

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6141
Month:	February 2005 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	March 23, 2005

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 performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Fairfax County – On February 16, county rideshare staff reported a problem with the CCRS program. The problem was a result of a corrupted program file, which was most likely caused by an improper shutdown of the CCRS program. COG staff e-mailed a new program file and had county staff replace the corrupted file. This fixed the problem.

Harford County – COG staff made a site visit, on February 9th, to the county's rideshare office and trained two staff person's on the CCRS software, because the rideshare coordinator's position is vacant.

Howard County – County rideshare staff requested changes to their matchletters and reported a problem printing another clients matchletter locally on their printer. COG staff is working to obtain the requested edits and make the changes to the Howard County matchletter.

LINK – COG staff made a site visit to train the new rideshare staff person and the new director for LINK, on the CCRS software, on February 8th.

Montgomery County – COG staff reported a problem with one of their rideshare computers. The problem was caused by the corruption of the main CCRS program file, usually caused by improper shut down of the program. COG staff sent a new program files via e-mail and that solved the problem.

Products

- January monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of February 7th, and 21st.

Problems Encountered

None.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail second quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for March 15, 2005.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for March 15, 2005.
- Finalize the 2004 State of the Commute Survey general report.
- Printing and distribution of Commuter Connections winter newsletter and online posting.
- Develop new ridematching/GRH Web-based system.
- Complete and distribute the FY05 Placement Rate Survey report.

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Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of FEBRUARY 2005

Commuter Connections Activity	This Month	Last Month	Since July 2004
Total applicants/info provided:	1,624	1,662	12,584
Rideshare applicants	1,563	1,595	11,729
Matchlists sent	1,341	1,688	12,243
Transit applicants/info sent	47	45	409
GRH applicants	707	1,625	7,476
Bike to work info requests	11	18	181
Telework info requests	1	0	5
Kiosk users	3,506	3,473	29,108
Kiosk applicants	31	3	143
Internet users	6,609	7,992	51,966
Internet applicants	1,235	1,705	11,038
New employer clients	125	19	513
Employee applicants	0	1	95

Program Impact Performance Measure	This Month	Last Month	Since July 2004
Continued placements	455	465	3,524
Temporary/one-time placements	287	294	2,227
Daily vehicle trips reduced	271	277	2,098
Daily VMT reduced	9,250	9,467	71,677
Daily tons NOx reduced	0.0131	0.0134	0.1015
Daily tons VOC reduced	0.0062	0.0063	0.0478
Daily gallons of gas saved	428	438	3,318
Daily commuter costs saved	\$1,781	\$1,822	\$13,798

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

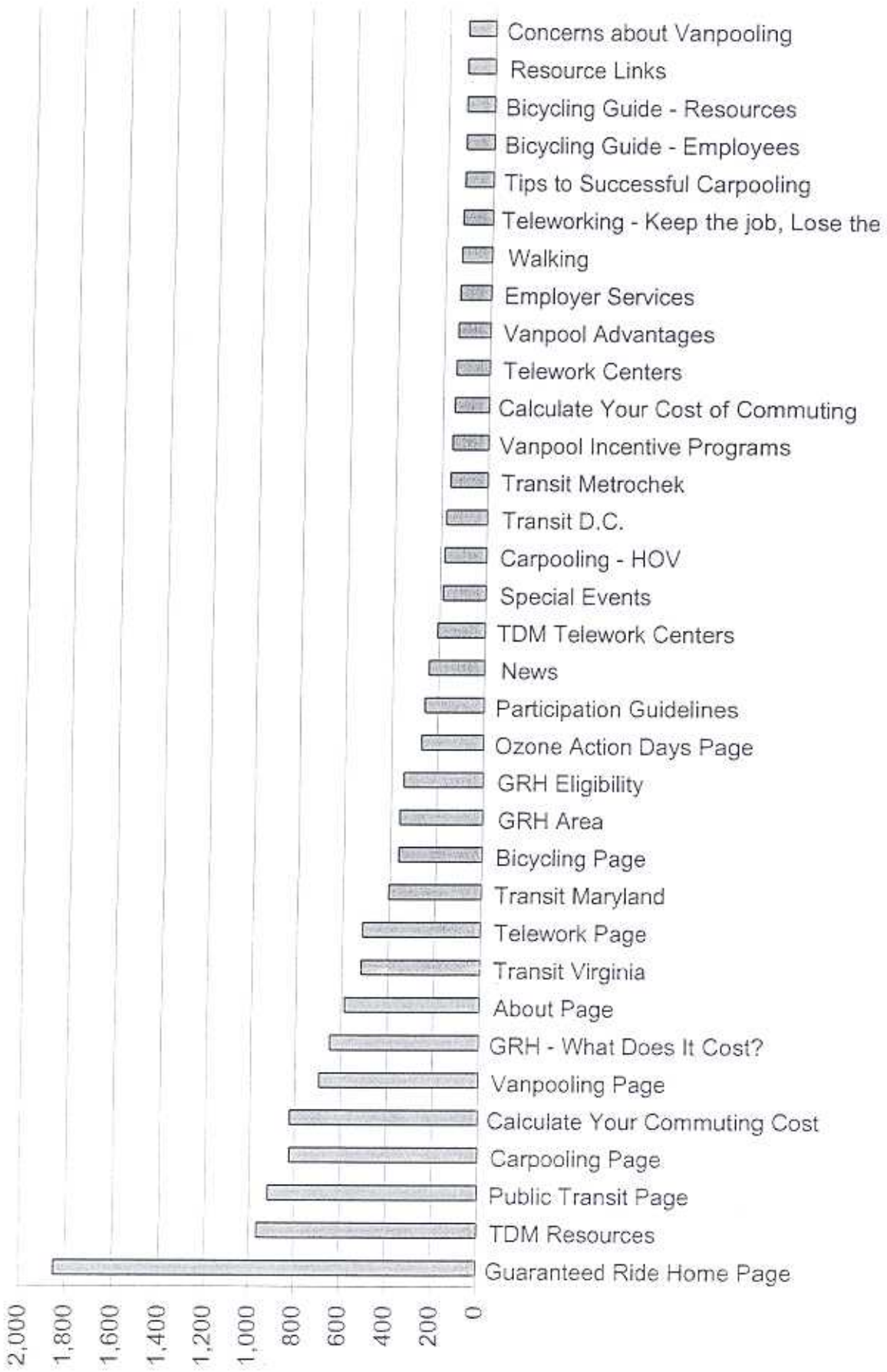
Commuter Connections Website Activity -- February 2005

Bicycling Guide - Employees	121	0.92%
Bicycling Guide - Resources	120	0.92%
Resource Links	119	0.91%
Concerns about Vanpooling	118	0.90%
Total	13,085	100.00%

Commuter Connections Website Activity -- February 2005

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOCG Home Page	10,736	
Total Accesses of Commuter Connections Home Page	6,609	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,849	14.13%
TDM Resources	965	7.37%
Public Transit Page	918	7.02%
Carpooling Page	825	6.30%
Calculate Your Commuting Cost	824	6.30%
Vanpooling Page	694	5.30%
GRH - What Does It Cost?	648	4.95%
About Page	586	4.48%
Transit Virginia	517	3.95%
Telework Page	514	3.93%
Transit Maryland	403	3.08%
Bicycling Page	364	2.78%
GRH Area	361	2.76%
GRH Eligibility	345	2.64%
Ozone Action Days Page	269	2.06%
Participation Guidelines	257	1.96%
News	243	1.86%
TDM Telework Centers	207	1.58%
Special Events	187	1.43%
Carpooling - HOV	183	1.40%
Transit D.C.	177	1.35%
Transit Metrochek	162	1.24%
Vanpool Incentive Programs	157	1.20%
Calculate Your Cost of Commuting	151	1.15%
Telework Centers	144	1.10%
Vanpool Advantages	139	1.06%
Employer Services	135	1.03%
Walking	131	1.00%
Teleworking - Keep the Job, Lose the Commute	129	0.99%
Tips to Successful Carpooling	123	0.94%

Commuter Connections Website Activity -- February 2005



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

FEBRUARY 2005



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2A

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
FEBRUARY 2005

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	8	0	29	37
ARLINGTON (COG)	0	0	0	0
ARTMA	0	0	129	129
BALTIMORE CITY	1	0	4	5
BMC	0	0	30	30
COG - MD	199	3	256	458
COG - VA	154	296	296	746
COG - Other	27	0	15	42
DISTRICT OF COLUMBIA	6	0	14	20
DOD	0	0	0	0
FAIRFAX COUNTY	106	23	310	439
FREDERICK	5	1	117	123
HARFORD	7	1	13	21
HOWARD	7	0	8	15
LINK	10	1	20	31
LOUDOUN	54	0	167	221
MTA	0	0	0	0
MONTGOMERY COUNTY	94	36	611	741
Bethesda Transportation Solutions	0	0	61	61
Countywide	73	6	232	311
Friendship Heights/Rockville	0	3	0	3
North Bethesda TMD	10	27	218	255
Silver Spring	11	0	100	111
NIH	1	0	5	6
NORTHERN NECK	4	2	4	10
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	0	1	89	90
PRTC	118	6	311	435
RADCO	185	1	939	1,125
RAPPAHANNOCK-RAPIDAN	8	1	48	57
TRI - COUNTY	32	165	59	256
USDOE	0	0	0	0
TOTAL INPUT	1,026	537	3,474	5,037
TOTAL NEW & RE-APPLICANTS		1,563		

TABLE 2B

APPLICATIONS RECEIVED THROUGH THE COMMUTER
 CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION
 FEBRUARY 2005

	HOME
ALEXANDRIA	8
ANNE ARUNDEL COUNTY	31
ARLINGTON COUNTY	8
BALTIMORE CITY	4
BALTIMORE COUNTY	8
CALVERT COUNTY	9
CARROLL COUNTY	3
CECIL COUNTY	1
CHARLES COUNTY	28
CLARKE COUNTY	0
CULPEPER COUNTY	5
DISTRICT OF COLUMBIA	5
FAIRFAX COUNTY *	93
FAUQUIER COUNTY	13
FREDERICK COUNTY, MD	29
FREDERICK COUNTY, VA	0
FREDERICKSBURG	12
HARFORD COUNTY	6
HOWARD COUNTY	20
KING GEORGE COUNTY	2
LANCASTER COUNTY	0
LOUDOUN COUNTY	35
MADISON COUNTY	0
MONTGOMERY COUNTY	27
ORANGE COUNTY	2
PAGE COUNTY	1
PRINCE GEORGE'S COUNTY	48
PRINCE WILLIAM COUNTY **	120
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	3
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	59
STAFFORD COUNTY	75
ST. MARY'S COUNTY	6
WARREN COUNTY	4
WESTMORELAND COUNTY	1
WINCHESTER	0
OTHERS	36
TOTAL	702

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 FEBRUARY 2005

ALEXANDRIA	198
ARLINGTON (COG)	11
ARTMA	633
BALTIMORE CITY	49
BMC	238
COG	6,486
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	2,152
FREDERICK	230
HARFORD COUNTY	139
HOWARD COUNTY	212
LINK/RESTON	61
LOUDOUN COUNTY	837
MONTGOMERY COUNTY	6,659
Bethesda Transportation Solutions	1,464
Countywide	1,283
Friendship Heights/Rockville	773
North Bethesda Transportation Ctr	2,385
Silver Spring	754
MTA	12
NIH	83
NORTHERN NECK	53
NORTHERN SHENANDOAH VALLEY	7
PRINCE GEORGE'S COUNTY	642
PRTC	1,555
RADCO	3,486
RAPPAHANNOCK-RAPIDAN	209
TRI - COUNTY	913
OTHER	
TOTAL	24,889

COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

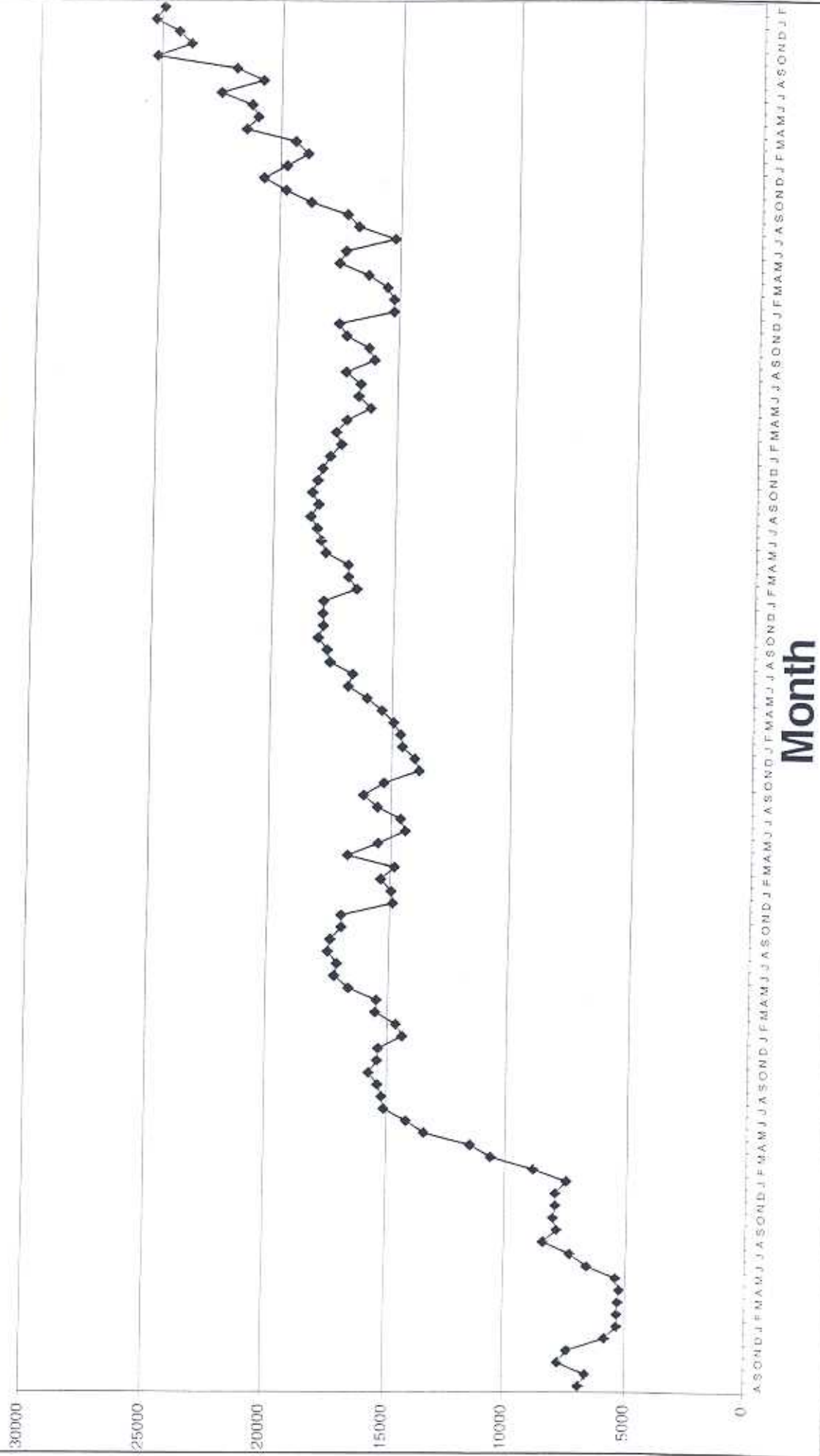


TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE
 SORTED BY HOME AND WORK JURISDICTIONS
 FEBRUARY 2005

	HOME	WORK
ALEXANDRIA	312	738
ANNE ARUNDEL COUNTY	878	136
ARLINGTON COUNTY	279	3,544
BALTIMORE CITY	208	164
BALTIMORE COUNTY	342	114
CALVERT COUNTY	97	3
CARROLL COUNTY	0	4
CECIL COUNTY	27	3
CHARLES COUNTY	730	57
CLARKE COUNTY	0	1
CULPEPER COUNTY	95	0
DISTRICT OF COLUMBIA	700	9,416
FAIRFAX COUNTY *	2,677	2,320
FAUQUIER COUNTY	266	5
FREDERICK COUNTY, MD	996	66
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	248	7
HARFORD COUNTY	159	102
HOWARD COUNTY	777	88
KING GEORGE COUNTY	77	28
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	998	237
MADISON COUNTY	6	0
MONTGOMERY COUNTY	4,197	7,147
ORANGE COUNTY	91	1
PAGE COUNTY	8	0
PRINCE GEORGE'S COUNTY	2,301	471
PRINCE WILLIAM COUNTY **	3,129	121
RAPPAHANNOCK COUNTY	13	0
RICHMOND COUNTY	14	1
SHENANDOAH COUNTY	37	0
SPOTSYLVANIA COUNTY	1,493	9
STAFFORD COUNTY	2,143	11
ST. MARY'S COUNTY	143	38
WARREN COUNTY	95	0
WESTMORELAND COUNTY	35	1
WINCHESTER	59	0
OTHERS	1,259	56
TOTAL	24,889	24,889

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
FEBRUARY 2005**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	138	N/A	N/A	N/A	49	N/A	
Internet	N/A	545	N/A	N/A	N/A	690	N/A	
Kiosks	N/A	26	N/A	N/A	N/A	9	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		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	707	N/A	N/A	*11	748	N/A	
PHONE CALLS								
								TOTAL
Brochure/Promo Materials		4		6		6		16
Bus/Train Schedule		6		3		1		10
Bus/Train Sign		1		1				2
Direct Mail		3				4		7
Employer								0
Employer Survey			1			1		2
Fair/On Site Event								0
Government Office								0
Highway Sign		1		3		10	4	18
Information (411)				3			1	4
Internet		12		2		19	1	34
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper		1						1
Newspaper (Local)								0
Other Ridesharing Org		1				2		3
Park-and-Ride Lot Sign				1				1
Post Card (COG)								0
Presentation								0
Radio		7		2		8	1	18
Real Estate/WelcomeWagon								0
Referral from Transit Org								0
Theatre Slide								0
TV								0
Van Sign		1						1
Was/Is Applicant		295		1		35		331
White Pages							1	1
Word of Mouth		26		11		38	1	76
Yellow Pages - Verizon				2		5		7
Yellow Pages - Yellow Book								0
Yellow Pages - Other				2				2
Voice Mail Messages		59	1	5		10	2	77
Other/Unknown	1	3		5		7		16
TOTAL CALLS	1	420	2	47	0	146	11	627

*Requests for Bicycling information from applications received from all sources

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6142
Month: February 2005 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: March 23, 2005

Background Activities

Major activities in February included:

- Meeting with CIMA to review reporting requirements for Telework Virginia pilot
- Meeting with Defense Group Inc. in Alexandria
- Meeting with the World Bank in the District of Columbia
- Meeting with the Institute for Educational Leadership in the District of Columbia
- Meeting with Telecommuting Advantage Group at COG
- Meeting with Calvert Jones via conference call

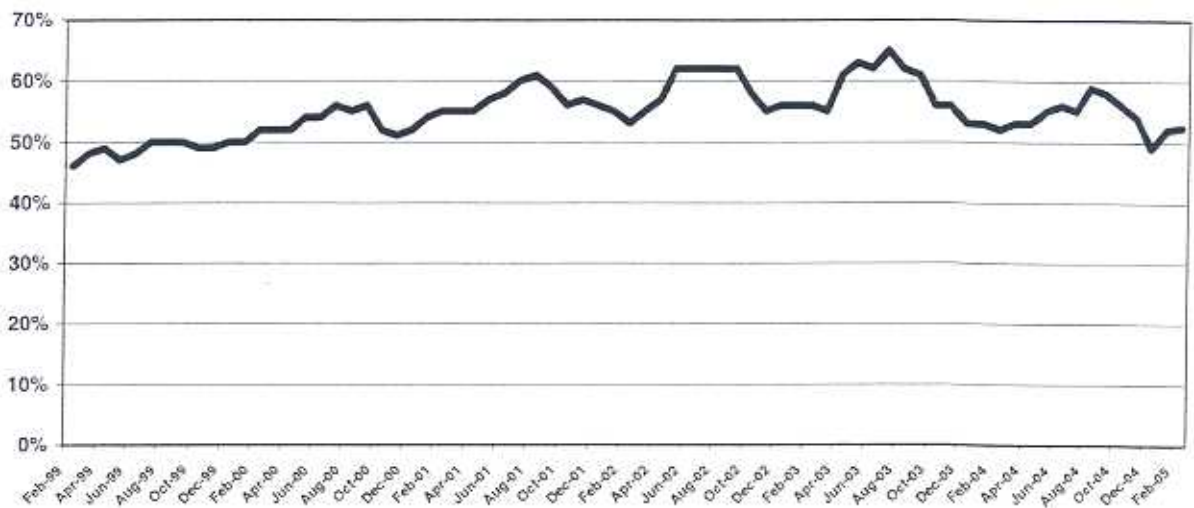
Telework Resource Center:

- February 10 Meeting at CIMA in Alexandria
- February 11 Meeting at Defense Group, Inc. in Alexandria
- February 17 Meeting at World Bank in District of Columbia
- February 22 Meeting with Institute for Educational Leadership in DC
- February 22 Meeting with Telecommuting Advantage Group
- February 28 Meeting with Calvert Jones via conference call

Products

- Responded to 43 calls regarding the Telework Resource Center
- Mailed 7 Telework Resource Center kits
- Continued to contact returned mailings from ACT! data base and adjust data base information accordingly
- Telework center utilization currently at 52% (used by 563 individuals); 82% are federal workers, 18% are non-federal workers

Center Utilization Percentage



- Telework Resource Center monthly report for January 2005
- FY 2005 Employer Telework Workshops curriculum

Problems Encountered

- None at this time

Future Activities

- Telework presentation to Montgomery County Council
- Telework meeting with Salvation Army in the District of Columbia
- Follow-up meeting with the World Bank in the District of Columbia
- Telework Center Utilization Survey
- Commuter Connections Subcommittee Meeting at COG
- Employer Workshops: "Managing Teleworkers and Remote Teams" and "Choosing and Using the Right Telework Technology" at COG
- VAGP Conference in Fairfax, Virginia
- Telecenter Occupancy Survey
- TRC and Expanded Telework TERM employer surveys
- The next Telecommuting Ad-Hoc Group meeting will be on April 6, 2005

Expanded Telework TERM activities:

Background Activities

TAG finalized the last outreach email and calling campaign to their "silver level" organizations. The organizations TAG focused on were: Chevy Chase Banks, Coca-Cola, National Forest

Service, Northrop Grumman, the National Labor Relations, the Department of Energy, Arlington County, INOVA hospitals, Washington Gas, and Marriott International.

Of these organizations, Chevy Chase, the National Labor Relations Board and the Department of Energy stated that telework did not fit their business needs. Coca-Cola, the National Forest Service and the National Labor Relations Board were not ready to proceed and asked TAG to follow up in a few months time. The Department of Energy, INOVA hospitals and Washington Gas did not respond to TAG requests. Marriott International and Northrop Grumman have re-initiated TAG efforts and have signed up for manager orientation and telework coordinator trainings.

Training sessions were conducted with DEA, DOJ, MITRE, Booz Allen Hamilton, FBI, NIH, and DOT.

Employers Contacted

In addition to the organizations listed under background activities TAG contacted the ATF, Arnold Porter, HUD, Discovery Communications, Gannett, GAO, ITC, LMI, and Verizon.

On Site Meetings

On-site meetings were held at MITRE, Booz-Allen, Discovery Communications, DOJ/DEA, the City of Alexandria, NIH, Marriott and Northrop-Grumman.

Products

A new survey was developed for MITRE, a pilot survey for Booz-Allen was completed and designs were made for executive presentations at Northrop-Grumman and ATF.

Future Activities

TAG will be conducting manager orientation and telework coordinator workshops in March for DOJ, ATF, NIH, Booz-Allen, OJP, MITRE and Northrop-Grumman. A final report for the Expanded Telework TERM will be developed.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6143
Month:	February 2005 FY05
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	March 23, 2005

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Pentagon City, and USDA. Communication problems were reported at Springfield Mall and Tysons Corner Center. The InfoExpress kiosk system hardware was replaced at Ballston Common Mall.

Staff designed a new kiosk based park n ride lot mapping application. Currently the application is being deployed and implemented on the InfoExpress kiosk network.

An InfoExpress kiosk promotion was held at Union Station on February 22nd, 2005. The Kiosk ambassador was present to promote the kiosk and increase the awareness to the different services the kiosk offers.

Staff continued to work on the Commuter Connections Application Web Migration Project. A Systems requirements document was completed for the Commuter Connections Guaranteed Ride Home program application and Commuter Connections Ridematching software system. Staff will be working with a consultant to identify further system and user requirements as part of an effort to integrate multiple services provided by Commuter Connections onto one internet and intranet based software system. Staff is currently working on the System design document and database design document of the new web based software system.

Staff created a task list for updating the specification and user requirements document for the new web-based Commuter Connections software system. The purpose of the document is to further expedite the process of cost analysis and acquire proper cost specifications for the project.

Staff worked with the consultant to test the integration of Commuter Connections Ridematching system updates and the E-Communicator system updates.

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 system updates were tested for functionality and quality assurance. Staff is currently working on final debugging of the system prior to implementation of the updates.

Products

- ▶ January monthly usage statistics for InfoExpress kiosks.
- ▶ Kiosk promotion

Problems Encountered

- ▶ Communication problems were reported at Pentagon City Mall.
- ▶ Communication problems were reported at Springfield Mall.
- ▶ The InfoExpress kiosk system was replaced at Ballston Common Mall.

Future Activities

- ▶ Update the integrated CCRS & GRH web-based system.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites with employers located in Northern Virginia and the District of Columbia.
- ▶ Implement Kiosk ambassador marketing campaign.

INFOEXPRESS KIOSK USAGE RATES
 Month: February 2005

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Manassas Mall	529	6981	Weather	381
			Maps & Guides	233
			VRE	171
			Commuter Connections	157
			Manassas Mall	151
Springfield Mall # 1	499	6339	Springfield Mall	567
			Maps & Guides	321
			Weather	218
			Commuter Connections	135
			Transit	99
Tysons Mall # 2	501	4979	Tysons Mall	378
			Maps & Guides	283
			Weather	231
			Metro	137
			Commuter Connections	105
Union Station	393	7417	Maps & Guides	387
			Weather	111
			Transit	107
			Commuter Connections	106
			Metro	89
Dulles Town Center	327	4748	Dulles Town Center	327
			Weather	275
			Maps & Guides	195
			Commuter Connections	189
			Loudoun Transit	79
Pentagon City Mall	287	4191	Fashion Centre	337
			Maps & Guides	151
			Weather	141
			Commuter Connections	122
			Metro	73

Fair Oaks Mall	235	6279	Fair Oaks Mall Maps & Guides Weather Traffic Commuter Connections	231 221 148 142 101
Springfield Mall # 2	197	3803	Springfield Mall Maps & Guides Transit Weather Commuter Connections	429 362 181 135 107
Reston Town Center	169	5471	Reston Town Center Weather Maps & Guides Commuter Connections Commuter News	169 165 121 119 93
Ballston Common Mall	113	2175	Maps & Guides Metro Weather Transit Commuter Connections	206 193 115 72 35
La Promenade	95	2975	La Promenade Weather Transit Maps & Guides Commuter Connections	233 124 87 76 58
Tysons Mall # 1	87	2047	Tysons Mall Weather Maps & Guides Commuter Connections Traffic	209 134 92 65 41
USDA - DC	39	675	Weather Maps & Guides Commuter Connections Transit Metro	132 116 57 45 39

Pentagon

N/A

N/A

USDA - Alexandria

N/A

N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	3	9
George Mason Library	2	8
Chantilly	1	8
Kings Town	2	8
Mason Govt Center	3	8
Kings Park	1	7
Reston Library	3	8
Tysons Transit	3	10
Centreville	2	9
DolleyMadison	0	0
Inova	2	7
Pohick	3	10
John Marshall	3	9
Tysons Pimmit	1	9
Pennino	2	11
Govt. Center	1	8
Fairfax Library	2	10
Warranfton	1	7

February 2005

NUMBER OF APPLICATIONS RECIEVED
FROM KIOSKS

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Pentagon City Mall	0
Union Station	31
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
USDA - DC	0
Ballston	0
USDA - Alexandria	0
Manassas Mall	0
Dulles Town Center	0
Total	31

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6144
Month: February 2005 FY05
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: March 23, 2005

Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were without any problems. Tri-County Council and Prince George's County did not submit their monthly reports and synchronizations as of the deadline for this report.

Staff supported outreach staff in resolving ACT! Database problems for data collection. Staff supervised a database audit of all records and began a sweep to ensure data integrity.

Staff coordinated with BMI-SG on the development of the survey web application that will enable the outreach representatives to access their respective client's survey results. Staff commenced beta testing on new commuter survey application.

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

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

Products

February monthly sales activities
Final 2nd Quarter Conformity Statement

Problems Encountered

Arlington County has not submitted its FY05 Scope of Work for its Employer Outreach contract with COG.

Future Activities

Database Audit and re-synchronization
The next Employer Outreach Ad-Hoc Group meeting will be on April 19, 2005.
Metrochek/SmartBenefits Employer Survey

Month:
February 2004

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's *	Prince William	Tri- County Council *	Metro	Telework
Employers Contacted (new)	1	54	1	5	0	2	62	0	0	0	0	4
Employers Contacted (follow-up)	5	35	2	0	1	49	271	0	0	0	0	16
Total Broadcast Contacts	20	1363	0	0	328	0	2664	0	0	0	0	0
Total Sales Meetings	2	85	0	1	2	1	28	0	0	0	0	9
Total Employers Contacted	28	1536	3	6	331	52	3025	0	0	0	0	29
New Level 1 TDM Programs	0	50	0	1	0	0	27	0	0	0	0	0
New Level 2 TDM Programs	0	1	0	0	0	2	11	0	0	0	0	0
New Level 3 TDM Programs	0	3	0	0	0	0	6	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	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.

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri-County Council	Metro	Telework
Employers Contacted (new)	5	102	9	29	0	16	155	95	0	1	0	57
Employers Contacted (follow-up)	17	675	131	37	5	142	1998	1064	15	1	0	172
Total Broadcast Contacts	40	7970	0	118	328	0	16402	1583	0	45	0	0
Total Sales Meetings	4	97	2	4	2	19	212	60	2	0	0	62
Total Employers Contacted	66	8844	142	188	335	177	18767	2802	17	47	0	291
New Level 1 TDM Programs	0	70	0	43	0	2	57	3	0	1	0	0
New Level 2 TDM Programs	0	9	0	1	0	3	74	2	0	0	0	0
New Level 3 TDM Programs	0	19	0	2	0	3	27	2	1	0	0	0
New Level 4 TDM Programs	0	3	0	0	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.

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 6145
Month:	February 2005 FY05
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	March 23, 2005

Background Activities

During February, COG received 707 applications for the GRH program. A total of 635 new applicants were registered (618 new applicants and 17 previous "one-time exception" users) and 536 commuters were re-registered. The GRH program provided 261 GRH trips. Twenty-six (26) of these trips were "One-Time Exceptions" accounting for ten percent (10%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 31,883 commuters are currently registered for GRH.

Enhanced "Key Word" search purchased on popular search engines continued, and banner ads on various web sites were placed in February.

COG staff met with the GRH operations contractor, responsible for authorizing and arranging GRH trips, on February 25th. Topics discussed in the meeting included: Re-registration issues, telephone issues, the new Guaranteed Ride program for the City of Frederick, customer service issues, and trip verification and trip arrangement procedures to make sure the trip is deducted in the GRH system.

Products

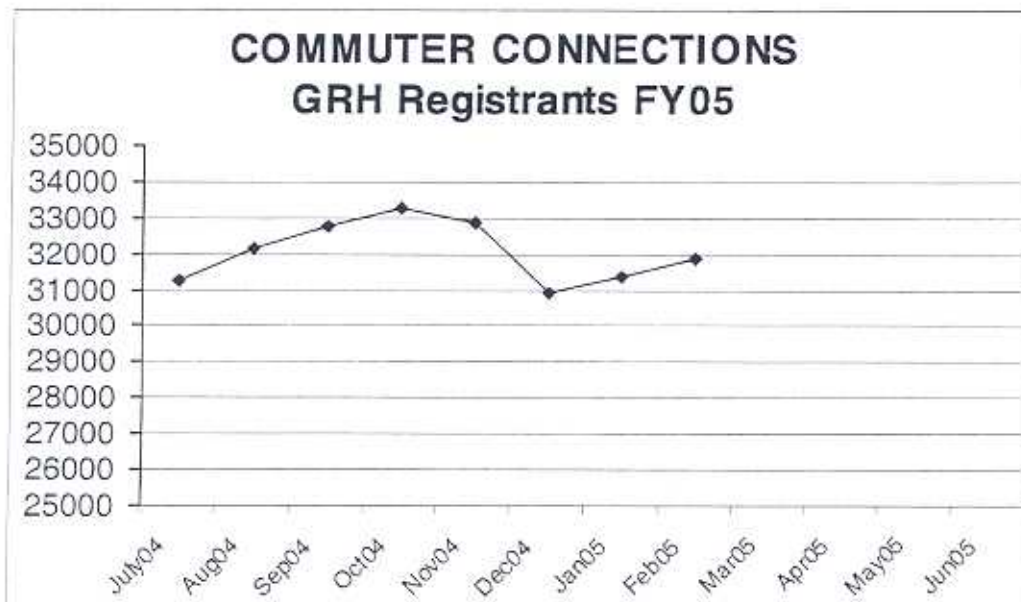
- Provided 261 GRH trips.
- Received 707 applications.
- Registered 635 new applicants, including 17 "one-time exceptions."
- Re-registered 536 commuters.
- Received 420 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management and maintenance.
- GRH server maintenance.
- Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
- December monthly performance report.

Problems Encountered

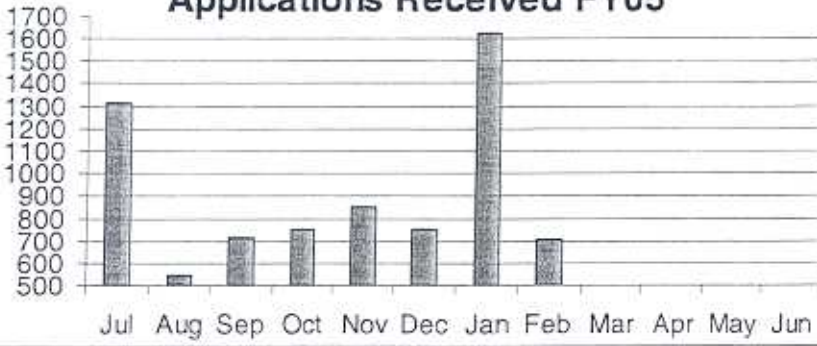
None.

Future Activities

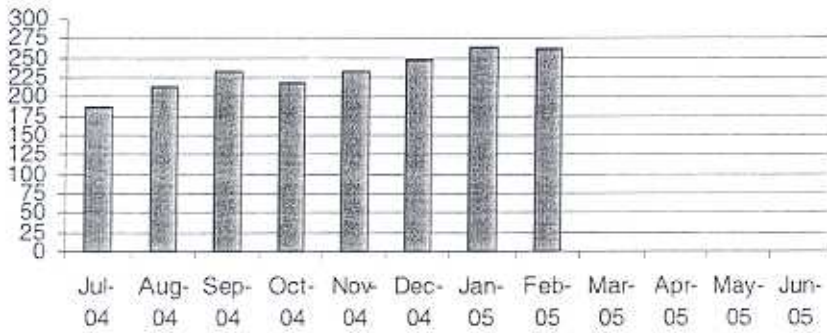
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Finalize FY2004 GRH Customer Satisfaction Survey report.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate GRH regional marketing campaign. Continue response data collection and final numbers reporting from GRH mailout of postcard and self-mailers. This includes tracking of test urls, phone calls and returned applications.



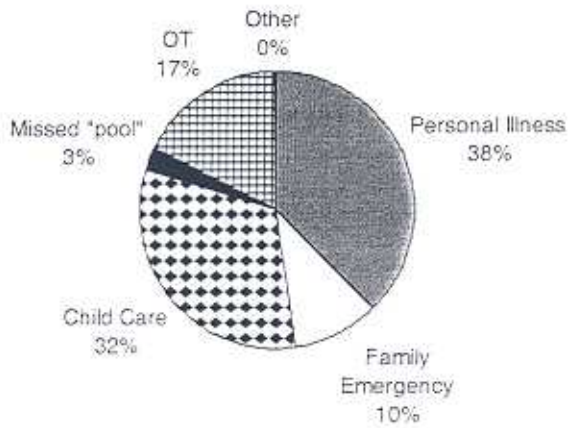
**COMMUTER CONNECTIONS GRH
Applications Received FY05**



**COMMUTER CONNECTIONS
Trips Provided FY05**



**COMMUTER CONNECTIONS GRH
Trip Reasons for February 2005**



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6146
Month: February 2005 FY05
Staff Contacts: Michael J. Farrell/Mark Hersey
Edited By: N. Ramfos
Today's Date: March 23, 2005

Background Activities

A Bike To Work Day Steering Committee meeting was held on February 10th. Highlights from the meeting included a discussion on the pit stops, marketing materials, and sponsorship opportunities. Staff also prepared continued following up on the 65 sponsorship solicitations for Bike to Work Day 2005.

The FY04 Bike To Work Day Report was distributed.

Products

None

Problems Encountered

Due to the increasing popularity of the regional 2005 Bike To Work Day event, additional sponsorship dollars are being sought to cover the marketing expenses of this event.

Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (February 10th)
- Update current bike to work guide.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6147
Month:	February 2005	FY05
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	March 23, 2005	

Background Activities

- Mass Marketing advertising:
 - 60 second radio spots ran during weeks of Feb 14th and 21st.
 - Internet Key Word sponsorships appeared on Google and Overture network to drive traffic to Commuter Connections web site, running the entire month of February.
 - Bus tail light posters began to appear on 135 bus lines throughout the region as of February and will be present for 90 days. The advertising message will be HOV related. And buses selected will travel along HOV corridors.
- Conducted February 1st, Regional TDM Marketing Group meeting. Highlights from the meeting included a presentation on the MTA Commuter Choice marketing campaign, an update from Arlington County on their residential marketing campaign, an update and status report on the Commuter Connections marketing campaigns, a presentation on the GRH Customer Satisfaction survey results and acceptance of the FY04 report, and a marketing roundtable discussion.
- Distributed winter 2005 edition of the Commuter Connections newsletter, posted HTML version online

Products

- Internet key word sponsorships and banner ads
- Transit bus signage
- Mass Marketing radio spots
- Commuter Connections Winter Newsletter

Problems Encountered

None

Future Activities

- Mass Marketing advertising:
 - Mass Marketing radio to air during second half of March.
 - Internet Key Word sponsorships to appear on Google and Overture network the entire month of March.
 - Bus tail light posters will appear on bus lines throughout the region for the entire month of March.
- April Regional TDM Marketing Group meeting preparation. The next meeting of the Regional TDM Marketing Group will be held on April 5th.
- Renew yellow pages advertising through Verizon for the balance of fiscal year.