

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6131
Month:	October 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	December 8, 2003

Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of October 6, and 20. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Alexandria – COG staff had to contact rideshare staff ask them to stop the ping of the CCRS server because they have left it running all day.

Baltimore City – On October 15, the rideshare staff reported that the CCRS program was “hung up.” There were several other programs open at the same time. The problem was cleared when all other programs were closed and an “end task” was done on the CCRS program, and the computer was restarted.

Fairfax County – On October 23 COG staff made a site visit and installed the CCRS software on their new computer. Their upload and download were set to automatically run using FTP to the new map/FTP server at COG.

Howard County – Their automatic uploads and downloads are not working, however, their manual uploads and downloads are working. COG staff explained that this is most likely phone line problems associated with dial up modems. County staff is exploring the FTP data transfer option that would eliminate the dial up and eliminate their phone bill charges associated with the dial up data transfer.

LINK – On October 15 COG made a site visit to update the CCRS data files for transit, park-and-ride lots, and street centerline data.

Montgomery County – On October 10 COG staff made a site visit and corrected a problem with the batch print feature, fixed the problem with the Silver Spring computer's upload and downloads. The problem was a result of a change in the county's staff person's password. This requires the password in the Windows Task Manager to also be changed so the upload and

download can run. Also, COG checked for records entered through the Countywide computer. Nearly all of the records were in the database, but there was an upload that was not received at COG. COG will have to set the Countywide computer to upload to the new map/FTP server so that this problem will not happen.

Prince George's County – COG staff made a site visit on October 9 and updated CCRS data files.

COG staff presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site, at transportation information fair held at the King Street Station office complex in Alexandria, on October 31. COG staff also staffed the Commuter Connections display at the DCLiving Expo held at the Convention Center in Washington, DC on October 24, 25, and 26.

COG also coordinated and staffed the Regional TDM Marketing Group meeting held on October 7. A meeting was held at NCPC on October 1st and 28th to discuss the upcoming Federal ETC training. Staff meet with NuRide representatives on October 6th to discuss their employer-based ridematching incentive program and overall evaluation methodology. Staff met with LDA Consulting to kick-off the TDM Evaluation project on October 15th. Staff attended a NuRide Advisory Board meeting on October 15th. A conference call was held with the Commuter Connections Employer Recognition Awards Work Group on October 24th.

Products

October monthly performance report.

Problems Encountered

The monitor for the CCRS server, which had been inoperable since September 25, was fixed on October 6. The IMB technician made two site visits during that time and replaced parts in order to fix the monitor, which is more than eight years old. COG also fixed the problem with the modem connections on the server on October 6. The modem connections experienced a problem on September 27th. Clients that use modem connections could not upload or download. The monitor on the CCRS server had to be fixed before COG staff could fix the problem with the modems.

Funding commitments from MDOT and VDOT were pending for the FY04 CCWP.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute annual membership invoices.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for

November 18, 2003.

- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Begin work on the FY05 Commuter Connections Work Program
- Begin work on the regional TDM Evaluation project.
- Make final edits to and print Employer Recognition Awards applications.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of OCTOBER 2003

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	2,347	1,697	7,930
Rideshare applicants	2,260	1,628	7,505
Matchlists sent	1,068	1,643	3,784
Transit applicants/info sent	70	55	323
GRH applicants	937	637	2,563
Telework info requests	2	1	4
Kiosk users	2,516	3,184	10,764
Kiosk applicants	0	1	2
Internet users	18,701	6,291	36,479
Internet applicants	2,025	1,352	5,349
New employer clients	52	35	158
Employee applicants	15	44	462

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	657	475	2,220
Temporary/one-time placements	415	300	1,404
Daily vehicle trips reduced	391	283	1,322
Daily VMT reduced	13,368	9,666	45,168
Daily tons NOx reduced	0.0189	0.0137	0.0640
Daily tons VOC reduced	0.0089	0.0064	0.0301
Daily gallons of gas saved	619	447	2,091
Daily commuter costs saved	\$2,573	\$1,861	\$8,695

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.

Accesses
3,051,059
18,701

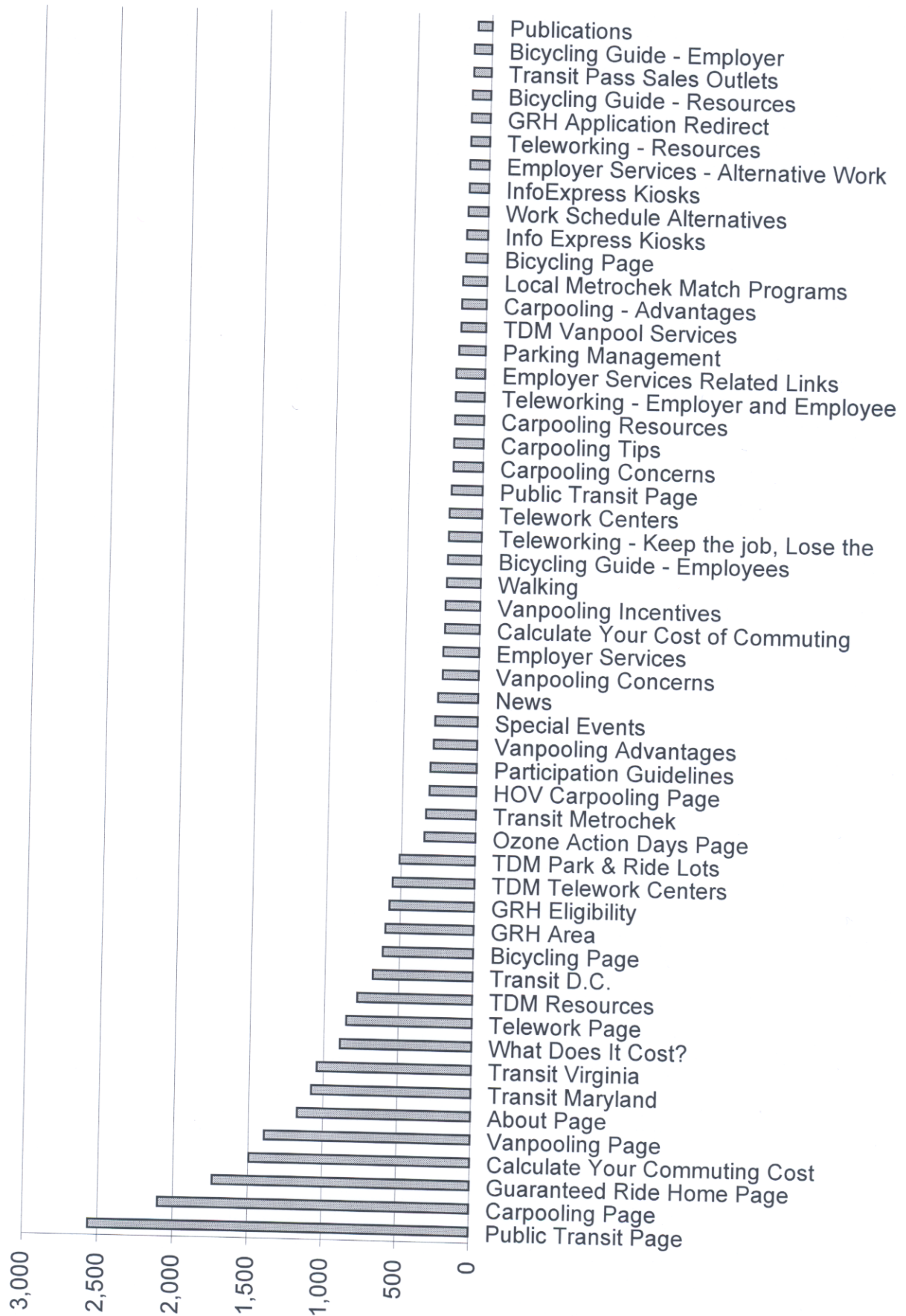
Total Accesses of MWCOG Web Site Pages
Total Accesses of Commuter Connections Home Page

Breakdown of BDY Sub-page accesses

	Accesses	% of Total
Public Transit Page	2,562	9.87%
Carpooling Page	2,101	8.10%
Guaranteed Ride Home Page	1,738	6.70%
Calculate Your Commuting Cost	1,495	5.76%
Vanpooling Page	1,394	5.37%
About Page	1,173	4.52%
Transit Maryland	1,081	4.17%
Transit Virginia	1,046	4.03%
What Does It Cost?	891	3.43%
Telework Page	852	3.28%
TDM Resources	780	3.01%
Transit D.C.	677	2.61%
Bicycling Page	613	2.36%
GRH Area	598	2.30%
GRH Eligibility	574	2.21%
TDM Telework Centers	554	2.13%
TDM Park & Ride Lots	511	1.97%
Ozone Action Days Page	346	1.33%
Transit Metrochek	338	1.30%
HOV Carpooling Page	317	1.22%
Participation Guidelines	314	1.21%
Vanpooling Advantages	295	1.14%
Special Events	288	1.11%
News	273	1.05%
Vanpooling Concerns	243	0.94%
Employer Services	243	0.94%
Calculate Your Cost of Commuting	235	0.91%
Vanpooling Incentives	235	0.91%
Walking	230	0.89%
Bicycling Guide - Employees	226	0.87%
Teleworking - Keep the job, Lose the Commute	223	0.86%

Telework Centers	221	0.85%
Public Transit Page	210	0.81%
Carpooling Concerns	201	0.77%
Carpooling Tips	200	0.77%
Carpooling Resources	197	0.76%
Teleworking - Employer and Employee Benefits	196	0.76%
Employer Services Related Links	195	0.75%
Parking Management	179	0.69%
TDM Vanpool Services	169	0.65%
Carpooling - Advantages	167	0.64%
Local Metrochek Match Programs	163	0.63%
Bicycling Page	146	0.56%
Info Express Kiosks	143	0.55%
Work Schedule Alternatives	137	0.53%
InfoExpress Kiosks	132	0.51%
Employer Services - Alternative Work Schedules	131	0.50%
Teleworking - Resources	129	0.50%
GRH Application Redirect	128	0.49%
Bicycling Guide - Resources	125	0.48%
Transit Pass Sales Outlets	119	0.46%
Bicycling Guide - Employer Publications	119	0.46%
	96	0.37%
Total	25,949	100.00%

Commuter Connections Website Activity -- October 2003



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

OCTOBER 2003



**TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



TABLE 2

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
OCTOBER 2003**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	27	0	7	34
ARLINGTON (COG)	12	0	2	14
ARTMA	17	1	51	69
BALTIMORE CITY	3	0	0	3
BMC	0	1	2	3
COG - MD	330	1	43	374
COG - VA	463	8	482	953
COG - Other	18	0	44	62
DISTRICT OF COLUMBIA	28	0	43	71
DOD	0	0	0	0
FAIRFAX COUNTY	204	0	181	385
FREDERICK	21	15	29	65
HARFORD	2	0	0	2
HOWARD	36	9	10	55
LINK	5	0	8	13
LOUDOUN	67	0	71	138
MTA	0	1	2	3
MONTGOMERY COUNTY	244	85	346	675
Bethesda Transportation Solutions	1	47	234	282
Countywide	128	2	0	130
Friendship Heights/Rockville	3	0	0	3
North Bethesda TMD	109	36	26	171
Silver Spring	3	0	86	89
NIH	47	30	6	83
NORTHERN NECK	1	10	0	11
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	8	2	16	26
PRTC	81	1	181	263
RADCO	202	251	375	828
RAPPAHANNOCK-RAPIDAN	8	3	60	71
TRI - COUNTY	18	0	12	30
USDOE	0	0	0	0
TOTAL INPUT	1,842	418	1,971	4,231

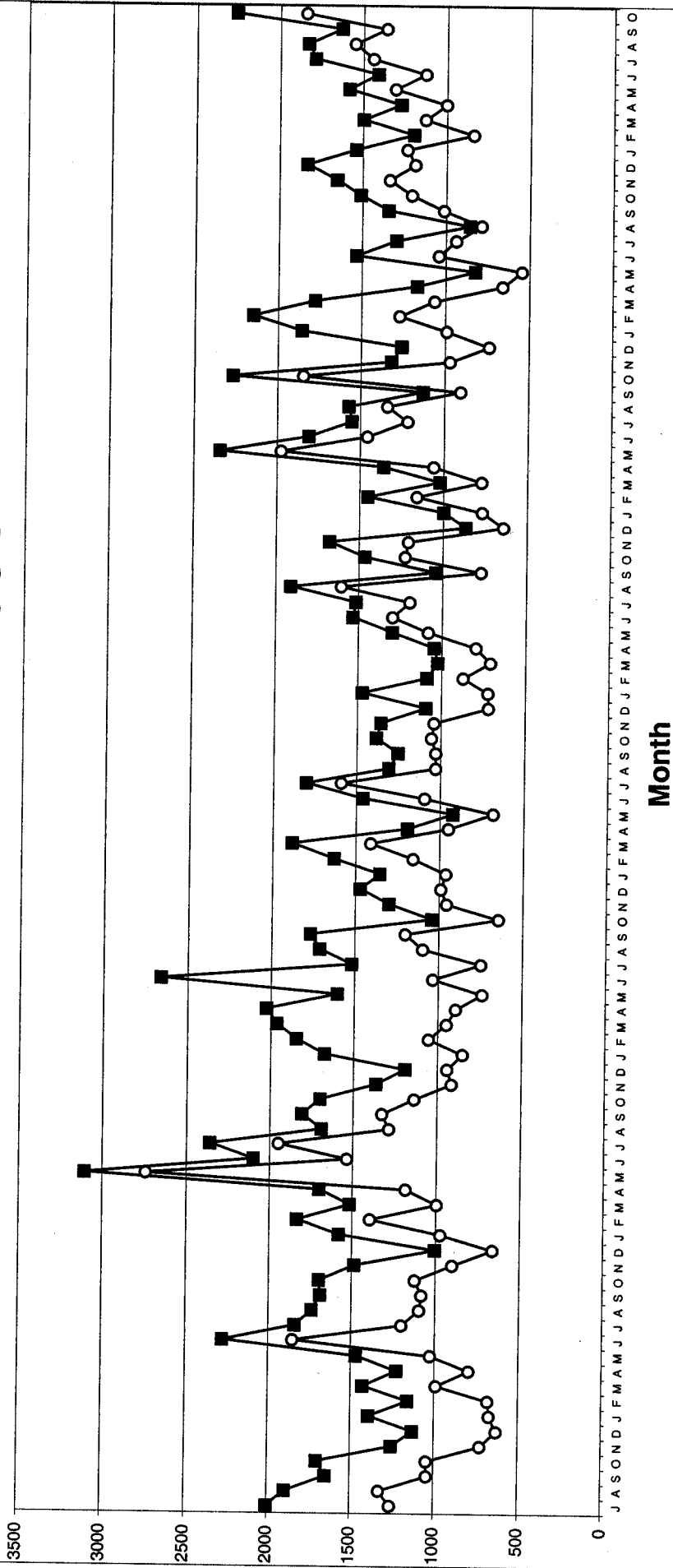
TOTAL NEW & RE-APPLICANTS

2,260

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004



Month

○-NEW ■-ALL

TABLE 3**COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
OCTOBER 2003**

ALEXANDRIA	162
ARLINGTON (COG)	138
ARTMA	277
BALTIMORE CITY	18
BMC	130
COG	2,544
DISTRICT OF COLUMBIA	200
DOD	0
DOE	1
FAIRFAX COUNTY	1,628
FREDERICK	442
HARFORD COUNTY	128
HOWARD COUNTY	426
LINK/RESTON	40
LOUDOUN COUNTY	545
MONTGOMERY COUNTY	6,507
Bethesda Transportation Solutions	1,583
Countywide	1,107
Friendship Heights/Rockville	481
North Bethesda Transportation Ctr	2,274
Silver Spring	1,062
MTA	42
NIH	203
NORTHERN NECK	40
NORTHERN SHENANDOAH VALLEY	149
PRINCE GEORGE'S COUNTY	554
PRTC	1,449
RADCO	2,400
RAPPAHANNOCK-RAPIDAN	267
TRI - COUNTY	438
OTHER	
TOTAL	18,728

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

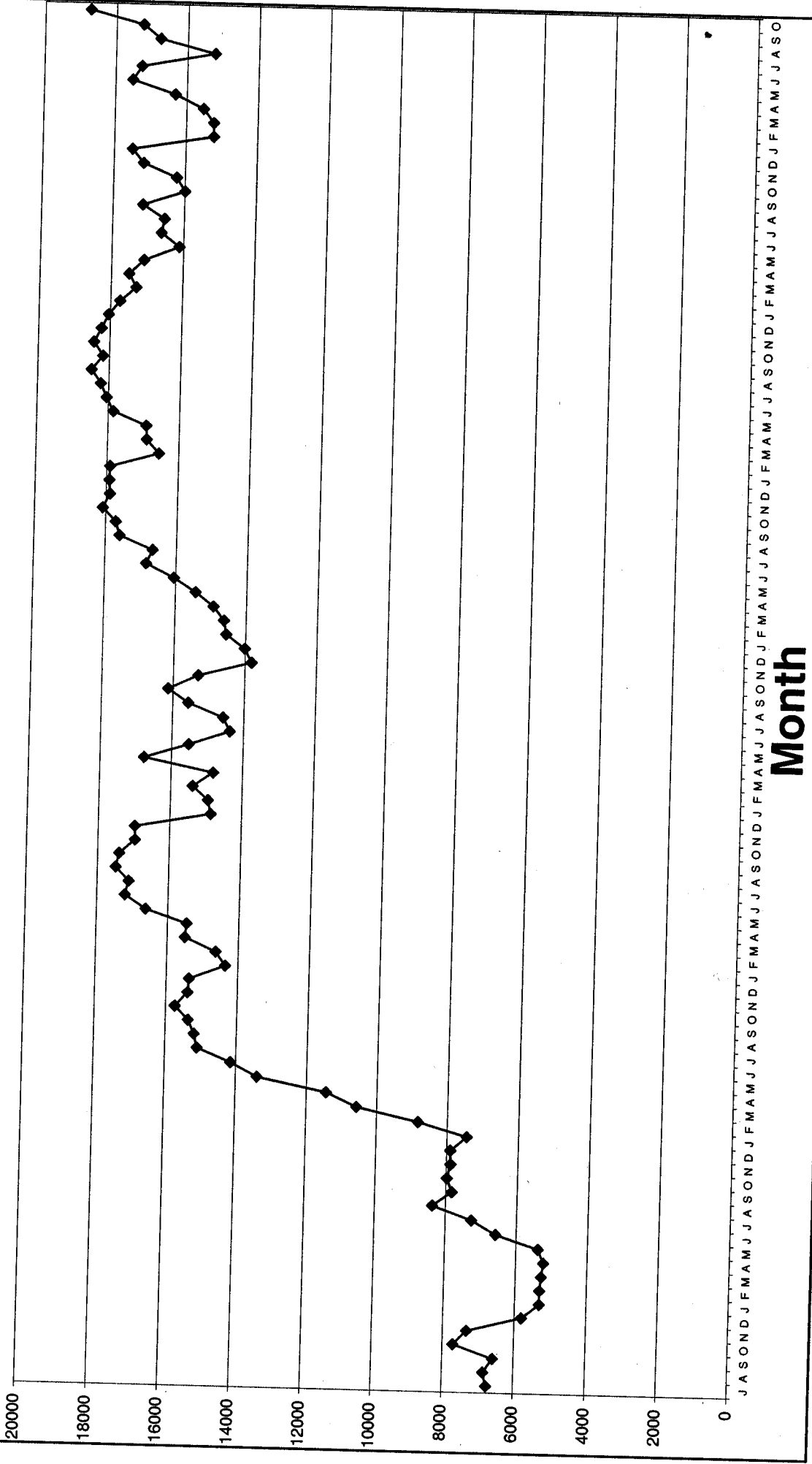


TABLE 4A

**COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
OCTOBER 2003**

	HOME	WORK
ALEXANDRIA	276	479
ANNE ARUNDEL COUNTY	553	53
ARLINGTON COUNTY	268	2,258
BALTIMORE CITY	112	110
BALTIMORE COUNTY	247	78
CALVERT COUNTY	43	1
CARROLL COUNTY	7	2
CECIL COUNTY	14	5
CHARLES COUNTY	343	18
CLARKE COUNTY	15	0
CULPEPER COUNTY	60	0
DISTRICT OF COLUMBIA	690	6,986
FAIRFAX COUNTY *	2,149	1,331
FAUQUIER COUNTY	209	1
FREDERICK COUNTY, MD	892	42
FREDERICK COUNTY, VA	21	0
FREDERICKSBURG	191	8
HARFORD COUNTY	134	74
HOWARD COUNTY	713	53
KING GEORGE COUNTY	44	26
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	632	130
MADISON COUNTY	3	0
MONTGOMERY COUNTY	4,037	6,578
ORANGE COUNTY	83	0
PAGE COUNTY	3	0
PRINCE GEORGE'S COUNTY	1,607	344
PRINCE WILLIAM COUNTY **	1,984	73
RAPPAHANNOCK COUNTY	8	23
RICHMOND COUNTY	15	0
SHENANDOAH COUNTY	22	0
SPOTSYLVANIA COUNTY	980	7
STAFFORD COUNTY	1,388	6
ST. MARY'S COUNTY	79	25
WARREN COUNTY	79	1
WESTMORELAND COUNTY	26	0
WINCHESTER	42	0
OTHERS	759	16
TOTAL	18,728	18,728

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
OCTOBER 2003**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mall	N/A	54	N/A	N/A	N/A	27	N/A	
Internet	N/A	883	N/A	N/A	N/A	1142	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	1	N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	937	N/A	N/A	N/A	1170	N/A	
PHONE CALLS								
Brochure/Promo Materials		3		4		9		16
Bus/Train Schedule		4		5		2		11
Bus/Train Sign			1	1		2		4
Direct Mail	1							1
Employer			1					1
Employer Survey			1					1
Fair/On Site Event								0
Government Office						4		4
Highway Sign		1		15		16	2	34
Information (411)				1		1		2
Internet	1	26		7	1	41		76
Library						1		1
Mobile Billboard								0
Newsletter								0
Newspaper		1						1
Newspaper (Local)								0
Other Ridesharing Org		2				4		6
Park-and-Ride Lot Sign				2		3		5
Post Card (COG)								0
Presentation								0
Radio		11	1	8		90	1	111
Real Estate/WelcomeWagon								0
Referral from Transit Org				1		3		4
Theatre Slide								0
TV		3	2	6		33		44
Van Sign						6		6
Was/Is Applicant		194		1		44	1	240
White Pages		8				1		9
Word of Mouth		26		16	1	63	3	109
Yellow Pages - Verizon				2		11		13
Yellow Pages - Yellow Book								0
Yellow Pages - Local						2		2
Voice Mail Messages		45		1		15		61
Other		4				5		9
TOTAL CALLS	2	328	6	70	2	356	7	771

**TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
OCTOBER 2003**

	T O C T O N A	O A L X	A R M A	A R T M A	B E T H	B M C	B D O D	D D O D	F R E D	F R E D	H O W	L I N K	L F F X	L D N	M T A	N I H	N E C K	P G C	P R T C	R A D C O	R A P S	T A P	T R I S	T O T A L	
Calls Transfrd by COG	N/A	N/A	3	4	**	7	0	0	26	6	4	0	1	6	11	0	2	30	26	13	3	**	5	23	170
How they heard...																									
Brochure/Promo Matris	16	13						1			5		3	28										1	51
Bus/Train Schedule	11	6											80	23					211					3	323
Bus/Train Sign	4	2											2	10											14
Direct Mail	1	1																							1
Employer	1	1	1											9	3										14
Employer Survey	1	1																							1
Fair/On Site Event	0																								1
Government Office	4	3						2					4	8											12
GRH Program																									5
Highway Sign	34	21								2			1	4											7
Information (411)	2	1							2																5
Information (411)	2	1							1																7
Internet	76	62							2	1			3												35
Library	1																								9
Mobile Billboard	0																								3
Mobile Billboard	0																		2						119
Newsletter	0																								2
Newspaper	1																								0
Newspaper (Local)	0																								0
Other Ridesharing Org	6	4																							15
Park-and-Ride Sign	5	3																							3
Park-and-Ride Sign	5	3							3																1
Post Card (COG)	0																								50
Presentation	0																								3
Radio	111	75																							0
Real Estate/WelcomeW	0																								0
Referral from Transit Org	4	3							3	1			1												81
Theatre Slide	0												22												0
TV	44	24																							25
Van Sign	6	3																							0
Was/Is Applicant	240	209											1												25
White Pages	9	8																							4
Word of Mouth	109	83	4																						1062
Yellow Pgs-Verizon	13	6																							18
Yellow Pgs-Verizon	13	6																							175
Yellow Pgs-Verizon	13	6																							16
Yellow Pages-Local	2	1	7																						0
Yellow Pages-Local	2	1	7																						0
Voice Mail Messages	61	61																							9
Other	9	7																							112
Total	771	598	12	0	0	0	0	0	96	16	0	44	0	294	186	0	0	0	2308	0	0	0	0	1	1385

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.
** Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: October 2003 FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: December 8, 2003

Background Activities

Major activities in October included:

- Hosting the MATAC program meeting, "Telework Incentives in the Region"
- Meeting with the Greater Washington Board of Trade to discuss opportunities to engage private sector employers for the Expanded Telecommuting TERM
- Coordinating a planning meeting with WorkLife Performance to review new employer Telework seminar content and dates
- Coordinating all logistics for the Telecommuting Ad Hoc Committee meeting held on October 8th
- Attending the Hagerstown Telework Center Anniversary
- Meeting with the Telework Consortium to discuss the Expanded Telecommuting TERM and viewing their computer-based, internet communications video conferencing technology
- Attending and manning the Commuter Connections both at the DC Business Expo Summit on October 22nd & 23rd
- Coordinating logistics for the MATAC Awards ceremony

Products

- Mailed 3 Telework Resource Center kits
- Mailed 34 letters of introduction to Expanded Telework TERM employers who did not respond to phone inquiry
- Monthly Reporting Template configured for Expanded Telework TERM
- FRPA PowerPoint presentation
- Telework center utilization currently at 61%; total combined users: 684
- Responded to/placed 120 calls regarding the Telework Resource Center
-

Problems Encountered

- None at this time

Future Activities

- MATAC Awards Luncheon: November 2003

- OPM Telework Seminar/Meeting: November 2003
- FY03 Employer Telework Seminar survey
- Conference Calls with Telecommuting Advantage Group for expanded Telecommuting TERM
- Telework Center Radio spots air week of Nov 3rd.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT **Integrated Ridesharing 6133**
Month: **October 2003** **FY04**
Staff Contact: **Owais Rafique**
Edited By: **Nicholas Ramfos**
Today's Date: **December 8, 2003**

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Communication problems were reported at Union Station and Ballston Common Mall.

The kiosk system was replaced at Springfield Mall and La Promenade. InfoExpress kiosk system information was updated at all locations. InfoExpress kiosk located at the Reeves Center was shut down due to building renovation. Staff is currently working with the host site to identify a new location within the facility.

Staff sent out letters to various public and private facilities to identify a location for the InfoExpress kiosk previously located at the Wal Mart in Woodbridge. Staff is currently in the process to move the kiosk at a temporary location until a permanent host site is identified. The Reston Town Center AutumnFest Kiosk promotion took place on October 18th. A Kiosk Ambassador was on hand to distribute literature, demonstrate Kiosk and encourage GRH registration.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Staff is currently finalizing the new designs and developing software modules for these specific locations. Staff worked the vendors to procure software, hardware, and other logistical peripherals.

Staff continued to work on the Park & Ride mapping functionality. New features include Zoom to a Geographic Area, updates to Layer and Legend frames and updates to spatial layer display and attributes. Routine maintenance was performed on the ArcIMS Web Server running the park & ride functionality.

The Commuter Connections Ridesharing software system was updated. Updates included installation of a new FTP server. Software modules were developed to enhance the backup process and real time logging functionality was designed to avoid any data loss. Staff is currently in a process to move the different client sites onto the new FTP server for data transfer.

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator software enhancements were identified and user requirements were documented for future upgrades.

Staff attended an ArcView user's group meeting on September 26th.

Products

- ▶ September monthly usage statistics for InfoExpress kiosks.
- ▶ Reston Town Center kiosk promotion.

Problems Encountered

- ▶ InfoExpress kiosk system was replaced at Springfield Mall and La Promenade
- ▶ Communication problems were resolved at Ballston Common Mall.
- ▶ Wal-Mart kiosk was removed by Wal-Mart Corporate offices.

Future Activities

- ▶ Deploy the integrated CCRS & GRH web-based system.
- ▶ Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.
- ▶ Locate as new facility for the Wal-Mart kiosk in Prince William County.

INFOEXPRESS KIOSK USAGE RATES
Month: October 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall #1	504	3909	Tysons Mall	388
			Maps & Guides	319
			Commuter Connections	161
			Weather	122
			Commuter News	85
Springfield Mall #1	390	3448	Springfield Mall	253
			Commuter Connections	214
			Maps & Guides	190
			Transit	162
			VRE	138
La Promenade	363	3556	La Promenade	276
			Maps & Guides	257
			Metro	257
			VRE	238
			Commuter Connections	186
Reston Town Center	343	4031	Reston Town Center	366
			Maps & Guides	218
			Metro	181
			Weather	164
			Commuter Connections	130
Springfield Mall #2	319	4402	Springfield Mall	505
			Commuter Connections	416
			CRiS	141
			Traffic	140
			Weather	101
Fair Oaks Mall	238	3145	Fair Oaks Mall	376
			Maps & Guides	281
			Weather	135
			Commuter Connections	78
			Transit	63

Tysons Mall #2	198	1781	293
		Tysons Mall	139
		Maps & Guides	67
		Traffic	60
		Weather	54
		Commuter Connections	
Ballston Common Mall	41	615	44
		Metro	32
		Maps & Guides	25
		Ballston Common Mall	19
		Traffic	12
		Commuter Connections	
Union Station	35	783	130
		Metro	71
		Maps & Guides	63
		Transit	37
		VRE	29
		Commuter Connections	
USDA	19	598	49
		Weather	35
		Metro	31
		Commuter Connections	23
		Maps & Guides	19
		Ride Guide	
Pentagon	9	348	17
		Weather	15
		Commuter Connections	11
		Maps & Guides	9
		Metro	9
		Transit	
Reeves Center	N/A	N/A	N/A
		N/A	
Wal - Mart	N/A	N/A	N/A
		N/A	

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	4	27
George Mason Library	1	9
Charlilly	0	0
Kings Town	0	0
Mason Govt Center	3	18
Kings Park	4	21
Reston Library	3	36
Tysons Transit	5	49
Centreville	0	0
DolleyMadison	2	9
Inova	12	53
Pohick	5	7
John Marshall	2	4
Tysons Pirmmit	3	18
Pennino	0	0
Govt. Center	0	0
Fairfax Library	11	66
Warranton	2	9

October 2003

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	1
Woodbridge Walmart	
Union Station	0
L'Enfant Plaza	
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
American Red Cross	
USDA	0
Total	1

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: October 2003 FY04
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: December 8, 2003

Background Activities

Monthly synchronizations from all of the employer outreach jurisdictions were received from the jurisdictions without any problems. Staff presented the FY2003 Customer Service Satisfaction Survey report to the Commuter Connections Subcommittee. The draft report was also presented to the Employer Outreach Ad Hoc Group Meeting on September 23, 2003.

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

Staff attended a meeting with NuRide representatives for an update on the AOL carpool project and evaluation guideline specifics on October 6th.

Staff Coordinated and assisted in the first professional development session for TDM sales with Sheila Lewin on October 9th. Though the attendance was low, the session was well received.

Attended the Dunn & Bradstreet Marketing and Sales Seminar on October 23rd on new sales services and information lead generation.

Staff helped coordinate the third installment of the Federal ETC training sessions in partnership with the National Capitol Planning Commission, the General Services Administration, US DOT, WMATA, Washington Area Bicyclist Association, and DC DOT.

Began coordination and planning for the November Sales Training session with Arnold Sanow. The session topic would be time management for sales people.

Products

October monthly sales activities
Employer Satisfaction Survey FY2003 Report

Problems Encountered

Arlington County has not submitted their FY04 Budget worksheet for the FY04 Scope of Work

Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process
- Continue maintenance of regional employer database
- FY03 Employer Customer Satisfaction Survey final report to be presented in November
- Edit, print and distribute Emergency Preparedness for the Commute brochure to employers in the region.
- Time Management sales training for November.
- Mid-Year sales support telephone calls.

Month: October
2003

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	20	2	0	7	0	1	16	6	0	0	0	4
Employers Contacted (follow-up)	30	40	4	8	0	9	247	310	0	2	0	24
Total Broadcast Contacts	95	306	0	0	0	0	1355	110	0	30700	0	34
Total Sales Meetings	2	3	2	4	0	1	21	14	0	0	0	6
Total Employers Contacted	147	351	6	19	0	11	1639	440	0	30702	0	68
New Level 1 TDM Programs	0	0	0	1	0	0	16	1	0	0	0	0
New Level 2 TDM Programs	0	2	0	0	0	0	24	0	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	0	11	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	1	0	0	0	0	0	0	0	0

NOTE: TDM levels are explained on the attachment. Each level represents TDM strategies implemented by an employer that will have some effect in converting single occupant vehicle commuters to ridesharing, transit, bicycling or walking as their main commute mode. Level 1 represents strategies that produce only a small amount of SOV conversion. The strategies for each subsequent level have greater SOV conversion impact.
* Did not submit a monthly report by deadline.

Year to Date FY03

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	22	10	14	14	0	1	70	28	0	72	0	26
Employers Contacted (follow-up)	41	191	9	16	0	21	1101	1378	3	11	0	297
Total Broadcast Contacts	118	885	0	0	0	0	7405	221	0	82875	0	95
Total Sales Meetings	6	5	3	7	0	5	176	57	0	41	0	14
Total Employers Contacted	187	1091	26	37	0	27	8752	1684	3	82999	0	432
New Level 1 TDM Programs	0	5	14	3	0	0	70	29	0	71	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	48	4	0	0	0	0
New Level 3 TDM Programs	2	5	0	4	0	0	26	1	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	0	0	0	0	0	0	0	0

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

* Did not submit monthly report by deadline

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

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

LEVEL 2 (SILVER)

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

LEVEL 3 (GOLD)

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

LEVEL 4 (PLATINUM)

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

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6135
Month:	October 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	December 8, 2003

Background Activities

During October, COG received 937 applications for the GRH program. A total of 567 new applicants were registered (553 new applicants and 14 previous “one-time exception” users) and 437 commuters were re-registered. The GRH program provided 246 GRH trips. Thirty (30) of these trips were “One-Time-Exceptions” accounting for twelve percent (12%) of the total number of GRH trips provided. Childcare or illness accounted for the largest portion of GRH trip reasons followed by personal illness. A total of 28,245 commuters are currently registered for GRH.

The GRH Ad-Hoc Group met on October 21. During the meeting, COG staff reviewed FY03 program usage, registrations, applications and costs, the GRH trip arrangement contractor, Diamond Transportation Services, Inc., reviewed the daily trip arrangement and re-registration activities, and COG staff reviewed the FY04 GRH marketing efforts and FY02 customer satisfaction survey results. The Ad-Hoc Group also reviewed the GRH Participation Guidelines and recommended changes to guideline #5 to note that the GRH service is not for medical emergencies where the user needs emergency medical treatment, guideline #6 regarding calling for use because of unscheduled overtime, guideline #7 to note that the GRH program is closed when the Federal Government is closed, and guideline #10 to note that the GRH trip must begin at the commuter’s work location. The Ad-Hoc Group agreed with a request made by Rappahannock-Rapidan Regional Commission to list Culpeper and Orange counties in the list of counties and cities where a commuter may live to be eligible for the GRH program. The Ad-Hoc Group did not support a request from Tri-County Council for Southern Maryland to add St. Mary’s County to the list of counties and cities where a commuter must work to be eligible for GRH. COG staff would follow up on these two requests with VDOT and MDOT, respectively. The recommended changes to the Participation Guidelines will be presented to the Commuter Connections Subcommittee for review on November 20.

Two new GRH radio advertisements began airing in October. The radio spots touch upon the underlying frustration experienced by commuters that would motivate them to try an alternative commute mode. The creative for GRH mailer and zip code distribution areas were finalized. The GRH radio commercials began to air on Oct 20th.

Products

Provided 246 GRH trips.

Received 937 applications.
Registered 567 new applicants, including 14 “one-time exceptions.”
Re-registered 437 commuters.
Received 328 calls for GRH information.
Contacted “expiring” registrants by telephone.
Database management.
GRH server maintenance.
October monthly performance report.

Problems Encountered

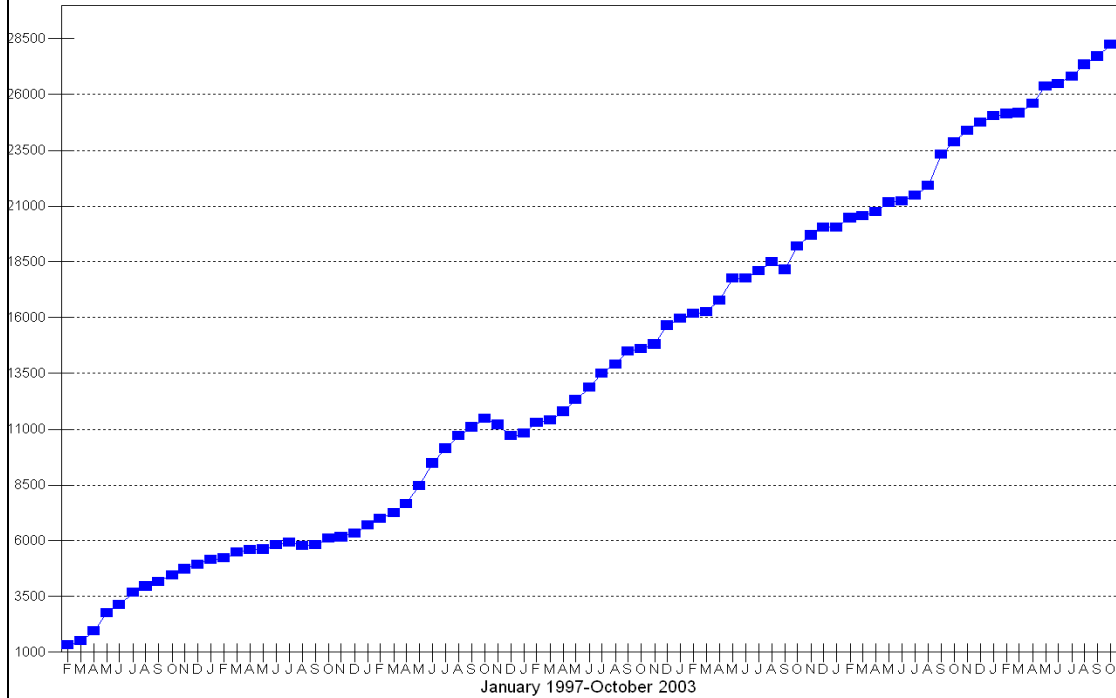
None.

Future Activities

- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Distribute GRH postcard mailer to over 450,000 households in the region.
- Evaluate Fall Regional TDM Marketing Campaign to promote GRH.

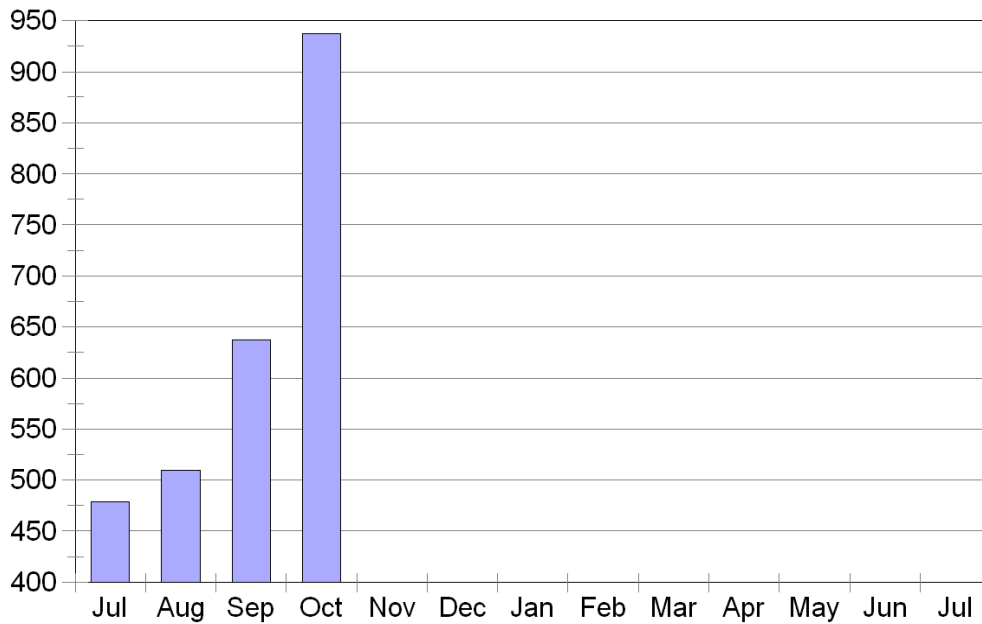
COMMUTER CONNECTIONS

GRH Registrants



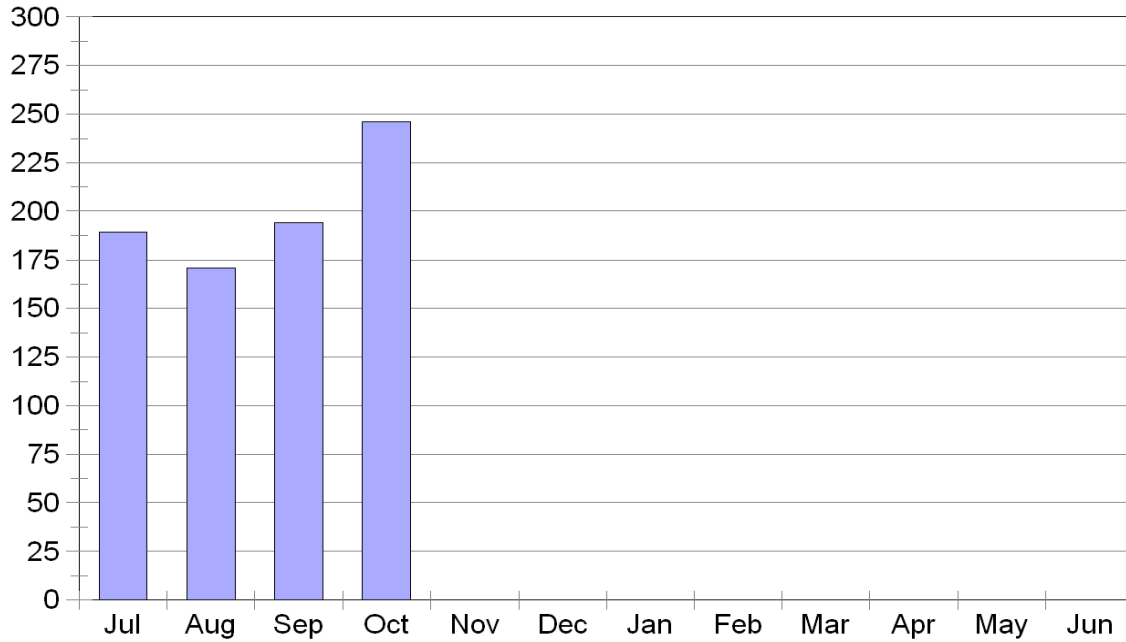
COMMUTER CONNECTIONS

GRH Applications Received FY04



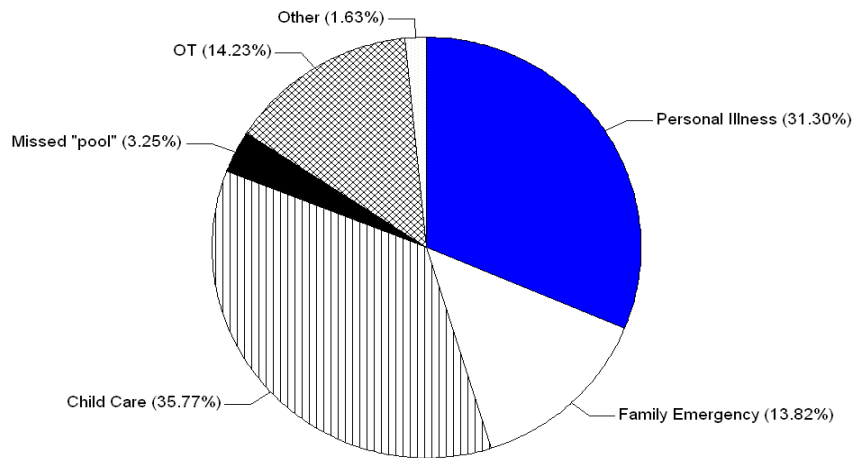
COMMUTER CONNECTIONS

FY04 Trips Provided-800 as of October



COMMUTER CONNECTIONS

GRH Trip Reasons for October 2003



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: October 2003 FY04
Staff Contact: M. Hersey/M. Farrell
Edited By: N. Ramfos
Today's Date: November 21, 2003

Background Activities

Staff coordinated and led the October 3rd Bike to Work Day 2004 Steering Committee kickoff meeting. Highlights from the meeting included a discussion on the purpose and goals of the 2004 event, overall coordination for the 2004 event.

Met with NCPC and GSA on October 1st and 28th to plan a workshop for Federal Employee Transportation Coordinator Training session. Prepared presentations for the ETC Training.

Staff continued to work on the preparation of the 2003 Bike To Work Day draft report.

Products

Power Point presentation on bicycling trends in the Washington Region.
Power Point Presentation on GRH and Bicycling in the metropolitan region.

Problems Encountered

None.

Future Activities

Update the current Bicycle Guide by late Fall 2003.
Review possibility and options of providing the Bicycle Guide in Spanish.
Hold employer-based outreach seminars with WABA.
Update ADC map for publication by December.
Prepare and distribute 2003 Bike To Work Day Draft Report.
Continue planning for 2004 Bike To Work Day event.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6137
Month:	October 2003	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	December 8, 2003	

Background Activities

- ▶ Prepared final editing and distributed the 2003 TDM Resource Guide and Strategic Marketing Plan document.
- ▶ Attended Initial Bike to Work Day 2004 Steering Committee meeting on October 3rd.
- ▶ Presented final mass marketing TV and radio spots at Regional TDM Marketing Group meeting on October 7th.
- ▶ Met with Dudnyk upper management on October 7th regarding staff changes at agency to determine impact on contractual obligations.
- ▶ Staff began working on Commuter Connections Fall 2003 Newsletter.
- ▶ Transferred Extranet from Dudnyk to COG on October 10th.
- ▶ Solicited for spokespeople and worked with OPA and PR consultant to send out Press Release for Mass Marketing Campaign. Media coverage included:
 - Radio Interviews- WTOP, WMAL, WAMU
 - Print - Washington Post
 - TV - Montgomery County Cable
- ▶ Met with Dudnyk on PRIZM Analysis October 15th. GRH database (minus names) was profiled to identify populations with highest propensity to use alternative transportation and GRH.
- ▶ Edited draft of mid-year Campaign summary for Mass Marketing, GRH and Telework Terms.

Products

- ▶ Various meetings and presentations and conference calls
- ▶ 2003 TDM Resource Guide and Strategic Marketing Plan document
- ▶ Press Release for Mass Marketing Campaign

Problems Encountered

None.

Future Activities

- ▶ Meet with internal COG Access For All staff November 13th to discuss promotion of Limited English Translation services.
- ▶ Determine evaluation methodology for Mass marketing TERM.