

FY 2010

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 2010 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOC) fiscal year 2010 Commuter Connections Work Program. (July 1, 2009 – June 30, 2010.)

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, and Maryland Telework.

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services

July – September 2009

COG/TPB staff held two training sessions on the TDM Software System from July 2009 thru September 2009. The first session was held in Richmond, VA on August 17th. Richmond RideFinders hosted the session at their facility. Ridematching coordinators from Richmond RideFinders, TRAFFIX (Hampton Roads Transit), MidPen RideShare (Middle Peninsula Planning District Commission), and RideShare (Thomas Jefferson Planning District Commission) attended the session. The second session was held at COG on September 19, 2009 for the National Naval Medical Center who recently joined the Commuter Connections network. Plans are being made to host more training sessions in the coming months.

State TDM Work Group meetings were held on July 7th and September 8th.

A Commuter Connections Subcommittee was held on July 14th. Highlights from the meeting included: the appointment of a Vice Chair Nominating Committee, an endorsement to release the FY 2009 Employer Customer Satisfaction Survey, updates on findings from the FY 2007/2008 Household Travel Survey, an update on the FY 2009 Car Free Day event, an update on the Carpool Incentive Demonstration project, discussion on the Commuter Connections Strategic Plan and the distribution of the draft FY 2009 4th Quarter Budget Report.

A Commuter Connections Subcommittee meeting was held on September 15th. Highlights from the meeting included: the announcement of a new Subcommittee Vice Chair, the presentation of the FY 2009 Bike To Work Day event draft report, an update on the Car Free Day event, an update on the Carpool Incentive Demonstration project, a presentation of the timeline and highlights of the FY 2011 Commuter Connections Work Program, information and discussion on the Commuter Connections Strategic Plan and a review of the recently held Association for Commuter Transportation Conference.

A Ridematching Committee meeting was held on September 15th. Highlights from the meeting included: the announcement of a new Vice Chair, a discussion by Committee members on upcoming transportation fairs and special events, an update on upcoming regional TDM marketing activities and Car Free Day, a discussion on the Carpool Incentive Demonstration project, a review of TDM on-

line system errors and fixes, a GIS information update, and a roundtable “hot topics” discussion on software issues.

COG/TPB staff met with GSA’s new TDM staff representative on July 10th to review COG/TPB’s role with the Federal ETC’s and to outline program services.

COG/TPB staff attended a Vanpool Section 5307 meeting at PRTC on August 11th.

The Commuter Connections Vice-Chair Nominating Committee met on August 18th.

COG/TPB staff attended and participated in the Association for Commuter Transportation Conference (ACT) held in Washington DC from August 30th to September 2nd.

COG/TPB staff participated in a Vanpool NTD reporting meeting hosted by PRTC on September 17th.

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in August 2009, September 2009 and October 2009) on the first of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year is will be expunged from the database.

COG/TPB staff updated and published the July 2009 Commuter Connections Resource Directory.

COG/TPB staff responded to technical support requests from Fairfax, Loudoun and Prince William Counties; and the Northern Shenandoah Planning District Commission in Virginia. Vacation coverage was provided to ARMTA staff in Annapolis, Maryland and Baltimore Metropolitan Council staff in Baltimore, Maryland. Additionally, COG/TPB Staff provided technical support to the North Bethesda TMD, National Institutes of Health, the Baltimore Metropolitan Council, Frederick County and Howard County in Maryland. A summary of the technical support provided to local Rideshare Agencies and their coordinators may be found at the end of this document.

October – December 2009

COG/TPB staff continued with the integration of the Traffix program from the Hampton Roads region of Virginia and the Rideshare program from Charlottesville, Virginia. Traffix has signed and returned the MOU. Charlottesville is waiting on approval from their Executive Director.

The Commuter Connections Subcommittee met on November 17th, 2009. Highlights from the meeting included: the FY 2009 Bike to Work Day Event Draft Report, discussion of Car Free Day 2009 results, an update on the Carpool Incentive Program, development of the FY 2011 CCWP, discussion of the GRH Guidelines and the first quarter FY 2010 Budget Report.

The Commuter Connections Ridematching Committee met on December 15th, 2009. Highlights from the meeting included: discussion of upcoming fairs and promotions, TDM System Record Clean-up, an update on the Carpool Incentive Program, an update on the reported errors using the TDM System and a GIS information update and proof and the newly printed Park n' Ride map.

The STDM Work Group met on October 13th, November 10th and December 8th.

COG/TPB staff participated in an Advisory Group meeting for the MassRides project in Massachusetts on October 22nd and 23rd.

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in October 2009, November 2009 and December 2009) on the first of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax and Loudoun Counties in Virginia as well as the Traffix program of Hampton Roads, Virginia. Vacation coverage was provided to BMC staff in Baltimore County, Maryland. Additionally, COG/TPB staff provided technical support to ARTMA, National Naval Medical Center, the Baltimore Metropolitan Council, Frederick County and Howard County in Maryland.

COG/TPB staff also maintained the Federal ETC Website.

January 2010 – March 2010

COG/TPB staff continued with the integration of the Rideshare program of Charlottesville, Virginia. Charlottesville has signed and submitted their MOU to COG. Charlottesville and Hampton Roads are now utilizing the TDM System.

The Commuter Connections Subcommittee met on January 19, 2010 and March 16, 2010. Highlights from the January meeting included: continued development of the FY 2011 CCWP and its release for endorsement, an update on the Congestion Management Process, results from the FY 2009 GRH Customer Satisfaction Survey, an update on the Commuter Connections Strategic Plan, discussion of the status of the Regional TDM Evaluation Project and an update on the 2010 Employer Recognition Awards. Highlights from the March meeting included: final changes to the FY 2009 GRH Customer Satisfaction Survey were presented and it was endorsed for release, changes to the Commuter Connections Strategic Plan were presented and the updates to the Strategic Plan were approved, an update on the Congestion Management Process, a review of the Commuter Connections draft TERM Evaluation Framework Methodology, an update on the TPB Regional Priority Bus Project, a briefing on the “What Would It Take Scenario”, an update on the 2010 Bike To Work Day Event and a final update on the FY 2011 CCWP.

The Commuter Connections Ridematching Committee met on March 16, 2010. Highlights from the meeting included: discussion of upcoming fairs and promotions, Employer Record Interface Changes, an update on the Carpool Incentive Program, an update on the reported errors using the TDM System and a GIS information update. The online Park N’ Ride Lot Map was currently unavailable and will be demonstrated at the next Ridematching Committee meeting.

STDM Work Group meetings were held on January 12th, February 9th and March 9th.

Work continued on the production of the FY 2011 Commuter Connections Work Program (CCWP). The draft document was presented to the State TDM Work Group members January 12th and to the Commuter Connections Subcommittee on January 19th for endorsement and release.

COG/TPB staff presented the Draft FY 2011 CCWP to the TPB Technical Committee on February 5th. The draft document was released for public comment at the Citizen’s Advisory Committee meeting on February 11th.

COG/TPB staff also presented the document to the TPB on February 17th.

COG/TPB staff presented the final draft of the FY 2011 Commuter Connections Work Program to the TPB Technical Committee on March 5th.

COG/TPB staff presented the final draft of the FY 2011 CCWP to the TPB for approval on March 17th.

COG/TPB staff met with a representative from Portland Oregon’s MPO, Metro, on January 11th.

COG/TPB staff met with representatives from Avego on January 12th.

COG/TPB staff met with a representative from the Netherland's on January 13th.

Conference call meetings were held with General Services Administration and National Capital Planning Commission representatives on January 15th and 29th, February 12th and March 12th to discuss Federal ETC training needs. A training session/workshop was scheduled for April 6th.

The Commuter Connections Operations Center closed early on February 5, 2010 due to the impending snow storm. The Operations Center was also closed on February 8, 10, 11 and 2010 due to inclement weather.

COG/TPB staff participated in a post-snow storm conference call on February 17th to discuss commuting issues with respect to the federal government.

COG/TPB staff attended and participated in a National Capital Region Transportation Forum on March 5th which was sponsored by the Office of Economic Adjustment of the Department of Defense.

MWCOG held an agency-wide Continuity of Operations exercise on Thursday, March 11, 2010. Commuter Connections was represented at the meeting and was able to successfully demonstrate its COOP plan.

COG/TPB staff completed the review and distribution of the Commuter Connections Resource Directory for the January 2010 publication.

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. COG/TPB staff also provided temporary assistance to Baltimore City DOT and PRTC due to staff departures. COG/TPB staff will continue to provide support to these agencies until they hire replacement staff. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in January 2010, February 2010 and March 2010) on the first of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax and Loudoun Counties in Virginia as well as the Traffix program of Hampton Roads, Virginia. A software training session was held on March 5th with representatives from the Northern Shenandoah Regional Commission.

COG/TPB staff also provided technical support to ARTMA.

April 2010 – June 2010

The Commuter Connections Ridematching Committee met on June 15, 2010. Highlights from the meeting included: discussion of upcoming fairs and promotions, Employer Record Interface Changes, an update on the Carpool Incentive Program, an update on the reported errors using the TDM System and a GIS information update. COG/TPB staff gave a brief demonstration of the online Park N' Ride map.

COG/TPB staff continued reviewing data for the Commuter Connections Resource Directory for the July 2010 publication.

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. COG/TPB staff also provided temporary assistance to Baltimore City DOT and PRTC due to staff departures although replacements have been hired during this time period. Paul Day will be joining the Baltimore City DOT as a Rideshare/Outreach Coordinator and Holly Morello will be joining PRTC as a Rideshare/Outreach Coordinator. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up report: (Commuters whose records expire in April 2010, May 2010 and June 2010) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. If the commuter was unresponsive, COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year is will be expunged from the database.

COG/TPB staff responded to technical support requests from Fairfax and Loudoun Counties in Virginia as well as The Rappahannock- Rapidan Regional Commission, the Traffix program of Hampton Roads, Virginia and the Rideshare Program of Charlottesville, VA. COG/TPB staff also provided technical support to ARTMA and the FDA as well as the Counties of Frederick and Howard in Maryland.

STDM Work Group meetings were held on April 13th, May 11th, and June 8th. COG/TPB Commuter Connections staff attended a Leadership Forum on Snow Response held at COG on April 5th.

COG/TPB staff met with representatives from the Army Guard Readiness Center in Arlington on April 20th to discuss participation in the TDM Software system.

A software training session was held on April 29th with representatives from the Naval Support Activity – Bethesda and the City of Baltimore, MD.

COG/TPB staff attended and participated in a Federal ETC training session on April 6, 2010 sponsored by GSA and COG. The purpose of the session was to update Federal ETC's on various programs such as the Federal Executive Order

13514, the President's initiative on environmental and energy performance issues, which set stringent standards for the reduction of carbon emissions for all governmental agencies. Lorraine Taylor, WMATA addressed changes in Metro's SmarTrip that will take effect January 1, 2011. Joe Cox of the National Institutes for Health (NIH) shared options to manage rideshare programs within an agency. Brenda Craig shared her Federal ETC experience working at the U.S Department of Housing & Urban Development. Nicholas Ramfos, of Commuter Connections reviewed the many free support programs his organization provides, such as Guaranteed Ride Home, telework assistance and Federal ETC online resources.

A Commuter Connections Subcommittee meeting was held on May 18th. Highlights from the meeting included: an endorsement for release of the Commuter Connections TERM Evaluation Framework Methodology Document, a briefing on the draft Congestion Management Process 2010 Technical Report, a briefing on changes in daily travel patterns based on the Results of the 1994 and 2007/2008 Regional Household Travel Surveys, a report on the expansion of the Guaranteed Ride Home program to the Baltimore region and to St. Mary's County, and update on the 'Pool Rewards Program, and update on the 2010 Employer Recognition Awards, and the distribution of the 3rd quarter budget report.

A Ridematching Committee meeting was held on June 15th. Highlights from the meeting included: a roundtable report of upcoming transportation fairs and promotions, a presentation on changes to the Employer record interface, an update on the Carpool incentive demonstration project, a briefing on TDM system errors reported, a GIS information update, and a roundtable discussion on client site status.

B. Transportation Information Services

Work Accomplished on all Products and Services

COG/TPB staff provided commuter traveler information on alternatives to the general public by telephone, web site, electronically and through printed information. Statistics on this project are available by viewing the Annual Work Program Progress Report at the end of the document.

C. Transportation Information Software, Hardware, and Database Maintenance

Work Accomplished on all Services Provided:

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

COG/TPB staff ran the monthly purge process each month and audited the results to ensure data accuracy.

COG/TPB staff updated the software for the monthly purge process to enable it to handle the two new ridematching agencies that began using the system in October 2009 and November 2009.

In the area of customer contact, COG/TPB staff made software enhancements to the processing that notifies customers when their accounts are close to expiring. The objective is to ensure that customers know which programs they have joined and thus for which programs they need to reapply.

In conjunction with the software development contractor, COG/TPB staff developed the 'Pool Rewards module. This software was designed to support an incentive program offered to new carpoolers.

COG/TPB staff made improvements to the Oracle database backup strategy. This effort was ongoing throughout the year. Some modifications were done to increase performance and reduce the database's disk space requirement. Others were designed to reduce the amount of time needed to recover in the event of some hardware failure. Some other procedures were developed to increase redundancy. Fortunately, we have not experienced any hardware or software failures that had an impact on the Oracle database. The enhanced backup strategy includes a daily full backup of the entire database, a daily dump of the entire database, and the implementation of Oracle's Flashback technology. As implemented at Commuter Connections, Flashback enables recovery to any point in time in the last fifteen days. This strategy features enhanced recovery capabilities and reduces the mean time to recover (MTTR). It will be fully implemented next fiscal year in October 2010 when we upgrade the Oracle software.

The Hampton Roads Transit ridematching agency, TRAFFIX, began using the new TDM software system during the month of October 2009. COG/TPB staff assisted the contracting team with extracting, transformation, and loading data for TRAFFIX. COG/TPB staff helped the development contractors with testing, debugging, and software and data quality assurance.

The Thomas Jefferson Planning District Commission's RideShare program began using the new TDM system during the month of December 2009. COG/TPB staff collected, processed, and loaded RideShare's geographic and commuter data. RideShare made improvements to their employer data and in March 2010, COG/TPB staff reloaded it into the Oracle database.

In the area of database reports, COG/TPB staff made improvements to the Oracle database reports module to enable reports for agencies outside the region, corrected some display problems with certain reports, and made changes to the end user reports to exclude Guaranteed Ride Home One Time Exception customers. These customers do not actually have accounts and should not appear on the reports. COG/TPB staff wrote new reports aimed at helping local ridematching coordinators find records of commuters who need services. Most notable among these is the New Applicants Report. This report lists commuters whose account status is "New Registrant" or "Under Review" along with statistics such as when the commuter last logged into the account, when the account was last updated, and when the end user registered for ridematching and/or GRH. The report excludes Guaranteed Ride Home One Time Exception records.

In preparation for assuming responsibility for ongoing development of the TDM system from the contractor, COG/TPB staff built a development and testing environment. That platform consists of the same database server (Oracle10g) and web server and supporting software (JBoss, Apache, and Hibernate) used by the production TDM system. COG/TPB staff installed the Oracle database and the JBoss web server. This will enable developers to make changes to the web application and the database using components completely separate from the production servers. Once changes have been verified by thorough testing, new versions of the web application can be deployed to production right from development.

At the request of COG/TPB staff, the contractor developed code to enable editing and consolidating employer records. The objective is to reduce the number of duplicate employer records in the system in order to make it easier for users to find the right records. COG/TPB staff performed two rounds of software testing of the new features for managing employer data.

COG/TPB staff continued monthly meetings with the TDM On-line System development contracting team to discuss maintenance of the entire product and software changes for Phase III.

D. Commuter Information System

Work Accomplished on all Services Provided:

COG/TPB staff investigated options for storing data so the same database platform can be used to generate data and maps for the new TDM system and the electronic and print versions of the park & ride map.

COG/TPB staff deployed new park and ride, transit, and telework location data for the electronic version of the Commuter Resource Guide at maps.mwcog.org. Data for the map was updated throughout the fiscal year. Local ridematching coordinators, GIS officers, and commuters occasionally inform Commuter Connections of new and defunct facilities. The major updates this fiscal year included adding park and ride lots in Washington County, MD and making changes to and adding a new lot for Loudoun County, VA. Staff also updated the P&R map database where needed with counts for parking spaces, began display of street addresses for navigation, and enhanced field names.

COG/TPB staff investigated and finalized the technical approach for deploying the next version of the park and ride lot web map. This new version uses the latest ESRI technology, ArcGIS Server 9.3, to create maps for web clients. A server and a map have been built, tested, and deployed to the public internet. The URL is <http://maps.mwcog.org>.

COG/TPB staff continued to update and enhance zip code data used by the new TDM system to assign commuter records to jurisdictions. The park & ride layer from the Commuter Resource Guide was loaded into the Oracle database so the system can produce match letters with the greatest number of transportation options available.

COG/TPB staff began investigating the feasibility of creating geocoding and routing services using the new ArcGIS Server. Such services could eventually be consumed by the online TDM System for matching commuters, furnishing turn-by-turn directions for commutes and even bicycle routing maps.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services

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.

COG/TPB Staff processed cab and car rental invoices and transit vouchers.

COG/TPB Staff monitored and maintained the TDM Software System.

COG/TPB 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

Work Accomplished on all Services Provided

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 2009 and June 2010, there were 5,223 GRH applications received. 7,270 commuters were re-registered and 4,723 commuters were newly registered in the regional GRH program. These new registrants included 103 previous "one-time exceptions." A total of 11,701 registrants were registered for GRH at the end of FY 2010. The GRH program provided 3,164 GRH trips in FY 2010. Ten percent of these trips were "one-time" exceptions. Personal illness accounted for the largest portion of the GRH trip reasons (41%) followed by family emergency trip reasons (21%). Child care and missed "pool" accounted for 21% and overtime accounted for 15% of the trips taken during the fiscal year. 2% of the GRH trips taken during FY 2010 were categorized as "Other." The average cost of a GRH trip in FY 2010 was \$68. This was \$3 more than last fiscal year's average cost of a trip. The increase in cost may be attributed to increased fares and car rental agency fees.

Commuter Connections began the "GRH Rewards Program" during FY 2010. When commuters re-registered during FY 2010, COG/TPB staff included incentive coupons with the commuter's GRH renewal card. The incentives varied per vendor but examples included:

- 10% of a total food delivery order
- Free coffee
- Free hamburger

Participating vendors included Grub Hub and McDonalds and the National Capital Region. This incentive was very effective with GRH members and accounts for the large increase in re-registrants during the third quarter of FY 2010. Supplies are limited and at the discretion of the participating vendors.

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). 59% of the GRH registrants work in the District of Columbia, with 30% working in Virginia and 11% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2010, Sixty percent (60%) of all GRH registrants use transit to travel to work, Twenty-Seven (27%) carpool or vanpool, and one percent (1%) either bike or walk to work. Figure 5 separates transit only and "pool" only registrants from those that combine transit and pooling (8%) as their commute mode. Four percent (4%) GRH registrants indicated that "Other" was their primary commute method.

Of the commuters who used the GRH service in FY2010, 53% use transit to commute to work, 37% carpool or vanpool, and 5% combine transit and pooling. Five percent (5%) indicated "Other" was their primary commute mode. 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

Work Accomplished on all Products and

FY 2010 began with the posting of the Marketing Communications Brief/Plan to the Extranet for committee feedback. The Marketing Brief/Plan outlined strategy Commuter Connections would employ for the fiscal year in order to reduce traffic congestion and emissions caused by SOV commuters. The Marketing Communications Brief/Plan outlined the objectives, target market, proposed tactics and media allocations for Ridesharing, GRH, Pool Rewards and Employer Outreach. Feedback was incorporated to the Marketing Brief/Plan based on comments received after being posted on the Extranet.

COG/TPB staff solicited a volunteer(s) from each state to serve on the FY 2010 Commuter Connections Marketing Workgroup. Members of the Workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2010 regional TDM marketing campaign. Workgroup members included Doris Chism, Potomac and Rappahannock Transportation Commission; James McAllister, Tri-County for Southern Maryland; and Anna McLaughlin, District Department of Transportation, Washington, DC.

For the FY 2010 first half campaign, radio spots ran between the weeks of October 5th and December 14th on the following stations: WPGC, WTOP, WLZL, WASH, WBQB, WSMD and WAFY. Significant emphasis was made toward advertising on highly rated WTOP.

Live traffic reads were placed through Metro Networks. Traffic update sponsorships were heard on radio stations throughout the Washington

metropolitan region. Traffic sponsorships were heard on two dozen stations, including heavily rated powerhouse WTOP radio.

For the value-add promotions tied to the fall campaign, radio stations supported Commuter Connections' Rideshare Tuesday promotion during the weeks the Rideshare spots were running. Radio stations provided additional on-air mentions, sponsorships or PSAs on Mondays and Tuesdays asking listeners to consider a "Different Way to Get to Work" and to make Tuesday, a Rideshare Tuesday. During the weeks the GRH spots ran, radio stations provided additional on-air mentions, sponsorships or PSAs to promote the GRH program. These additional mentions assured commuters that concerns about getting home in the case of emergency or unscheduled overtime while using alternate transportation need not be a worry with the GRH program. The value-add promotions provided by the radio station totaled almost \$100K in additional air time, sponsorships, and web banners and pages.

For the 2nd half campaign, radio spots aired between the weeks of February 22 and June 14. Stations included in the campaign were WASH, WLZL, WTOP, WBIG, WPGC, WIAD, and WRQX.

In addition to paid media placements, the spring campaign delivered over \$55,000 in value-add radio and online promotions. Most of the added value was in the form of additional air time, sponsorships, and web banners and pages. Metro Networks delivered ten percent more traffic sponsorships at no cost to Commuter Connections. WRQX, MIX 107.3, ran a carpool contest the week of April 12 and provided at least 15 promotional announcements. As part of the internet media buy, over 300,000 bonus web banner impressions were delivered.

For the first half of the campaign, Internet banner ads started at the beginning of October and ran through mid December 2009. For the 2nd half of the fiscal year, banner ads ran from mid-March to mid June. Placement was made on top performing news and weather web sites from past campaigns such as Accuweather.com, Washington Times, Weather.com, iii Interactive run of network pop under ads and newly added wtopnews.com.

Direct mail campaigns were sent out twice during FY2010; 450,000 in January and 500,000 in June respectively. The mailers were sent to households with persons age 35-54 with annual incomes above \$50,000. For each mailing two unique brochures were created with images that provided emphasis on ridesharing or GRH. Each of the mailer versions however cross promoted both services. A tear off application was included, allowing recipients to apply for either program offered by Commuter Connections program, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online to commutercconnections.org.

The Commuter Connections quarterly newsletter was distributed to Washington region employers along with a federal ETC insert. Both were placed online as well. Lead stories for the year included Co-Working, 'Pool Rewards, Virginia Megaprojects, and LEED (Leadership in Energy and Environmental Design).

COG/TPB staff worked with Commuter Connections Network Members to secure donations of ad space on transit interiors/exteriors and shelters. Contributions of network members were valued as an effective channel for communicating our message throughout the region. With signage along commuter travel routes,

Commuter Connections gained frequency of message in an affordable and effective manner. The free ad space was donated by PRTC/Omniride, Frederick TransIT, Montgomery County Ride On and MTA/MARC.

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

September 15: A new Vice Chair was announced. The final FY 2009 2nd Half Marketing Campaign Summary report was distributed as well as a draft of the FY 2010 Regional TDM Resource Guide and Strategic Marketing Plan and the final FY2010 Marketing Communications Brief/Plan. FY 2010 Marketing Workgroup members were announced. Presentations were made by the Commuter Connections advertising contractor to include recent FY 2010 fall marketing activity, including Car Free Day plus new conceptual approaches for the FY 2010 spring marketing campaign. Other presentations included WMATA and the Street Smart Campaign.

December 15: The final FY 2010 1st Half Marketing Campaign Summary Report was distributed as well as a final Draft of the FY 2010 Regional TDM Resource Guide and Strategic Marketing Plan. Presentations were made by the Commuter Connections advertising contractor to include recent FY 2010 Marketing activity and visuals of the FY 2010 spring Marketing Campaign. Other presentations included Bethesda Transportation Solutions Walk & Ride Challenge event and a host of new services for Tysons Corner including the PRTC commuter bus, the lunchtime shuttle and the Tysons Corner Center Transportation Monitors.

March 16, 2010: The final FY 2010 1st Half Marketing Campaign Summary report was distributed as well as a draft of the 2nd Half Campaign Summary report. Presentations were made by the Commuter Connections advertising contractor to include marketing activity for the FY 2010 spring marketing campaign. Other presentations included updates from VRE and the Street Smart Campaigns and an overview of the Golden Triangle BID's bike rack contest.

June 15, 2010: Presentations included TransUrban on the Beltway HOT Lanes Groundbreaking, O'donnell Company on the Commuter Connections FY10 marketing campaign and VPSI discussed the "Photos from the Road" Contest. A second draft of the FY10 2nd Half Marketing Campaign Summary Report was distributed during the meeting.

Backpack flyers promoting the GRH program were developed and sent to elementary schools in Montgomery and Fairfax counties for distribution to 150,000 students. The top reason why the GRH service is utilized is due to sick children. The message was also sent home electronically through the school systems' email list servs both prior to and following the hard copy flyer.

Internet banner ads were placed onto the Parenting and Disney websites to promote the GRH program to parents of elementary school age children. GRH banner ads with visuals similar to the one used on the backpack flyers were placed.

COG/TPB staff updated the Regional Park & Ride Map. Approximately 50 additions were made since the prior publication. COG/TPB staff published a new four color print version of the Washington Metropolitan Park & Ride Map and

Commuter Resource Guide. This was a major update to this biennial publication. This year's production required gathering data and analyzing and processing it for transit, telework center locations, park and ride lots and bicycle routes. Manuscript and computer files were furnished to the printer in September 2009. Other Commuter Connections brochures were revised and replenished when necessary throughout the year.

Yellow Pages advertising was placed throughout the Washington region into Comprint Military and Yellow Book USA publications under the carpool and vanpool services category. Advertisements were also included within online directories.

COG/TPB staff participated at the following transportation fairs and related events in FY2010: Employee transportation fair at the Hilton in Alexandria on September 2, 2009; King Street Transportation Fair, Alexandria October 29th; Fort Belvoir, Alexandria November 4; Henderson Hall, Arlington and NOAA, Silver Spring November 5th; World Bank, Washington, DC November 19th; One Less Car symposium, Annapolis on February 3rd; transportation fair hosted by MWAA, Ronald Reagan National Airport March 17th, 2010. Earth Day fairs US Health & Human Services, Washington DC April 14th, and HHS White Oak April 22nd; Earth Day Fair at US Patent and Trademark Offices, Alexandria, VA April 21st; Earth Day Fair at US Government Accountability Office April 21st; Earth Day Fair at the US Red Cross, April 22nd; Earth Day Fair at Washington Gas Earth Day fair, April 26th; DOD Transportation Fair, Pentagon May 26th.

The Regional TDM Strategic Marketing Plan and Resource Guide was finalized and approved at the December 15, 2009 Regional TDM Marketing Group meeting. This annual guide serves as a resource for TDM products, research and planned marketing activities conducted within the Washington metropolitan region.

An animated flash file was developed for VDOT's MegaProjects which entailed a half dozen television monitors placed throughout the Tysons Center Mall with looping transportation related content. Two Commuter Connections ads were provided, one Rideshare ad and one GRH.

COG/TPB staff monitored and maintained the Commuter Connections web site. The site's content is also translated into Spanish. COG/TPB staff provided customer support for the Commuter Connections Bulletin Board and also maintained the Federal ETC Website. Social networking sites were regularly updated and maintained and the Extranet was used for posting materials for review by various committees.

Search Engine Optimization review was performed based on a keyword density analysis run on the site.

Secured McDonald's and Grubhub coupons as Guaranteed Ride Home Rewards sponsor. COG/TPB staff began sending coupons to GRH re-registrants in renewal letters in January 2010. A GRH Rewards page was created on the Commuter Connections web site to include corporate sponsor logos. A GRH Rewards program press release was sent in February 2010. Media coverage included the Washington Examiner and Frederick NewsPost. PRTC and Frederick TransIT sent notices to their commuters about the program via email.

The Commuter Connections television commercial aired beginning April 2010 on Mid-Atlantic Sports Network (MASN) during the first 30 games of the 2010 Nationals baseball season. The commercial ran during the game, in the pre- and post-game shows, the Batting Practice show, and again during game rebroadcasts. In addition, the commercial aired 180 times in MASN programming on shows such as ESPN News, Nationals Classic Games, Orioles Classic Games, and sports talk shows. A live two minute pre-game interview with COG/TPB staff was held in April on the NatsXtra pre-game show. The Commuter Connections logo appeared on screen during Nats Xtra and Batting Practice Shows together with a live announcer noting our sponsorship.

COG/TPB staff took part in an interview at the Spanish radio station, El Zol. Additionally, GRH and Rideshare spots were translated into Spanish for airing on El Zol.

Commuter Connections sponsored a baseball game with the Southern Maryland Blue Crabs. Sponsorship included a two-sided insert in the Gameday magazine. Stadium announcements were made through the public address system, the Commuter Connections logo appeared on the electronic display and it also played our television commercial. Additionally, COG/TPB staff threw out the first pitch.

Samples of Guaranteed Ride Home marketing materials were provided to the Maryland Transit Administration for review in anticipation of the expansion of the GRH program for those working in the Baltimore region.

COG/TPB staff provided information to awards chair for ACT National conference in April. Attended the local ACT Chesapeake Chapter awards program in Richmond on June 2010. Commuter Connections received the Incentives award for its work on the 'Pool Rewards program.

COG/TPB facilitated and participated a pre-bid meeting for RFP #14-10 on April 12th for the regional TDM Marketing project. The TDM Marketing RFP Selection Committee met on May 5th to discuss proposals received and O'Donnell Company was retained as the contractor of record. COG/TPB staff met with the O'Donnell Company on June 14 to discuss the regional TDM Marketing project tasks remaining for the fiscal year and tasks for the following year.

COG/TPB staff met with the ICC project team on June 18th to discuss the possibility of signage placement on the new facility.

COG/TPB staff managed and oversaw marketing, advertising and public relations contractors, implemented the regional TDM marketing campaign, and processed media placement invoices.

Earned Media

Print/Online

Thinking Highways *A Road Less Traveled...*

Washington Examiner *Transit backup program gave 3,096 free rides home last year*

Washington Post *Ride-Share Work Expands Beyond the Daily Grind*

Radio

WTOP *Commuter Connections gives 3,000+ free rides*

Television

MASN Washington Nationals pre-game interview

Blogs

welovedc.com *Commuter Connections Expands Services*

B. Bike to Work Day

Work Accomplished on all Services Provided:

Gabe Ortiz from the City of Alexandria chaired the FY 2010 Bike to Work Day (BTWD) Steering Committee.

BTWD Steering Committee meetings were held from September 2009 through May 2010. COG/TPB staff prepared meeting materials including the agenda, notes from the previous meeting and handouts in many cases. Email announcements were sent to the Steering Committee and all items were posted to the COG web site. Following are highlights from those meetings:

September 9th: 2009 BTWD slideshow, 2009 event recaps from pit stop managers, an update on the 2009 Employer Challenge, distribution of the 2009 BTWD Draft Report, and 2010 BTWD logo change.

November 4th: Approval of the Bike to Work Day 2009 report, sponsor update, establishing the 2010 event date and rider goal, finalization of the 2010 BTWD logo, discussion of new pit stops and selection of color theme.

January 13th: Sponsorship updates, T-Shirts, poster concepts, and web site.

March 10th: Event posters and rack cards, banners, convoys and water bottles.

May 12th: Giveaways, water bottles, T-Shirts procedures, Honest Tea pick up, radio, print ads, press release, proclamation and progress reports from pit stop managers.

A sponsorship drive began in October and continued through the end of January. COG/TPB staff obtained written sponsorship agreements, logos and invoiced all sponsors. WABA was provided with sponsor logos for web site and City Bikes was provided with sponsor logos for water bottles. Worked with sponsors to

coordinate in-kind donations, particularly from Honest Tea and Whole Foods in regard to the logistics of donations, allocation and pick up procedures.

COG/TPB staff completed the bidding process for 2010 event T-Shirts in late December. The event T-Shirt was designed and incorporated the new logo. Yellow was selected as the 2010 color, and size proportions were determined. COG/TPB staff finalized event T-Shirt art with vendor and coordinated logistics for the T-Shirt delivery with ICF. COG/TPB staff worked with WABA to arrange for sorting and distribution. After the event, T-Shirts were sent to sponsors as a thank you for supporting the event.

Poster concepts were developed for presentation to Committee in January. COG/TPB staff selected and finalized flyer design with committee input; printed and distributed flyers. The flyers were then translated to a rack card version, printed and distributed. Event posters were mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day Event at your Work Site."

The Bike to Work Day event expanded to eight new pit stops located in Ballston, Buzzard Point (U.S. Coast Guard Headquarters), Naval Medical Center, Oxon Hill, Burke, Herndon, Merrifield and Manassas. This was the first Bike to Work Day event ever held in Prince William County.

COG/TPB staff worked with the Mid-Atlantic Sports Network to develop promotional opportunities as part of MASN's in-kind Gold sponsorship. A 30-second PSA ran on Washington Nationals programming during the month of May as well as Ticker Messaging (scrolling text across bottom of TV screen). An email was sent out to MASN 30K Nat's database.

COG/TPB staff coordinated ad placement onto Circulator buses as part of Downtown DC BID's sponsorship agreement. Artwork and printed bus signage was created which appeared on internal panels on four buses.

A new 60 second radio spot was produced for the FY 2010 event. The radio spot mentioned Gold level sponsors and aired for three weeks during the end of April through mid-May. The ad was heard on ESPN, DC101 and Hot 99.5. The ESPN buy included an on-air endorsement by radio personality Andy Pollen, who regularly bikes to work. An additional \$29,000 in value-add was negotiated with the radio stations selected for the Bike to Work Day radio campaign, including a bicycle giveaway contest by DC101 and HOT 99.5.

COG/TPB staff solicited Steering Committee members for 8 x 4' vinyl banners and conducted a bid. The banners in some cases were hung in advance of the event and used as promotional tools to help encourage registration. In all cases, banners were used as a backdrop to the event. The banner art was developed and customized for each pit stop, printed and delivered to 35 pit stop managers.

COG/TPB staff worked with pit stop managers and other Steering Committee members by answering questions and providing general support. In particular, to acclimate and provide direction to the influx of new pit stop managers.

COG/TPB staff briefed the Transportation Planning Board Technical Committee on April 9th and the TPB on April 21st. At the TPB meeting they adopted a

regional Bike to Work Day Proclamation which was enlarged for the signing ceremony. Photos were taken and posted to the Commuter Connections web site.

COG/TPB staff provided web edits to the Washington Area Bicyclist Association for the updating of the Bike to Work Day web page and updated the Commuter Connections Bike to Work Day web page. Twitter and Facebook event pages were created and updated on a regular basis.

COG/TPB staff produced a new Bike to Work Day Pit Stop map for 2010. Eight new pit stops were added to the map. This map features a pit stop locator with street address information and GPS waypoints. The map is still available at <http://maps1.mwcog.org/BTWDPitStops>.

A pre-event press release and calendar postings were sent in April and a second pre-event press release was sent in early May. The contractor and COG/TPB staff pitched media and sent a final press release the day of event. Staff participated in media interviews and worked with the Greater Washington Board of Trade to promote event through a SmartBrief email blast.

Print ads were created and placed in the City Paper and the Washington Examiner. Ads mirrored the event poster and both publications provided value-added online banners for the event as well.

COG/TPB staff wrote speaking remarks for TPB Chair Dave Snyder and coordinated his appearance at Merrifield pit stop. Remarks were also written for COG's Executive Director who appeared at the Freedom Plaza pit stop.

COG/TPB staff obtained registration data from WABA and sent several registration reports to pit stop managers to provide progress updates during the weeks leading up to the event.

The Employer Challenge winner was selected, and a certificate and plaque was created. COG/TPB staff coordinated the Employer Challenge luncheon with Booz Allen Hamilton staff and held the event in late June. Speaking remarks were written and a press release was sent. An article was written for inclusion in the summer 2010 Commuter Connections newsletter.

Bike to Work Day was held on May 21st at 35 simultaneous locations throughout the entire Washington metropolitan region. A record setting 9,200 bicyclists registered, a 17 percent increase over 2009.

C. Employer Recognition Awards

Work Accomplished on all Products and Services

An awards task schedule was developed to outline all associated deliverables involved with planning the event and listed various action items to be taken by COG/TPB staff, contractors and vendors.

COG/TPB staff secured volunteers from each state to be part of the 2010 Employer Recognition Awards workgroup.

After conducting a competitive bidding process for the awards ceremony venue, a deposit was made on the National Press Club for the date of June 23, 2010, with a contract review and signature.

Creative concepts for the 2010 awards application brochure were developed and shared with the workgroup; feedback was collected from the group. The 2010 awards application brochure and nomination form was developed, finalized and distributed to Level 3 & 4 employers throughout the region. The employer awards information was also placed online. Call for nominations links were placed on Commuter Connections and COG home pages. An HTML email was sent to employers and employer outreach sales representatives regarding the call for award nominations. COG/TPB staff worked with GSA and the Greater Washington Board of Trade to publicize the nomination period. The call for nominations was discussed during the January 19, 2010 Employer Outreach Committee meeting. The award nomination period ended February 1, 2010.

COG/TPB staff and the contractor reviewed award nominations and created one-page summaries for each qualifying nomination in preparation for the Selection Committee meeting. COG/TPB staff secured Selection Committee members and sent welcome letters providing details about the meeting held on March 24, 2010. Materials for the Selection Committee meeting were finalized including instructions for judges, agenda, ballots and copies of original nomination forms submitted. Following the meeting, results of the Selection Committee balloting were tallied and provided by consultant. Thank you letters were sent to Selection Committee members following the meeting. COG/TPB staff met internally to review qualifications and credentials for Organization and Sales Team Achievement award candidates. Letters were sent to the winners and non-winners based on Selection Committee voting.

The Employer Recognition Awards workgroup provided feedback regarding the selection of giveaway items. Maglites were ordered and given out at the ceremony along with commemorative program booklets to attendees. Booklet highlights included letters from Commuter Connections Subcommittee and TPB Chairs, profiles on winners and acknowledgement of all involved including the Selection Committee and Workgroups.

COG/TPB staff secured event speakers, wrote remarks for speakers, sent confirmation letters, created the agenda, provided instructions and sent thank you letters to speakers after the event. The event's emcee was Muriel Bowser Councilmember, District of Columbia. Award presenters included: Incentives - Susan Davis, Executive Director Tysons Transportation Association; Marketing - John Undeland Senior Vice President and Partner Stratacomm; Telework Award, Adam Tuss, Sprawl & Crawl Reporter, WTOP Radio; Employer Services Sales Team and Organization Achievement - David F. Snyder, Councilmember, City of Falls Church, Virginia.

Invitations were created, including matching envelopes and the guest list was developed. Invitations were mailed out and an RSVP list was maintained; name tags of attendees were created.

COG/TPB staff bid out for awards videography services. Developed questions for interviewees and coordinated filming logistics. COG/TPB staff also provided feedback during the editing process. The event video encompassed two minute segments of each award winning program. The final video was shown at the ceremony.

Glass trophies were ordered for five award recipients. Podium signage was

created.

COG/TPB and COG/OPA staff created a media advisory prior to the event and sent a press release to the media the day of the Employer Recognition Awards event.

COG/TPB staff finalized catering arrangements with the National Press Club and conducted a walk thru the day prior to the event. COG/TPB staff hosted the thirteenth annual Commuter Connections Employer Recognition Awards event at National Press Club on June 23, 2010. Awards were given to the following employers and organizations: Incentives – ICF International; Marketing – Social and Scientific Systems; Telework - TCG; Employer Services Sales Team Achievement – Prince George’s County; Employer Services Organization Achievement – Bethesda Transportation Solutions for their Walk & Ride Challenge.

A print ad was developed by the contractor which appeared in the Wall Street Journal on June 25, 2010 to recognize employer recipients of the Employer Recognition awards.

D. Carpool Incentive Program Demonstration Project Study

Work Accomplished on all Products: (Report major activities on the following:

COG/TPB staff finalized the program guidelines, terms of use, and software module for the Pool Rewards program.

A landing web page was created for ‘Pool Rewards along with instructional screen shots for how to apply.

A press release was written and sent out on October 26th. The project launch included significant print, broadcast and online media coverage.

A 9”x6” postcard was designed and mailed to 30,000 residents within specific targeted geographical areas. The areas comprised of select zip code boundaries within and surrounding the three eligible ‘Pool Rewards corridors. The majority of mailers were sent to residents through a purchased list based on defined demographic criteria developed for the ‘Pool Rewards program, namely household's with ages 25-54 combined with incomes of \$75k or more.

Mailers were sent to 1,300 commuters, marked as SOV’s, which were already part of the Commuter Connections database and living within the designated zip code boundaries.

Zip code targeted Internet banner ads were created for the ‘Pool Rewards Program. Weather and news sites were primarily chosen based on past Commuter Connections online Rideshare campaign performance and the site’s ability to target ads by zip code. Sites used for the ‘Pool Rewards campaign were: AOL, Accuweather.com NBC4, News 8, Washington Times, WJLA, WUSA and

WTOPnews.com. Yahoo text ads were also part of the online media for 'Pool Rewards.

The social networking site, Facebook was also utilized to help promote the 'Pool Rewards program.

Email blasts were sent to registrants in the Commuter Connections database who were self-identified as SOV commuters and who lived within the identified geographical areas of the initial 'Pool Rewards corridors. Email blasts were also sent to employers within the Washington region plus the Commuter Connections Bulletin Board.

Ads ran on Yahoo through the end of February to promote the 'Pool Rewards program.

Language for the 'Pool Rewards web page was modified to reflect program expansion to a region wide level. Modifications were made to the post card originally created at program launch to communicate the new changes.

A portion of the value-added opportunities from the spring radio campaign were used to promote the 'Pool Rewards expansion. A promotion called "Double Fill" took place in March with 94.7 Fresh FM. The Fresh street team was on site at several popular gas stations during the morning rush hour. The team distributed the newly modified 'Pool Rewards post cards to gas station patrons. As part of the promotion, gift certificates for a free pizza, courtesy of Papa John's were given to all who filled up.

Rideshare direct mailers sent in February supported 'Pool Rewards by incorporating a brief message about the limited time incentive program along with the 'Pool Rewards logo.

A press release was sent out on March 11, 2010 to announce the expansion of the 'Pool Rewards program throughout the entire Washington region. Media coverage was enjoyed on WTOP, Washington Post, Washington Examiner, NBC Washington and MSNBC.

COG/TPB staff worked on finalizing the participant survey and supervisor verification process for those completing the program.

COG/TPB staff produced customized reports for the 'Pool Rewards program.

COG/TPB staff continued monitoring applications for the 'Pool Rewards program.

COG/TPB staff began surveying participants that had completed logging their trips. COG/TPB staff also began supervisor verification's for participants that had completed logging their trips. The reimbursement process was also established and payments started being made beginning in May.

Commuter Connections was awarded Incentives trophy at the ACT Chesapeake Chapter Conference in Richmond on June 2, 2010.

This effort resulted in the following earned media placements:

Print/Online

Frederick News Post	<i>Program offers commuters cash for carpooling</i>
Richmond Times Dispatch	<i>D.C.-area commuters offered cash to carpool</i>
WAMU online	<i>Pool Rewards: Some D.C. Commuters Will Cash In on Carpooling</i>
Washington Business Journal	<i>Commuters could get cash for carpooling</i>
Washington Examiner	<i>Program offers commuters cash for carpooling</i>
Washington Post	<i>Program to offer cash incentives for carpooling to work</i>
Frederick News Post	<i>Drivers can make money not driving Test the waters of TransIT's Pool Rewards</i>

Television

FOX	<i>Pool Rewards: Cash for Carpools Commuters Offered Cash For Carpooling Carpool and Earn Money Too</i>
NBC Washington	
WHSV	<i>Program Offers Drivers Money to Carpool in D.C. Area</i>
WJLA	<i>Program Offers Commuters Cash for Carpooling</i>
WJZ	<i>Program Offer Commuters Cash for Carpooling</i>
WUSA 9	<i>Get Paid \$2 to Carpool Under a Pilot Program</i>

Radio

WAMU	<i>Pool Rewards: Some D.C. Commuters Will Cash In on Carpooling</i>
WTOP	<i>Carpooling could earn you a couple of bucks a day</i>
NPR	<i>Cities Use Cash To Encourage Carpooling</i>

Blogs

readyssetdc.com	<i>'Pool Rewards: Earn Cash for Carpooling</i>
socialmedian.com	<i>Pool Rewards: Some D.C. Commuters Will</i>

cityrenewed.com	<i>Cash In on Carpooling</i>
	<i>Government Eco-Action Mon.: Commuter Connections' 'Pool Rewards Offers Cash to Carpoolers</i>
<i>Eco Women: Protectors of the Planet!</i>	<i>Carpool Cash</i>
Cars.com Kicking Tires	<i>Cities Pay Drivers to Carpool</i>
SiloBreaker	<i>Cities Pay Drivers to Carpool</i>

E. Car Free Day

Work Accomplished on Products and Services

Car Free Day Steering Committee meetings were held on July 8th and September 9th to plan the event. Highlights from the meetings included the following: discussion of the carfreemetrodc.com web site, presentation of marketing materials, outreach efforts and a roundtable discussion from member organizations participating in the event.

COG/TPB staff worked with DDOT's contractor to make enhancements and updates to the Car Free Day web site including photos and press coverage from 2008. Sponsor logos were added for those who provided substantial in-kind donations such as signage or giveaways at the regional level. Events and promotions submitted by jurisdictions were added on an ongoing basis.

Car Free Day fliers with the headline "Uncar for a Day" were developed, printed and made available. A PDF of the flier was also available on the event web site. A mailing to 4,000 employers was sent out which included a letter about Car Free Day and a flier. Employers were asked to support the event by posting fliers onto their bulletin boards. An HTML email was sent out to employers as well. Car Free Day buttons were made available to Steering Committee members for use in promoting the event and to encourage pledges to the web site.

Three 60-second draft radio scripts were reviewed by the Steering Committee and refined for production. Radio ads began airing in mid August and ran through mid September. A total of 100 spots ran on WASH-FM, 160 spots on WBIG and 80 spots on WRQX. The spot depicted a woman in love with her car who feels her relationship needed a little healthy time apart.

The Car Free Day logo was placed onto MWCOC's and Commuter Connections' web sites. Reciprocal links were placed on Try Transit Week & Virginia Railway Express web sites.

A twitter page was created for the event and tweets were made during the weeks leading up to the event. The link to twitter was placed onto the Car Free Day home page.

COG/TPB staff finalized coordination and printing of free transit signage ad space. Transit Signage was donated by the following organizations:

- 50 Metrobus queens (30 x 88)
- 30 Ride On bus kings (30 x 144)
- 30 Ride On bus shelters (48 x 69)
- 40 ART bus cards (11 x 28)

Text message reminders were sent out on September 15th and 21st to those who opted in to receive them during the pledging process.

A press release was developed and sent to the media. COG/TPB staff coordinated and conducted media interviews. A podcast interview through COG's Public Affairs office was recorded and posted to the COG web site. Media coverage was very good and included notable outlets such as News Channel 8, ABC 7, WAMU 88.5 FM, Washington Post and Examiner.

COG/TPB contractor coordinated WBIG's presence at DDOT's street closure celebration. COG/TPB staff had a display booth at DDOT's street closure event.

Conducted analysis of Car Free Day pledge data and presented results at the November 19th Commuter Connections Subcommittee meeting. Pledges for 2009 increased by 14% reaching 6,211.

Prize winners were notified and prizes were distributed. Grand prize was an iPod nano supplied by DDOT. Other prizes included Segway tours and SmarTrip cards, VRE and MARC passes. Tweeted entry of grand prize iPod nano winner.

Planning began on the Car Free Day 2010 event with the Steering Committee meeting on March 10, 2010. Topics included the 2010 pledge goal, web site and upcoming plans for marketing materials to be used.

Began the transition process with DDOT to move the Car Free Day web site to COG for full in-house management.

Held May 12 Steering Committee meeting to further along planning for the September 22 event. Topics discussed at the meeting included: web site, marketing materials and jurisdiction roundtable discussion.

Reached out to transit providers regarding potential free ad space.

Earned media placements are as follows:

Print/Online

The Examiner	<i>D.C. workers commute longer, more likely to use transit</i>
Express Night Out	<i>Lose the Wheels and Find Your Feet: Car Free Day Hits D.C.</i>
Frederick News Post	<i>Traveling Through — Come on and take a free ride</i>
Gazette.Net	<i>County tries out a Car Free Day</i>
WAMU online	<i>Commuter Connections Offers Alternatives To Driving</i>
Washington Business Journal	<i>Sept. 22 marks International Car Free Day</i>
Washington Post	<i>A Day for Rethinking Our Four-Wheeled Fixation</i> <i>Car-Free Event Explores Alternatives</i> <i>A Day Without the Detriments of Driving</i> <i>Car-Free Diet Hard to Swallow For Many</i> <i>The Joys of Living Car-Free (Letters to the Editor)</i>
DC Environmental News Examiner	<i>Car Free Day is Tuesday, September 22</i>

Television

ABC3 Winchester	<i>Car Free Day</i>
NBC Washington	<i>Car-Free Day Comes Amid Reports of Increasing Traffic</i>
News Channel 8	<i>Walk, Pedal, Roll: D.C. Celebrates Car-free Day</i>
WJLA	<i>Commuters Urged to Ditch Their Wheels for 'Car Free Day'</i>

Radio

WAMU	<i>A CarFree Tuesday for the D.C. Region</i>
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WKYS

Car Free Day

Blogs

blunoz.blogspot.com

Car Free Day is 22 September

dc.about.com

DC Area Celebrates Car Free Day!

DCist

Car Free Day on Tuesday

Notionscapital

DC Car Free Day 22 September 2009

Rebuilding Place in the Urban
Space

*Join us for the Car Free Day Street
Celebration*

thewashcycle.com

Car Free Day 2009 Tomorrow

thecityfix.com

D.C. Commuters Go Car Free

washington.bizjournals.com

*Sept. 22 marks International
Car Free Day*

Beyond DC

Pay to Carpool Will Expand

Metro DC Living

Get Paid to Carpool

Daily Me

Program Offers Cash for New Carpoolers

Montgomery County MD

*Carpooling is rewarding (as long as you start before March 31,
2010)*

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Work Accomplished on Products and Services

The following work was accomplished during the first quarter:

Consultant proposals from the TDM Evaluation RFP were received in August and reviewed by the Technical Selection Committee. Oral presentations were held in September. A contractor was selected and COG/TPB staff worked with COG's administrative staff to issue a contract to the selected consultant.

COG/TPB staff completed the following on-line survey:

- Oracle

Records were pulled for the dataset and reports were finalized.

During the second quarter, the following work was accomplished:

Two conformity statements were produced during the period to reflect the additions and subtractions of Level 3 and Level 4 clients in the region. The final FY 2009 4th Quarter Conformity and draft FY 2010 1st Quarter Conformity statements were distributed at the Employer Outreach Committee meeting on October 20th.

A TDM Evaluation project kick off meeting was held on October 27th between COG/TPB staff and the consultant team to discuss the overall project focus and project timelines. Recommendations for updates to the Framework Evaluation Methodology document for FY 2008 – FY 2011 were discussed and changes to the 2010 State of the Commute survey questionnaire were also discussed. The group also discussed the overall timeline of the data collection activities for the GRH Applicant survey.

Work began on updating the TDM Evaluation Framework Document. Highlights of the updates were presented and discussed at TDM Evaluation Work Group meetings held on November 17th and December 15th.

Timelines for the TDM Evaluation Framework Document, State of the Commute Survey and GRH Applicant Survey were prepared and distributed to the TDM Evaluation Group in November.

Work began on updating the 2010 State of the Commute Survey questionnaire and a draft was presented and discussed at the December 15th TDM Evaluation Group meeting. Work also commenced on the update of the 2010 GRH Applicant survey questionnaire and the draft was also presented at the December TDM Evaluation Work Group meeting.

Work accomplished during the third quarter was as follows:

The FY 2009 - FY 2011 TDM Evaluation Framework Methodology draft document was updated based on comments and presented to the Commuter Connections Subcommittee on January 19th. A review and comment period was established. The second draft of the FY 2009 – FY 2011 TDM Evaluation Framework Methodology document was presented to the Commuter Connections Subcommittee on March 16th. A new comment period was established.

The FY 2010 State of the Commute survey design was completed and data collection activities began on January 26th. Data collection activities continued for the FY 2010 State of the Commute Survey through March.

The FY 2010 GRH In-Depth Applicant draft survey was presented and discussed at the January 19th TDM Evaluation Group meeting. A review and comment period was established. COG/TPB staff and the consultant continued work on the electronic programming of the 2010 GRH Applicant survey.

The FY 2010 Employer Outreach Final Employer Verification Statement was presented during the Employer Outreach Committee meeting on January 19th. The Draft 2nd Quarter Employer Verification Statement was also prepared and released for comment during the January 19th Employer Outreach Committee meeting. The Draft 2nd Quarter Employer Verification Statement was finalized and was presented at April's Employer Outreach Committee meeting. The third quarter Draft Conformity Verification Statement was produced for the April 20th meeting.

Work accomplished during the fourth quarter was as follows:

A conference call was held with the regional TDM Evaluation project consultant team on April 30th to discuss anticipated regional goals, policies, and evaluation issues.

COG/TPB staff produced database queries to extract data for the GRH Applicant Survey in April. Additional work was done by COG/TPB staff and the consultants to prepare the GRH Applicant electronic survey for data collection to begin. Data collection activities started on April 10th and continued through May.

COG/TPB staff continued the review of the TDM Evaluation Framework Methodology draft document based on comments received through April 9th and internal review. The TDM Evaluation Framework Methodology document was completed and was endorsed for release by the Commuter Connections Subcommittee on May 18th.

Work was completed on the data collection activities for the 2010 State of the Commute Survey in April. Data analysis commenced for the 2010 State of the Commute Survey in May.

The consultant produced the draft 2010 State of the Commute Technical Report and the draft 2010 GRH In-Depth Applicant Survey Report in June.

The third quarter draft conformity statement was produced and distributed at the April 20th Employer Outreach Committee meeting. Monthly Employer Outreach Progress report spreadsheets were collected and reviewed from the District of Columbia, Frederick, Montgomery, Arlington, and Prince George's Counties. The City of Alexandria did not submit their reports at the time of this summary. In June, the fourth quarter draft conformity statement was produced and will be distributed at the July 20th Employer Outreach Committee meeting.

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products

The following work was accomplished during the first quarter of FY 2010:

COG/TPB staff re-designed the commuter survey database in order to accommodate the archiving of data from the new commuter survey.

COG/TPB staff produced Executive Summary reports for monthly activities in July, August and September. The FY 2009 Annual Progress report was produced and distributed at the September 15th Commuter Connections Subcommittee meeting.

COG/TPB staff mailed and collected and analyzed data from June – August 2009 GRH trips for customer satisfaction survey.

COG/TPB staff produced marketing lead analysis and campaign results as part of the final Marketing Campaign Summary 2nd half FY 2009 report. The Final FY 2009 2nd Half Marketing Campaign Summary Report was distributed at the September 15, 2009 Regional TDM Marketing Group meeting.

COG/TPB staff tracked effectiveness of advertising campaigns through call volumes and internet visits.

COG/TPB Staff received Employer Outreach data reports from the sales jurisdictions and reports were outstanding from Loudoun, Fairfax, Prince William, Arlington and Prince George's, Counties, as well as the City of Alexandria and Tri-County Council.

During the second quarter of FY 2010, the following work was accomplished:

COG/TPB Staff received reports from the Maryland jurisdictions by their respective deadlines. The Virginia jurisdictions have not submitted their activity reports since June of FY 2009.

Two conformity statements were produced during the period to reflect the additions and subtractions of Level 3 and Level 4 clients in the region. The final FY 2009 4th Quarter Conformity and draft FY 2010 1st Quarter Conformity statements were distributed at the Employer Outreach Committee meeting on October 20th.

An on-line query database was developed for the Employer Outreach Employer-site Surveys. ASP code snippets were developed for the new database web pages and the code was tested. The Commuter Survey Analysis template was also updated for use in Excel 2007.

COG/TPB staff produced Executive Summary reports for monthly activities in October, November and December.

COG/TPB staff produced quarterly CCWP progress report for the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, and Telework, Marketing, and Evaluation programs.

COG/TPB staff mailed and collected and analyzed data from September through November 2009 GRH trips for Customer Satisfaction Survey.

COG/TPB staff tracked effectiveness of advertising campaigns through call volumes and internet visits.

COG/TPB staff compiled marketing lead analysis and campaign results as part of the FY 2010 1st Half Marketing Campaign Summary Draft Report. The Final FY 2010 First Half Marketing Campaign Summary Report was distributed at the March 16, 2010 Regional TDM Marketing Group meeting.

COG/TPB staff issued the Bike to Work Day 2009 Event Final Draft Report at the Bike to Work Day November 4, 2009 Steering Committee meeting.

COG/TPB staff presented preliminary results of FY 2009 GRH Customer Satisfaction at the December 15, 2009 Regional TDM Marketing Group meeting.

A TDM Evaluation Work Group meeting was held on November 17th. Highlights from the meeting included a discussion on the update to the regional TDM Evaluation Framework Methodology document for the TERM Analysis data collection activities, the distribution of the project timeline, and a discussion of the timeline and project activities for the 2010 State of the Commute survey.

A TDM Evaluation Work Group meeting was also held on December 15th. Highlights from the meeting included a presentation and discussion of updates to the regional TDM Evaluation Framework Methodology document, a presentation and discussion of the changes made to the 2010 State of the Commute survey questionnaire, and a review of the 2010 GRH Applicant survey methodology.

During the third quarter of FY 2010, the following work was accomplished:

In January, the monthly Employer Outreach Progress Reports were collected from all jurisdictions with the exception of the City of Alexandria, Arlington, Fairfax, Loudoun and Prince William counties. For February, the monthly Employer Outreach Progress Report spreadsheets were collected from all jurisdictions with the exception of the City of Alexandria, Loudoun and Prince William counties. In March, reports were collected from Frederick County. Arlington, Fairfax, Loudoun, Montgomery, Prince George's and Prince William Counties did not submit their reports. In addition, the City of Alexandria, the District of Columbia and Tri-County Council have not submitted their reports. As of January, the monthly reports were still outstanding from Virginia (Arlington, Fairfax, Loudoun, Prince William Counties and the City of Alexandria) from the

beginning of the fiscal year. The necessary reports have been received from DC and all jurisdictions in Maryland.

The third quarter draft conformity statement was produced and distributed at the April 20th Employer Outreach Committee meeting. In June, the fourth quarter draft conformity statement was produced and was distributed at the July 20th Employer Outreach Committee meeting.

A TDM Evaluation Group meeting was held on January 19th. The agenda included a discussion regarding the revisions to the TDM Evaluation Framework Methodology Document, changes made to the 2010 State of the Commute survey questionnaire and the methodology and questionnaire for the 2010 GRH Applicant survey.

COG/TPB staff presented preliminary results of FY 2009 GRH Customer Satisfaction Survey at the December 15, 2009 Regional TDM Marketing Group meeting. Formal results of the Survey were presented at the January 19, 2010 Commuter Connections Subcommittee meeting. The report was posted to the Extranet for an open comment period and was approved for release at the March 16, 2010 Commuter Connections Subcommittee meeting.

COG/TPB staff conducted monthly mailings of the GRH Customer Satisfaction Survey for FY 2010 program participants. All GRH participants who provided Commuter Connections with a valid email address received the survey exclusively online.

COG/TPB staff tracked response to direct mailers sent to households.

The following work was accomplished during the fourth quarter of FY 2010:

Employer Outreach monthly spreadsheet reports are still outstanding from most of the Virginia jurisdictions (Fairfax, Loudoun, Prince William Counties and the City of Alexandria) from the beginning of the fiscal year.

COG/TPB staff met with VHB on June 10th to discuss remaining Employer Survey tasks for the current fiscal year. The Employer Survey archive database was reviewed and made recommendations for changes and updates were made to the consultant. The archive database will be demonstrated at the July Employer Outreach Committee meeting.

COG/TPB staff prepared and issued Employer Outreach TERM Analysis for each jurisdiction to all three state funding agencies. The purpose of the analysis is to provide background information and recommendations to the state funding agencies for the progress of activities associated at the jurisdictional level for the Employer Outreach TERM.

COG/TPB staff conducted a mailing of GRH Customer Satisfaction Survey for March - May 2010 program participants.

COG/TPB staff captured web site visits and phone call counts for March - May 2010. This data was included in the draft document of the Commuter Connections 2nd Half Marketing Campaign Summary report issued at the Regional TDM Marketing Group meeting on June 15, 2010.

The March, April, and May Executive Summary reports for the FY 2010 CCWP were completed and submitted with the corresponding monthly invoices.

The Draft FY 2010 2nd Half Marketing Campaign Summary Report was issued at the March 16, 2010 and June 15, 2010 Regional TDM Marketing Group meetings.

COG/TPB staff captured web site visits and phone call counts for FY 2010 on a monthly basis. This data is used to produce a marketing lead analysis as part of the Marketing Campaign Summary reports.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

Work Accomplished on all Services Provided

Database training was held on September 24th for Frederick County. Topics included field entry requirements and reporting.

Two separate training sessions were held in October for ACT! Database training. COG/TPB staff assisted in additional training sessions in November and December. A recurring matter is the issue of connectivity and the field representatives having difficulties with their session timeouts. Staff resolved the matter with assistance from the COG technical support team.

January: COG/TPB Staff maintained the database. Several problems with the web application were addressed for Montgomery County Commuter Services.

February: COG/TPB Staff added three new users for the Fairfax portion of the database. Several restarts of the ACT! Database was necessary due to connectivity problems. March: COG/TPB Staff began work on upgrade to system and adjusted users for the District of Columbia as well as incorporated new fields for data analysis.

Work done in April, May, and June included: the ACT! upgrade preparations are continuing for a FY 2011 implementation and new field names and changes done for Telework tabs and other contact fields.

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services

Developed new cover for Bicycling to Work Guide, updated content and printed 2010 edition. The online bike guide was updated to reflect changes.

Guides were distributed throughout the region at various Earth Day employer events as well as events held at the Pentagon in May and Montgomery County in June.

C. Live Near Where You Work Program

Work Accomplished on all Products and Services

During the first quarter COG/TPB Staff reviewed the latest proposal from the Dulles Area Transportation Association for their effort to expand sessions for outreach to employers in the Dulles area.

During the second quarter there was an event held on December 4th in Fairfax County hosted by the Dulles Area Transportation Association. Future events were planned by DATA as well as for Prince George's County, Frederick County and Tri-County Council for Southern Maryland.

The third quarter activities are as follows:

January: Event planning for Fairfax, Frederick, Montgomery and Prince George's Counties. February: COG/TPB staff sent LNYW brochures to DATA and to North Bethesda for upcoming events. There was progress on planning for events in Prince William, Frederick and Prince George's Counties. COG/TPB staff attended and participated in the DATA LNYW event at the Hyatt Dulles on February 23rd. March: Provided support for upcoming events in Prince William, Frederick and Prince George's counties and distributed LNYW booklets for the upcoming Frederick County event. Post cards and an HTML e-mail were sent to employers for Prince William event. Development began on a Frederick event post card for their May event. COG/TPB staff worked on reviewing event logistics and costs for DATA events to be held in April. COG/TPB staff reviewed application from Montgomery County for a LNYW event.

A Northern Virginia Live Near Your Work webinar was held on April 13th which was sponsored through PRTC. The Oracle Live Near Your Work event was held on the 22nd in Reston, VA as well as a transportation fair. COG/TPB staff began preparations for the May 5th event in Frederick, May 12th in Chantilly and June 10th in Montgomery County. COG/TPB staff attended and presented at the Frederick County Live Near Your Work event on May 5th. COG/TPB staff attended and presented at the employee event at the Aerospace Corporation in Chantilly, VA on May 12. The June 10th event held in Rockville, MD was for Live Near Your Work and commuting alternatives focusing on Telework. There were two panels for each topic with COG/TPB staff presenting for both panels.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Services Provided

During the first, second, third, and fourth quarters the Maryland local jurisdictions continued implementation of their respective Scopes of work for the Employer Outreach TERM.

January: Maryland jurisdictions continued work on establishing new or expanded employer-based TDM programs at work sites. The District of Columbia has elected to pass-thru its dollars directly to a contractor and the FY 2010 CCWP was amended to reflect this change. February: Maryland's outreach efforts continue with the addition of five new Level 3 employers for February. The District added two Level 3 employers and the outreach effort for DC was effectively switched to a new entity; representatives from Arlington Transportation Partners. The District of Columbia Employer Outreach program will now be under the GoDCGo umbrella. March: Staff coordinated with new DC contractor on outreach efforts and database quality control.

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services

COG/TPB staff met with the training contractor on September 30th regarding the upcoming Social Marketing sales training event for DC and Maryland Employer Outreach sales representatives. Work began on the development of an employer climate change brochure. There were eight new programs implemented in the District of Columbia.

The list of employers met with and who have added programs are as follows:

1. The Library of Congress
2. United Mine Workers Retirement Fund
3. World Bank
4. IMF
5. Newseum
6. Arnold & Porter
7. PFlag National
8. JHP Inc.

In October sales support calls were conducted for Maryland jurisdictions.

A sales training session was held on Tuesday, October 13th for DC and Maryland sales representatives on how to use Social Marketing in the TDM sales process. A Climate Change Employer brochure was completed and printed. The general Commuter Connections Employer Brochure was updated and printed. Both brochures will be made available to employers located in the District of Columbia

and Maryland. The Guaranteed Ride Home and Rideshare brochures were revised and replenished. An Employer Outreach Committee meeting was held on Tuesday, October 20th. Highlights from the meeting included: a review of the 4th Quarter FY 2009 Final Conformity Verification Statement and review of the 1st Quarter FY 2010 Conformity Verification Statement, a SmartBenefits presentation by WMATA on upcoming changes, a presentation and discussion of the draft Employer Climate Change brochure, a discussion of upcoming training topics for DC and Maryland Employer Sales representatives, an update on Maryland Telework activities, an update on Live Near Your Work events and activities, a presentation on the results from the FY 2009 Employer commute surveys conducted and a roundtable discussion.

The third quarter activities are as follows:

January: The Climate Change brochures were finalized and order received. Met with Library of Congress, US DOJ, USPS L'Enfant branch, United Mine Workers Pension Fund and USDA ARS. Employer Outreach Meeting held on January 19, 2010. An Employer Outreach sales training session was held on January 26th. February: Climate change brochures were sent to three jurisdictions; Frederick, Prince George's and Montgomery County. Met with AARP, Veteran's Administration and the NEA to update Commuter Connections efforts and also inform commuters on what is available to them in the region. COG/TPB staff worked to secure speakers and finalize the curriculum for the LEED sales training session that will be held in March. March: COG/TPB staff coordinated and facilitated the LEED Employer Outreach sales training session held at COG on March 23rd for DC and Maryland representatives. A meeting was held on March 3rd with DDOT and the contractor to discuss the transition and to finalize expectations and requirements.

The fourth quarter is as follows:

The Employer Outreach Committee met on April 20th. Topics covered in the meeting were: 2nd & 3rd quarter outreach conformity reports; Formats for monthly reports; LEED training follow-up; Training sessions for FY10 and FY11; update on regional Telework outreach; Live Near Your Work; and, sales support calls updates. On May 17th, staff accompanied Tri-County Council staff for LEED certification meeting with Southern Maryland Electric Cooperative. Staff coordinated efforts for the June 28th training session. Staff worked with new representative from Southern Maryland to get program up to speed. Staff was also able to fulfill two data requests from Fairfax County and Frederick County. Outreach Self-assessment training was held on June 28th at COG.

COG/TPB staff coordinated with goDCgo staff to print Sales Kits for the District of Columbia.

COG/TPB staff conducted the semi-annual sales support calls during the week of April 26th.

VI. MARYLAND TELEWORK

A. General Assistance and Information

Work Accomplished on all Products and Services

July – September 2009:

COG/TPB staff continued to work on finalizing four new employer Telework case studies.

Two in-person meetings and two phone-based meetings with Charles County government was held by the on-call consultant. The discussions centered on the overall project plan, metrics and expansion of the program. The contents of the manager training session were also discussed along with a post-pilot survey with results being included in the manager presentation. A management workshop was conducted on September 26th for 25 managers. The Work Suitability Assessment was set up for Charles County as well.

A post-pilot survey was conducted at Marriott International from the groups that had participated in the expansion Telework Pilot Program. Data from the survey was collected in August and a report will be produced. Two phone-based meetings were also held between Marriott and the on-call consultants. COG/TPB staff attended a Telework Exchange Town Hall meeting at the Reagan Center in D.C. on September 24th.

October – December 2009:

Two phone based meetings were conducted between the on-call consultant and Charles County government representatives in October. The discussions centered on the site's overall project plan, metrics and how to convince executive management to expand the program. Contents of the next manager training session were also discussed. A post-pilot survey and the inclusion of the data into the executive manager presentation were reviewed and one management workshop was conducted with the managers that focused on the skill-sets manager's need for teleworkers versus in-office employees.

The North Bethesda TMD Advisory Committee was briefed on the Marriott International Headquarters telework program on October 21, 2009.

The post-pilot survey for lead-managers at Marriott International Headquarters was developed and implemented. Three meetings were held in October with Marriott International Headquarters staff and the on-call consultant to discuss survey results, on-going manager training and the train-the trainer efforts. A presentation on the program was also given to senior management.

Two conference calls were held with Marriott International in November to review the teleworker and lead-manager survey reports and to work on a presentation for senior management to gain approval for a full rollout of the telework program at the headquarters office. A management workshop was also held and was focused on the skill sets managers need for teleworkers versus in-office employees. A meeting was held in December with the Director of Human Resources at Marriott to handoff the manager training and to present the final report. Program goals were finalized as were metrics and measurement options.

The on-call consultant sent a modified program, outcomes and training documents to Charles County staff in December in order for them to prepare for an internal meeting about the county's telework program.

Work began in December on the development of a survey for Employer Outreach representatives to ascertain the type of training topics which would be needed for the FY 2010 Employer Telework sales training session.

January – March 2010:

A draft survey was developed by the consultant in January and reviewed by COG/TPB staff that will be used to obtain information and feedback from Maryland Employer Services representatives to prepare this year's Telework training curriculum. Work began on the training curriculum in March.

A conference call was held on January 22nd with the consultant to discuss the status of the survey and overall training approach.

The pre-workshop survey was completed by the consultant in February.

COG/TPB staff began identifying potential employers for the Telework case studies in February.

Work continued on the on-call programs with the consultant at both Marriott Headquarters and with Charles County Government. A question and answer session was held with Charles County government. Participants included the teleworkers and interested employees from other departments.

COG/TPB staff participated in a Telework webinar on March 19th sponsored by Tools of Change.

April – June 2010:

A full day Telework training session for Maryland Employer Outreach representatives was held on April 27th at COG. COG/TPB staff continued identification of potential employer's that have strong telework programs which could be profiled as part of the upcoming case study series.

COG/TPB staff participated at the Telework Exchange's Town Hall meeting held at the Ronald Reagan Center on April 8th. Follow-up occurred with Charles County concerning the March Q&A session which was held.

COG/TPB staff reviewed the training evaluations from the April 27th Telework workshop conducted for Maryland Employer Outreach representatives. Work continued on identifying Maryland-based employers that would be profiled for the upcoming Employer Telework case study series. The consultant followed-up with Charles County concerning the expansion of its Telework program. A follow-up session is planned for June.

COG/TPB staff worked with the NBTMD on an employer that would need potential on-call consultant assistance in expanding their Telework program.

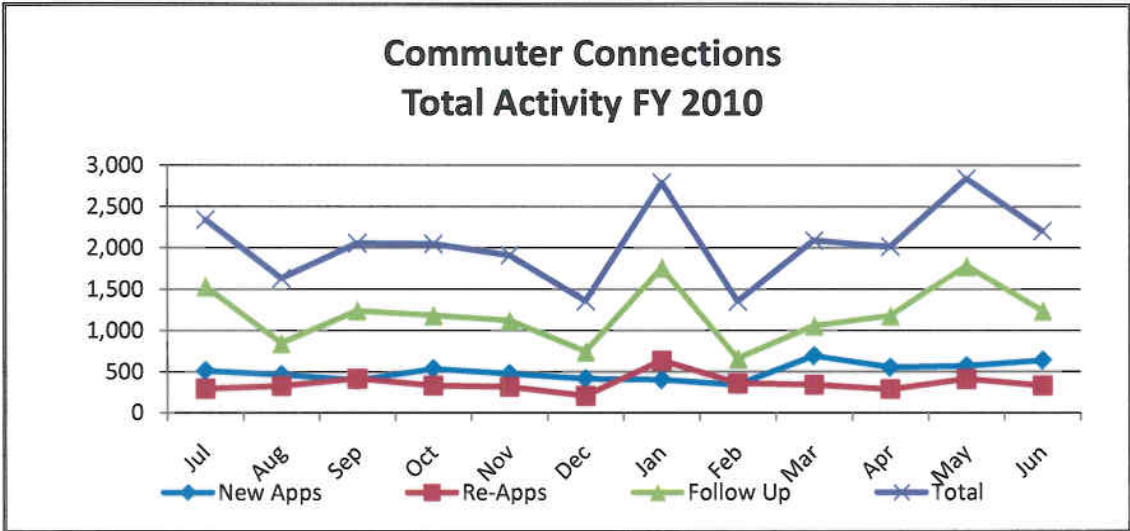
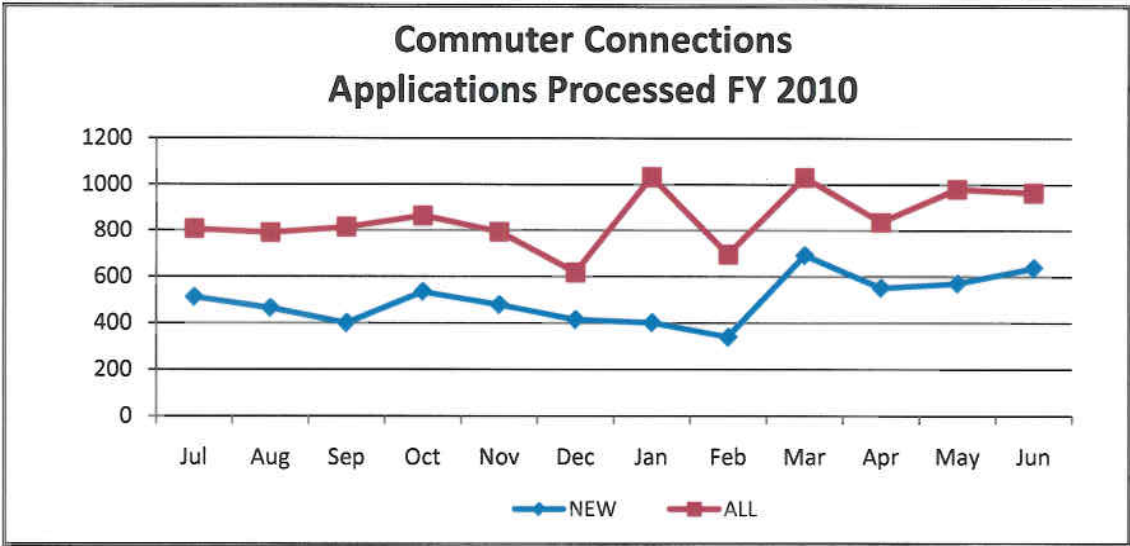
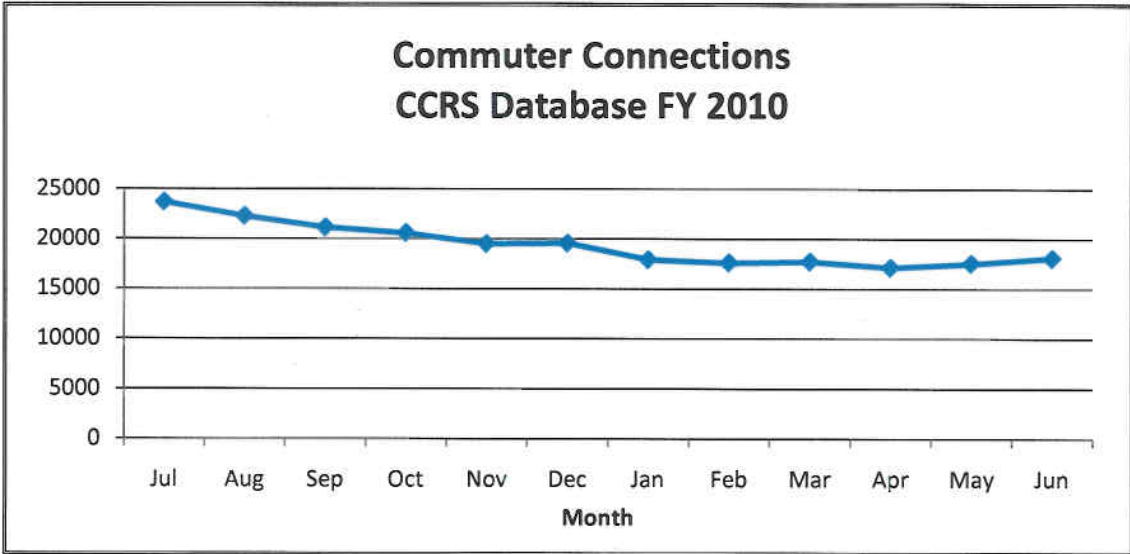
Work continued on the development of three employer case studies in Maryland. Two of the case studies were finalized and the third is pending a final review by the employer.

Table 1
Metropolitan Washington Council of Governments Commuter Connections Program Monthly Activity and Impact Summary
FY 2010 Totals

Commuter Connections Activity	July 1, 2009 - June 30, 2010
Total applicants/info provided:	25,539
Rideshare applicants	10,212
Matchlists sent	18,529
Transit applicants/info sent	712
GRH applicants	6,866
Bike to Work Info Requests	106
Telework info requests	85
Vanpool applicants	N/A
Internet users	143,686
Internet applicants	13,143
New employer clients	189
Employee applicants	0

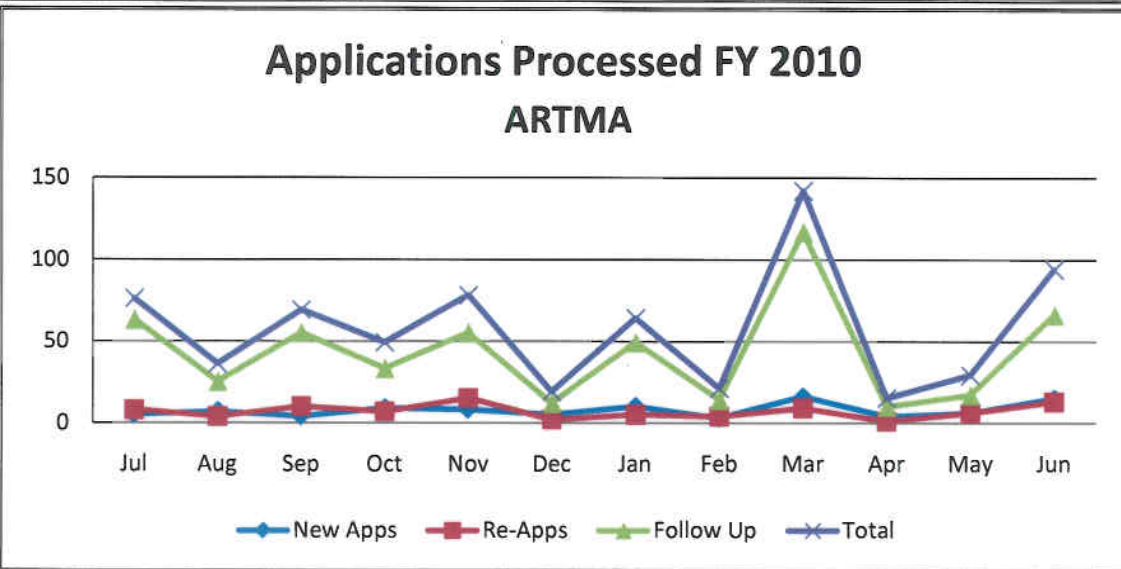
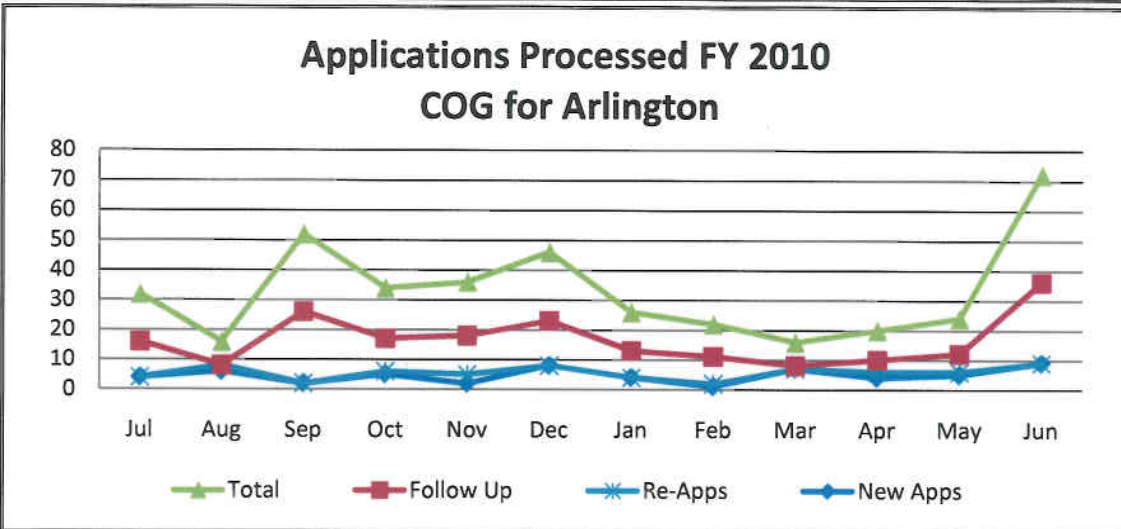
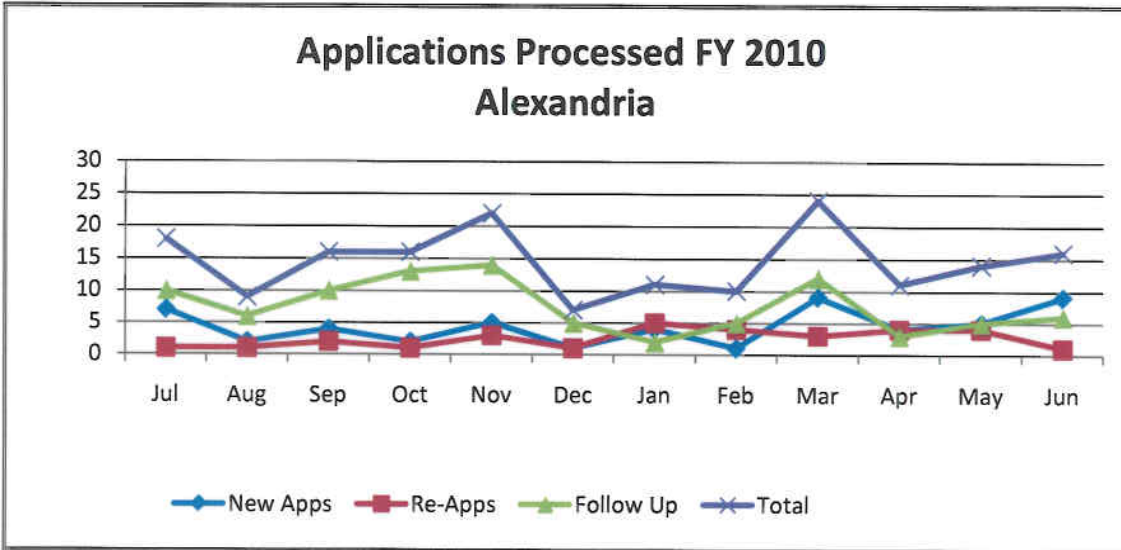
Program Impact Performance Measure	July 1, 2009 - June 30, 2010
Continued placements	2,598
Temporary/one-time placements	1,255
Daily vehicle trips reduced	913
Daily VMT reduced	26,793
Daily tons NOx reduced	0.0127
Daily tons VOC reduced	0.0062
Daily tons PM2.5 reduced	0.0003
Daily tons PM2.5 NOx reduced	0.0118
Daily tons GHG reduced	12.8708
Daily gallons of gas saved	1,346
Daily commuter costs saved	\$4,555

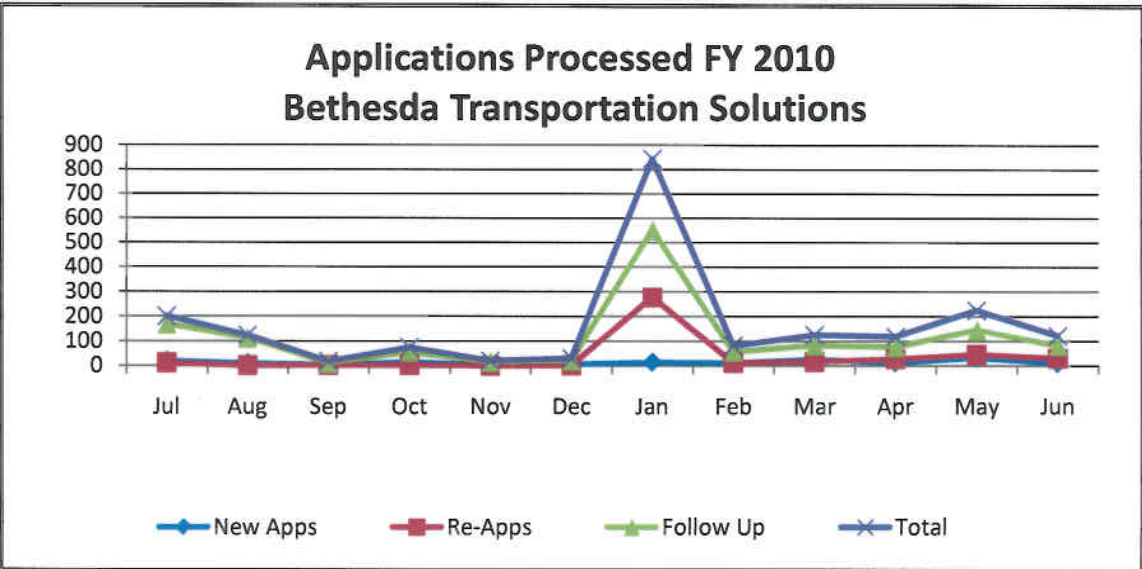
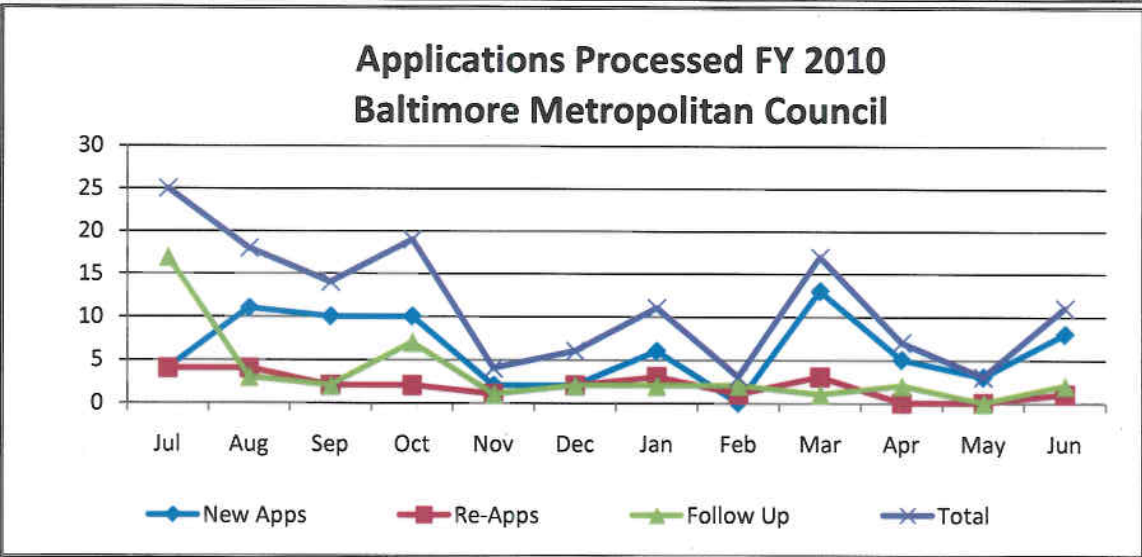
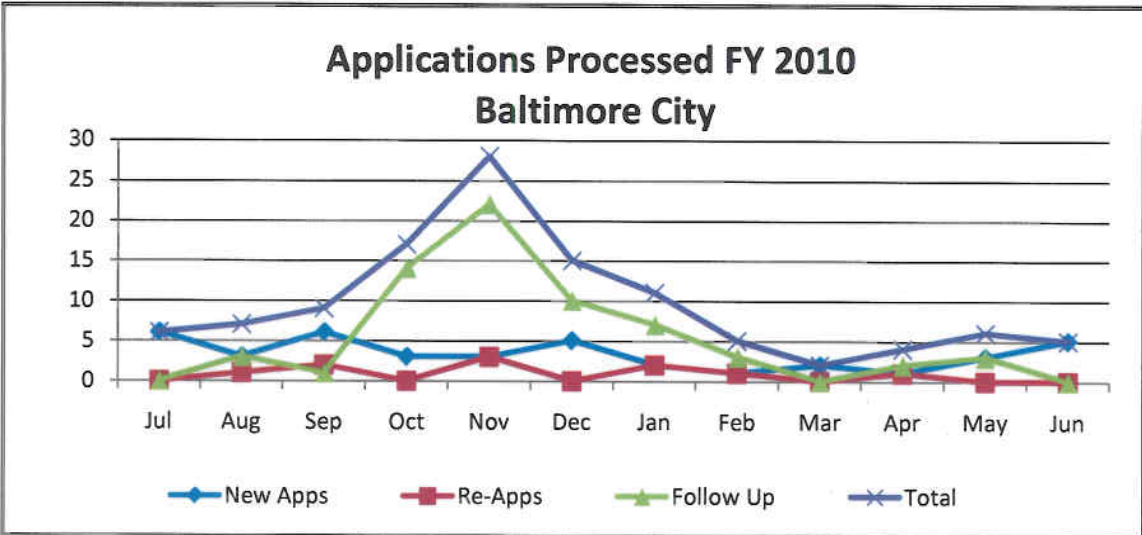
NOTE: Daily vehicle trips reduced is calculated by multiplying the number of placements by a vehicle trip reduction (VTR) factor. The VTR factor takes into account three types of placements. 1) Drive alone commuters that shift to a commute alternative, 2) current alternative commute users that shift 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.

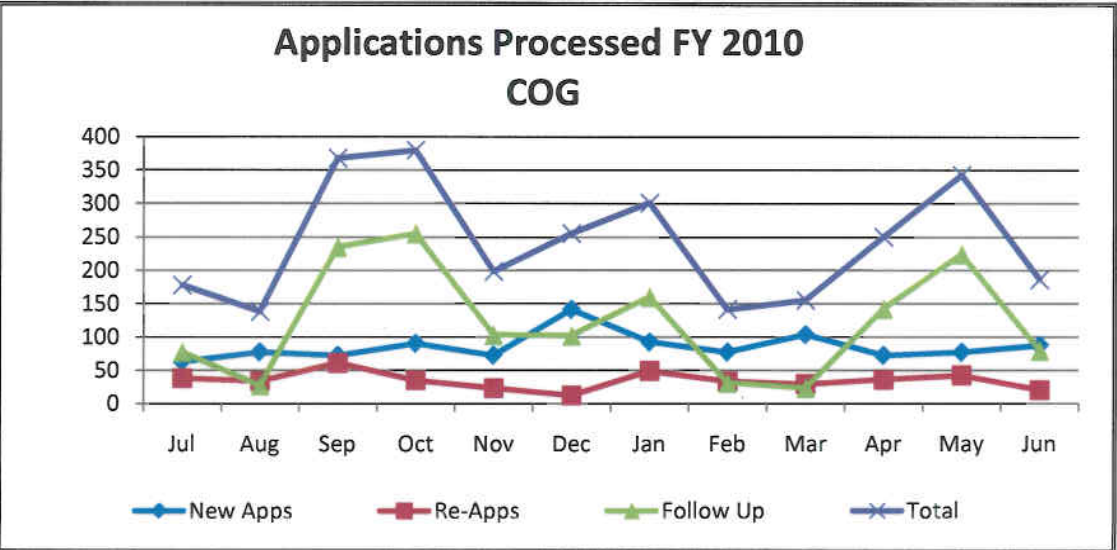
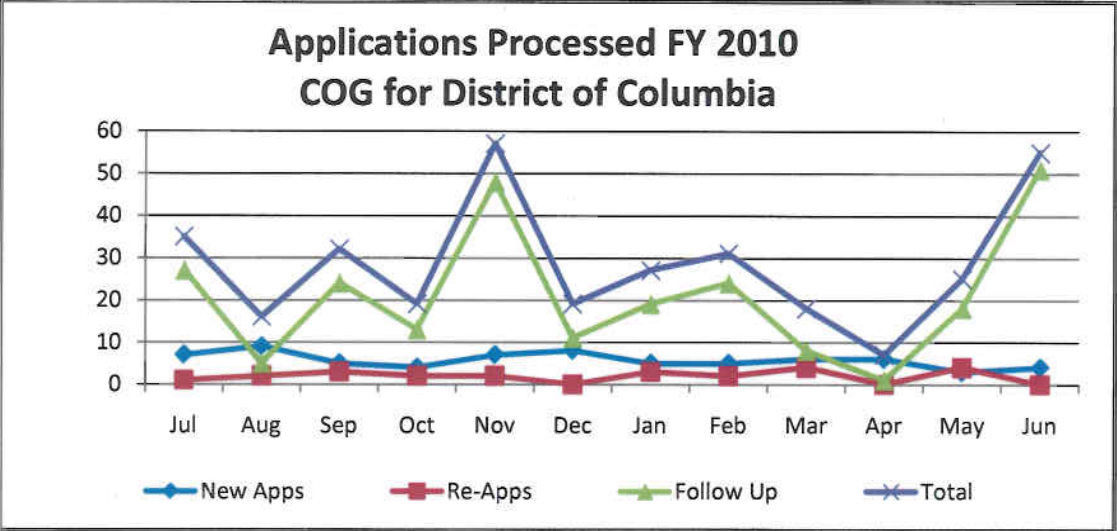
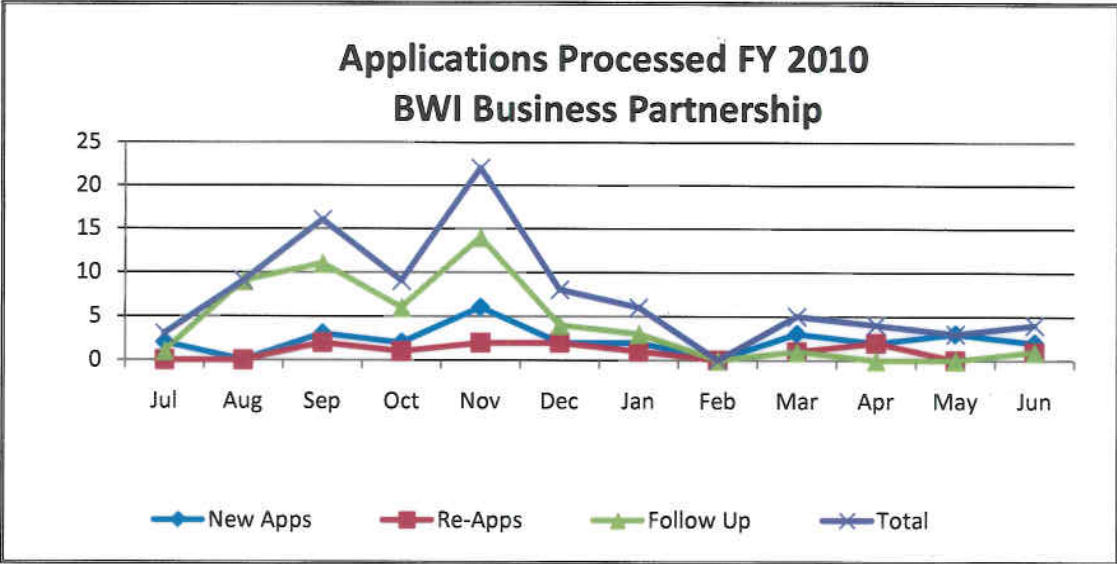


**TABLE 2
 COMMUTER CONNECTIONS APPLICATION
 ACTIVITY SUMMARY
 FY2010**

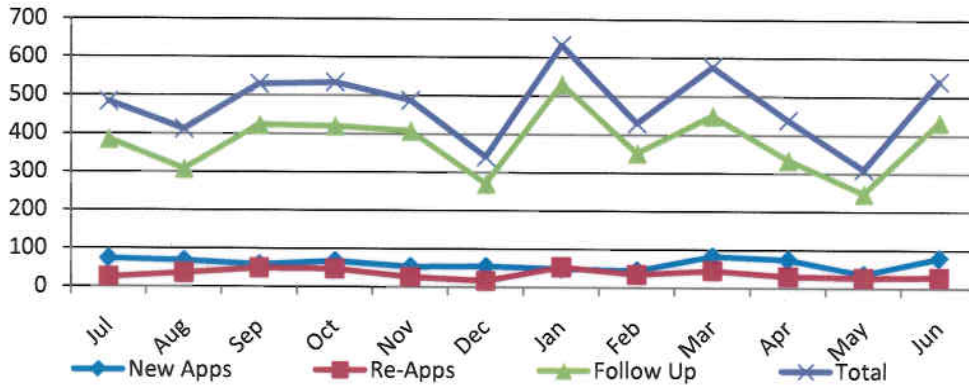
	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	53	30	91	174
ARLINGTON (COG)	57	10	131	198
ARTMA	92	84	516	692
BALTIMORE CITY	40	10	65	115
BMC	74	23	41	138
BWI BUSINESS PARTNERSHIP	27	12	50	89
COG	1,023	412	1,458	2,893
DISTRICT OF COLUMBIA	69	23	249	341
FDA	38	2	28	68
FAIRFAX COUNTY	736	416	4,558	5,710
FREDERICK	108	80	534	722
GW RIDE CONNECT	949	932	99	1,980
HARFORD	65	204	21	290
HOWARD	142	203	157	502
LINK	0	1	2	3
LOUDOUN	222	106	383	711
MTA	47	20	114	181
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	167	429	1,386	1,982
Countywide	269	168	1,454	1,891
Friendship Heights/Rockville	49	35	262	346
North Bethesda TMD	496	136	1,312	1,944
Silver Spring	26	55	263	344
NIH	46	9	31	86
NSA - BETHESDA	11	2	5	18
NORTHERN NECK	9	40	14	63
NORTHERN SHENANDOAH	45	37	71	153
PRINCE GEORGE'S	236	260	43	539
PRTC	637	321	620	1,578
RAPPAHANNOCK-RAPIDAN	98	76	12	186
TRI - COUNTY	156	89	390	635
SOUTHERN AND CENTRAL VA AGENCIES (PRGM)				
CHARLOTTESVILLE	38	0	8	46
MIDDLE PENINSULA	0	0	0	0
HAMPTON ROADS - TRAFFIX	325	0	8	333
TOTAL INPUT COMMUTER CONNECTIONS	5,987	4,225	14,360	24,572
TOTAL INPUT OUTER JURISDICTIONS	363	0	16	379
TOTAL INPUT (CC + OUTERS)	6,350	4,225	14,376	24,951
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		10,212		



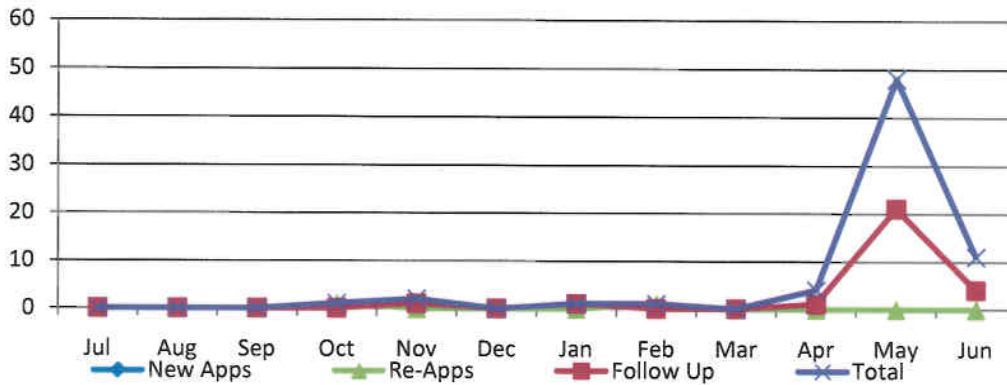




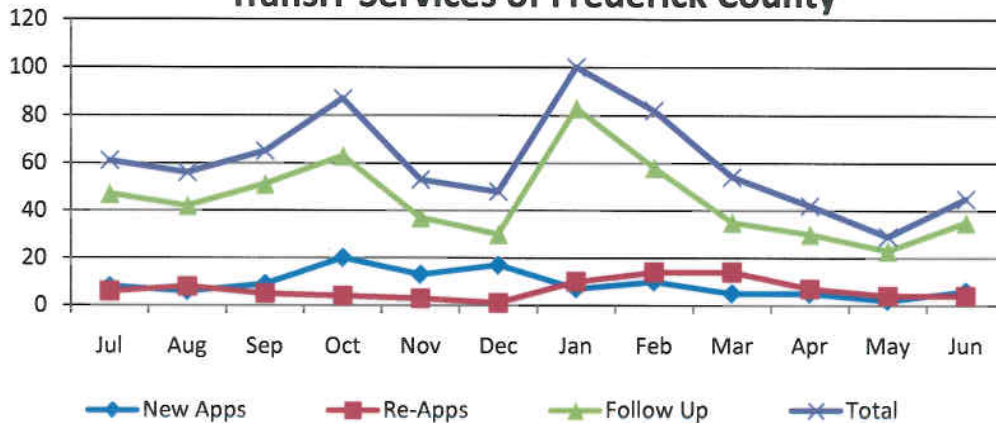
Applications Processed FY 2010 Fairfax County

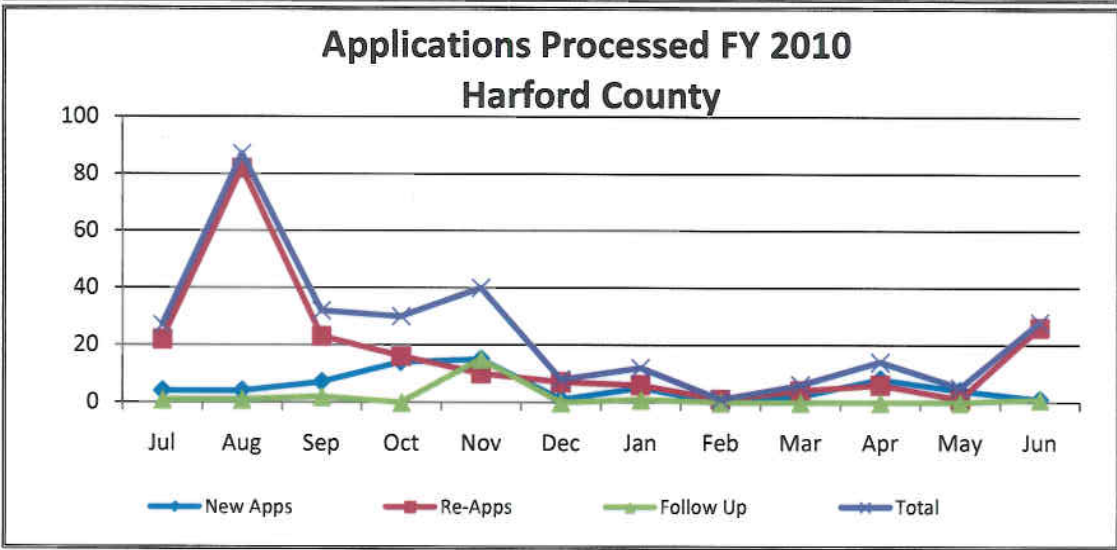
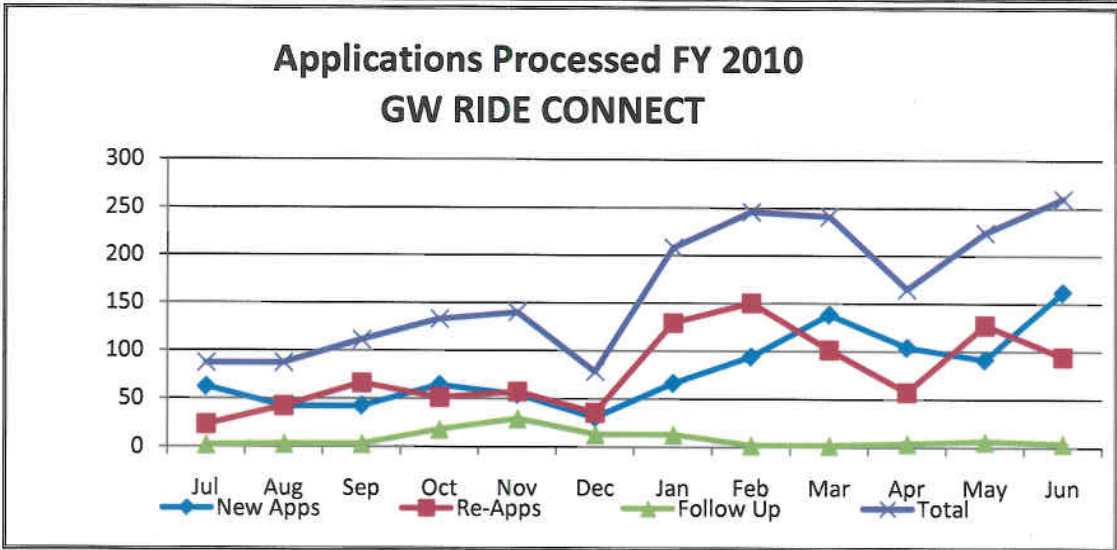
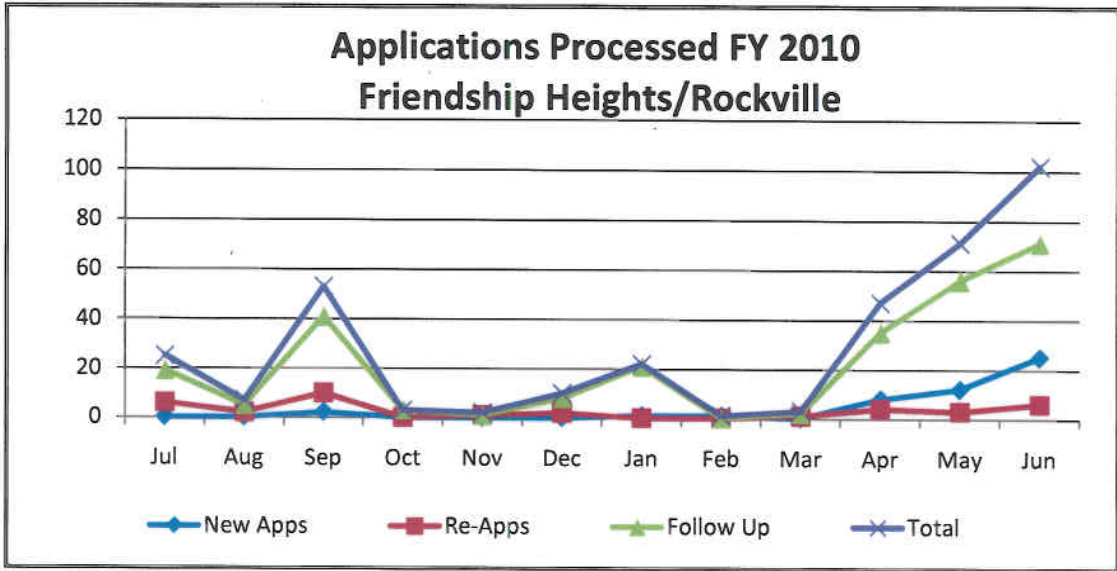


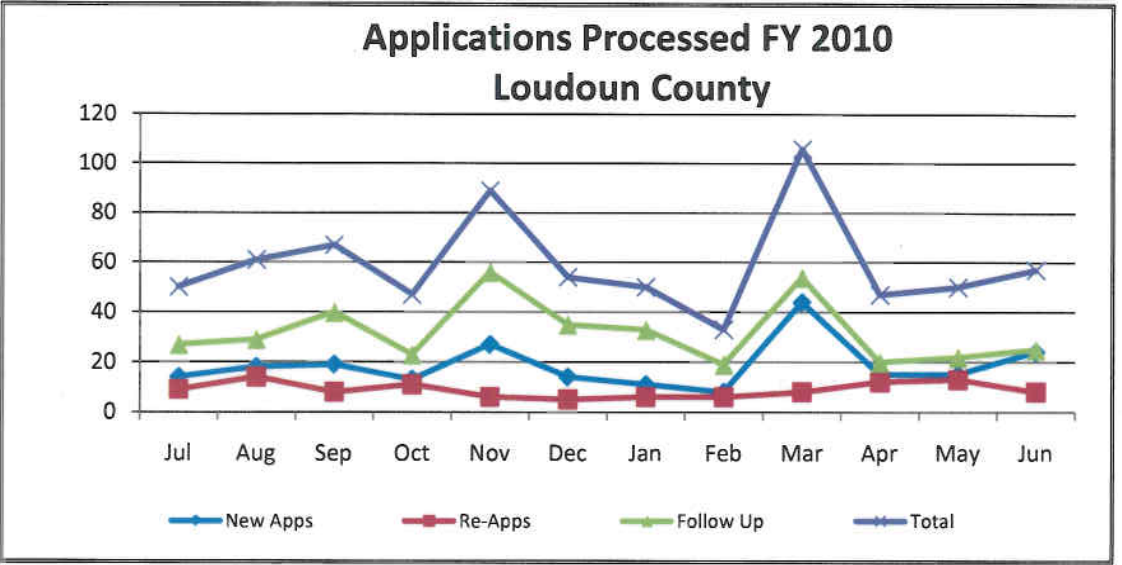
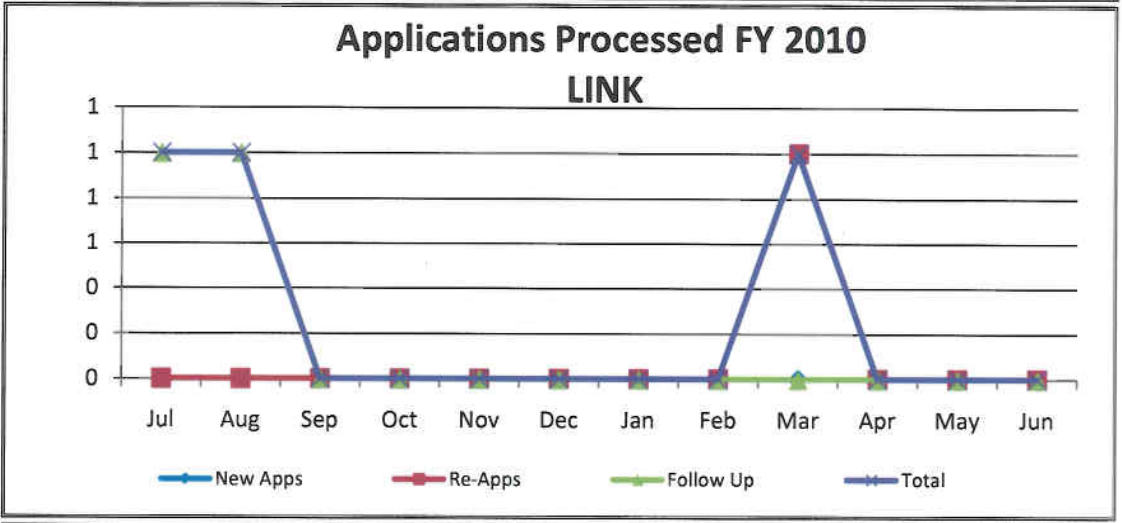
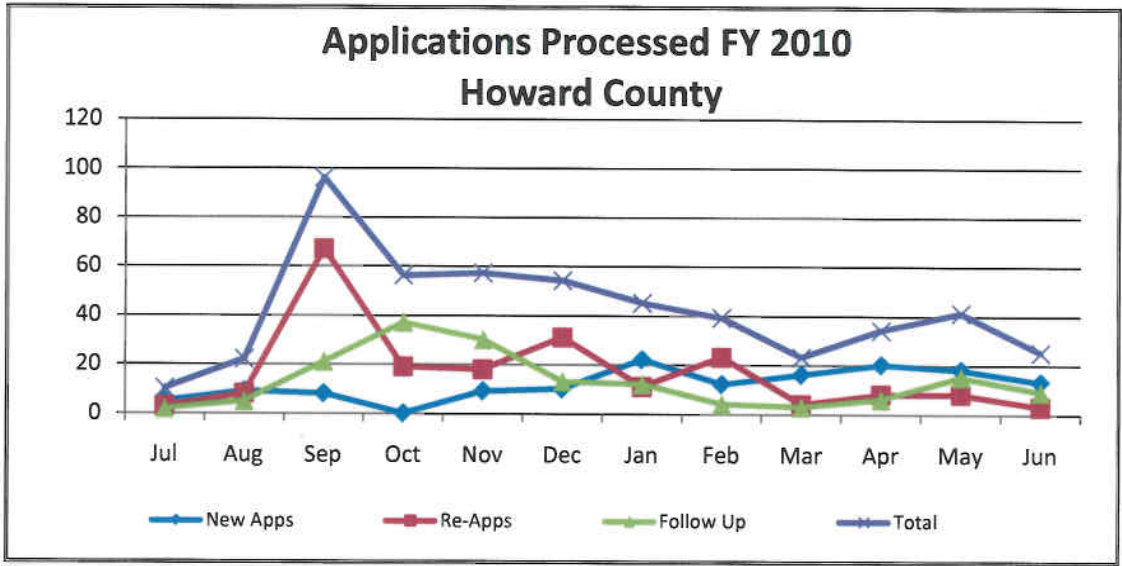
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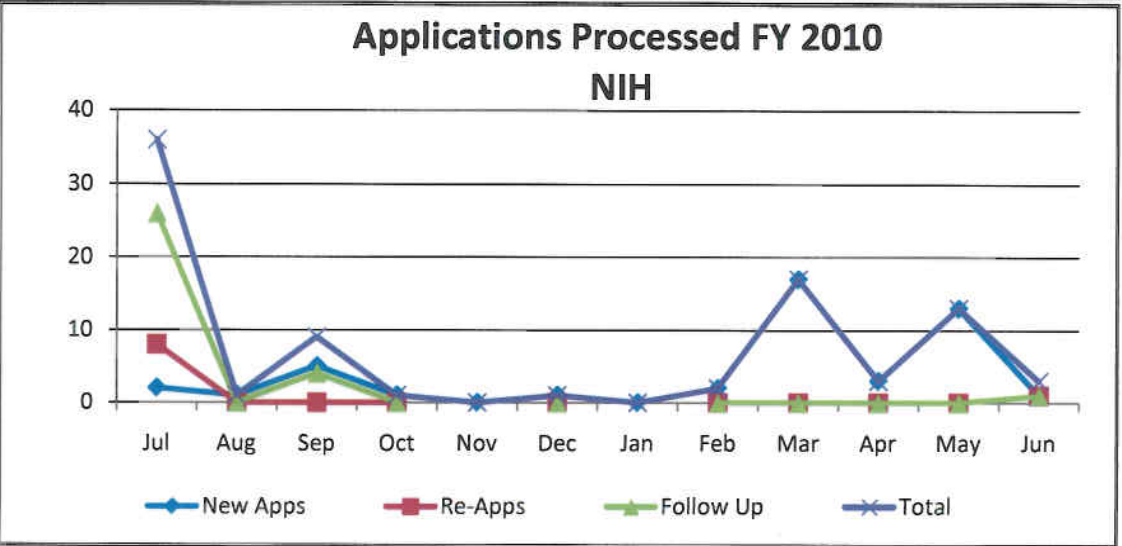
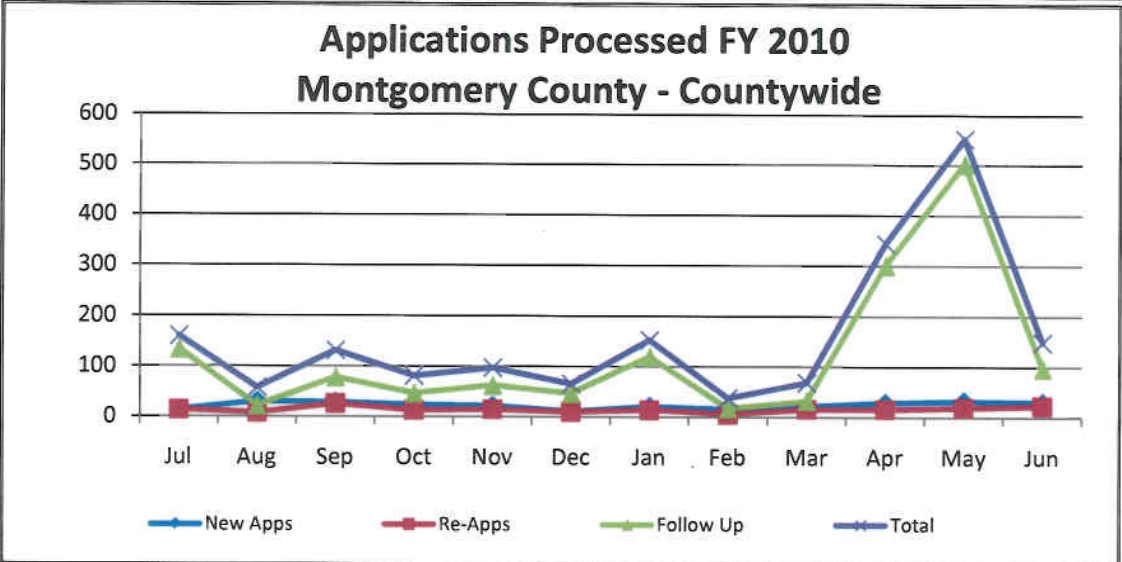
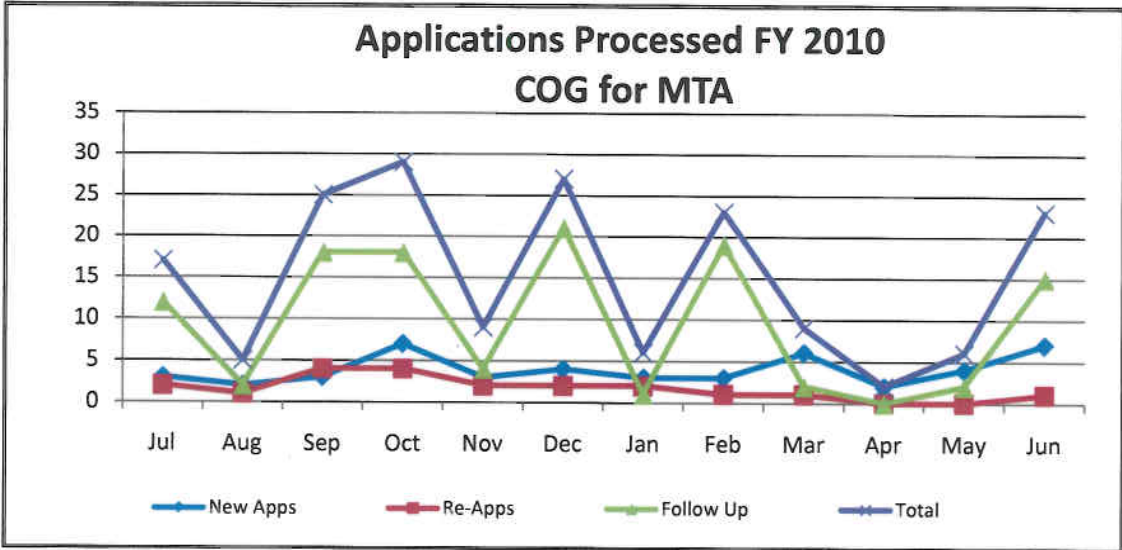


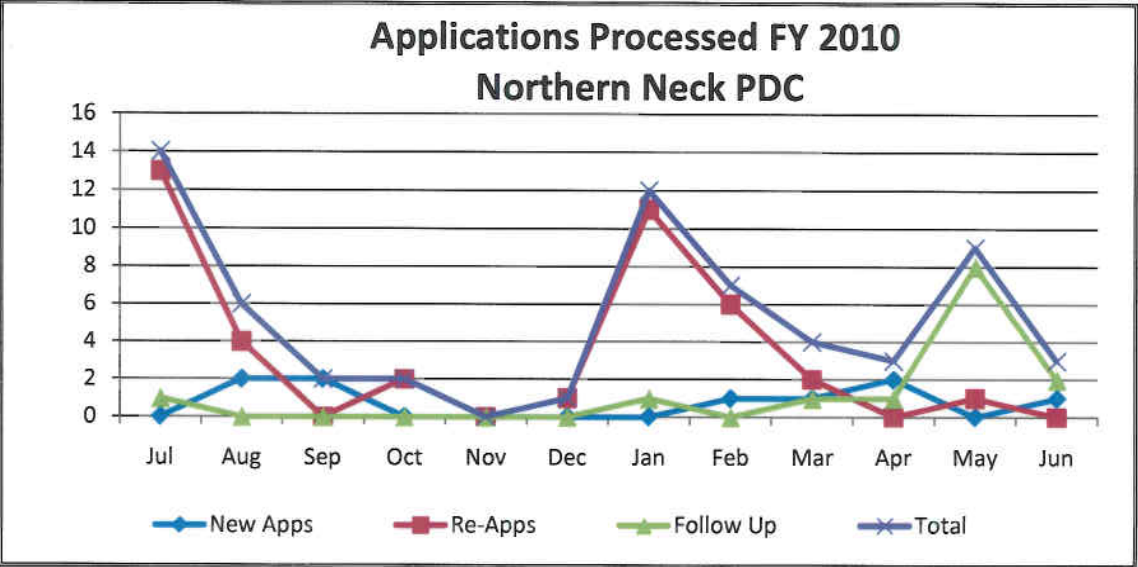
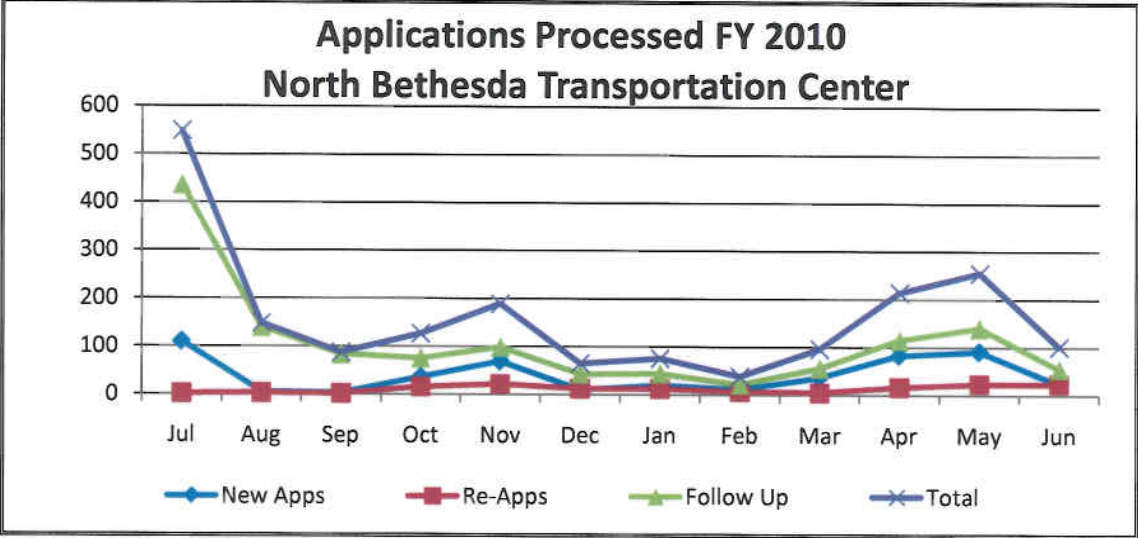
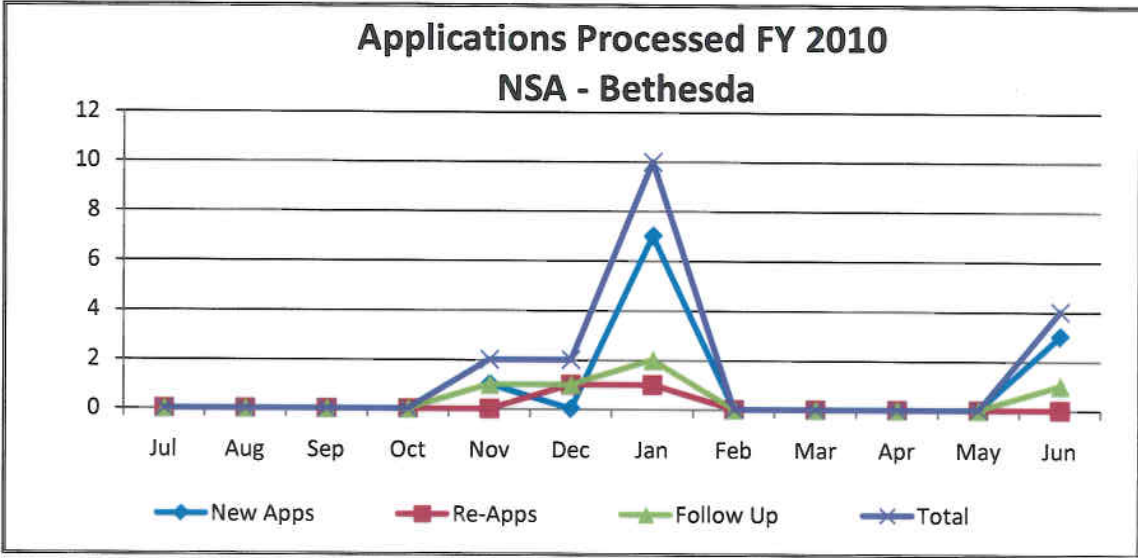
Applications Processed FY 2010 TransIT Services of Frederick County

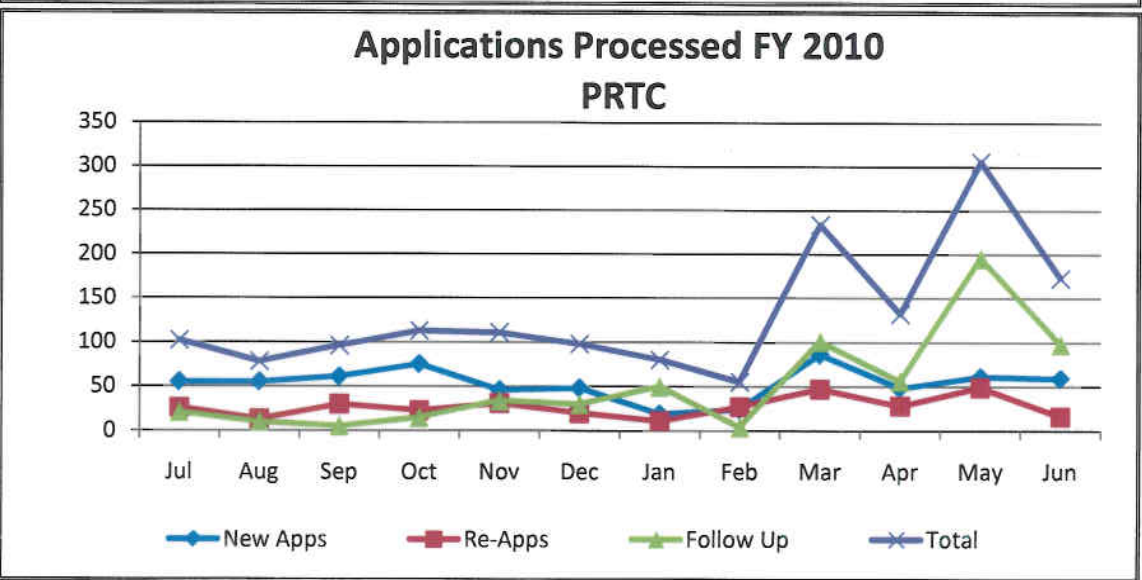
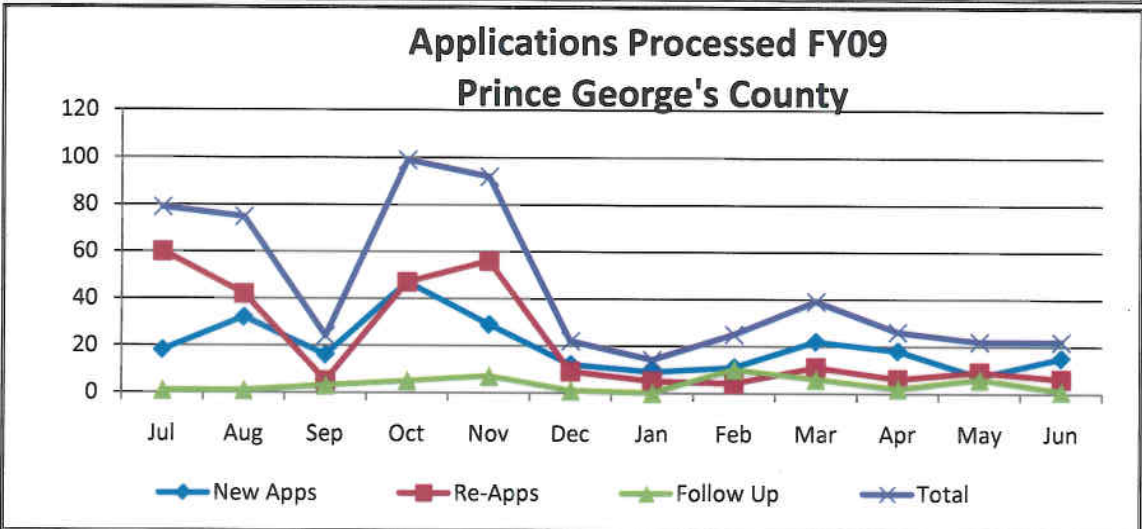
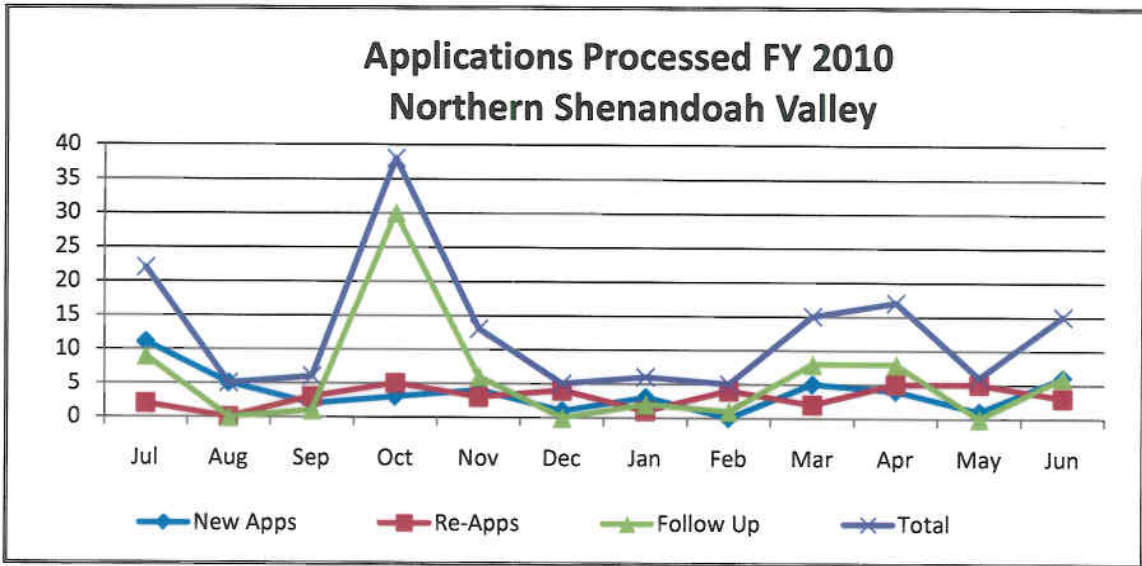




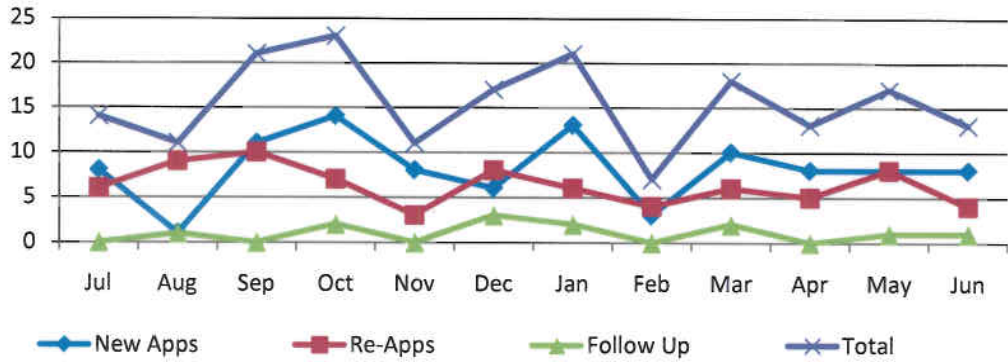




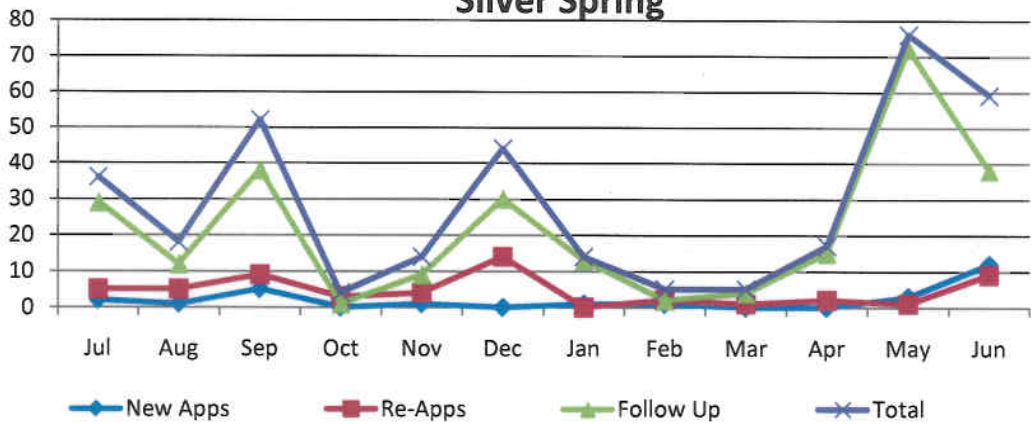




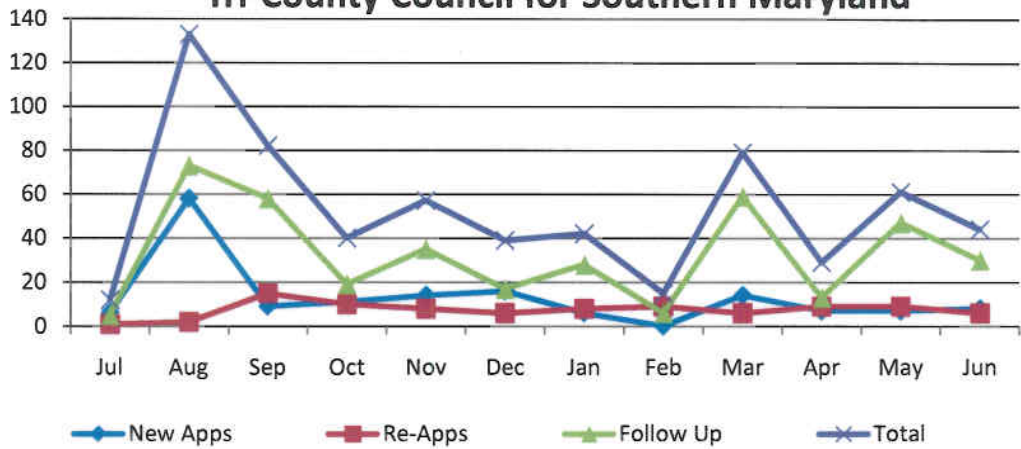
Applications Processed FY 2010 Rappahannock-Rapidan RC



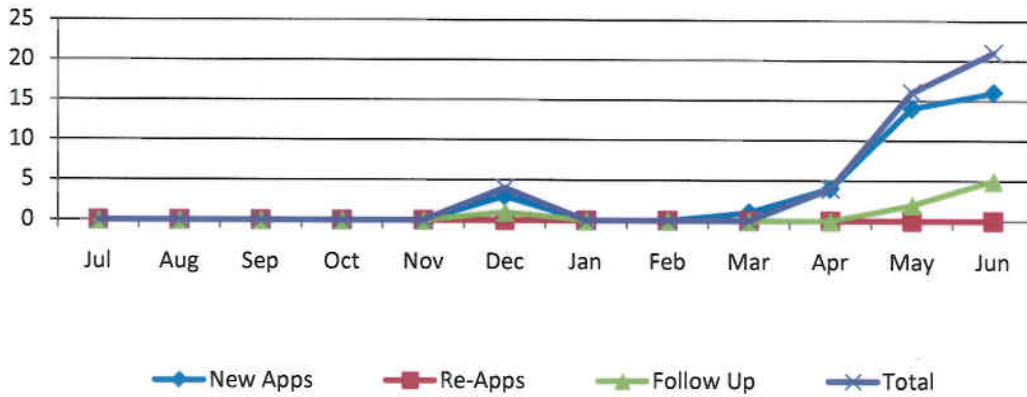
Applications Processed FY 2010 Silver Spring



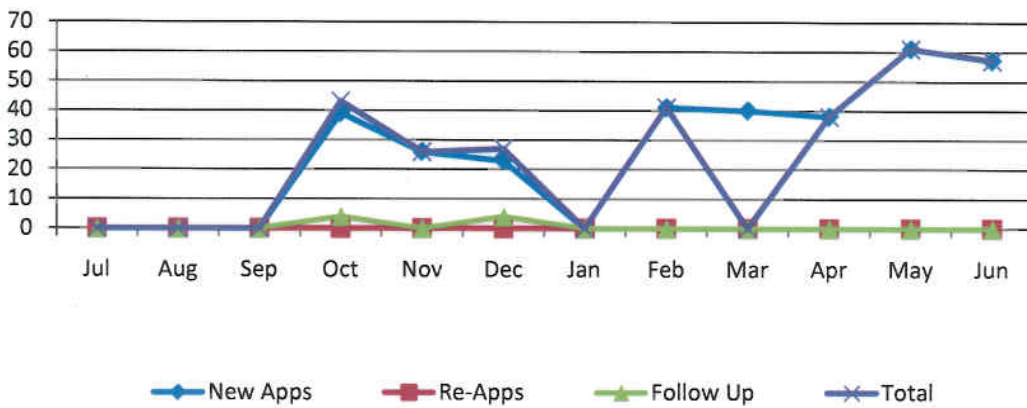
Applications Processed FY 2010 Tri-County Council for Southern Maryland



Applications Processed FY 2010 Charlottesville - Rideshare



Applications Processed FY 2010 Hampton Roads Transit - Traffic



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2010**

APPLICATIONS	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER
Mail	N/A	831	N/A	N/A	N/A	189	N/A
Internet	N/A	5446	N/A	N/A	N/A	8230	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	325	N/A
Fax/Phone	N/A	3	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	4	N/A	N/A	N/A	0	N/A
Direct Mail	N/A	274	N/A	N/A	N/A	136	N/A
TOTAL	N/A	6284	N/A	N/A	106	8744	N/A
PHONE CALLS							
Brochure/Promo Materials	0	13	0	4	0	7	9
Bus/Train Schedule	0	38	0	17	0	12	10
Bus/Train Sign	1	23	0	48	0	23	5
Direct Mail	0	8	0	3	0	10	19
Employer	0	27	1	2	0	15	17
Employer Survey	0	1	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	4	0
Government Office	0	7	0	0	0	5	5
Highway Sign	0	7	1	64	0	38	123
Information (411)	0	1	0	4	0	2	4
Internet	1	70	1	63	0	150	41
Library	0	0	0	1	0	3	0
Mobile Billboard	0	0	0	0	0	1	0
Newsletter	0	1	0	0	0	1	1
Newspaper	0	1	0	1	0	4	1
Newspaper (Local)	0	0	0	0	0	0	1
Other Ridesharing Org	0	8	0	0	0	9	0
Park-and-Ride Lot Sign	0	1	0	5	0	7	2
Post Card (COG)	0	0	0	0	0	0	0
Presentation	0	1	0	0	0	0	0
Radio	0	21	0	7	0	42	1
Real Estate/WelcomeWagon	0	0	0	0	0	0	0
Referral from Transit Org	0	4	0	8	0	22	9
Theatre Slide	0	0	0	1	0	0	0
TV	0	0	0	0	0	6	2
Van Sign	0	14	0	0	0	11	0
Was/s Applicant	0	3669	9	36	0	847	49
White Pages	0	33	1	0	0	2	38
Word of Mouth	0	108	1	60	0	114	54
Yellow Pages - Verizon	0	1	0	4	0	8	1
Yellow Pages - Yellow Book	0	0	0	0	0	0	0
Yellow Pages - Local/Other	1	3	0	75	0	17	23
Voice Mail Messages	0	58	1	54	0	92	84
Other/Unknown	0	15	0	7	0	20	20
TOTAL CALLS	3	4133	15	464	0	1472	485
TOTAL							
							6572

FIGURE 1

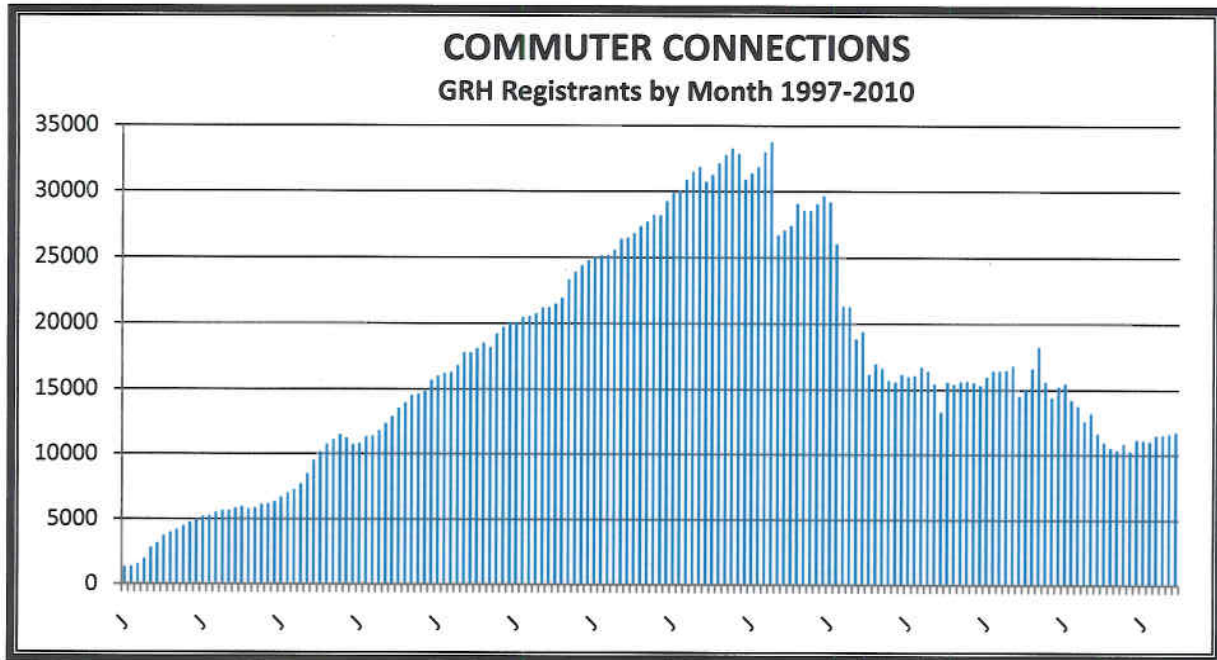


FIGURE 2

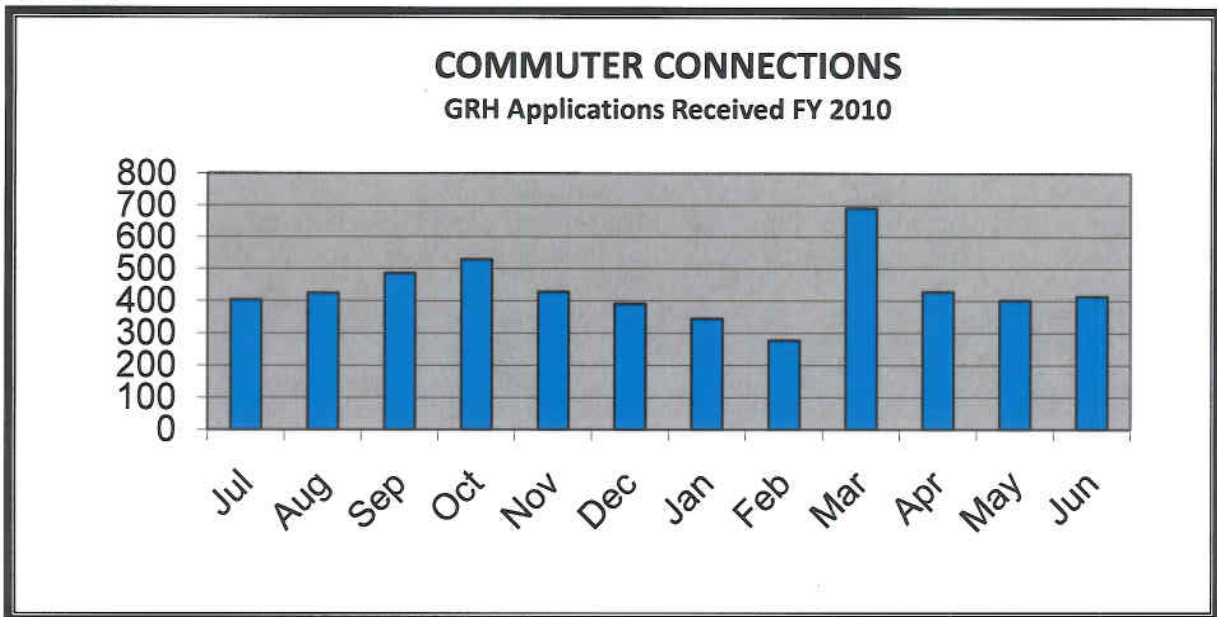


FIGURE 3

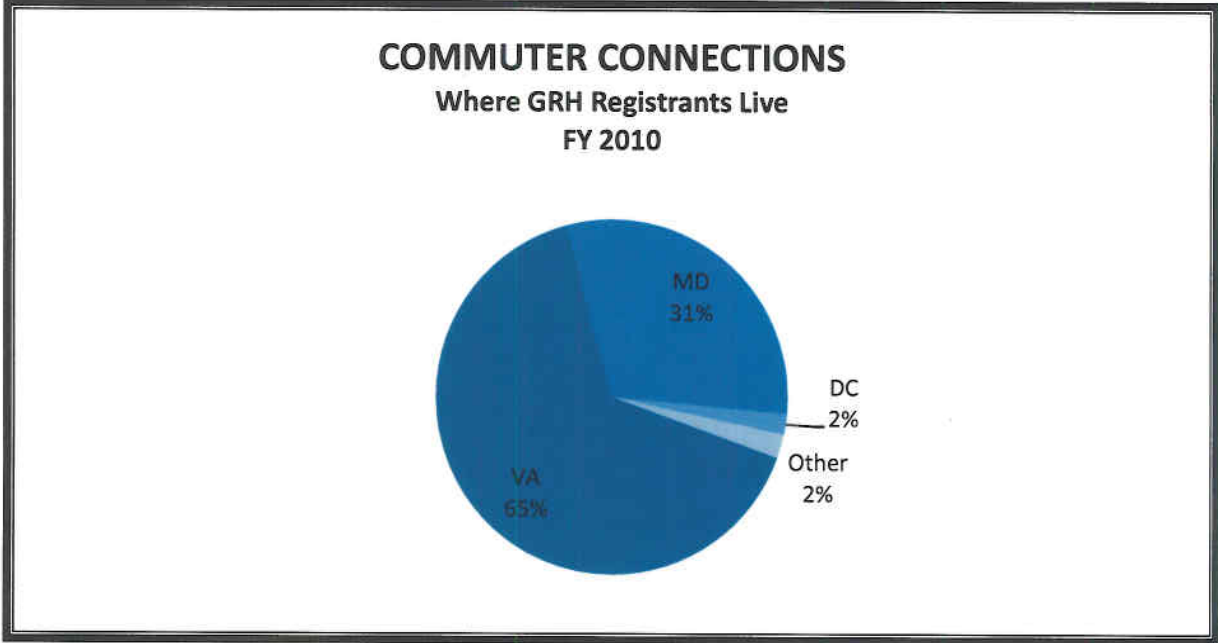


FIGURE 4

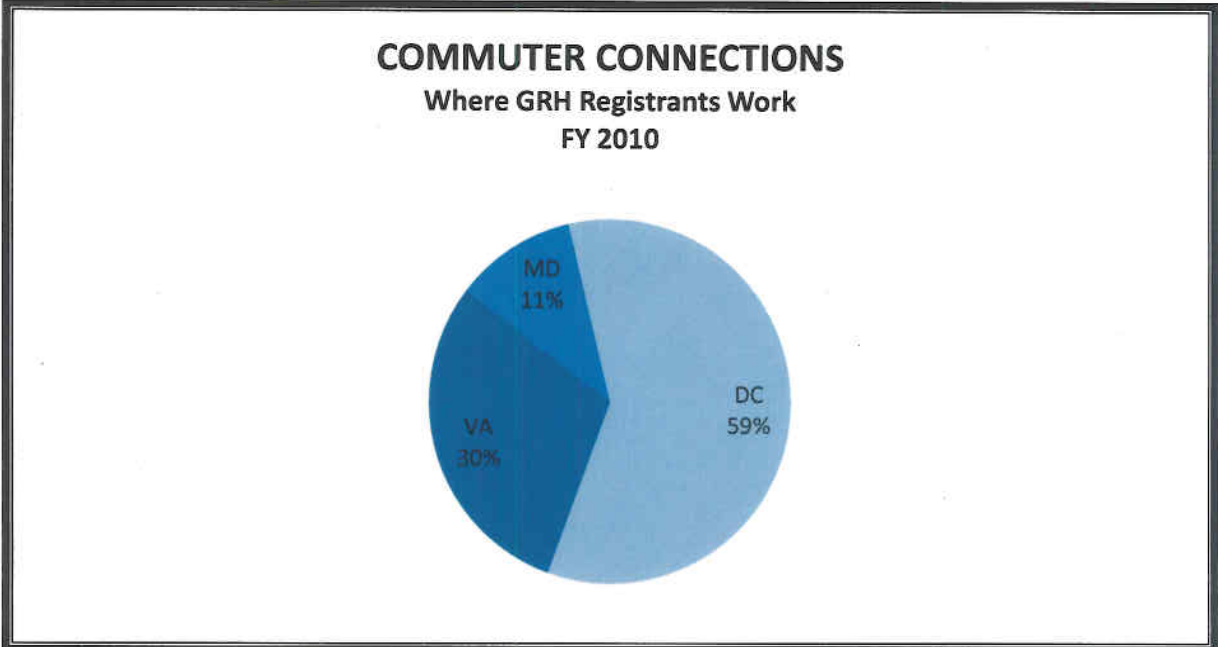


FIGURE 5

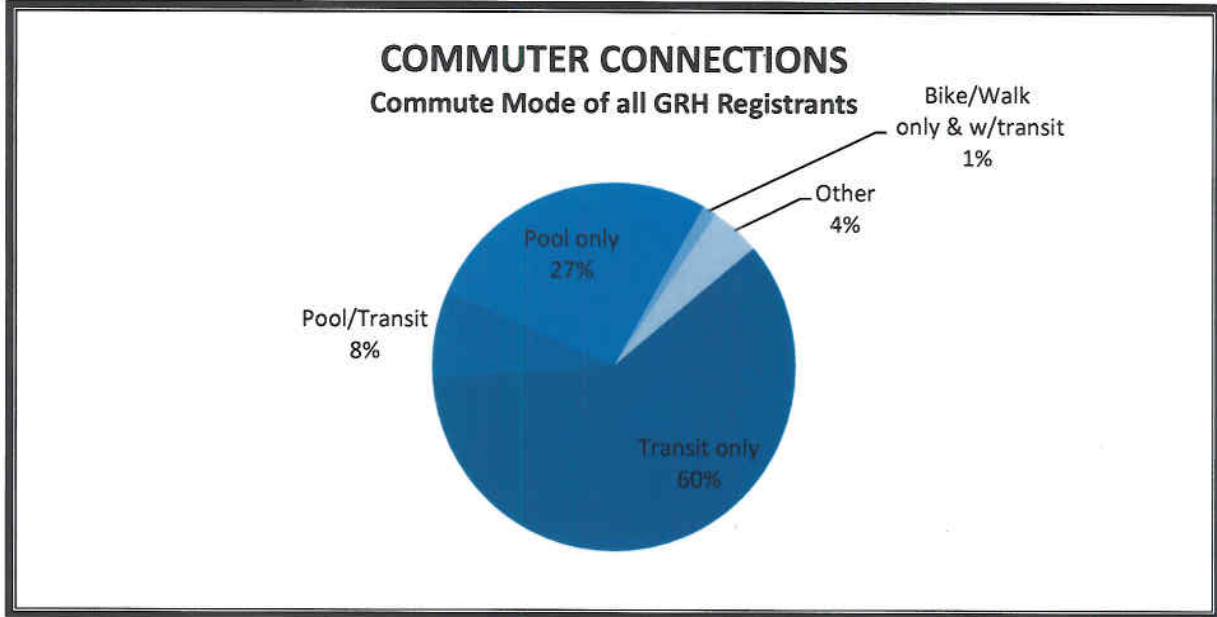


FIGURE 6

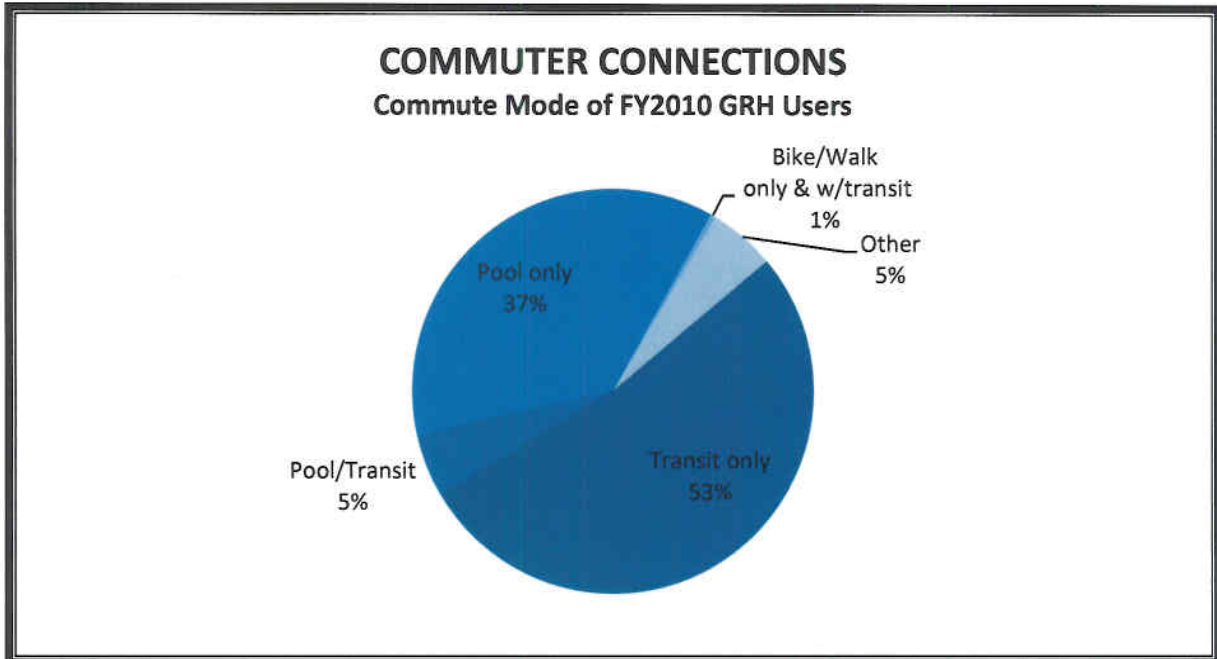


FIGURE 8

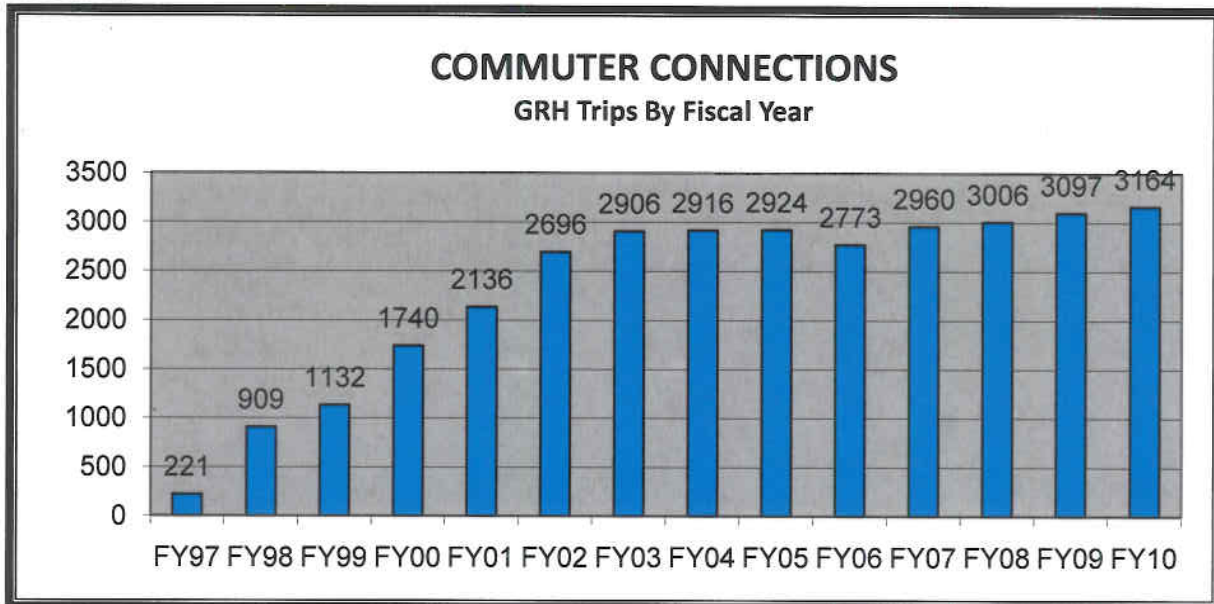
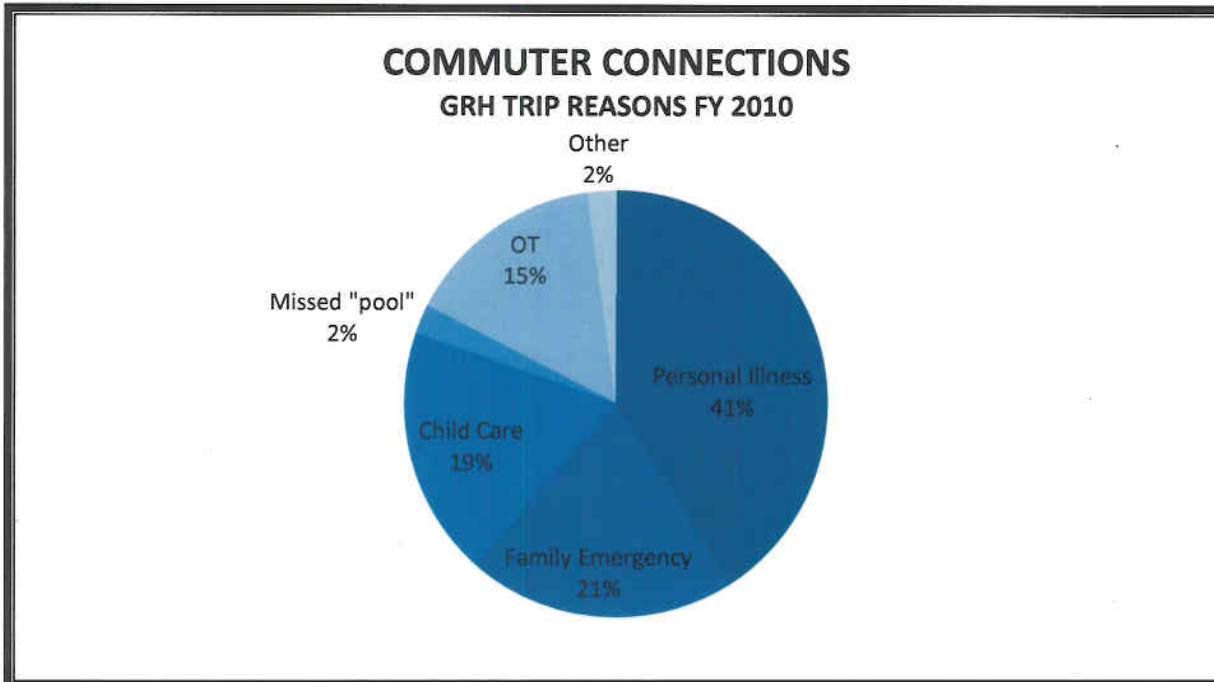


FIGURE 9



FY2010

Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri County	Metro	Telework
Employers Contacted (new Site Visits (prospects)	2	600	25	250	87	22	4031	4	387	0	0	1
Employers Contacted (follow-up)	245	1814	94	240	42	211	4402	3504	378	0	0	17
Total Broadcast Contacts Letters, Flyers, Newsletter	4078	18261	2068	2465	984	417	54425	1487	1119	0	0	2
Total Sales Meetings	18	96	21	105	8	18	336	12	3	0	0	1
Total Employers Contacted	4343	20771	2208	3060	1121	668	63194	5007	1887	0	0	21
New Level 1 TDM Programs	54	13	1	11	0	85	10	0	5	0	0	0
New Level 2 TDM Programs	39	3	2	14	0	66	77	1	8	0	0	0
New Level 3 TDM Programs	79	13	10	19	2	36	13	6	12	0	20	0
New Level 4 TDM Programs	23	2	0	2	0	13	3	0	6	0	0	0

