	

TOTAL	21,196
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COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004



Month

TABLE 4A

**COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
JUNE 2004**

	HOME	WORK
ALEXANDRIA	279	511
ANNE ARUNDEL COUNTY	740	92
ARLINGTON COUNTY	277	2,574
BALTIMORE CITY	173	128
BALTIMORE COUNTY	311	89
CALVERT COUNTY	63	2
CARROLL COUNTY	8	0
CECIL COUNTY	21	3
CHARLES COUNTY	567	49
CLARKE COUNTY	11	0
CULPEPER COUNTY	67	0
DISTRICT OF COLUMBIA	795	7,289
FAIRFAX COUNTY *	2,114	1,646
FAUQUIER COUNTY	190	4
FREDERICK COUNTY, MD	886	56
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	207	11
HARFORD COUNTY	110	60
HOWARD COUNTY	783	74
KING GEORGE COUNTY	57	18
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	732	175
MADISON COUNTY	6	0
MONTGOMERY COUNTY	4,550	7,816
ORANGE COUNTY	66	0
PAGE COUNTY	6	1
PRINCE GEORGE'S COUNTY	2,174	412
PRINCE WILLIAM COUNTY **	2,202	89
RAPPAHANNOCK COUNTY	8	0
RICHMOND COUNTY	22	0
SHENANDOAH COUNTY	17	0
SPOTSYLVANIA COUNTY	1,052	5
STAFFORD COUNTY	1,476	21
ST. MARY'S COUNTY	101	31
WARREN COUNTY	63	0
WESTMORELAND COUNTY	32	1
WINCHESTER	38	0
OTHERS	992	39
TOTAL	21,196	21,196

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manasas and Manasas Park.

TABLE 4B

**Commuter Connections Applicant Database
Sorted By Origin and Destination as of June 2004**

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
DISTRICT OF COLUMBIA	116	679	7,162
DELAWARE	0	2	0
MARYLAND			
Anne Arundel	20	720	72
Allegany	0	0	0
Baltimore City	11	161	117
Baltimore County	21	288	68
Calvert	2	270	0
Caroline	0	101	0
Carroll	1	70	3
Cecil	0	19	3
Charles	37	528	12
Dorchester	0	2	0
Frederick	16	865	39
Harford	46	64	14
Howard	11	771	63
Kent	0	2	0
Montgomery	3,617	932	4,196
Prince George's	74	2,098	338
Queen Anne	0	41	0
St. Mary's	2	99	29
Talbot	0	12	0
Washington	1	130	1
Wicomico	0	0	0
Maryland Total	3,859	7,173	4,955
PENNSYLVANIA	0	32	0
VIRGINIA			
Albemarle	0	0	0
Alexandria	3	275	508
Arlington	20	257	2,536
Caroline	0	0	0
Chesterfield	0	5	0
Clarke	0	0	0

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
Culpeper	0	67	0
Dinwiddle	0	0	0
Essex	0	4	0
Fauquier	0	190	4
Fairfax City	0	73	32
Fairfax County	152	1,886	1,350
Falls Church	0	34	112
Fluvanna	0	0	0
Fredericksburg	0	207	11
Frederick	0	4	0
Greene	0	0	0
Hanover	0	9	2
Henrico	0	13	0
King George	0	57	18
King and Queen	0	1	0
Lancaster	0	0	0
Loudoun	13	718	161
Louisa	0	8	0
Madison	0	6	0
Manassas	0	14	2
Manassas Park	0	12	0
Northumberland	0	7	0
Orange	0	66	0
Page	1	5	0
Prince William	16	2,170	73
Rappahannock	0	8	0
Richmond City	0	14	26
Richmond County	0	22	0
Shenandoah	0	17	0
Spotsylvania	2	1050	3
Stafford	6	1470	15
Warren	0	63	0
Westmoreland	0	32	1
Williamsburg	0	1	0
Winchester	0	37	0
Virginia Total	213	8,802	4,854
WEST VIRGINIA	0	249	0
TOTAL (all jurisdictions)	4,188	16,937	16,971

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	18	N/A	N/A	N/A	9	N/A	
Internet	N/A	720	N/A	N/A	N/A	915	N/A	
Kiosks	N/A	3	N/A	N/A	N/A	16	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	19	N/A	
Fax/Phone	N/A	1	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	N/A	N/A	N/A	0	N/A	
TOTAL	N/A	742	N/A	N/A	44*	959	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		6		12		24		42
Bus/Train Schedule				1		1		2
Bus/Train Sign								0
Direct Mail						1		1
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office								0
Highway Sign				15		10	3	28
Information (411)				2		1		3
Internet		5	1	5		20	3	34
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org						1		1
Park-and-Ride Lot Sign				2				2
Post Card (COG)		4				3		7
Presentation								0
Radio		2		2		31	1	36
Real Estate/WelcomeWagon								0
Referral from Transit Org		2		1				3
Theatre Slide								0
TV		3				4		7
Van Sign						1		1
Was/Is Applicant		180				37		217
White Pages		2				1		3
Word of Mouth		16		11		63	2	92
Yellow Pages - Verizon						3		3
Yellow Pages - Yellow Book		1		1				2
Yellow Pages - Local						1		1
Voice Mail Messages		35		6		21	1	63
Other/Unknown		1		2		1		4
TOTAL CALLS	0	257	1	60	0	224	10	552

*Requests for Bicycling information from applications received from all sources

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

	T O C T O N A O L G L G Y	A R M A L X	A R M A L	A R M A L T H	B E T H	B M C	D O D E	F F X	F R E D	H A R	H O W	L I N K	L F F X	L D N	M C A	M T A	N I H	N E C K	N P G C C	P R T C C	R A D C O	R A P S	S A P	T R I	T R A N S	T O T A L	
	N/A	N/A	1	0	2	0	0	1	1	0	1	0	0	2	3	2	0	0	7	8	6	3	**	**	1	8	46
Calls Transfrd by COG																											
How they heard...																											
Brochure/Promo Matris	42	35									6		18						3				5		2	69	
Bus/Train Schedule	2	2							2			106	52						1				32	3		198	
Bus/Train Sign	0	0										29	5													34	
Direct Mail	1	0																								0	
Employer	0	0									1	15														16	
Employer Survey	0	0																								0	
Fair/On Site Event	0	0																								0	
Government Office	0	0																					20			20	
GRH Program	0	0																								6	
Highway Sign	28	23							1		15		7													12	
Information (411)	3	2									5		61													52	
Internet	34	29										39	3													68	
Library	0	0																								97	
Mobile Billboard	0	0																								0	
Newsletter	0	0																								0	
Newspaper	0	0										4														5	
Newspaper (Local)	0	0																								0	
Other Ridesharing Org	1	1										104														127	
Park-and-Ride Sign	2	0																								6	
Post Card (COG)	7	6																								0	
Presentation	0	0																								0	
Radio	36	33																								34	
Real Estate/WelcmeW	0	0																								0	
Referral from Transit Org	3	3										11														14	
Theatre Slide	0	0																								0	
TV	7	6																								6	
Van Sign	1	0																								0	
Was/Is Applicant	217	211	2										6													537	
White Pages	3	2																								9	
Word of Mouth	92	82	4										49	26												202	
Yellow Pgs-Verizon	3	3																								3	
Yellow Pgs-Yellow Book	2	2																								2	
Yellow Pgs-Local	1	1	6									3														23	
Voice Mail Messages	63	61										9														161	
Other	4	4										20	38													1942	
Total	552	506	13	0	0	0	0	150	16	0	55	0	450	155	0	0	0	0	1681	430	48	94	38	0	83644		

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
JUNE 2004**

	COG	ALX	ARTMA	ABATH	BBMC	DDOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MCA	MTA	NH	NECK	NSHEN	PGC	PRTC	RADCO	RARP	SS	TAP	TRI	TOTAL
How they heard...																										
Brochure/Promo Matrls	69										1															70
Bus/Train Schedule	30							2																		32
Bus/Train Sign	24																		3							27
Direct Mail	10																									10
Employer	72										2															74
Employer Survey	0												115													115
Fair/On Site Event	0	1											42									27				70
Government Office	23							3	20																	46
GRH Program	0	1						47	16		6		13							55	2					140
Highway Sign	11								1		1		1								6	8				29
Information (411)	1																									1
Internet	71	11						4				31	34						60	107	20	1				339
Library	0																									0
Mobile Billboard	2																									2
Newsletter	6																									6
Newspaper	7																									7
Newspaper (Local)	7																									7
Other Ridesharing Org	11										19									4						37
Park-and-Ride Sign	5																									5
Post Card (COG)	0																						1			1
Presentation	0																									54
Radio	180																									180
Real Estate/WelcomW	1	1																								2
Referral from Transit Org	0								89																	89
Theatre Slide	1																									1
TV	31												1													32
Van Sign	5																									5
Was/Is Applicant	23	1									15									87		2				129
White Pages	2																									2
Word of Mouth	108	2											1							13	25	2	1			155
Yellow Pgs-Verizon	2																									2
Yellow Pgs-Yellow Bk	1																									1
Yellow Pages-Local	0																									1
Voice Mail Messages	0																									0
Other	48								1		4		4								6					156
Total	751	17	0	0	0	0	0	149	40	0	49	0	49	248	0	0	0	0	0	167	200	34	96	27	0	1827

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: June 2004 FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: July 30, 2004

Background Activities

Major activities in June included:

- WACOT Steering Committee for the Sr. Executive's Forum meeting at COG
- Conference call with the Telecommuting Advantage Group
- Meeting with WorkLife Performance, Inc. to discuss FY 04 Employer Workshops and strategize for the FY 05 workshops
- Meeting with Joint Venture to review marketing CD and mailer
- Commuter Connections Subcommittee meeting
- On-site meeting at National School Boards Association
- Meeting with VDRPT to define training component for employers/employees/TDM professionals, Information Technology component, method of delivery, and collaterals regarding Telework Virginia pilot program
- Draft of FY 04 Employer Workshops Final Report
- Telecommuting Ad Hoc meeting
- Reviewing and revising mailing list for Joint Venture/TAG/Telework Resource Center CD mailing
- Ensuring that CD mailer for Expanded Telework TERM was mailed according to project guidelines
- Conference call with Greater Washington Board of Trade and Fairfax County Chamber of Commerce to discuss employer list for WACOT event in October

Expanded Telework TERM activities:

Background Activities:

- The promotional CD-Rom was mailed out at the end of June to 560 executives at over 300 organizations.
- The mailing list will also be used to contact potential attendees for the October WACOT Sr. Executive's Forum event.
- 23 telework coordinators from the National Institutes of Health attended the June Foundation II training.
- A list of over eighty employers, including twelve organizations that TAG is currently in

communication with, was assembled for the October WACOT Sr. Executive's Forum event with the assistance of the Telework Resource Center.

Employers Contacted by TAG

- TAG maintained ongoing discussions with the National Labor Relations, the Department of Energy, HUD, the Federal Department of Justice, the City of Alexandria, Arlington County, Dimensions Health, the DEA, the Department of Transportation, Exxon/Mobil, INOVA hospitals, the USDA, the EEOC, Washington Gas, the Department of Labor, KPMG, MITRE, Verizon Wireless, Booz-Allen, and Marriott International.
- TAG contacted all of the Federal agencies in the database during June. With the additional emphasis put on the Federal sector by Congressman Wolf TAG will follow up with the agencies that had some interest but were not committed to attending the Foundation II training.

TAG On-Site Meetings:

- On-site meetings were held at Arnold & Porter, Booz-Allen, HUD, Department of Labor Relations, the EEOC, KPMG and Marriott International.

TAG Products:

- The CD-ROM and letter were mailed according to project guidelines.

TAG Future Activities:

- TAG will be following up the CD-Rom mailing in July.
- TAG outreach staff will attend Telework Hearing on Capitol Hill
- TAG staff will continue to assist Telework Resource Center with list of targeted employers for WACOT event in October 2004

➤ Telework Resource Center:

- June 1 WACOT meeting at COG
- June 3 Meeting with Telecommuting Advantage Group
- June 15 Commuter Connections Subcommittee meeting
- June 24 Employer Awards Ceremony at the National Press Club
- June 24 Meeting with VDRPT to discuss July TWVA Training, define training components for TDM employees, methods of delivery, define collaterals for training session
- June 30 Meeting with Telecommuting Advantage Group
- June 30 Conference call with Greater Washington Board of Trade, Fairfax County Chamber of Commerce to discuss list of potential employers for WACOT Sr. Executive's Forum event.

Products

- Placed or responded to 54 calls regarding the Telework Resource Center
- Draft report of the 2004 Telecenter Utilization and Teleworker Travel Behavior Surveys
- Telework Award given at the Employer Recognition Awards ceremony
- Telework Center utilization at 54%

Problems Encountered

None at this time.

Future Activities

- The next Telecommuting Ad-Hoc Group meeting will be held on July 7, 2004
- WACOT Sr. Executive's Forum meeting at the Fairfax County Government Center
- Meeting with NewTech, a potential Telework Virginia company, in Reston, Virginia
- ACT Telework Council conference call
- Meeting with PatriotNet to review employer list for WACOT Sr. Executive's Forum event
- July MATAC meeting at COG
- Telework Virginia Training at COG
- Completion and distribution of 2004 Telecenter Utilization and Teleworker Travel Behavior Survey

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6133	
Month:	June 2004	FY04
Staff Contact:	Owais Rafique	
Edited By:	Nicholas Ramfos	
Today's Date:	July 30, 2004	

Background Activities

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

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff continued to work with the host site facility to identify a back up location while renovations are completed.

Staff deployed the unit at the Fashion Centre at Pentagon City Mall. The kiosk was refurbished before deployment. Custom application modules were developed and implemented for the new host site. Communication problems were reported at the mall.

Kiosk promotions were held at the Fashion Centre at Pentagon City Mall on June 26th 2004, and June 27th 2004. A kiosk ambassador was present at the host site to promote the kiosk. Staff coordinated the deployment and promotional effort with the mall management office and the area transit provider.

The Regional Park and Ride Map was completed and sent to the printer. Mall certificates donated from the Dulles Town Center and Manassas Mall were distributed to the prize winners.

The Park and Ride Web Map was updated with new park and ride lots data. Modifications were made to the web map to make it look like the printed paper map. Regional Bicycle Path data was also added to the web map functionality.

Bus data was updated with new data from Frederick TransIT.

CCRS data source file were updated at the server level and local COG machines.

Staff continued its effort to analyze the integration effort of current Commuter Connections Software System and Guaranteed Ride Home Software System. Staff worked with the consultant to further analyze the systems and provide System Specification Document and System Functional Document. Further milestones are established to design the integration plan.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-

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

Products

- < May monthly usage statistics for InfoExpress kiosks.
- < InfoExpress kiosk at the Fashion Centre at Pentagon City Mall.

Problems Encountered

- < InfoExpress kiosk system was replaced at Tysons Corner and Fair Oaks Mall.
- < InfoExpress kiosk system monitor was replaced at Pentagon City Mall

Future Activities

- < Update the integrated CCRS & GRH web-based system.
- < Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- < Evaluate effectiveness of Integrated Rideshare measure.
- < Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.

INFOEXPRESS KIOSK USAGE RATES

Month: June 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons
Union Station	765	7435	Commuter Connec Maps & Guides Weather Transit Traffic
Manassas Mall	379	5124	Manassas Mall Weather Commuter Connec Maps & Guides Traffic
Springfield Mall #1	266	5314	Springfield Mall Maps & Guides Weather Commuter Connec Transit
Springfield Mall #2	217	6235	Springfield Mall Maps & Guides Commuter Connec Weather Metro
Reston Town Center	165	4194	Traffic Reston Town Cent Maps & Guides Weather Commuter Connec
Ballston Common Mall	163	3981	Maps & Guides Transit Weather Commuter Connec Metro

				Maps & Guides Transit Weather Commuter Connec
Fair Oaks Mall	154	4128	Transit Weather Maps & Guides Metro Commuter Connec	
Tysons Mall #2	141	3412	Tysons Mall Weather Maps & Guides Commuter Connec News	
Dulles Town Center	119	1748	Dulles Town Cente Commuter Connec Maps & Guides Loudoun Transit Weather	
Tysons Mall #1	93	1458	Tysons Mall Weather Maps & Guides VRE Commuter Connec	
USDA	18	527	Maps & Guides Traffic Commuter Connec Transit Weather	
Pentagon	4	119	Metro Commuter Connec Weather Maps & Guides Transit	
Reeves Center	N/A	N/A	N/A	

Pentagon City Mall

N/A

N/A

N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	2	4
George Mason Library	3	19
Chantilly	2	17
Kings Town	5	27
Mason Govt Center	0	0
Kings Park	3	19
Reston Library	2	17
Tysons Transit	2	16
Centreville	3	19
DolleyMadison	0	0
Inova	8	41
Pohick	1	2
John Marshall	3	19
Tysons Pimmit	2	8
Pennino	1	2
Govt. Center	3	7
Fairfax Library	0	0
Warranton	3	17

June 2004

**NUMBER OF APPLICATIONS RECIEVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Pentagon City Mall	19
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
USDA	0
Manassas Mall	0
Dulles Town Center	0
Total	19

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: June 2004 **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: July30, 2004

Background Activities

Monthly synchronizations from seven of the employer outreach jurisdictions were received from nine of the jurisdictions without any problems.

Best Workplaces for Commuters campaign mailout occurred the week of June 21st. Staff coordinated and attended the Bike to Work Day Employer Challenge Winner's Luncheon at the US EPA on June 25th and presented EPA with a plaque of appreciation. Certificates of appreciation were also sent to other employers that had high percentages of participating employees in the event. Federal Employee Transportation Coordinator training occurred on June 8th at USDOT offices.

Staff attended the Commuter Connections Subcommittee on June 15th.

In conjunction with UrbanTrans, staff coordinated the TMA Advisory Group Meeting on June 15th. Topics covered were trends in the business world and TDM solutions, and the future of the TMA Advisory Group.

Staff procured ACT! 6.0 software upgrade for the Employer Outreach Program. A Request for Proposals was issued for the Employer Outreach Survey Data Tabulation project and staff along with a technical selection team from Virginia, Maryland, and the District of Columbia chose BMI as the vendor on the project.

Staff completed the initial draft quarterly conformity report for 4th Quarter FY04.

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

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

Products

June monthly sales activities
Draft Conformity Statement 4th Quarter FY2004

Problems Encountered

Not all of the jurisdictions have submitted their invoices for FY04. Prince George's County did not submit their monthly reports by the deadline.

Maryland has not determined the funding percentages for FY05 for the jurisdictions' Employer Outreach budgets.

Future Activities

- Customer Satisfaction Survey FY04.
- Continue maintenance of regional employer database.
- ACT! 6.0 deployment
- Complete draft analysis on FY04 Conformity verification.

Month:
June 2004

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's *	Prince William	Tri – County Council	Metro	Telework
Employers Contacted (new)	4	3	0	0	0	0	5	0	0	1	0	8
Employers Contacted (follow-up)	3	61	1	2	0	12	739	0	2	1	0	124
Total Broadcast Contacts	10	2055	0	0	0	0	2268	0	0	40	0	560
Total Sales Meetings	4	2	1	0	0	5	48	0	1	2	0	7
Total Employers Contacted	21	2121	2	2	0	17	3060	0	3	44	0	699
New Level 1 TDM Programs	0	2	0	0	0	0	3	0	0	1	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	13	0	0	0	0	0
New Level 3 TDM Programs	1	1	0	0	0	0	9	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	1	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY04

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	125	29	15	25	7	6	485	50	1	114	0	72
Employers Contacted (follow-up)	111	661	455	42	228	190	3756	3033	59	24	0	558
Total Broadcast Contacts	1134	8389	0	0	0	0	31849	2567	0	690	0	688
Total Sales Meetings	27	24	9	20	2	40	457	110	3	48	0	62
Total Employers Contacted	1397	9103	479	87	237	236	36547	5760	63	876	0	1380
New Level 1 TDM Programs	0	14	14	3	0	5	170	37	3	111	0	0
New Level 2 TDM Programs	0	3	0	0	0	3	180	5	0	0	0	0
New Level 3 TDM Programs	5	8	0	4	0	4	88	14	0	0	84	0
New Level 4 TDM Programs	0	1	0	1	1	2	9	0	0	0	0	0

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

*** Did not submit monthly report by deadline**

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

Did not supply monthly report. **New Metrochek for 100+ employers, may include accounts sold by regional employer outreach sales force. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.

- A. Employers Contacted (new): Number of contacts with new 100+ employers. This number refers to first time contact with employers; these employers have never been approached (includes phone calls, letters, email, faxes and voicemails)
- B. Employers Contacted (follow- up): Number of contacts with existing 100+ companies. These are contacts with employers after the first attempt (includes forms of contact listed above).
- C. Total Broadcast Contacts: Mass outreach (includes direct mail, faxes, emails)**NEW
- D. Total Sales Meetings: Number of in person contacts with new and existing employers for the purpose of discussing the Commuter Connections program (includes one on one meetings and employers attending seminars and presentations; excludes transportation fairs)
- E. Total Employers Contacted: A + B + C+ D
- F. New Level 1 TDM Programs: Number of Level 1 programs implemented in previous month; more detailed information on these programs must be entered into the ACT database.
- G. New Level 2 TDM Programs: same as above
- H. New Level 3 TDM Programs: same as above
- I. New Level 4 TDM Programs: same as above

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

- < Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy,
- < Conducts Commuter Survey
- < Distributes alternative commute info. to employees, including Ozone Action Days info.
- < Posts alternative commute info., including Ozone Action Days info., on employee bulletin board(s), newsletter or e-mail

LEVEL 2 (SILVER)

- < Installs a permanent display case or brochure holders and stock with alternative commute info. or Ozone Action Days info.
- < Provides preferential parking for carpools and vanpools
- < Implements an informal telework program
- < Facilitates car/vanpool formation meetings
- < Hosts/sponsors an alternative commute day or transportation fair
- < Implements alternative work schedule program (flex-time, staggered work schedule, compressed work week)
- < Installs bicycle racks or lockers
- < Establishes an ETC who regularly provides alternative commute information to employees

LEVEL 3 (GOLD)

- < Implements a formal telework program
- < Implements a transit/vanpool benefit, Metrochek, or parking "cash out" program
- < Implements a carpool/bicycle/walk benefit
- < Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- < Implements a parking fee (valid only for companies that previously did not charge employees for parking)
- < Becomes a Commuter Connections member and provides on-site ridematching
- < Provides employee shuttle service to transit stations
- < Provides company vanpools for employees' commute to work
- < Installs shower facilities for bicyclists and walkers
- < Implements a comprehensive Ozone Action Days program
- < Supplements GRH program with payment for additional trips or own program

LEVEL 4 (PLATINUM)

- < Implements two or more of the Level 3 TDM programs and actively promotes these programs and alternative commuting

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6135
Month:	June 2004 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	July 30, 2004

Background Activities

During June, COG received 742 applications for the GRH program. A total of 533 new applicants were registered (521 new applicants and 12 previous “one-time exception” users) and 571 commuters were re-registered. The GRH program provided 245 GRH trips. Twenty-six (26) of these trips were “One-Time Exceptions” accounting for eleven percent (11%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 30,749 commuters are currently registered for GRH.

COG staff made a site visit to the GRH trip operations contractor office in Springfield, Virginia. The contractor developing documentation and hardware/software specifications for the new Web-based rideshare/GRH software system design accompanied COG staff. The purpose of the visit was to observe and interview GRH operations staff regarding their daily processes and document this information. This contractor also interviewed and observed COG’s GRH staff to document applications, invoices, trip reconciliation, reporting, ID card generation, and any other processes associated with the GRH program.

A draft report of the results from the 1,000 surveys completed for the GRH participant survey was produced by the evaluation contractor and COG staff is reviewing the document. Results from the draft report were presented to the Commuter Connections Subcommittee on June 15th.

The GRH direct mailers, postcards and postcard with application, were finalized and printing was completed in June. The mailing to more than 400,000 residents began the last week of June and will continue into July.

The GRH software vendor completed an update of the GRH software that includes the ability to export e-mail addresses, expanded “Special Instructions” field and enhanced printer controls. COG will be testing the software in July.

Products

Provided 245 GRH trips.
Received 742 applications.
Registered 533 new applicants, including 12 “one-time exceptions.”
Re-registered 571 commuters.
Received 257 calls for GRH information.

Contacted “expiring” registrants by telephone.
Database management and maintenance.
GRH server maintenance.
Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
June monthly performance report.
GRH direct mail promotional postcards and postcard/application.
Draft GRH 2004 survey report.

Problems Encountered

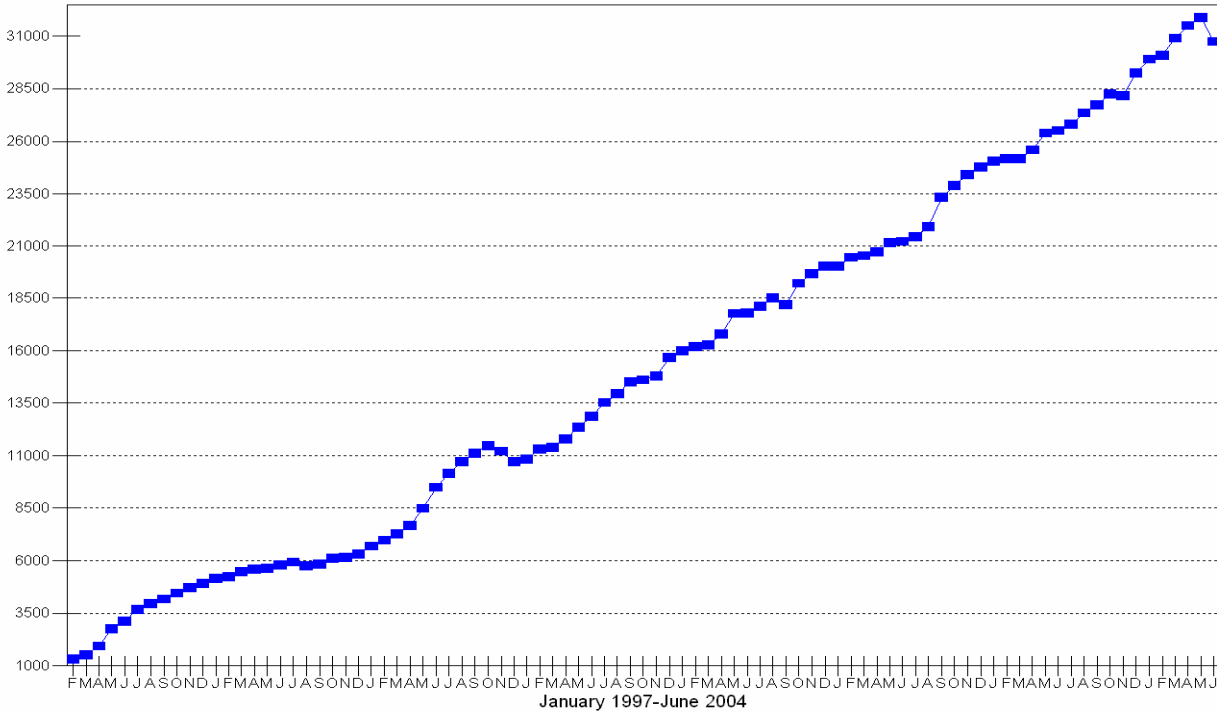
None.

Future Activities

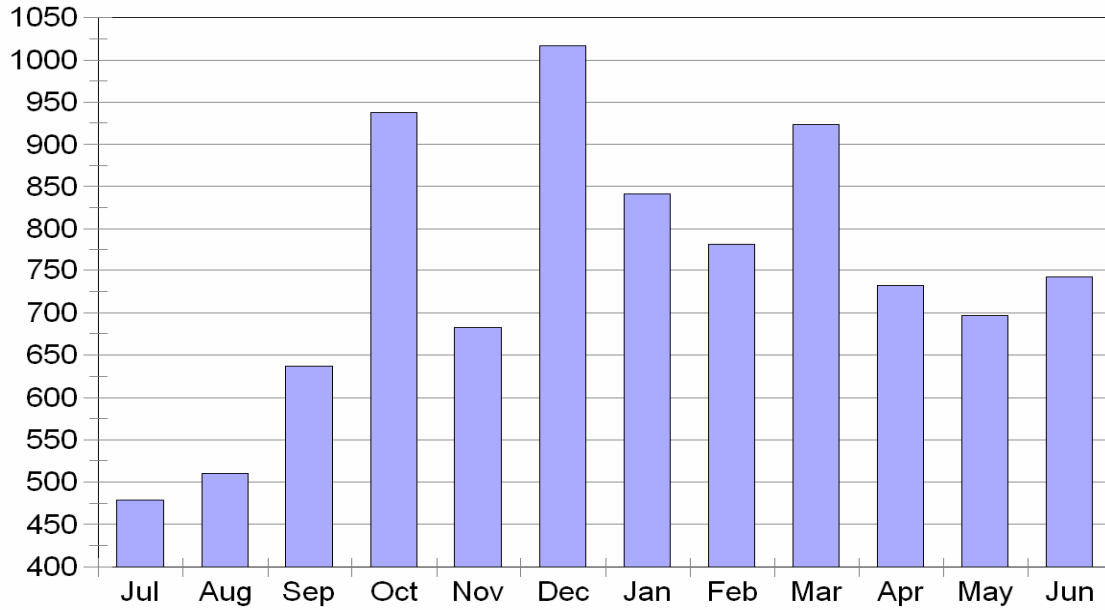
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Finalize and distribute GRH participant survey report.
- Evaluate GRH regional marketing campaign.
- GRH mailout of postcard and self-mailer applications to approximately 450,000 households in the region base on PRIZM list.

COMMUTER CONNECTIONS

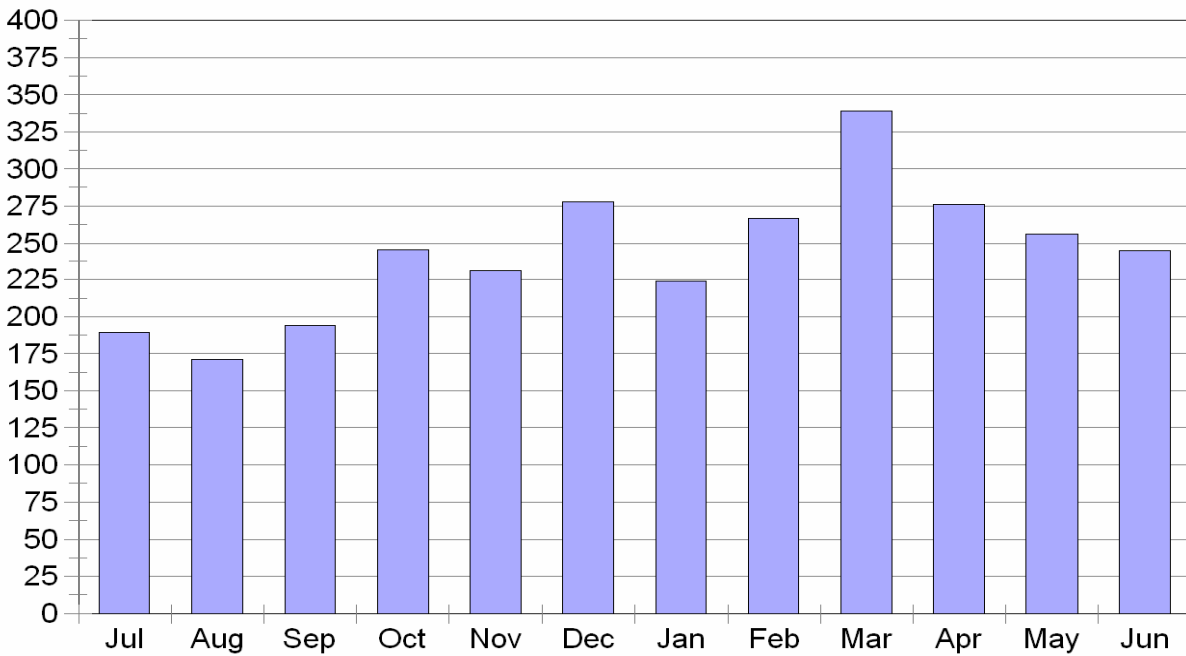
GRH Registrants



COMMUTER CONNECTIONS GRH Applications Received FY04

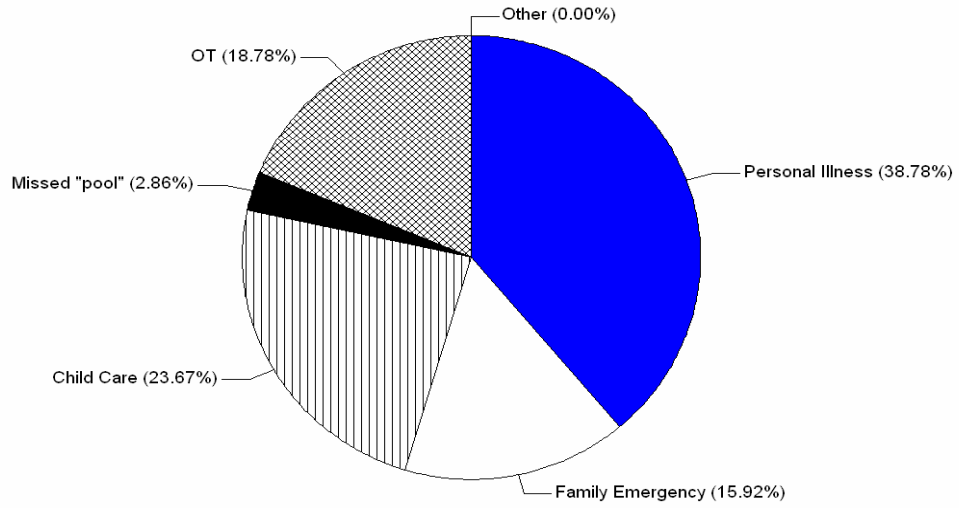


COMMUTER CONNECTIONS FY04 Trips Provided 2916 as of Jun. 04



COMMUTER CONNECTIONS

GRH Trip Reasons for June 2004



MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: June 2004 FY04
Staff Contact: M. Hersey & M. Farrell
Edited By: N. Ramfos
Today's Date: July 30, 2004

Background Activities

Publicized bicycle commuter workshops. Some preliminary talks occurred with interested parties.

Began preliminary compilation of Bike to Work Day 2004 Report for September meetings.

Mailed out 2004 Bike To Work Day event sponsor thank you letters to Loudoun Healthcare, CommuterPage.com, Charles E. Smith, and City Bikes.

Coordinated and attended the Employer Challenge winner's luncheon at the US EPA on June 25th. Certificates of appreciation were also sent to employers who had large participation rates in the event according to the size of the employer.

Products

No new products.

Problems Encountered

Low level of interest in the employer-based bicycle commuter seminars.

Future Activities

Distribute bike to work guides to WABA, DDOT, other users upon request. Conduct employer-based Bike to Work Seminars in cooperation with WABA during July and August.

First draft of the Bike to Work Day 2004 report.