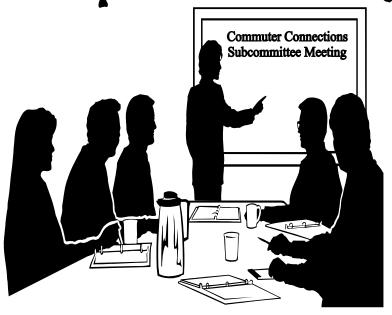
## HANDOUTS

from previous meeting



September 23, 2003



### **ENGLISH TRANSLATION**

### Radio Spot for Hispanic Community "Ana & Maria"

:60

MARIA:

(Phone Rings.) Hello. Oh, hi Ana.

ANA:

You're at work already?

MARIA:

Yeah, I got here 20 minutes ago.

ANA:

I'm going to be late. The traffic is terrible!

MARIA:

Ever since I've used Commuter Connections my trip to and from

work has been much easier.

ANA:

(Yells to the traffic). Find the gas pedal. Come On! (Then speaks to Maria.) Tell me more, Maria. Looks like I'll be here all morning.

MARIA:

Calm yourself, Ana. You sound frustrated. Just call Commuter

Connections at 1-800-745-RIDE or log onto

commuterconnections.org and find alternative connections to work.

I signed up for a van pool. It's stress-free, convenient and cheaper. I no longer pay for parking and if I have unscheduled overtime or an unexpected emergency I can take advantage of the

free Guaranteed Ride Home Program.

ANA:

(Sounding still frustrated. Leaning on horn...) Ai! Let's move traffic.

MARIA:

Commuter Connections also has information on carpools and

schedules and routes for buses and Metro.

ANA:

That sounds great. What's the number again?

MARIA:

1-800-745-RIDE.

ANA:

Thanks, Maria. I'll contact Commuter Connections today.

ANNCR:

Commuter Connections. Flexible solutions for a better commute.

Visit commuterconnections.org or call 1-800-745-RIDE

Some Restrictions apply for Guaranteed Ride Home.















### MWCOG—Commuter Connections Mass Marketing TV: "Paula" :30

### VIDEO

Woman walks out of house and approaches the curb.

Stops at the end of the walk and puts mail in mailbox.

Picks up newspaper.

Looks into camera. SCROLLING SUPER: Carpooling, buses, park & ride, bicycling, trains HOV lanes, vanpooling, teleworking, walking.

Scroll continues.

Car pulls up to curb. SUPER: Guaranteed Ride Home Program. \*Some restrictions apply.

Gets into car with two other people.

Paula leans out window.

Commuter Connections logo with Web address and phone.

Continue logo, Web and phone.

### AUDIO

I'm Paula and I used to spend three hours a day commuting.

It was so frustrating. I even told my boss I was going to have to find a new job.

Our HR director put me in touch with Commuter Connections.

They give you a whole list of commuting options to choose from.

Some save you time. Some save you money. They all save you aggravation.

They even make sure you can get home in an unexpected emergency.

I've been carpooling for about two months and I love it.

And I love my job again.

ANNCR: Visit Commuter Connections on the Web or call today.

ANNCR: Commuter Connections.
Flexible solutions for a better commute.

Conformity Statement through June, 2003 Final Employers with 100 or more employees

		Overall Confirmed to	Level 3		l ovels 3.8.4	Confirmed to Date	Amount Needed
	Goal	Date	ш	Level 4	<100 Employers	for Levels 3 & 4	to Attain Goal for Levels 3 & 4
		(through 6-30-03)			•		
Alexandria	10	14	0	0	-	,	c
Arlington	24	84	80	7		. 4	<b>&gt;</b> c
20	66	93	10	0	•	÷ <del>‡</del>	> a
Fairfax	40	88	15	· m	2		· (
Frederick	4	<b>4</b> -	0	• •	ı c	} c	۷ ،
Loudoun	7	9	- 74		· c	· ~	? c
Montgomery	40	129	· &	. —	۰ ۸	, 4	
Prince George's	56	24	_	4			<b>.</b>
PRTC	9	g	7	0		1 4	
Tri-County	က	2	_	0	0		۷
Total	251	392	53	11	19	85	20

Conformity Statement through June, 2003 Final Employers with less than 100 employees

					Counted toward	
	Level 3	Level 3	Level 4	Level 4	Conformity**	
	Employers	# of employees	Employers	# of employees		
Alexandria	9	441	0	0	-	2
Arlington	13	492	4	149	•	
20	•	65	0	0	•	
Fairfax	12	223	0		. 2	
Frederick	0	0	0	•		
Londoun	0	0	0	0		
Montgomery	17	733	0	. 0		
Prince George's	Ψ-	09	0	0		
PRTC	•	0	0	. 0		
Tri-County	0	0	.0	• •	•	
Total	20	1717	4	149	19	

TPB PR5-2004 September 5, 2003

### METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD 777 North Capitol Street, N.E. Washington, D.C. 20002

## RESOLUTION ON AMENDMENT TO THE FY 2004 COMMUTER CONNECTIONS WORK PROGRAM TO REVISE THE FUNDING OF THE EMPLOYER OUTREACH PROGRAM ELEMENT, AS REQUESTED BY THE VIRGINIA DEPARTMENT OF TRANSPORTATION (VDOT)

WHEREAS, the National Capital Region Transportation Planning Board (TPB) adopted the FY 2004 Commuter Connections Work Program (CCWP) on March 19, 2003; and

WHEREAS, the FY 2004 CCWP includes the Employer Outreach program elements that are used in the region's air quality conformity determination; and

WHEREAS, in the attached letter of August 26, 2003, the Virginia Department of Transportation (VDOT) has requested revision to the funding tor the Employer Outreach program element to remove \$214,000 for FY 2004 and FY 2005, as described in the letter;

NOW, THEREFORE, BE IT RESOLVED THAT the Program Committee of the National Capital Region Transportation Planning Board amends FY 2004 Commuter Connections Work Program to revise the funding for the Employer Outreach program element to remove \$214,000 for FY 2004 and FY 2005, as described in the attached letter.

Adopted by the Program Committee of the Transportation Planning Board at its regular meeting on September 5, 2003.



### COMMONWEALTH of VIRGINIA

### **DEPARTMENT OF TRANSPORTATION**

PHILIP A. SHUCET COMMISSIONER 14685 Avion Parkway Chantilly, VA 20151 (703) 383-VDOT (8368)

THOMAS F. FARLEY DISTRICT ADMINISTRATOR

August 26, 2003

Mr. Ronald F. Kirby Director, Department of Transportation Planning Metropolitan Washington Council of Governments 777 North Capitol Street, N.E., Suite 300 Washington, D.C. 20002-4239

Dear Mr. Kirby;

My purpose in writing is to de-program funds proposed for a TERM and to alert you to an error in the Commuter Connections Work Program (CCWP).

In the interest of efficiency, Virginia prefers to implement the new Public Sector Employer Outreach TERM using our existing county TDM network. Thus, I ask that the \$214,000 programmed for this new TERM in the CCWP for FY04 and FY05 be removed from the CCWP. VDOT and DRPT will provide CMAQ funds to Arlington County for regional public sector employer outreach assistance on behalf of the local rideshare / TDM agencies. TERM oversight will be provided by an advisory committee consisting of VDOT, DRPT, MWCOG staff, Arlington, Fairfax, Loudoun, Alexandria, and Prince William Counties. Reporting for conformity credits will flow through Arlington to MWCOG with appropriate attribution to the local rideshare programs using the established reports and procedures for all other TERMS.

The CCWP specifies that there will be \$1,161,550 per year available for employer outreach in FY03 and FY04 (see table on pg. 13 of draft CCWP report). The work program includes an additional \$214,000 per year for the new TERM, which is an error (it should only be \$107,000 per year). After subtracting the funds for the Public Sector Employer Outreach TERM, the amount for the existing Employer Outreach TERM should continue at the same level as FY02, which is \$947,550.

Thank you for your assistance in this matter.

Sincerely,

Chief, Planning Section NOVA District, VDOT

TRANSPORTATION FOR THE 21ST CENTURY

Cc Valerie Pardo, VDOT
Joanne Sorenson, VDOT
Ken Lantz, VDOT
Gus Robey, VDRPT

# Metropolitan Washington Telework Resource Center FY 2003 Employer Telework Seminars



Draft Report
June 19, 2003

### Table of Contents

### Commuter Connections Telework Resource Center FY 2003 Employer Telework Seminar Report

Section		Page
I.	Background	3
II.	Marketing	
III.	Direct Costs	3-4
IV.	Attendance	
V.	Seminar Evaluations  1. Overall Seminar Rating  2. Seminar Content  3. Usefulness of Information  4. Personal Expectations  5. Length of Seminar  6. Current State of Teleworking  7. Short-Term Outlook  8. Size of Organization	7 8 9 10 12 13
	9. Most and Least Useful Information	17-18 18-19
VI.	Conclusions	20

### I. Background

In FY 2003, the Commuter Connections Telework Resource Center conducted four, one-day Telework seminars for employers in the District of Columbia, Northern Virginia, and suburban Maryland. Five seminars were budgeted for in FY2003. The seminar scheduled for Rockville was cancelled due to lack of enrollment. Two of the seminars were held at local hotels in Arlington and Vienna, Virginia. The other two seminars were held at COG's offices in Washington, D.C. Seventy one percent of the 56 employer representatives who registered actually attended. The total attendance for all four seminars was 38 and the average attendance was 10 per seminar.

Table 1. Comparison of Seminar Attendance (FY 1998-FY2003)

	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			C (1 1 1)/0-	- 1 4000)	The Artist Control of the Control
	FY 1998	FY 1999	FY 2000	FY 2001	FY 2002	FY 2003
Number of attendees	139	222	146	101	107	40
Number of seminars	8	8	4	3	4	40
Average attendance per seminar	17	28	36	34	27	10

The seminar, called "A Practical Approach to Implementing Telework Programs," is designed to help employers understand the business advantages of teleworking and provide practical information on designing, implementing, and evaluating a successful telework program. Staff from the Metropolitan Washington Council of Governments (COG) worked with the selected consultant (WorkLife Performance, Inc.) to design and conduct the employer seminars.

### II. Marketing

The seminars were offered free of charge and were marketed primarily by radio and e-mail notifications to multiple points of contacts within private sector organizations (e.g., president and chief executive officers, human resource representatives, and facility managers). Seminar brochures were distributed to approximately 14 Commuter Connections Employer Service representatives.

Minor changes were made to the FY 2003 seminar brochure. These include updating the dates and locations of the seminars and adding "2003" to the front of the seminar brochure and updating participant testimonials. COG staff provided seminar information to Commuter Connections Employer Service representatives and Transportation Management Associations. Additionally, the seminars were promoted through the Commuter Connections web site, nearly 414 60-second radio advertisements that aired on seven radio stations between April 16-May 13, 2003, and an opt-in e-mail was sent to 17,406 e-mail addresses of CEOs, CIOs and Human Resource Directors in the Washington Metropolitan region.

### III. Direct Costs

The direct costs for developing, marketing, and conducting the FY 2003 seminars were approximately \$112,674 or \$2817 per attendee. This does not include COG staff time and overhead rates.

The following table provides cost comparisons for each seminar year.

Table 2. Employer Seminar Direct Costs

Expense Category	FY 1998	FY 1999	FY 2000	FY 2001	F77. 2002	
Consultant services,			1 1 2000	F I 2001	FY 2002	FY 2003
including facility	\$60,000	\$60,000	\$36,200	\$29,932	\$28, 419	\$35,205
costs and				, , ,	Ψ20, 417	\$33,203
food/beverage						100
Mailing lists	\$2,000	\$3,313	\$33,374			
Printing	\$13,000	\$6,662	\$6,171	\$2,176	¢1 510	<b>01.40.5</b>
Mail House	\$1,700	\$1,015	\$2,260		\$1,513	\$1485
Postage	\$17,600			\$290	\$135	\$145
- print ads	Ψ17,000	\$13,860	\$12,870	\$1,780	\$442	\$193
- radio ads		\$13,700				
- direct e-mail	\$3,000	\$44,400	\$31,000	\$67,690	\$58,841	\$67,291
				\$6,000	\$1,645	\$8355
campaign					, =,5 ,5	Ψ0333
Total	\$97,000	\$142,950	\$91,815	\$107,868	\$90,995	\$112,674
Number of Seminars	8	8	4	3	470,993	\$112,074
Average Cost per	\$12,200	\$17,900	\$22,969		4	4
Seminar	,	417,500	Ψ22,909	\$35,956	\$22,748	\$28,169
Average Cost per	\$700	\$644	\$620	Ø1 0.76		
Participant	\$700	Ψ044	\$629	\$1,058	\$843	\$2817

### IV. Attendance

The number of registrants and attendees for each seminar location in FY 2003 is shown in Table 3 below. We expanded the table to represent the number of government and private sector registrants. The attendance rate ranged from 45 percent to 100 percent, with an average attendance rate of 71 percent.

Table 3. FY 2003 Employer Seminar Attendance Information

Date/Location		Vo.		ttended	Attendance
	Regi	strants			Rate (%)
	Govt.	Private	Govt.	Private	(
April 29, 2003					
COG Offices	7	3	5	3	80%
Washington DC					30 %
May 6, 2003					
Hyatt Crystal City	13	1	. 11	1 1	86%
Arlington VA		-	• • • •		00 <i>70</i>
May 20, 2003					
Dulles Hilton	7	3	7	3	100%
Herndon VA			,		100%
May 22, 2003					
COG Offices	1 11	11	4	6	45%
Washington DC			•		43 70
Total	38	18	27	13	1 1
Grand Total	5	6	- 4	10	71%

The consultant handled all registrations and sent facsimile confirmation notices/reminders to registrants within 48 hours of each seminar. The seminars started at 9:30 a.m. and ended by 3:30 p.m. The agenda included a discussion of the following topics:

- > Discussion of Teleworking as a viable work option;
- > Teleworking as a business advantage;
- > Six steps for organizing, planning, and implementing a successful telework program;
- > Wrap-up and question and answer period;

The Telework Resource Manager gave opening and closing remarks at each seminar, introduced the seminar leader, reviewed the information on Telecenters and remained at the seminar location

throughout the day. The consultant served as the seminar leader, presented material, and introduced guest speakers (e.g. case study speakers).

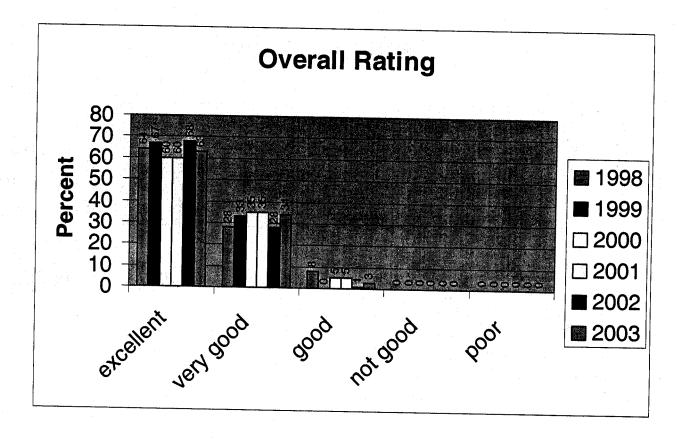
Seminar attendees received a three-ring binder that included copies of the PowerPoint presentation materials, Commuter Connections materials, and other resource materials.

### V. Regional Seminar Evaluations

Attendees were asked to complete an evaluation form during the seminar. Of the 40 attendees, 38 completed the evaluations (95 percent). Participants were asked to rate a number of factors based upon a scale of "poor" to "excellent." The evaluation also included several attitudinal questions requiring a "yes" or "no" answer, as well as several questions requiring a written response such as what information was the most and least useful, and recommended changes. The evaluation form also asked respondents for information about their organizations' current level of telework activity, the short-term outlook for Teleworking, and the number of employees at their work sites. Following are highlights of the survey results and a comparison with the previous years' results.

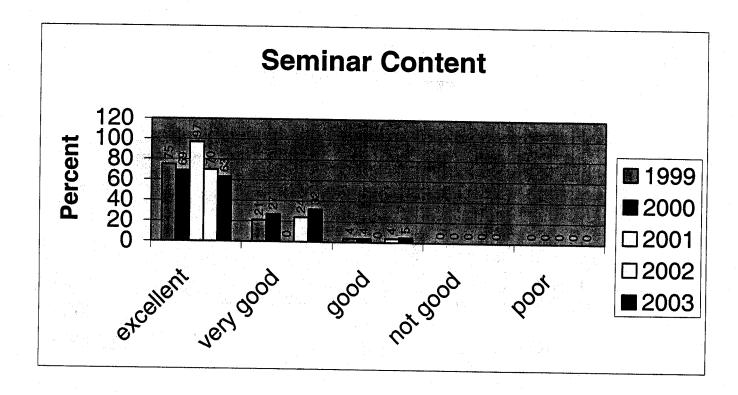
### 1. Overall Seminar Rating:

The employer seminars received high rating from FY 2003 respondents with 97 percent giving the seminar a rating of Excellent or Very Good. Three percent of the FY 2003 participants gave the seminar a rating of Good. As in past years, there were no responses less than Good.



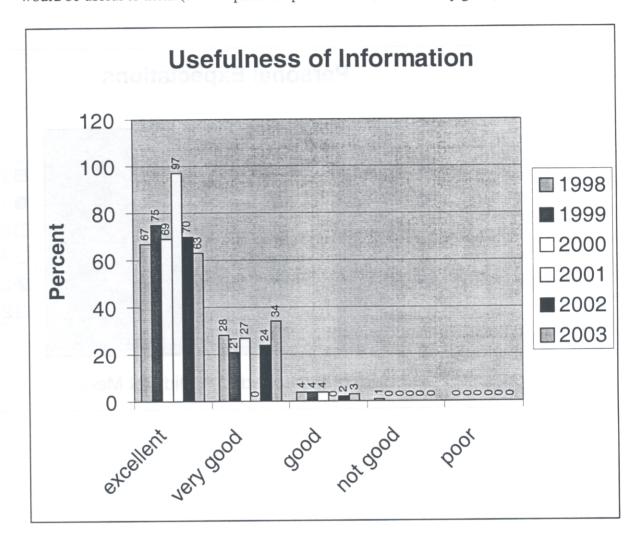
### 2. Seminar Content:

Ninety five percent of FY 2003 seminar respondents gave the seminar content a rating of excellent (63 percent) or very good (32 percent).



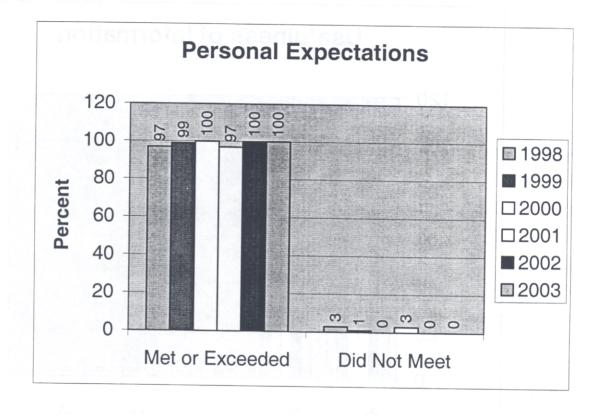
### 3. Usefulness of information:

Ninety seven percent of FY 2003 seminar respondents reported that the information would be useful to them (based upon a response of excellent or very good).



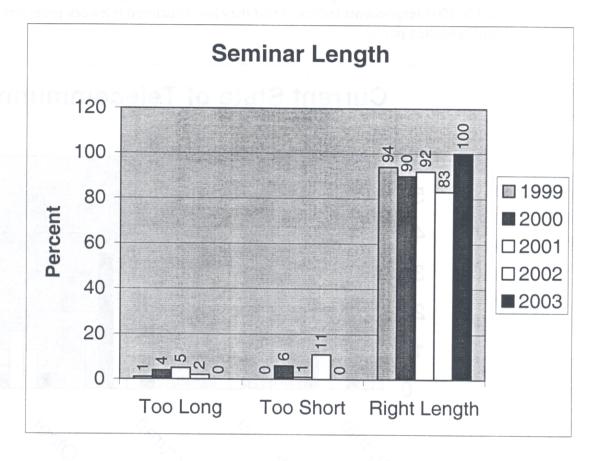
### 4. Personal Expectations:

One hundred percent of FY 2003 seminar respondents indicated that the seminar met (or exceeded) their personal expectations.



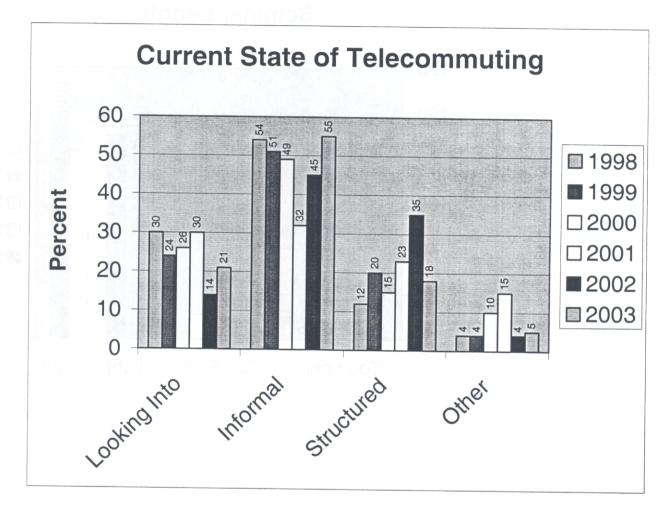
### 5. Length of Seminar:

One hundred percent of the FY 2003 seminar respondents indicated that the seminar was the right length. (This question was not asked of respondents who attended the FY 1998 seminars.)



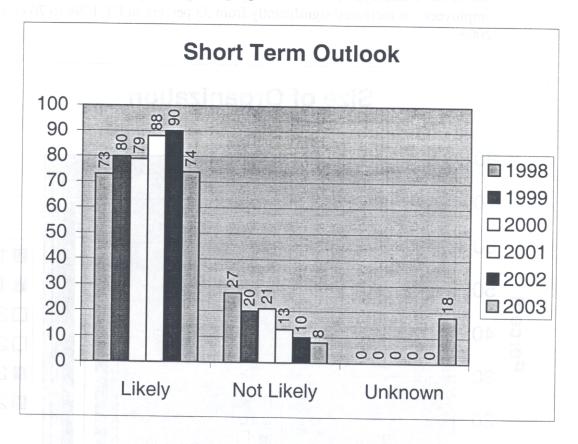
### 6. Current State of Teleworking:

The distribution of telework program activity has remained somewhat consistent over the past five years with most seminar respondents reported having informal programs, followed by those who reported that they were just looking into it. Eighteen percent of FY 2003 respondents indicated that they had structured telework programs in place with a written policy.



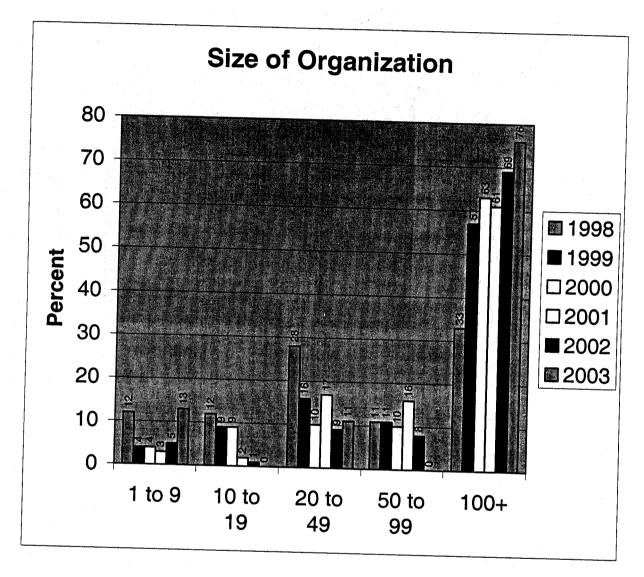
### 7. Short-Term Outlook

As in previous years, the majority of respondents indicated it was likely they would be starting or expanding a telework program within the next six months.



### 8. Size of Organization:

For the past five years, the majority of attendees have come from organizations with 100 or more employees; however, the percentage of representatives with 100+ employees has increased significantly from 33 percent in FY 1998 to 76 percent in FY 2003.



### 9. What information was the most useful and the least useful?

Attendees provided the following comments when asked what information was the most and least useful. Respondents gave the seminar notebook, guest speakers, and seminar leader very high praise. Following are the quotes from the seminar attendees:

### Most Useful:

All of it, but most of all defining telework program objectives.

Facilitator and panelists were excellent. Practical & common sense approaches were provided. The worksheets/templates were well designed. Clear and comprehensive presentation of the issue.

Real world examples that can be directly applied to my needs. Forms will also prove useful.

The discussion about evaluation. It is important to know what things should be reviewed and measured.

Understanding the necessary steps to establishing a telework program.

Morning session, general discussion, panel discussion. IT needs & preparation of policies. Excellent manual. Room, slides and lighting were all very good as well. Overall action plan, steps to implementation. It made me realize all aspects (legal, safety, policies, etc...)

5 step approach to telecommuting. A lot of valuable information that can easily be incorporated in to a program which is in line with our (organization). I found all aspects of the seminar to be extremely relevant. I am confident that I can use the info/tools that I acquired today in developing/implementing our company program. All- overall perspective.

Forms, action plans, examples to go back with

ALL. To gain the overall view of teleworking plans.

What it takes "real time" to make it work. Training emphasis.

Discussion and resource binder. Always good to learn what other organizations are doing and to network. Resources are good to take back & use at the office.

Policy- because our office has to develop policy.

What to include in the policy. My organization is just at the beginning stages of developing a policy.

Resources

Focus on need & methodologies for training. Both for managers and employees. All. I really wish I had this seminar months ago when we re-started this program. Panelists were great!

Hearing about how other government agencies have built their telework programs. "Lessons learned" and forms.

Action plans/contacts.

Info on making a business case to establish/use a telework program Samples of forms/policies. Need concrete examples to convince my superiors. All information was of great value.

All were good. Very informative.

Input from panelists was valuable

The material distributed. The manual with action plans & forms is excellent

Very comprehensive, easy to follow, action plans good

The morning portion was the most relevant

The IT aspect of it. My agency uses Citrix and I was told we could not use it at home. So I can take this back as a yes!

The 5 step action plan was most useful. I feel comfortable approaching management about starting a telework pilot program.

Identifying what employees are eligible to participate in telework based on job function. Because of employee morale. Some are not happy with telework. Some employees get to participate, some do not.

Beginning to end. Agency is new to teleworking arena

Policy section.

Technology solutions.

Information binders and panelists.

Forms are helpful as examples.

### Least Useful:

Exercises were not helpful except for learning how others would have implemented telework

More sharing with attendees would be helpful

Technology needs information. Because our company already has the technology. Implementation of program. Not my responsibility or under my influence.

Hearing specifics about IT.

The afternoon portion was the least relevant.

Solutions to government agencies. Interesting but not relevant to my needs.

### VI. Conclusions

The average number of attendees at the employer telework seminars has remained relatively constant over the past four years and participants have consistently given the seminars very high praise. However, while participant remarks were exemplary, attendance declined this year and the average number of participants per seminar has dropped dramatically. This can be attributed to a variety of factors such as current economic conditions and the evolving level of education regarding teleworking among the business community. Employer representatives continue to remark that the seminars are beneficial in starting, evaluating, or expanding their organization's telework programs.

The employer telework seminars will be conducted again in FY 2004. Based on the FY 2003 evaluation forms, changes will be made in the seminar content. Additionally, changing the scheduling of these seminars to one per quarter is being considered. COG staff and the contractor will work to identify guest speakers who can provide first-hand experience with technology solutions in a non-technical manner as well as employers who have initiated Telework programs with demonstrated longevity.

# FY04 COMMUTER CONNECTIONS WORK PROGRAM TIMELINE

PROGRAM WORK ELEMENT	ONGOING	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB M/	MAR APR		MAY JUN	Z
EMPLOYER OUTREACH								$\dagger$			+		T
								-		+	+	-	
Local Agency Technical Assistance										$\frac{1}{1}$	-	+	Τ
<ol> <li>Provide support to federal, state &amp; local agencies and sales contractors;</li> </ol>										-	<del> </del>	$\frac{1}{1}$	Τ
assist Bike Tech Subcommittee with activity implementation	×									<u> </u>	$\frac{1}{1}$	+	Τ
2. Maintain and update computerized regional employer/employee database	×								-	<u> </u>		+	T
v	×									-	+	+	Τ
4. Update and print brochure, sales collateral materials & case studies	as needed									$\frac{1}{1}$	$\frac{1}{1}$	╁	Τ
Evaluation Services								I		+	-	+	Τ
Data collection activities for evaluation of project	×						1		+	<u> </u>	+	╀	T
2. Program evaluation and progress reports	×								-	-	-	+	T
3. Evaluate report of program										-	-	+	Τ.
4. Evaluate outreach sales, support, and promotional efforts				T						-	+	1	Ţ.
5. Manage and monitor contract services	×										<u> </u>	+	Τ
						T		$\frac{1}{1}$		-	+	-	Τ
GUARANTEED RIDE HOME				T				-	$\frac{1}{1}$	+		+	T
								-	+	-	-	+	Т
General Operations and Maintenance				T						╀	-	+	T
<ol> <li>Respond to calls/requests from customers; register/re-register applicants;</li> </ol>										-	╁	+	Т
monitor and maintain database	×				1	1		-	-	╁	+	+	Τ
2. Manage and monitor contract services, service providers, software maintenance				T					1	+	+	+	Τ
and marketing outreach (includes processing of trip invoices)	×				T	T			+	<u> </u> 	+	-	Τ
3. Monitor and prepare progress reports	×					1				-	1	-	T
4. Reprint collateral/marketing/information materials and develop media plans	as needed									<u> </u>	+	+	Τ
Program Evaluation				T						-	-	-	Т
1. Customer Satisfaction Survy Mailings		×	×	×	×	×	×	×		<b>`</b>	<u> </u>	<u> </u>	Т
2. Processing Satisfaction Surveys	×			<del>                                     </del>			-	$\vdash$	╁	-	-	-	Τ
3. FY03 Satisfaction Survey Results				×		<u> </u>		-			+	-	Т
4. Conduct 2004 State of Commute Survey									 	-	-	<u>×</u>	Т
COMMITTER OPERATIONS CENTED		1	7	1									
		$\dagger$		$\dagger$	1	+	+	+	1	1			1
Local Agency Technical Assistance				$\top$	1	1	1				$\downarrow$	_	Т
1. Provide technical support/training for rideshare matching software program:		$\dagger$		1		1			1		-	+	Т
produce & distribute matchlists; database maintenance	×		-	$\dagger$	T			+	$\frac{1}{1}$	-	-	+	Т
2. Provide direct support for administration, evaluation, & general assistance for				T		+			_	-	$\downarrow$	-	T
	×			<u> </u>					-		-	-	T
3. Staff Commuter Connections Subcommittee structure	×				T	$\dagger$	$\frac{1}{1}$		-	-	-	_	Τ
4. Produce Commuter Connections FY04 Work Program				ř	×	-     				  > !	-	$\downarrow$	Т
											-	-	٦

Transportation information Services   Transportation Services											-	-	
Note that the committee of criving script   Note that the committee of critical script   Note that the critical script   Note that the committee of critical script   Note that the critical script   Note that the committee of critical script   Note that the critica	PROGRAM WORK ELEMENT											-	Γ
Commuter Connections was site		_	-	_	-	NOV	_	_	-	1-	1	_	z
Commutation Commutation	1. Provide information, by various means, about alternatives to driving alone										1	+	Γ
In the program evaluation	2. Improve ridematching system on Commuter Connections web site	×										_	
Survey   S	General Marketing and Evaluation Services	×											
Line program	1. General marketing support through campaigns and collaterial material;			L						_			T
Fine program evaluation	institute public employer recognition program										_	-	Τ
Survey   X		×						<u></u>	_				
ON TELEWORK RESOURCE CENTER   X						×							
ON TELEWORK RESOURCE CENTER         X           milobores         X           se videos, newsiteter, whe site, and Kiceks;         X           se present into, at meetings/conferences         X           services         X           X, Call and VMATC as required         X           TACL, and VMATC and VMATC as required         X           TACL, and VMATC militatives         X           x credeted groups         X           x is groups         X           redeficing campaigns         X           redeficing internet infermatching system         X           respectives; reformat for Commuter Compections         X           redeficing internet infermatching and the Detrict of Columbie         X           respectives; relocated activities         X           respectives; relocated activities <th< td=""><td>4. Manage and monitor contract services</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>×</td><td><u> </u></td></th<>	4. Manage and monitor contract services											×	<u> </u>
mployers/employees  8 present info at meetings/conferences  8 present info at meetings/conferences  8 present info at meetings/conferences  8 x		×						,				- -	
micropers/employees  & videos, nevaletry, web site, and kiceks;  & present info. at meetings/conferences  services  services  I.TAC, and WMTC and WMTC as required  T.AC, and WMTC reps on initiatives  x crelated groups  x crelated groups  x crelated groups  x A  services  x A  Togo seminar attendees  x A  Togo seminar attendees  x A  services  x A  s									-		-	_	Т
to Avideos, invasiotism, web site, and kiosks;  Is & videos, nowsietter, web site, and kiosks;  Is envices  Services  TAHG, MATAC and WMTC as required  TAC, and WMTC reps on initiatives  TAC, and AMTC reps on initiatives  TAC,	General Technical Assistance								<u> </u>		-	-	Ī
Expresent info. at meetings/conferences         X           A guesant info. at meetings/conferences         X           Sequestition and virtual contractions are reciprorated in the contractions and virtual contractions are contractions and virtual contractions and virtual contractions are contractions and virtual contractions are contractions are contractions and virtual contractions are contractions and virtual contractions are contractions are contractions are contractions are contractions are contractions are contracted as a contraction contraction contraction contraction.         X<	1. Conduct telework seminars for employers/employees											L	Τ
Spresent info. at meetings/conferences	ır, web site, and k										×	-	
servicess         X         Common to a service services           i.o. TAHG, MATAC and WMTC as required         X         Common to a service se	conduct annual awards program & present info. at meetings/conferences	×											l
To compare the compared by t	Continue spring and fall marketing campaigns with assistance to WMTC											_	ı
Table   WATAC and WATC as required   X	4. Manage and monitor all contract services			×							×	L	Τ
Table   MATAC and WMTC as required   X   X   X   X   X   X   X   X   X	Local Coordination	×								-		L	Τ
Accepted groups   X	1. Provide admin/logistical support to TAHG, MATAC and WMTC as required												Γ
A crelated groups	2. Obtain input from the TAHG, MATAC, and WMTC reps on initiatives	×							_			-	T
Nus groups         X         Property           er Outreach reps; joint site visits as needed         X         Property           all marketing campaigns         X         Property           er seminans         X         Property           Connections and WMTC initiatives         X         Property           YOZ seminar attendees         X         Property           Intersolventy         X         Property           enance         Property         Property           enance         Property         Property           enance         Property <t< td=""><td>3. Serve as liaison to other telework-related groups</td><td>×</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>L</td><td>Γ</td></t<>	3. Serve as liaison to other telework-related groups	×										L	Γ
A control registy int site visits as needed	4. Present telework briefing to various groups	×										L	]
all marketing campaigns er seminars  Connections and WMTC initiatives  X  YOZ seminar attendees  X  YOZ seminar attendees  X  YOZ seminar attendees  X  YOZ seminar attendees  X  Inter Survey  X  Inter databases  X  X  X  X  X  X  X  X  X  X  X  X  X	n Employer Outreach reps; joint site visits as nee	×											Г
et semirars         X         R <th< td=""><td>Telework Center Marketing</td><td>×</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>Γ</td></th<>	Telework Center Marketing	×											Γ
er seminars         X <th< td=""><td>1. Promote centers via spring and fall marketing campaigns</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	1. Promote centers via spring and fall marketing campaigns												
Connections and WMTC initiatives	2. Promote centers through employer seminars			×							×		
YOZ seminar attendees         X         PORT Seminar attendees           Nutle Survey         X	3. Promote centers via Commuter Connections and WMTC initiatives										×		
YOZ seminar attendees         X	Program Evaluation	×											Γ
vite Survey         X <th< td=""><td>1. Conduct follow-up surveys with FY02 seminar attendees</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	1. Conduct follow-up surveys with FY02 seminar attendees												
enance         Figure 1         Figure 2         Figure 3         <	2. Conduct 2004 State of the Commute Survey						×						П
enance nnections Internet ridematching system agencies; reformat for Commuter Connections anter databases kiosks already implemented sk project activities hem Virginia and the District of Columbia	INTEGRATED RIDESHARING									+	×	_	T
ns Internet ridematching system ss; reformat for Commuter Connections tabases liready implemented sct activities ginia and the District of Columbia									+			1	1
Connections Internet ridematching system n agencies; reformat for Commuter Connections center databases li kiosks already implemented iosk project activities rthem Virginia and the District of Columbia	Commuter Information System Maintenance								_			_	Τ
n agencies; reformat for Commuter Connections center databases It kiosks already implemented iosk project activities rithem Virginia and the District of Columbia	1. Integrate data into Commuter Connections Internet ridematching system							-					T
center databases  Il kiosks already implemented iosk project activities rthem Virginia and the District of Columbia ervices	2. Obtain updated transit data from agencies; reformat for Commuter Connections	×											Т
il kiosks already implemented iosk project activities rthem Virginia and the District of Columbia ervices	3. Update park-and-ride telework center databases	×											T
Maintain information on regional kiosks already implemented  Monitor and evaluate regional kiosk project activities Select mobile kiosk sites in Northern Virginia and the District of Columbia  Manage and monitor contract services	Regional InfoExpress Kiosk Project	×											Τ
Monitor and evaluate regional kiosk project activities Select mobile kiosk sites in Northern Virginia and the District of Columbia Manage and monitor contract services	1. Maintain information on regional kiosks already implemented										-		T
Select mobile kiosk sites in Northern Virginia and the District of Columbia Manage and monitor contract services	2. Monitor and evaluate regional kiosk project activities	X								_			Γ
Manage and monitor contract services	Select mobile kiosk sites in Northern Virginia and the District of Columb	×										_	Γ
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Employer Outreach for Bicycling			_	_	+-	—		-	MAR	AFR	MAY	Z OS
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Iunchtime seminars, association meetings, strategic mailings, etc.							l	+		$\downarrow$		T
2. Monitor activities for post-implementation evaluation	>		T	$\dagger$	İ	$\dagger$	+	1	1	1		
3. Incorporate WABA bike mentors into ridematching database	<b>\</b>	1	1	1	1	+	1	1	-			
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MASS MARKETING CONSIMER CAMPAICN			1	1								×
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MASS MARKETING CONSUMER CAMPAIGN				T	T	+		+	1			
1. Work with contractor on campaign messages and this	,	†	†	†	1	$\dagger$	+	$\frac{1}{1}$				
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E. Otali regional Low Markeling Group.	×						_					T
3. Implement and evaluate campaigns	×			1	+	1	$\frac{1}{1}$	$\downarrow$	1			
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September 2003

FY04 Comm Conn WP Timeline.wb3

### FY05 COMMUTER CONNECTIONS WORK PROGRAM TIMELINE

### October 2003

Verify program elements Identify project components within each program element

### November 2003

Develop draft work plan document for Subcommittee review Establish comment period

### December 2003

Refine program elements based on Commuter Connections Subcommitee feedback

### January 2004

Present FY05 Commuter Connections Work Program to TPB Technical Committee Establish comment period

Obtain final approval from Commuter Connections Subcommittee

### February 2004

Refine program elements based on TPB Technical Committee feedback.

Give status report to Commuter Connections Subcommittee

Present draft to TPB

### March 2004

Obtain final approvals from TPB Technical Committee and TPB

Give status report to Commuter Connections Subcommittee

### July 2004

Begin implementation

## DRAFT

COMMUTER CONNECTIONS QUARTERLY BUDGET COMMITMENTS AND EXPENDITURES FOR COG FY03 (July 1, 2002 - June 30, 2003)

	BUDGET	FUNDS COMMITTED*	FUNDS EXPENDED**	%FUNDS EXPENDED****	
EMPLOYER OUTREACH****	\$947,550	\$947,754	\$697,133	74%	
Data & PC Contract Services/Consultants Pass-thru to local governments COG/TPB staff, indirect & direct costs	\$1,500 \$80,000 \$662,000 \$204,050		\$2,596 \$40,079 \$449,878 \$204,580	173% 50% 68% 100%	
GUARANTEED RIDE HOME	\$1,678,500	\$1,677,850	\$1,549,823	92%	
Data & PC Contract Services/Consultants User Subsidies***** COG/TPB staff, indirect & direct costs	\$25,000 \$425,000 \$155,000 \$1,073,500		\$17,154 \$343,959 \$157,343 \$1,031,367	69% 81% 102% 96%	
COMMUTER OPERATIONS CENTER*****	\$534,000	\$539,000	\$517,354	%26	
Data & PC Contract Services/Consultants COG/TPB staff, indirect & direct costs	\$54,000 \$120,000 \$360,000		\$54,000 \$108,464 \$354,890	100% 90% 99%	
TELECOMMUTING	\$480,000	\$480,000	\$455,716	95%	
Data & PC Contract Services/Consultants COG/TPB staff, indirect & direct costs	\$1,500 \$67,000 \$411,500		\$0 \$50,926 \$404,790	%0 %92 88%	
INTEGRATED RIDESHARING******	\$152,000	\$152,200	\$138,881	91%	
Data & PC Contract Services/Consultants COG/TPB staff, indirect & direct costs	\$22,600 \$15,000 \$117,000		\$11,786 \$10,631 \$116,464	52% 71% 100%	
EMPLOYER OUTREACH FOR BICYCLING	\$15,000	\$15,000	\$14,837	<b>%66</b>	
Data & PC Contract Services/Consultants COG/TPB staff, indirect & direct costs	\$275 \$2,623 \$9,102		\$0 \$2,357 \$12,480	0% 90% 137%	
REGIONAL MASS MARKETING	\$1,275,000	\$701,250	\$399,115	31%	
Data & PC Contract Services/Consultants COG/TPB staff, indirect & direct costs	\$10,000 \$440,000 \$825,000		\$6,449 \$321,224 \$71,442	64% 73% 9%	

74%

\$3,772,859

\$4,513,054

\$5,082,050

TOTAL

<sup>\*</sup> Commited Funds may include some rounding errors. The Mass Marekting funding commitment from the Maryland Department of Transportation for FY03 has not been received.

\*\* Preliminary funds expended are through June 30, 2003

\*\*\* Percentage is based on Budget Total Column

\*\*\*\* Budget is shown as \$947,530 in TPB-Adopted FY03CCWP. It should be \$947,550.

\*\*\*\*\* An \$11,000 budget adjustment was made to increase the GRH user subsidy amount due to increase in costs & requested rides.

\*\*\*\*\*\*\*\*\* Budget includes \$54,000 in local membership fees

\*\*\*\*\*\*\*\*\*\* The additional \$200 in commited funds will be programmed into Contract Services /consultants for FY03

22 SEPT 2003