

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116/6137
Month:	December 2003	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	February 3, 2003	

Background Activities

- ▶ A Regional TDM Marketing Group meeting was held on December 2nd. Highlights from the meeting included a presentation from WMATA on the Regional SmartTrip Customer Service Center. A presentation from Arlington County on a recently launched developer outreach program, an update from the Wilson Bridge project on recent marketing initiatives, an update from staff on regional GRH and telecommuting marketing, an update by the contractor on the InfoExpress kiosk promotions, and results of a recently completed HOV Lane Study in Virginia. Staff also distributed the mid-year campaign summary.
- ▶ Emergency Preparedness Brochure mailing sent to area employers.
- ▶ Finalized edits for Telework Workshop brochure for 2004 Spring Workshops.
- ▶ Met with Dudnyk and WABA on Dec 9th to discuss marketing materials for 2004 Bike to Work Day.
- ▶ Met with Access for All Committee Dec 11th, and with WMATA Dec 15th regarding funds to promote Limited English Translation service.
- ▶ Commuter Connections Subcommittee meeting Dec 16th - discussed Employer Recognition Awards, FY05 CCWP draft program element for Mass Marketing.

Products

- ▶ Employer Recognition Awards application form was printed and distributed
- ▶ FY05 Work Program draft

Problems Encountered

None

Future Activities

- ▶ Commuter Connections Winter Newsletter editing.
- ▶ Follow up with WMATA regarding funds to promote Limited English Translation services.
- ▶ Approve and print GRH PSA cards for bus and rail.
- ▶ Prepare agenda for February 3rd Regional TDM Marketing Group Meeting.
- ▶ Continue P&R map discussions.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6131
Month:	December 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	February 3, 2004

Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG mailed bi-weekly reports to all clients during the weeks of December 1, 15, and 29. 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:

ARTMA – The new FTP files for the FTP server were e-mailed to ARTMA on December 9. ARTMA staff copied the files to the rideshare computer and successfully performed an upload and download. This corrected an upload problem where the entire master database was being sent with ARTMA's upload. The problem occurs sometimes after an incomplete download.

Baltimore City – On December 26, City staff sent an e-mail to COG stating that their automatic uploads and downloads have not been attempted for more than a month. After inquiries from COG staff it was revealed that the automatic data transfers stopped working after city rideshare staff changed their password to log into their network. On December 29, COG sent ARTMA an e-mail with three options to solve the problem; 1) change the password in the Microsoft Scheduled Tasks program for the upload and download tasks with the new password; 2) change the password in the Microsoft Scheduled Tasks program for the upload and download tasks with an administrator user name and password that does not change; 3) remove the automatic data transfer tasks and perform manual uploads and downloads and not have to worry about changing passwords.

Fairfax County – On December 29, COG staff sent the follow up dbf file to county staff to copy onto the rideshare computer. The original file on the rideshare computer was corrupted. COG was able to “clean” the file and test it before sending it back to the county. This should eliminate problems with the Log Follow Up feature. County staff also reported missing records. However, this was due to upload and download timing as COG staff could access the records. COG has asked for a list of records if there are any that cannot be accessed.

Howard County – On December 12, county staff reported that their automatic upload and download have not attempted. COG technical assistance revealed that the WinCron program that

launches the automatic upload and download was closed, probably by county IT staff. COG had county staff restart the computer which opened the WinCron program.

Montgomery County – County staff reported missing data on the Countywide computer on November 25. COG investigated the problem and notified county staff on December 1 that there was a problem with receiving the upload data from the County wide computer. The problem was fixed and testing revealed that everything is now OK. On December 17, county staff reported on the Help Line that the Silver Spring computer has not attempted an automatic upload or download. COG staff followed up the same day and after obtaining the Transfer Log and information from the county staff person, it was revealed that the network password for the person using the Silver Spring computer was changed on December 15 and that caused the automatic data transfer process not to run. On December 19, COG staff sent an e-mail to county rideshare staff explaining that the Microsoft Scheduled Tasks program uses the user name and password of the county staff person to launch the upload and download tasks, and they had three options to solve the problem; 1) change the password in the Microsoft Scheduled Tasks program for the upload and download tasks with the new password; 2) change the password in the Microsoft Scheduled Tasks program for the upload and download tasks with an administrator user name and password that does not change; 3) remove the automatic data transfer tasks and perform manual uploads and downloads and not have to worry about changing passwords.

North Bethesda Transportation Center – On December 22, NBTC staff notified COG that they were receiving error messages when using the CCRS program. The errors included not being able to access records. COG technical assistance revealed that the main program file was corrupted and a clean file was e-mailed that day and fixed the problem. On December 8, NBTC staff requested a change to one of their matchletters. COG staff sent the changed footer file for this matchletter to NBTC via e-mail the same day and NBTC staff reported that the matchletter is works fine. On December 3, NBTC staff called the Help Line to let staff know that she was having problems successfully downloading and to remind COG that her matchletter 81 is corrupted. COG staff made a site visit the same day and fixed the matchletter problem and performed a successful upload and download.

A draft FY 2005 Commuter Connections Work Program was sent to the Commuter Connections Subcommittee and COG staff presented the CCWP at the December 16 meeting. A TDM Evaluation Group meeting was held on December 16. Highlights from the meeting included a review of the TDM evaluation project methodology, a discussion on the 2004 State of the Commute survey, a discussion on the GRH applicant survey, and an update on the FY04 Placement Rate survey.

Staff continued work on the 2004 Employer Recognition Awards and completed distribution of Employer Awards Applications to the regional Employer Database, past Telework Seminar attendees, area Chambers of Commerce, Federal ETC's, Telework Center Directors, and Employer Outreach Representatives.

Staff met with COG's Department of Environmental Program staff on December 3 to share information between Commuter Connections and Clean Air Partners. Staff participated in the Association for Commuter Transportation's annual meeting and awards ceremony on December

5. Staff attended DATA's annual meeting on December 9. Staff met with the Wilson Bridge "Bridge Bucks" program coordinator on December 11 to discuss the program and assistance from Commuter Connections. Staff attended COG's annual meeting on December 11.

Products

December monthly performance report.
Emergency Preparedness Brochure was printed and distributed

Problems Encountered

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

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute 1st and 2nd quarter invoices.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for January 20, 2004.
- 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.
- Finalize the FY05 Commuter Connections Work Program
- Begin work on the regional TDM Evaluation project.
- Contact potential selection committee members for Commuter Connections 2004 Employer Recognition Awards.
- Contact Best Workplaces Coalition to set up February kick off meeting.

Commuter Connections Website Activity -- December 2003

Total Accesses of MWCOG Web Site Pages	Accesses	
	1,926,000	
Total Accesses of Commuter Connections Home Page	6,058	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	Accesses	% of Total
Carpooling Page	1,575	10.62%
Public Transit Page	901	6.07%
GRH - What Does It Cost?	852	5.74%
Vanpooling Page	716	4.83%
Calculate Your Commuting Cost	707	4.77%
About Page	665	4.48%
Telework Page	613	4.13%
GRH Eligibility	551	3.71%
TDM Resources	531	3.58%
Transit Maryland	516	3.48%
GRH Area	514	3.46%
TDM Park & Ride Lots	478	3.22%
Transit Virginia	449	3.03%
TDM Telework Centers	430	2.90%
Participation Guidelines	405	2.73%
Bicycling Page	369	2.49%
Calculate Your Cost of Commuting	275	1.85%
Ozone Action Days Page	223	1.50%
HOV Carpooling Page	208	1.40%
News	207	1.40%
Special Events	193	1.30%
Transit D.C.	187	1.26%
Employer Services	184	1.24%
Vanpooling Incentives	172	1.16%
Employer Services Related Links	171	1.15%
Public Transit Page	170	1.15%
Parking Management	158	1.07%
Telework Centers	154	1.04%
Walking	152	1.02%
Vanpooling Advantages	152	1.02%
	137	0.92%

Commuter Connections Website Activity -- December 2003

Transit Metrochek	136	0.92%
TDM Vanpool Services	126	0.85%
Teleworking - Keep the job, Lose the Commute	125	0.84%
Info Express Kiosks	123	0.83%
Vanpooling Concerns	122	0.82%
GRH Application Redirect	122	0.82%
Work Schedule Alternatives	119	0.80%
Bicycling Page	112	0.75%
Carpooling Tips	105	0.71%
Carpooling Resources	98	0.66%
Carpooling Concerns	96	0.65%
Local Metrochek Match Programs	92	0.62%
Transit Pass Sales Outlets	91	0.61%
Teleworking - Employer and Employee Benefits	91	0.61%
Carpooling Advantages	88	0.59%
Employer Services Request Form	87	0.59%
Bicycling Guide - Employees	87	0.59%
Total	14,835	100.00%

Commuter Connections Website Activity -- December 2003

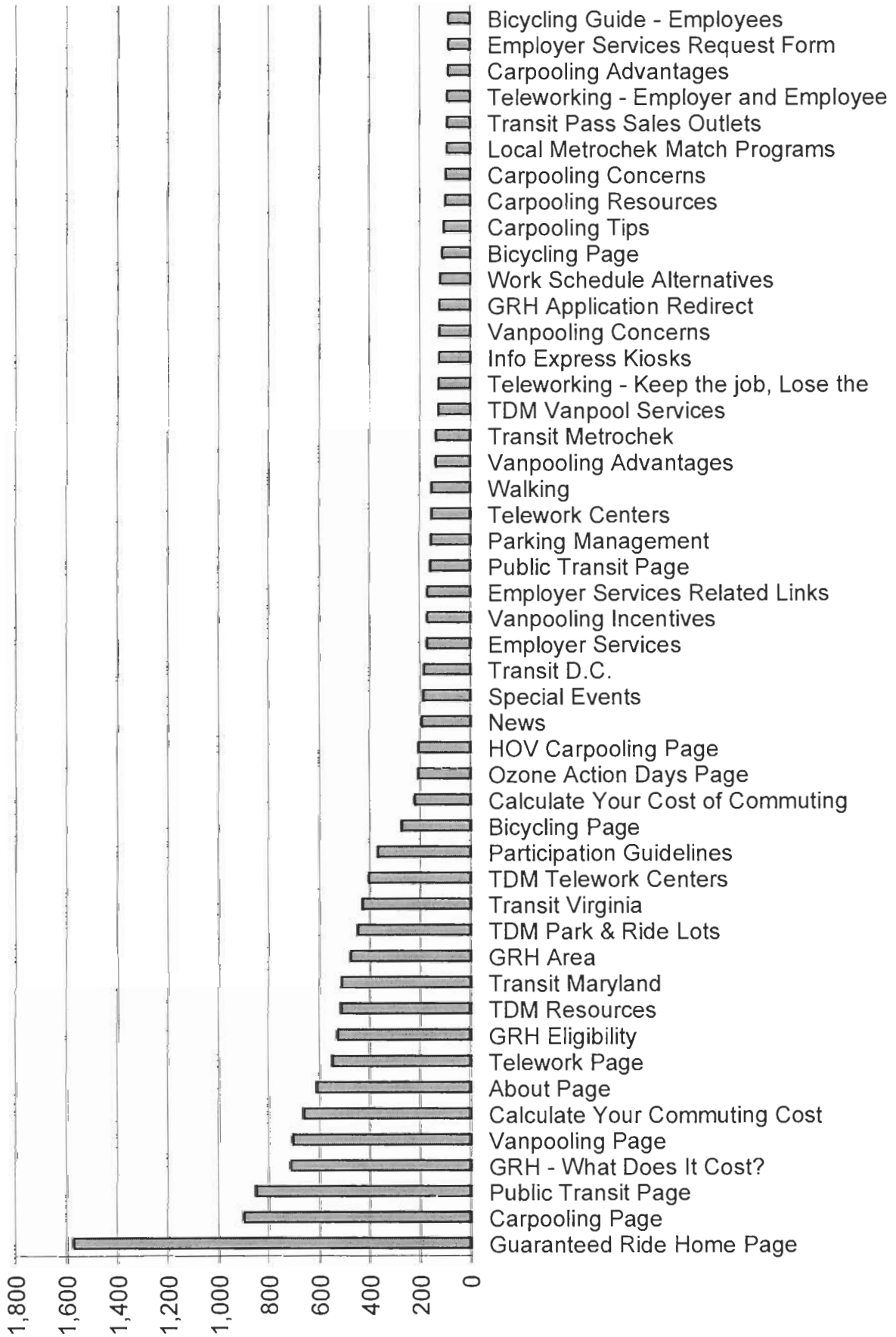


Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of DECEMBER 2003

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	2,040	1,695	11,665
Rideshare applicants	1,973	1,621	11,099
Matchlists sent	1,538	884	6,206
Transit applicants/info sent	59	52	434
GRH applicants	1,017	682	4,262
Telework info requests	0	2	6
Kiosk users	3,852	3,734	18,350
Kiosk applicants	10	6	18
Internet users	6,087	6,245	48,811
Internet applicants	2,054	1,440	8,843
New employer clients	18	80	256
Employee applicants	0	1	463

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	571	475	3,266
Temporary/one-time placements	361	300	2,065
Daily vehicle trips reduced	340	283	1,944
Daily VMT reduced	11,620	9,655	66,442
Daily tons NOx reduced	0.0165	0.0137	0.0941
Daily tons VOC reduced	0.0077	0.0064	0.0443
Daily gallons of gas saved	538	447	3,076
Daily commuter costs saved	\$2,237	\$1,858	\$12,790

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 OPERATIONS CENTER

PERFORMANCE DATA

DECEMBER 2003



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
DECEMBER 2003**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	10	0	2	12
ARLINGTON (COG)	0	0	9	9
ARTMA	7	0	32	39
BALTIMORE CITY	2	0	8	10
BMC	1	0	2	3
COG - MD	205	2	110	317
COG - VA	326	2	111	439
COG - Other	12	1	5	18
DISTRICT OF COLUMBIA	16	0	8	24
DOD	0	0	0	0
FAIRFAX COUNTY	150	75	111	336
FREDERICK	7	2	46	55
HARFORD	2	0	2	4
HOWARD	24	12	5	41
LINK	0	0	1	1
LOUDOUN	70	1	46	117
MTA	0	0	1	1
MONTGOMERY COUNTY	387	113	1,078	1,578
Bethesda Transportation Solutions	52	69	248	369
Countywide	48	10	282	340
Friendship Heights/Rockville	14	0	0	14
North Bethesda TMD	271	34	521	826
Silver Spring	2	0	27	29
NIH	16	8	10	34
NORTHERN NECK	0	0	0	0
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	23	0	65	88
PRTC	138	2	354	494
RADCO	143	2	506	651
RAPPAHANNOCK-RAPIDAN	15	0	1	16
TRI - COUNTY	107	92	34	233
USDOE	0	0	0	0
TOTAL INPUT	1,661	312	2,547	4,520

TOTAL NEW & RE-APPLICANTS

1,973

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

ALEXANDRIA	186
ARLINGTON (COG)	140
ARTMA	304
BALTIMORE CITY	25
BMC	135
COG	3,116
DISTRICT OF COLUMBIA	199
DOD	0
DOE	1
FAIRFAX COUNTY	1,907
FREDERICK	454
HARFORD COUNTY	133
HOWARD COUNTY	432
LINK/RESTON	39
LOUDOUN COUNTY	639
MONTGOMERY COUNTY	6,611
Bethesda Transportation Solutions	1,697
Countywide	1,174
Friendship Heights/Rockville	484
North Bethesda Transportation Ctr	2,192
Silver Spring	1,064
MTA	44
NIH	249
NORTHERN NECK	43
NORTHERN SHENANDOAH VALLEY	149
PRINCE GEORGE'S COUNTY	590
PRTC	1,628
RADCO	2,709
RAPPAHANNOCK-RAPIDAN	292
TRI - COUNTY	654
OTHER	0

TOTAL**20,679**

TABLE 4A

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

	HOME	WORK
ALEXANDRIA	309	510
ANNE ARUNDEL COUNTY	613	56
ARLINGTON COUNTY	291	2,595
BALTIMORE CITY	130	117
BALTIMORE COUNTY	265	86
CALVERT COUNTY	51	2
CARROLL COUNTY	8	0
CECIL COUNTY	18	5
CHARLES COUNTY	469	21
CLARKE COUNTY	19	0
CULPEPER COUNTY	65	0
DISTRICT OF COLUMBIA	353	8,045
FAIRFAX COUNTY *	2,463	1,460
FAUQUIER COUNTY	228	2
FREDERICK COUNTY, MD	942	45
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	219	12
HARFORD COUNTY	140	77
HOWARD COUNTY	755	61
KING GEORGE COUNTY	55	25
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	732	158
MADISON COUNTY	0	0
MONTGOMERY COUNTY	4,107	6,774
ORANGE COUNTY	89	0
PAGE COUNTY	3	0
PRINCE GEORGE'S COUNTY	1,812	408
PRINCE WILLIAM COUNTY **	2,153	81
RAPPAHANNOCK COUNTY	9	0
RICHMOND COUNTY	14	0
SHENANDOAH COUNTY	27	0
SPOTSYLVANIA COUNTY	1,103	8
STAFFORD COUNTY	1,650	22
ST. MARY'S COUNTY	105	25
WARREN COUNTY	82	1
WESTMORELAND COUNTY	30	0
WINCHESTER	47	0
OTHERS	1,323	83
TOTAL	20,679	20,679

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

TABLE 4B

**Commuter Connections Applicant Database
Sorted By Origin and Destination as of December 2003**

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
DISTRICT OF COLUMBIA	159	587	7,872
DELAWARE	0	11	0
MARYLAND			
Anne Arundel	12	601	44
Allegany	0	1	0
Baltimore City	9	120	108
Baltimore County	19	244	67
Calvert	2	260	0
Caroline	0	6	0
Carroll	0	95	2
Cecil	0	14	5
Charles	1	466	20
Dorchester	0	0	0
Frederick	11	925	34
Harford	61	79	16
Howard	5	747	56
Kent	0	1	1
Montgomery	3,138	965	3,635
Prince George's	74	1,733	334
Queen Anne	0	38	0
St. Mary's	0	105	25
Talbot	0	9	0
Washington	1	123	2
Wicomico	0	0	0
Maryland Total	3,333	6,532	4,349
PENNSYLVANIA	0	38	0
VIRGINIA			
Albemarle	0	1	0
Alexandria	7	301	500
Arlington	20	270	2,565
Caroline	0	2	0
Chesterfield	0	8	0
Clarke	0	19	0

JURISDICTION	LIVE INSIDE WORK INSIDE JURISDICTION	LIVE INSIDE WORK OUTSIDE JURISDICTION	LIVE OUTSIDE WORK INSIDE JURISDICTION
Culpeper	0	65	0
Dinwiddle	0	0	0
Essex	0	5	0
Fauquier	0	227	2
Fairfax City	0	30	17
Fairfax County	146	2,254	1,252
Falls Church	1	26	84
Fluvanna	0	1	0
Fredericksburg	0	216	12
Frederick	0	0	0
Greene	0	0	0
Hanover	0	11	1
Henrico	0	11	0
King George	1	0	24
King and Queen	0	0	0
Lancaster	0	0	0
Loudoun	11	715	146
Louisa	0	9	0
Madison	0	6	0
Manassas	0	0	8
Manassas Park	0	0	1
Northumberland	0	0	0
Orange	0	89	0
Page	0	3	0
Prince William	20	2,121	60
Rappahannock	0	9	0
Richmond City	0	14	24
Richmond County	0	24	0
Shenandoah	0	27	0
Spotsylvania	2	1096	6
Stafford	8	1637	14
Warren	0	82	1
Westmoreland	0	30	0
Williamsburg	0	1	0
Winchester	0	46	0
Virginia Total	216	9,356	4,717
WEST VIRGINIA	0	241	2
TOTAL (all jurisdictions)	3,708	16,765	16,940

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	29	N/A	N/A	N/A	14	N/A	
Internet	N/A	982	N/A	N/A	N/A	1072	N/A	
Kiosks	N/A	6	N/A	N/A	N/A	4	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	1017	N/A	N/A	N/A	1090	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials		4		4		13		21
Bus/Train Schedule		1		3		1		5
Bus/Train Sign				1				1
Direct Mail		6				1		7
Employer		1						1
Employer Survey								0
Fair/On Site Event								0
Government Office								0
Highway Sign		1		16		8	2	27
Information (411)						1		1
Internet		17		1		18	1	37
Library								0
Mobile Billboard								0
Newsletter							1	1
Newspaper		1				2		3
Newspaper (Local)								0
Other Ridesharing Org		1				1		2
Park-and-Ride Lot Sign						2		2
Post Card (COG)		65		7		34	1	107
Presentation		1						1
Radio		4		2		3		9
Real Estate/WelcomeWagon								0
Referral from Transit Org		2		2		1		5
Theatre Slide								0
TV		1				5		6
Van Sign								0
Was/Is Applicant		452		4		29		485
White Pages		1				1		2
Word of Mouth		26		16		37	1	80
Yellow Pages - Verizon		1				4		5
Yellow Pages - Yellow Book								0
Yellow Pages - Local				2		2		4
Voice Mail Messages		167				4		171
Other		2		1		4	2	9
TOTAL CALLS	0	754	0	59	0	171	8	992

**TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
DECEMBER 2003**

	COG	ALX	ARTMA	BALTB	BETHC	DBMBC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MMC	MTA	NIH	NECK	NSHEN	PGC	PRTC	RADCOR	RAP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matris	157							1																			158
Bus/Train Schedule	42							1												7							50
Bus/Train Sign	30														2												32
Direct Mail	115																										115
Employer	81								3		1																82
Employer Survey	4																										7
Fair/On Site Event	1																										1
Government Office	4							4																			8
GRH Program		3						52		32	8			41	24						12	130					302
Highway Sign	10												1	2							2		2				17
Information (411)	4																										4
Internet	66	5						5	17				25	40						36	130	11					335
Library	2																										2
Mobile Billboard	1																										1
Newsletter	10																										10
Newspaper	2																										2
Newspaper (Local)	3																										4
Other Ridesharing Org	10	1						2	1		7									3		1					24
Park-and-Ride Sign																											0
Post Card (COG)	451																										451
Presentation																											0
Radio	87									2																	89
Real Estate/Welcomew																											0
Referral from Transit Org									64																		64
Theatre Slide		1																									1
TV	20																										20
Van Sign	3																										3
Was/Is Applicant	17								2		5									188			2				214
White Pages																											0
Word of Mouth	96								2					4						9		23					134
Yellow Pgs-Verizon																											0
Yellow Pgs-Yellow Bk																											0
Yellow Pages-Local	2									1																	3
Voice Mail Messages	2																										2
Other	42							1	1	1	8		4														366
Total	1262	10	0	0	0	0	0	0	136	55	0	29	0	71	72	0	0	0	0	0	257	289	15	0	305	0	2501

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: December 2003 FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: February 3, 2004

Background Activities

Major activities in December included:

- Attending the Metropolitan Washington WorkLife Coalition Annual Awards Luncheon
- Conducting the 2003 Employer Telework Seminar Survey
- Attending a Telework Virginia Meeting with Virginia Department and Rail and Public Transportation
- Participating in a conference call with the Telecommuting Advantage Group to discuss progress of the Expanded Telecommuting TERM
- Attending the Commuter Connections Subcommittee meeting
- Attending the GSA Office of Governmentwide Policy Luncheon
- Meeting with the Virginia Department of Rehabilitative Services to plan the February Telework event in Fairfax, Virginia
- Working with SHRM to secure mailing list for Employer Workshops
- Reviewing final draft of Employer Telework Workshop brochure
- Working on the Expanded Telework Initiative press event
- Reworking database layout for expanded telework TERM
- Participating in the initial planning for February panel discussion on telework in Montgomery County
- Compilation of Employer data for future telework marketing activities: Washingtonian Magazine's 50 Great Places to Work, local offices of national & international conservation organizations
- Coordinating 60-day Telework Center Free Trial verbiage onto web site, edited radio spot for Telework Centers to include 60-day tag scheduled to air week of Jan 5th. Approved Telework Center internet banner and keyword marketing to coincide with radio ad.

Products

- FY05 draft Telework Resource Center program element section for CCWP.
- Telework center utilization currently at 61%
- Placed or responded to 60 calls regarding the Telework Resource Center
- Telework Center utilization at 54%
- Entry of 108 new employers into TWRC database,
- New database of Level 3 & 4 employers from regional master database

- December 5: Employer Telework Seminar Survey distributed to 2003 attendees
- December 5: Metropolitan Washington WorkLife Coalition Awards Luncheon
- December 10: Telework Virginia meeting at COG
- December 11: Expanded Telework TERM conference call with TAG
- December 16: Commuter Connections Subcommittee meeting
- December 16: GSA meeting and luncheon
- December 19: Meeting at the Greater Washington Board of Trade to discuss Expanded Telework TERM press briefing
- December 19: Meeting at Fairfax County Department of Rehabilitative Services

Problems Encountered

- None at this time

Future Activities

- Finalize Employer Telework Workshops curriculum
- Finalize mailing lists for Employer Telework Workshops brochure distribution
- Telework Center Utilization Survey
- On-line marketing of Telework centers
- Telecommuting Ad-Hoc Group Meeting
- Print and distribute Employer Telework Workshop brochure.
- Preparation of the Washington Area Conference on Teleworking
- Print and distribute Telework Workshop brochure & produce new radio spot for Spring Workshops; HTML version on the web. Bid out for email distribution list.
- Contact Employers about Telework Value-Added interviews with radio stations.
- Finalize plans for Jan 26th Telework Press Briefing with BOT. Coordinate event logistics with BOT & GSA, signage with Dudnyk, work with OPA, write COG speaker remarks.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6133
Month:	December 2003 FY04
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	February 3, 2004

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Communication problems were reported at Ballston Common Mall. InfoExpress system monitors were replaced at Fair Oaks Mall. InfoExpress hardware systems were replaced at Springfield Mall.

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

Staff continued to 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. The kiosk was moved to a temporary location while the new site is identified. Staff is currently working with the Arlington County and the Employer Outreach representatives in Prince William County to identify the new site.

InfoExpress kiosk ambassador promotions were held at Union Station and La Promenade @ L'Enfant Plaza on December 2nd 2003. Staff continued working with Ballston Common Mall, Manassas Mall, and Dulles Town Center to coordinate InfoExpress kiosk promotions.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Logistical problems delayed the deployment of the kiosk at these locations. Staff is working with local vendors to resolve some technical and communication problems.

Staff continued its effort to analyze the integration effort of current Commuter Connections Software System and Guaranteed Ride Home Software System. System flow diagrams were developed and a process flow document is currently being developed to identify the milestones for this effort. Staff is currently working on a functional specification document.

FTP server modifications were made to enhance the data transfer functionality for the Commuter Connections Ridesharing Software System. Staff continued to make modifications on the server software to further streamline the process.

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

for future upgrades.

Products

- ▶ November monthly usage statistics for InfoExpress kiosks.
- ▶ Kiosk promotion at Union Station and La Promenade @ L'Enfant Plaza.

Problems Encountered

- ▶ Communication problems were resolved at Ballston Common Mall.

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 : December 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall #1	603	7986	Springfield Mall Weather Maps & Guides Commuter Connections Metro	673 524 391 216 138
Tysons Mall #2	587	8124	Tysons Mall Weather Commuter Connections Maps & Guides Metro	487 253 178 128 94
La Promenade	559	7158	La Promenade Maps & Guides Weather Commuter Connections Transit	671 330 217 216 182
Springfield Mall #2	491	6890	Springfield Mall Weather Commuter Connections Maps & Guides Metro	688 412 256 234 117
Tysons Mall #1	460	5287	Tysons Mall Maps & Guides Weather Metro Commuter Connections	482 271 194 130 73
Union Station	443	7249	Weather Transit Maps & Guides Commuter Connections Metro	383 303 285 181 173

Reston Town Center	259	6058	Reston Town Center Weather Commuter Connections Maps & Guides Traffic	366 218 157 99 56
Fair Oaks Mall	212	4162	Fair Oaks Mall Maps & Guides Weather Transit Commuter Connections	243 162 117 67 39
Ballston Common Mall	168	3451	Weather Ballston Common Mall Maps & Guides Transit Commuter Connections	178 63 51 47 32
USDA	21	473	Commuter Connections Metro Ride Guide Traffic Weather	21 17 14 12 9
Pentagon	4	96	Weather Maps & Guides Transit Metro Commuter Connections	14 7 7 6 4
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	2	9
George Mason Library	3	19
Chantilly	1	2
Kings Town	3	16
Mason Govt Center	2	8
Kings Park	1	5
Reston Library	3	21
Tysons Transit	0	0
Centreville	6	36
DolleyMadison	2	7
Inova	11	52
Pohick	1	4
John Marshall	0	0
Tysons Pimmit	3	18
Pennino	1	3
Govt. Center	2	9
Fairfax Library	3	11
Warranton	1	6

December 2003

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	0
Union Station	6
L'Enfant Plaza	4
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
American Red Cross	0
USDA	0
Total	10

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: November 2003 **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: February 3, 2004

Background Activities

Monthly synchronizations from eight of the employer outreach jurisdictions were received from the jurisdictions without any problems. Prince George's County and Tri-County have not submitted their November reports. Staff submitted the FY2003 Customer Service Satisfaction Survey report to the Commuter Connections Subcommittee for approval.

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

Products

December monthly sales activities
Draft Conformity Statement 1st Quarter FY2003

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
- Mid-Year sales support telephone calls.

Month: December
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)	2	4	1	1	0	0	10	0	0	0	0	0
Employers Contacted (follow-up)	2	121	3	1	0	5	181	0	0	0	0	0
Total Broadcast Contacts	10	751	0	0	0	0	5823	0	0	0	0	0
Total Sales Meetings	2	11	1	2	0	0	22	0	0	0	0	0
Total Employers Contacted	16	887	5	4	0	5	6036	0	0	0	0	0
New Level 1 TDM Programs	0	4	0	0	0	0	6	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	15	0	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	0	17	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	2	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY04

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telcwork
Employers Contacted (New)	84	15	15	15	0	1	97	31	0	72	0	42
Employers Contacted (follow-up)	81	345	15	20	0	26	1407	1634	3	11	0	304
Total Broadcast Contacts	1021	1938	0	0	0	0	14736	338	0	82875	0	98
Total Sales Meetings	9	17	6	12	0	5	227	63	0	41	0	16
Total Employers Contacted	1195	2315	36	47	0	32	16467	2066	3	82999	0	460
New Level 1 TDM Programs	0	9	14	3	0	0	73	31	1	71	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	71	4	0	0	0	0
New Level 3 TDM Programs	2	6	0	4	0	0	45	8	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	0	0	2	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:	December 2003 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	January 29, 2004

Background Activities

During December, COG received 1,017 applications for the GRH program. A total of 773 new applicants were registered (749 new applicants and 24 previous "one-time exception" users) and 1,220 commuters were re-registered. The GRH program provided 278 GRH trips. Thirty-seven (37) of these trips were "One-Time-Exceptions" accounting for thirteen percent (13%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care or child illness. A total of 29,248 commuters are currently registered for GRH.

The GRH software contractor completed updates to the GRH software. The updates included adding the function to set the status of multiple records at one time, adjusting print margins, adding the home and work state fields to the find queries in both the commuter and GRH trips data tables, including the registration date on the commuter list view, improve the look up function of GRH users to include look up of one-time exceptions, and adding a scroll bar function to two the reasons and provider fields. COG staff will begin testing the updates in January.

Products

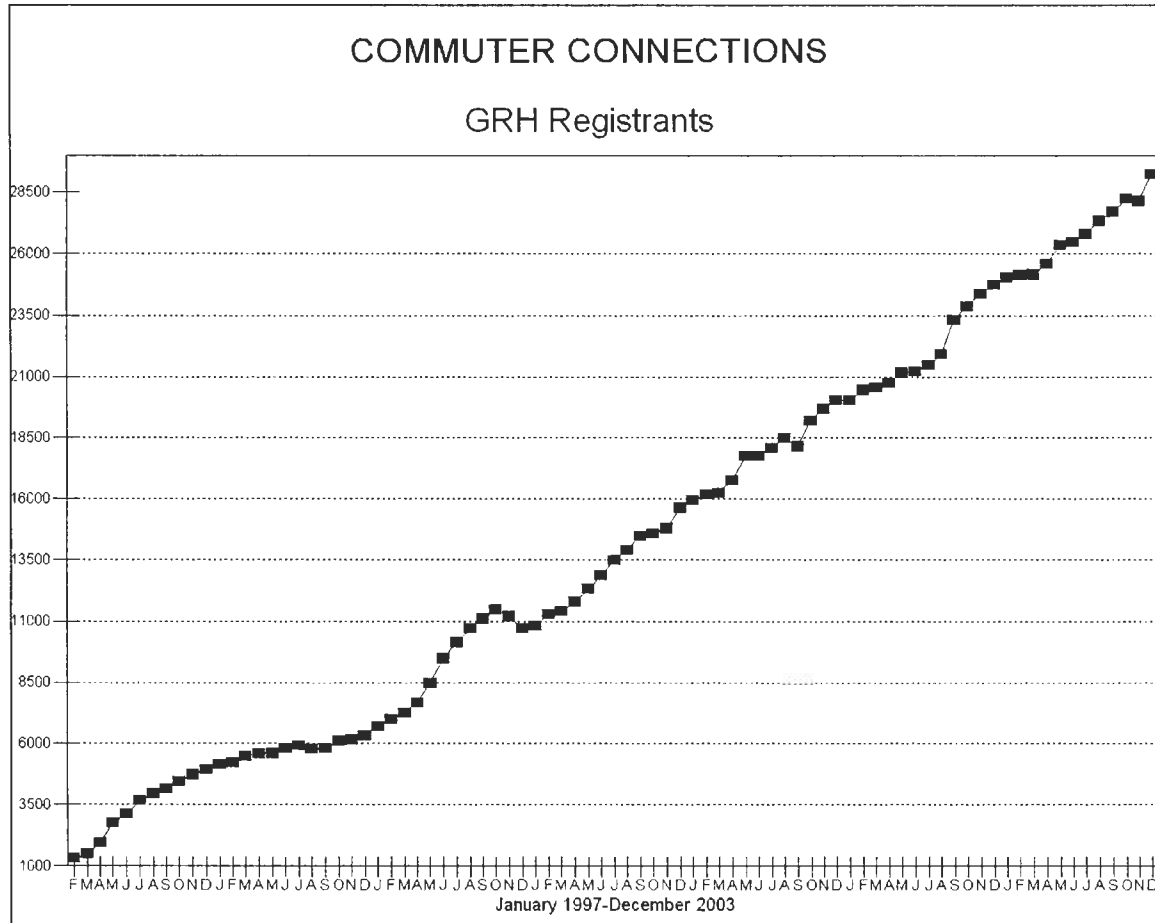
- Provided 278 GRH trips.
- Received 1,017 applications.
- Registered 773 new applicants, including 24 "one-time exceptions."
- Re-registered 1,220 commuters.
- Received 754 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management.
- GRH server maintenance.
- December monthly performance report.

Problems Encountered

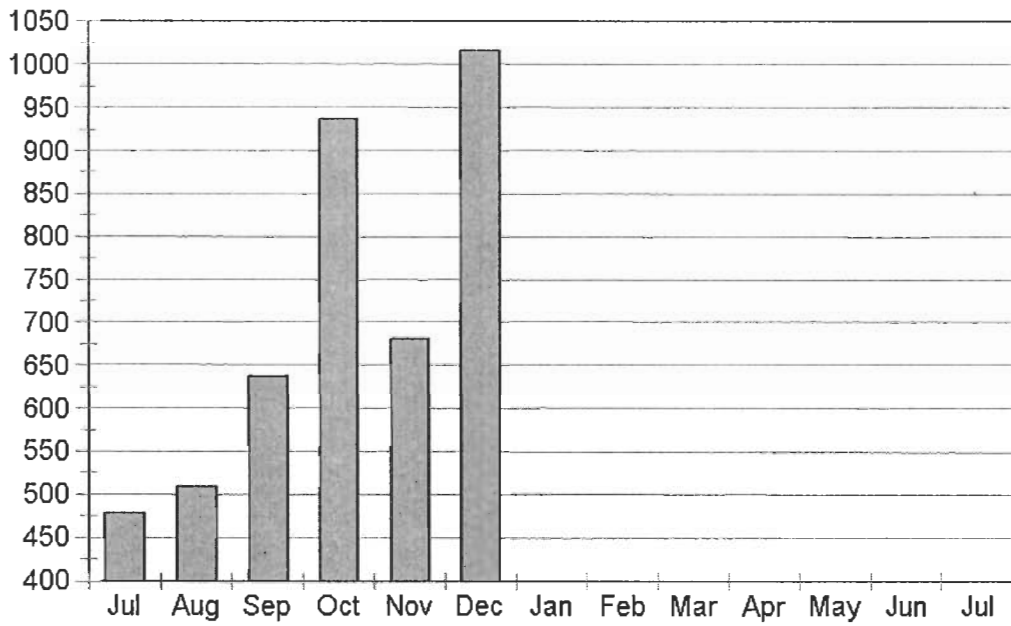
None.

Future Activities

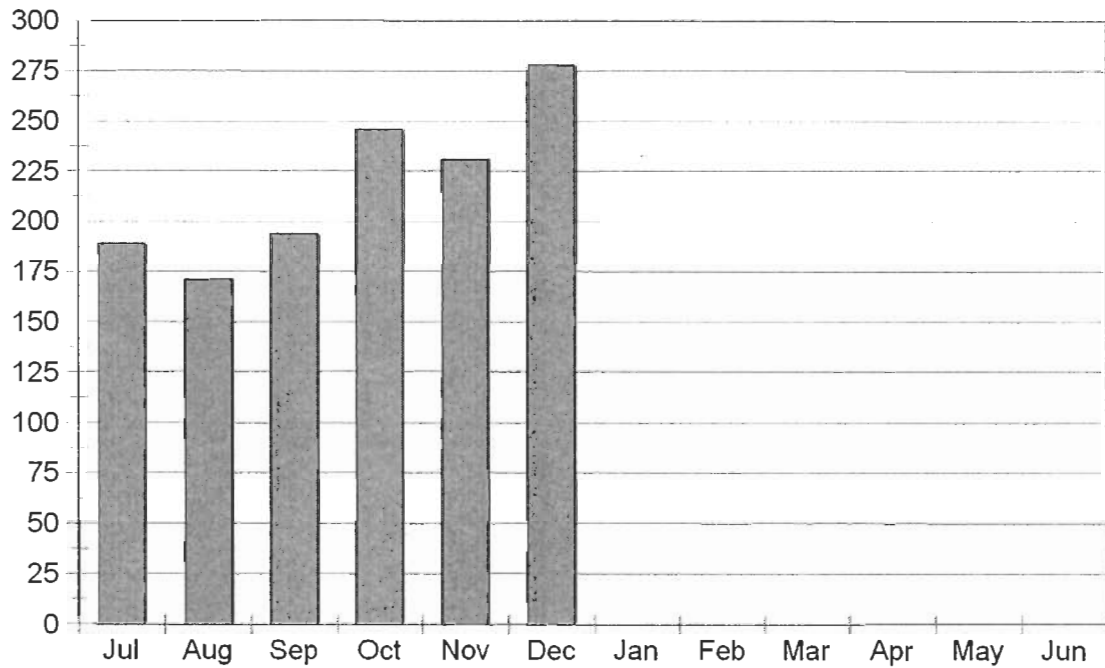
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute GRH information at alternative transportation events and via COG staff and Employer Services representatives.
- Perform overall database maintenance.
- Integrate GRH database management software system with regional CCRS software system.
- Evaluate Fall Regional TDM Marketing Campaign to promote GRH.
- Conduct GRH Applicant Survey



COMMUTER CONNECTIONS GRH Applications Received FY04

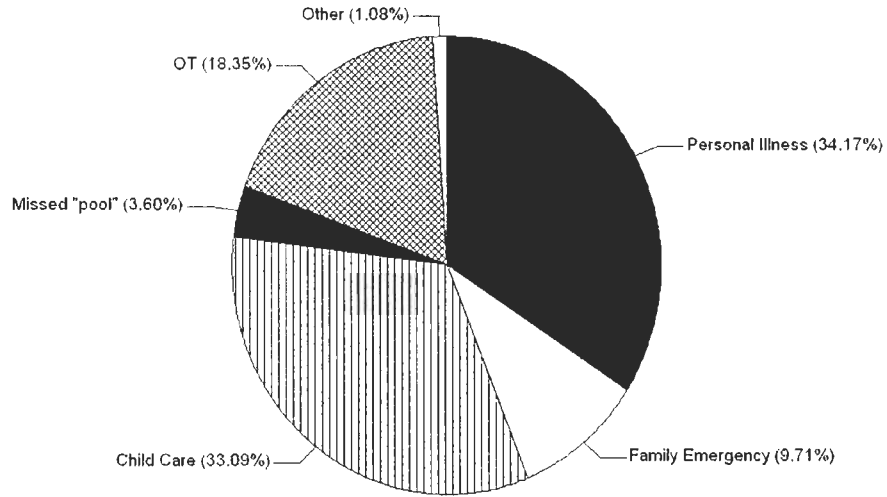


COMMUTER CONNECTIONS FY04 Trips Provided 1078 as of Dec. 03



COMMUTER CONNECTIONS

GRH Trip Reasons for December 2003



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: December December 2003 **FY04**
Staff Contact: Michael J. Farrell and Mark Hersey
Edited By: N. Ramfos
Today's Date: February 4, 2004

Background Activities

Staff coordinated and led the Bike to Work Day Steering Committee Meeting held on December 4th. Highlights from the meeting included the presentation and adoption of the FY03 BTWD event report, a discussion on the addition of new pit stops for the 2004 event, an update on sponsorships and marketing activities, and a discussion on public relations opportunities for the 2004 event.

Staff made minor updates to the Bike to Work Guides and ordered more copies. Staff met with WABA and Dudnyk staff on December 9 to discuss the marketing strategy for the 2004 BTWD event.

Products

Bike to Work Day 2003 Final Report
More copies of the Bike to Work Guides

Problems Encountered

None.

Future Activities

Update the Bike to Work Guide and order a new print run of Guides since stock is nearly out again.
Bike to Work Day Meeting preparation for January 8th, 2004.
Bike to Work Day Sponsorship mailings.
Meet with Dudnyk and WABA on Jan 8th to review poster concepts for 2004 BTWD and present to BTWD Steering Committee in January.