MONTHLY PROGRESS REPORT

PROJECT ELEMENT   **Regional Mass Marketing Campaign**   **6116/6137**
Month: March 2004   FY04
Staff Contact: D. Franklin
Edited By: N. Ramfos
Today's Date: May 4, 2004

Background Activities

- Met with VDOT to discuss Bike Walk Virginia conference sponsorship March 9th

- Radio spots to continue aired weeks of March 1st.

- TV spot aired weeks of March 1st and 8th.

- Hispanic radio spot aired weeks of March 1st and 8th.

- March 24th met with Dudnyk and Pathways regarding FY05 contracts.

- March 25th met with Access For All Committee along with WMATA to discuss Hispanic marketing.

- Recorded four PSA's at Clear Channel Radio for Commuter Connections, April 24th

Products

- Radio / TV advertising and public relations activities

Problems Encountered

None

Future Activities

- Clear Channel Interview with Chris Zimmerman April 14th

- Frederick Keys promotion, write copy and record Pubic Address spot April 20th, print ad also due

- Earth Day Booth Rawlins Park, Washington DC April 22nd

- Work with Dudnyk on reallocation of Hispanic radio funds

- Work with Dudnyk regarding WMATA Translation service direct mailer

- Park & Ride map development, data collection, cover art etc.

- Meet with Pulsar Advertising, VDRPT HOV ad agency April 8th

- April 6th Regional TDM Marketing Group meeting.

- Montgomery County Business Forum at Discovery Communications Panel Discussion, April 28

.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Commuter Operations Center 6131**
Month:	March 2004 **FY04**
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	May 4, 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 March 8, and 22. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. COG staff retrieved 97 commuter records (68 for NBTC, 22 for Fairfax County, 2 for RADCO, and 1 for NIH) Additional assistance to clients is described as follows:

ARTMA – COG staff looked into a problem reported by ARTMA staff where the incorrect closest park-and-ride location is being produced on the match letter for a commuter. COG staff tested the problem and found that there was problem with the Alternate Origin table for this record. The solution was to delete the existing record and enter the commuter's information into a new record. There were no problems with the matchletter generated from the new record.

Baltimore City – COG staff assisted Baltimore City rideshare staff when City staff reported a problem with the CCRS program. The problem was solved by having City staff close all programs and restart the computer.

Fairfax County – COG staff made a site visit on March 1 and updated the upload and download files to the new FTP site. Also, COG staff investigated a problem reported by Fairfax County staff where they were getting an error message regarding "out of space" and would sometimes be "kicked out" of the record. The problem was due to the Alternative Origin table remaining open and using up space. The CCRS program would have to be closed in order for the table to close. This happened on a few records where many attempts were made to enter alternative origin data that the system could not find in the CCRS data tables. To correct this problem, the record was deleted and the commuter's data entered into a new record. In the new record, when the correct landmark data was used there were no problems.

Loudoun County – Loudoun rideshare staff reported problems with their FTP upload and download on March 10. After investigating the situation, there wasn't an apparent problem. So, on March 11, COG sent the upload and download program files to Loudoun, via e-mail with instructions copying these files to the rideshare computer. This solved the problem.

Montgomery County – County rideshare staff reported that the Rockville rideshare computer was no longer performing automatic uploads and downloads. COG staff had the county rideshare staff download updates for the upload and download FTP site from COG's server on March 16. The problem with the automatic uploads and downloads was due to a change in the county's rideshare staff's network password.

North Bethesda Transportation Center – NBTC staff reported that they were receiving an error message when trying to print a particular match letter. After restarting the computer, the problem was fixed. Also, on March 19, NBTC staff reported a problem while entering information into a new record. COG staff entered the information at COG without problem and used NBTC's App Code.

Northern Neck Rideshare – On March 19, COG sent a CD with the latest street and transit file data to rideshare staff, with instructions on how to copy this data to the rideshare computer. Also, rideshare staff downloaded the new FTP upload and download program files via COG's server.

RADCO – COG and RADCO staff worked together on a few reported problems where RADCO staff was unable to access records. These problems were due to the timing of uploads and downloads and ultimately all records were accessible.

COG staff participated in employee transportation fairs in Alexandria at the Patent and Trademark Office on March 3rd, and National Institutes of Health in Bethesda on March 24th. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at these fairs.

The TPB Technical Committee approved the FY05 Commuter Connections Work Program at their March 5th meeting. The Transportation Planning Board (TPB) approved the FY05 Commuter Connections Work Program at the March 17th meeting.

COG staff participated in the March 2nd and March 22nd meeting at NCPC to develop the upcoming Federal ETC training workshop. Also participating in the meeting were representatives from GSA, NCPC, and WMATA. Future meetings will be scheduled and will include staff from DOT and EPA.

A Best Workplaces for Commuters Coalition meeting was hosted at COG on March 12th. The Employer Recognition Awards Selection Committee met at COG on March 23rd to choose the award winners. An internal meeting to determine Sales and Service Employer Recognition Awards, was held on March 30th. Staff also participated in a Tele-Seminar on Best Workplaces for Commuters on March 18th.

Staff and the contractor continued work on the FY04 Placement Rate Study and the 2002-2005 Evaluation Framework Methodology reports. The consultant also began the data collection activities for the 2004 State of the Commute survey.

The Commuter Operations Center Subcommittee met on March 16th. The subcommittee discussed possible meeting schedules for the remainder of FY04 and FY05; upcoming transportation fairs and promotions; COG staff provided an update on progress of the Web-based ridematching project and asked for feedback; COG staff reviewed the January customer service training session and the subcommittee viewed a thirty minute customer service training video; and the subcommittee discussed client software and COG server matters.

Products

March monthly performance report.
FY05 Commuter Connections Work Program.

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 third quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for April 20, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for May 18, 2004.
- Provide basic technical assistance to clients with the rideshare software, through the Commuter Connections Web site.
- Coordinate additional Federal ETC training workshops.
- Finalize and distribute the FY05 Commuter Connections Work Program
- Finalize and distribute the FY04 Placement Rate Study
- Finalize and distribute the 2002-2005 Evaluation Framework Methodology document.
- Complete the 2004 State of the Commute Survey
- Complete selection process for 2004 Employer Recognition awards

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of MARCH 2004

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	2,447	2,910	18,861
Rideshare applicants	2,392	2,829	18,075
Matchlists sent	2,233	937	11,033
Transit applicants/info sent	46	11	558
GRH applicants	923	780	6,807
Telework info requests	2	5	16
Kiosk users	2,356	3,375	27,509
Kiosk applicants	0	0	25
Internet users	8,406	7,135	72,428
Internet applicants	2,004	1,680	14,351
New employer clients	51	25	351
Employee applicants	0	0	464

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	685	815	5,281
Temporary/one-time placements	433	515	3,338
Daily vehicle trips reduced	408	485	3,144
Daily VMT reduced	13,938	16,575	107,430
Daily tons NOx reduced	0.0197	0.0235	0.1522
Daily tons VOC reduced	0.0093	0.0110	0.0716
Daily gallons of gas saved	645	767	4,974
Daily commuter costs saved	$2,683	$3,191	$20,680

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 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 -- March 2004

	Accesses
Total Accesses of MWCOG Web Site Pages	3,005,799
Total Accesses of Commuter Connections Home Page	8,406

Breakdown of BDY Sub-page accesses	Accesses	% of Total
Guaranteed Ride Home Page	1,844	8.41%
Carpooling Page	1,590	7.25%
Public Transit Page	1,427	6.51%
Calculate Your Commuting Cost	1,169	5.33%
Vanpooling Page	1,162	5.30%
TDM Resources	949	4.33%
About Page	899	4.10%
Telework Page	880	4.01%
Transit Maryland	837	3.82%
GRH - What Does It Cost?	786	3.58%
Transit Virginia	709	3.23%
TDM Telework Centers	614	2.80%
TDM Park & Ride Lots	584	2.66%
Bicycling Page	568	2.59%
GRH Area	516	2.35%
GRH Eligibility	479	2.18%
Confirmation Form	438	2.00%
Ozone Action Days Page	298	1.36%
Participation Guidelines	282	1.29%
Transit D.C.	281	1.28%
Telework Centers	263	1.20%
Vanpooling Advantages	258	1.18%
Calculate Your Cost of Commuting	254	1.16%
Vanpooling Incentives	252	1.15%
TDM Vanpool Services	237	1.08%
Bicycling Guide - Employees	231	1.05%
Vanpooling Concerns	222	1.01%
Teleworking - Keep the job, Lose the Commute	221	1.01%
Carpooling Tips	213	0.97%
Special Events	207	0.94%
Employer Services	205	0.94%

Commuter Connections Website Activity -- March 2004

Transit Metrochek	200	0.91%
Walking	198	0.90%
Public Transit Page	197	0.90%
Carpooling Resources	187	0.85%
Bicycling Guide - Resources	187	0.85%
Parking Management	177	0.81%
News	174	0.79%
Teleworking - Employer and Employee Benefits	172	0.78%
Carpooling Concerns	168	0.77%
Transit Pass Sales Outlets	167	0.76%
Carpooling Advantages	161	0.73%
Publications	160	0.73%
TDM and TMA Listing	157	0.72%
Telework Seminars	156	0.71%
Bicycling Page	155	0.71%
Employer Services Related Links	152	0.69%
Work Schedule Alternatives	144	0.66%
Telework Resources	138	0.63%
Total	21,925	100.00%

Commuter Connections Website Activity -- March 2004

Telework Resources
Work Schedule Alternatives
Employer Services Related Links
Bicycling Page
Telework Seminars
TDM and TMA Listing
Publications
Carpooling Advantages
Transit Pass Sales Outlets
Carpooling Concerns
Teleworking - Employer and Employee
News
Parking Management
Bicycling Guide - Resources
Carpooling Resources
Public Transit Page
Walking
Transit Metrochek
Employer Services
Special Events
Carpooling Tips
Teleworking - Keep the job, Lose the
Vanpooling Concerns
Bicycling Guide - Employees
TDM Vanpool Services
Vanpooling Incentives
Calculate Your Cost of Commuting
Vanpooling Advantages
Telework Centers
Transit D.C.
Participation Guidelines
Ozone Action Days Page
Confirmation Form
GRH Eligibility
GRH Area
Bicycling Page
TDM Park & Ride Lots
TDM Telework Centers
Transit Virginia
GRH - What Does It Cost?
Transit Maryland
Telework Page
About Page
TDM Resources
Vanpooling Page
Calculate Your Commuting Cost
Public Transit Page
Carpooling Page
Guaranteed Ride Home Page

2,000 1,800 1,600 1,400 1,200 1,000 800 600 400 200 0

COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

MARCH 2004

COMMUTER CONNECTIONS®
A SMARTER WAY TO WORK

TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

TABLE 2

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
MARCH 2004

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	23	0	2	25
ARLINGTON (COG)	0	0	2	2
ARTMA	51	16	59	126
BALTIMORE CITY	2	0	12	14
BMC	0	1	19	20
COG - MD	328	1	200	529
COG - VA	455	1	172	628
COG - Other	17	0	18	35
DISTRICT OF COLUMBIA	23	0	22	45
DOD	0	0	0	0
FAIRFAX COUNTY	198	7	168	373
FREDERICK	5	7	5	17
HARFORD	1	0	9	10
HOWARD	44	3	3	50
LINK	2	2	10	14
LOUDOUN	49	1	98	148
MTA	0	0	0	0
MONTGOMERY COUNTY	414	53	1,360	1,827
Bethesda Transportation Solutions	46	15	218	279
Countywide	98	6	194	298
Friendship Heights/Rockville	24	1	0	25
North Bethesda TMD	115	30	677	822
Silver Spring	131	1	271	403
NIH	0	8	15	23
NORTHERN NECK	1	15	3	19
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	26	1	63	90
PRTC	88	1	357	446
RADCO	180	193	507	880
RAPPAHANNOCK-RAPIDAN	9	2	32	43
TRI - COUNTY	20	144	49	213
USDOE	0	0	0	0
TOTAL INPUT	**1,936**	**456**	**3,185**	**5,577**

TOTAL NEW & RE-APPLICANTS   **2,392**

COMMUTER CONNECTIONS CCRS
Applications Processed
FY1996 - FY2004

Month
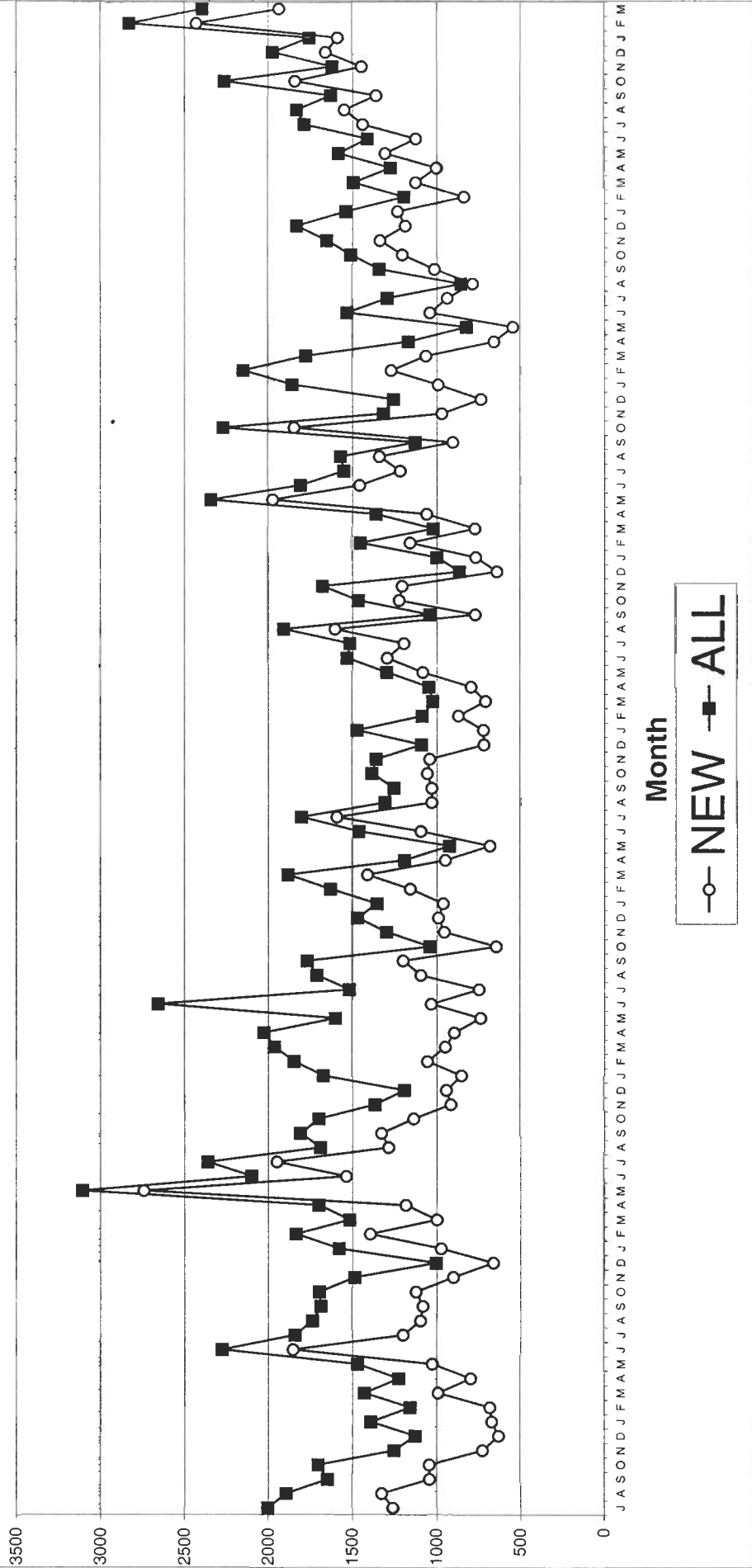
$\multimap$ NEW $\rightarrow$ ALL

TABLE 3

COMMUTER CONNECTIONS
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
MARCH 2004

ALEXANDRIA	147
ARLINGTON (COG)	71
ARTMA	391
BALTIMORE CITY	21
BMC	182
COG	4,362
DISTRICT OF COLUMBIA	96
DOD	0
DOE	1
FAIRFAX COUNTY	1,591
FREDERICK	321
HARFORD COUNTY	103
HOWARD COUNTY	353
LINK/RESTON	30
LOUDOUN COUNTY	549
MONTGOMERY COUNTY	7,134
Bethesda Transportation Solutions	1,787
Countywide	1,237
Friendship Heights/Rockville	513
North Bethesda Transportation Ctr	2,482
Silver Spring	1,115
MTA	20
NIH	243
NORTHERN NECK	37
NORTHERN SHENANDOAH VALLEY	78
PRINCE GEORGE'S COUNTY	357
PRTC	1,394
RADCO	2,486
RAPPAHANNOCK-RAPIDAN	195
TRI - COUNTY	709
OTHER	
TOTAL	**20,871**

COMMUTER CONNECTIONS CCRS
DATABASE FY1996 - FY2004
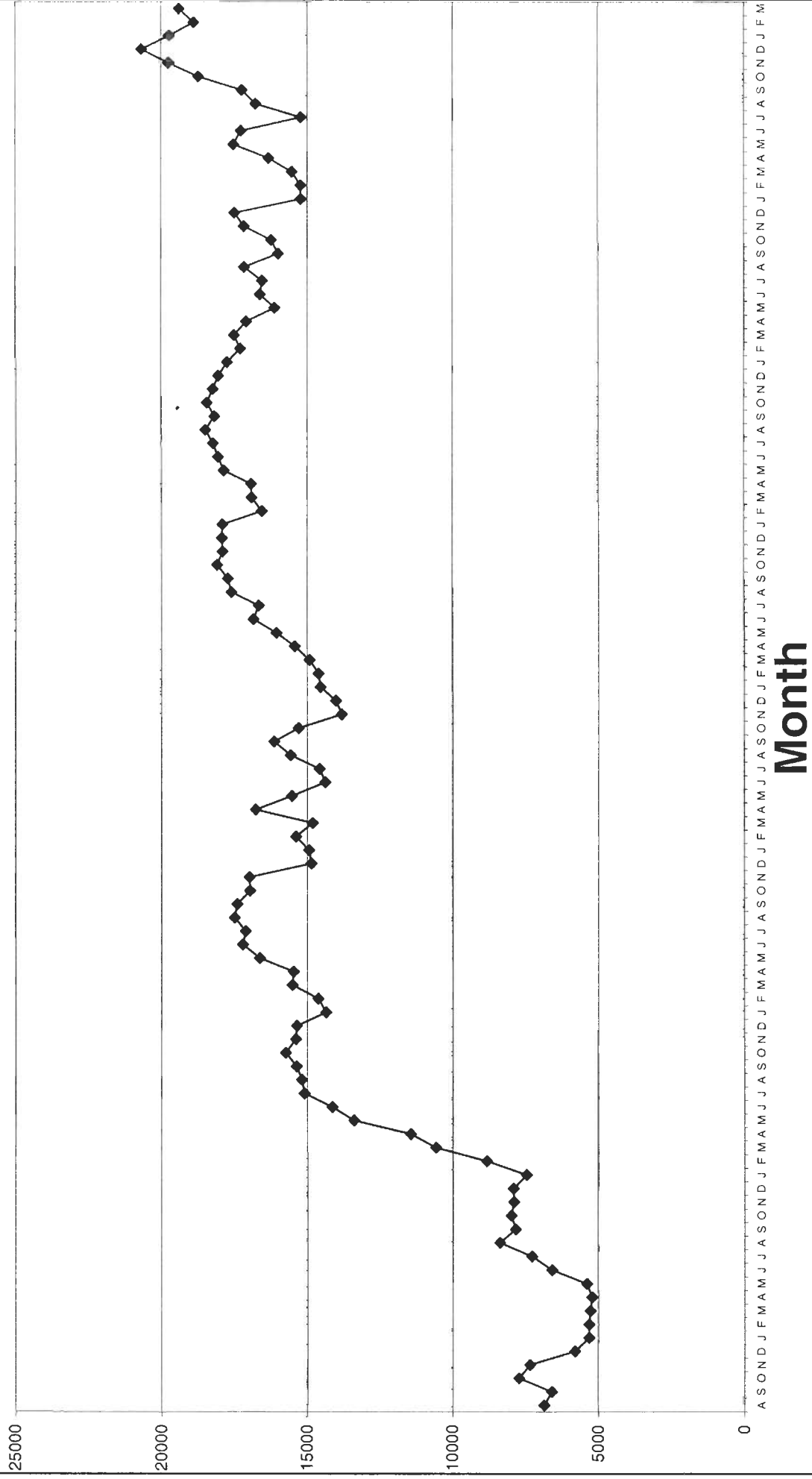
TABLE 4A
COMMUTER CONNECTIONS RIDESHARE DATABASE
SORTED BY HOME AND WORK JURISDICTIONS
MARCH 2004

	HOME	WORK
ALEXANDRIA	261	486
ANNE ARUNDEL COUNTY	697	66
ARLINGTON COUNTY	263	2,590
BALTIMORE CITY	156	129
BALTIMORE COUNTY	321	99
CALVERT COUNTY	56	2
CARROLL COUNTY	9	1
CECIL COUNTY	18	6
CHARLES COUNTY	516	20
CLARKE COUNTY	17	0
CULPEPER COUNTY	72	0
DISTRICT OF COLUMBIA	740	7,652
FAIRFAX COUNTY *	2,254	1,463
FAUQUIER COUNTY	193	5
FREDERICK COUNTY, MD	915	38
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	223	13
HARFORD COUNTY	117	63
HOWARD COUNTY	770	70
KING GEORGE COUNTY	52	19
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	656	147
MADISON COUNTY	6	0
MONTGOMERY COUNTY	4,437	7,306
ORANGE COUNTY	66	0
PAGE COUNTY	5	1
PRINCE GEORGE'S COUNTY	1,932	398
PRINCE WILLIAM COUNTY **	2,232	94
RAPPAHANNOCK COUNTY	10	0
RICHMOND COUNTY	10	0
SHENANDOAH COUNTY	20	0
SPOTSYLVANIA COUNTY	1,066	5
STAFFORD COUNTY	1,580	25
ST. MARY'S COUNTY	113	33
WARREN COUNTY	65	0
WESTMORELAND COUNTY	28	0
WINCHESTER	46	0
OTHERS	949	140
TOTAL	**20,871**	**20,871**

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manasas and Manasas Park.

TABLE 5
TERM/COMMUTE INFORMATION
MARCH 2004

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	TOTAL
APPLICATIONS								
Mail	N/A	24	N/A	N/A	N/A	10	N/A	
Internet	N/A	899	N/A	N/A	N/A	1105	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	4	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	923	N/A	N/A	N/A	1119	N/A	
PHONE CALLS								**TOTAL**
Brochure/Promo Materials		1		6		8	1	16
Bus/Train Schedule				1				1
Bus/Train Sign						1		1
Direct Mail		3						3
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office				1				1
Highway Sign		1		8		7	1	17
Information (411)								0
Internet	1	22		2		28	2	55
Library				1				1
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org				2		1		3
Park-and-Ride Lot Sign				2				2
Post Card (COG)								0
Presentation								0
Radio		11		3		43		57
Real Estate/WelcomeWagon								0
Referral from Transit Org				1		2		3
Theatre Slide								0
TV		4		1		15		20
Van Sign						2		2
Was/Is Applicant		237				50		287
White Pages		1						1
Word of Mouth	1	16		14	1	59		91
Yellow Pages - Verizon		1		1		2		4
Yellow Pages - Yellow Book								0
Yellow Pages - Local							1	1
Voice Mail Messages		70		2		35		107
Other/Unknown				1		3	1	5
TOTAL CALLS	2	367	0	46	1	256	6	678

TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
MARCH 2004

How they heard....	TOTAL COG CALLS (N/A)	CAL X	ARL	ART MA	BALT	BETH	BMC	DOE	FX	FRED	HAR	HOW	LINK	LFX	LDN	MC	MTA	NIH	NNECK	PGCC	PRTCC	RADCO	RAP	SS	TAP	TRI	TRANS	TOTAL
Calls Transfrd by COG	N/A	2		5	5	**			5	1	1				4	4	2			5	3	8	1	**	**	2	10	58
Brochure/Promo Matrix	16	14										6			3	7					2				5			37
Bus/Train Schedule	1														55	17								18	9			99
Bus/Train Sign	1															3											1	4
Direct Mail	3								1																			1
Employer	0	15										2			3										9			29
Employer Survey	0			3											1										3			7
Fair/On Site Event	0			2								1													99			102
Government Office	0								8														1					9
GRH Program	0	3													1	12				•			1	4				21
Highway Sign	17	15		7								13				3							6	1				47
Information (411)	0											5			7													12
Internet	55	54		2					3			2			54	16							15		5			151
Library	1																											0
Mobile Billboard	0																											0
Newsletter	0																											0
Newspaper	0			2											23													25
Newspaper (Local)	0														93													93
Other Ridesharing Org	3	2										14				2									2			20
Park-and-Ride Sign	2																											2
Post Card (COG)	0																											0
Presentation	0																											0
Radio	57	49																					1					52
Real Estate/WelcomeW	0														1													1
Refferal from Transit Org	3	1													25													26
Theatre Slide	0																											0
TV	20								1																			14
Van Sign	2																											2
Was/Is Applicant	287	275		4					57			7				16					360		12	6	2			737
White Pages	1																											1
Word of Mouth	91	82							3	1		8			61	35						2	2	13	3		5	210
Yellow Pgs-Verizon	4	3		7											2						2							12
Yellow Pgs-Yellow Book	0																											0
Yellow Pages-Local	1	10								1					2													13
Voice Mail Messages	107	106													19	19								34				223
Other	107								47	17		5			19	43					1933	373						2423
Total	678	626	27	28	5	0	0	0	169	19	0	63	0	0	367	154	0	0	0	5	2297	373	39	76	135	0	104	4373

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).

TABLE 6B
APPLICATIONS RECEIVED AT CLIENT PROGRAMS
MARCH 2004

	COG	ALX	ARMA	BALT	BETH	BMC	DOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MC	MTA	NIH	NECK	NSHEN	PGC	PRTC	RADCO	RAP	SS	TAP	TRI	TOTAL
How they heard…																											
Brochure/Promo Matrls	68											1			1												70
Bus/Train Schedule	34																				3						37
Bus/Train Sign	23	1													1												25
Direct Mail	6								1																		7
Employer	69											1															70
Employer Survey	2																							1			3
Fair/On Site Event	6														18									8			32
Government Office	27								6	17																	50
GRH Program				17					83	16		13		19	27						1	57					233
Highway Sign	18								2			1			1				·			5	5				32
Information (411)	4																										4
Internet	87	20		2					3			2		25	5						46	85	15	19			309
Library	3			28											66												97
Mobile Billboard	1																										1
Newsletter	7																										7
Newspaper	5																										5
Newspaper (Local)	2																										2
Other Ridesharing Org	8									1		10									3						22
Park-and-Ride Sign	0																										0
Post Card (COG)	1																										1
Presentation	272														6												278
Radio	1								1													1	1	1			5
Real Estate/WelcomeW	1																										1
Refferal from Transit Org	0								95																		95
Theatre Slide	2																										2
TV	44								1																		45
Van Sign	3											2															5
Was/Is Applicant	19								4						1						79		7	1			115
White Pages	0																										0
Word of Mouth	128	2							2	1		3		1	2						4	36	2	34			212
Yellow Pgs-Verizon	1			2																							3
Yellow Pgs-Yellow Bk	0																										0
Yellow Pages-Local	0									1												1					2
Voice Mail Messages	66																										66
Other	0	1										13		8								1	1	69	145		238
Total	908	23	0	51	0	0	0	0	198	36	0	47	0	53	128	0	0	0	0	0	136	186	31	132	145	0	2074

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: March 2004   FY04
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: May 4, 2004

Background Activities

Major activities in March included:
- Meeting with TLA in Alexandria on TWVA
- Internal meeting to discuss progress of the Telework Virginia pilot program
- Employer workshops:
  - Managing Teleworkers and Remote Teams
  - Choosing the Right Telework Technology
  - Training Your Workers for Anywhere, Anytime Performance
- Meeting with Telecommuting Advantage Group
- Coordinating a "dry-run" of the Foundation II TAG conducted at COG for the Expanded Telecommuting TERM
- Attending the Commuter Connections Subcommittee meeting at COG and presenting information on the Telework Resource Center and the Expanded Telecommuting TERM
- Preparing tentative budget for the 2004 WACOT event
- Notifying Telework Center Directors of the Telework Center Utilization Survey
- Expanded TERM activities:
  - Secured Arnold and Porter for participation at the northern Virginia and DC sites
  - Meeting scheduled for mid-April to design a pilot for Arnold and Porter.
  - Identified the participants from Northrop Grumman for the Foundation II training. They are a "go" for the training and TAG is still working on the business case for the executive management team.
  - Presentation information on the initiative to the DEA
  - Meeting with Joint Venture marketing regarding possible Multimedia CD, March 19th
- Radio spots promoting Telework Workshops to continue to air through first week of March.
- WACOT Steering Committee meeting was held on March 22nd

Employers Contacted

The following employers were contacted in March 2004:

- Exxon-TAG anticipates 200 participants in initial pilot program

- Verizon Wireless
- City of Alexandria
- American Management Systems, (AMS)
- AOL
- Arlington County
- Arnold & Porter
- INOVA Hospitals
- KPMG
- MCI
- NIH
- Northrop Grumman
- Marriott International
- Washington Gas.
- City of Alexandria, Arlington County, INOVA Hospitals, KPMG, Northrop Grumman and Verizon Wireless have all moved to the design stages of their telework programs. In addition, Arlington County, INOVA Hospitals, KPMG, and Northrop Grumman have committed in one way or another to attend the Foundation II training

On-Site Meetings
TAG met with the following organizations:

- City of Alexandria; Gold ranking. Have already drafted a first draft of policies. TAG is working with them on finalizing the policies and a pilot program.

- TAG met with Verizon Wireless to outline and design the parameters of the telework pilot and to finish the business case for upper management.

- TAG met with Arlington County, reviewed their existing policies and procedures, determined who they needed buy-in from, and setup a discussion between their IT director and TAG's IT lead, (Keith Queeney). The next meeting is set for April.

- TAG met with the HR directors from four of the five INOVA Hospitals in Northern Virginia. TAG provided feedback on their existing policies and procedures, supplied them with a list of case-studies of other hospitals that have implemented telework programs, and discussed the Foundation II training. They have committed to the training and a determination is being made as to which of their employees should attend.

Telework Resource Center:

- ➤ March 2   Meeting with TLA Associates in Alexandria on TWVA budget
- ➤ March 3   Internal meeting to review progress of TWVA pilot program
- ➤ March 4   Employer workshop: Managing Teleworkers and Remote Teams and Choosing and Using the Right Telework Technology

- ➢ March 9   TAG training at COG
- ➢ March 11   Employer workshop "Training Your Teleworkers for Anywhere, Anytime Performance"
- ➢ March 11   Meeting with TAG
- ➢ March 12   Meeting with Healthscribe on TWVA program.
- ➢ March 16   Commuter Connections Subcommittee Meeting
- ➢ March 19   Internal meeting to discuss progress of Telework Virginia pilot program and Expanded Telework TERM
- ➢ March 22   WACOT Steering Committee
- ➢ March 23   Employer workshops at COG
- ➢ March 30   Employer Awards internal meeting to discuss COG awards

Products
- ➢ Placed or responded to 130 calls regarding the Telework Resource Center
- ➢ Telework Center utilization at 56%
- ➢ Disbursed 52 Telework Resource Center kits and 40 TPE CDs

Problems Encountered
None.

Future Activities
- ➢ WACOT planning meeting at COG
- ➢ Meeting with Joint Venture to discuss possible marketing for Expanded Telework TERM
- ➢ Telecommuting Ad Hoc Group Meeting on April 7th
- ➢ Meeting with Wetlands Solutions, CC Pace Inc, CIMA, and Vanguard to discuss TWVA participation
- ➢ Employer workshops:
  - o Managing Teleworkers and Remote Teams
    - ➢ April 27
  - o Choosing the Right Telework Technology
    - ➢ April27
  - o Training Your Workers for Anywhere, Anytime Performance
    - ➢ April 21

- ➢ WACOT meeting April 2nd
- ➢ Second wave of radio spots promoting Telework Workshops airs April 5th for three weeks

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	**Integrated Ridesharing 6133**
Month:	**March** 2004 **FY04**
Staff Contact:	Owais Rafique
Edited By:	Nicholas Ramfos
Today's Date:	May 4, 2004

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Fair Oaks Mall. InfoExpress hardware systems were replaced at Ballston Common Mall, Tysons Corner Center, Union Station, Dulles Town Center and Manassas Mall. InfoExpress kiosk system monitors were replaced at USDA and Union Station.

The InfoExpress kiosk located at the Reeves Center remained off line due to building renovation. Staff 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.

A meeting was held on March 25th with the Fashion Centre at Pentagon City mall representatives. Staff coordinated a meeting with Pentagon City Mall management to deploy the InfoExpress kiosk at the mall. Currently staff is working with local vendors to arrange the move of the InfoExpress kiosk at Pentagon City.

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 also worked with the marketing contractor to develop a new kiosk brochure and associated marketing materials for the new kiosks.

A new park n ride lot map was designed. Staff is working on gathering the data and automate the update process for park n ride lot data updates. The updates are then deployed onto Commuter Connections Ridesharing system and Commuter Connections interactive park n ride web application.

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.

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

- ▶ February monthly usage statistics for InfoExpress kiosks.
- ▶ New InfoExpress kiosk brochure developed and distributed.

Problems Encountered

- ▶ InfoExpress kiosk system was replaced at Tysons Corner Center, USDA, Ballston Common Mall, and Fair Oaks Mall.
- ▶ InfoExpress kiosk system monitor was replaced at USDA and Dulles Town Center.

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.

INFOEXPRESS KIOSK USAGE RATES
Month: March 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall #1	502	8810	Springfield Mall	610
			Weather	323
			Maps & Guides	281
			Commuter Connections	196
			Metro	120
Springfield Mall #2	470	8754	Springfield Mall	470
			Commuter Connections	377
			Maps & Guides	332
			Weather	180
			Traffic	114
Tysons Mall #2	371	3589	Tysons Mall	479
			Maps & Guides	217
			Weather	183
			Traffic	170
			Commuter Connections	91
La Promenade	271	5128	La Promenade	614
			Maps & Guides	239
			Transit	178
			Weather	91
			Commuter Connections	63
Union Station	193	4571	Maps & Guides	251
			Transit	218
			Weather	152
			Commuter Connections	77
			Metro	53
Tysons Mall #1	161	3481	Tysons Mall	228
			Maps & Guides	136
			Weather	79
			Commuter Connections	65
			Metro	44

Location			
Reston Town Center	140	2158	Reston Town Center 110
			Maps & Guides 91
			Weather 83
			Transit 59
			Commuter Connections 48
Fair Oaks Mall	113	1987	Maps & Guides 164
			Fair Oaks Mall 121
			Commuter Connections 73
			Traffic 48
			Metro 31
Ballston Common Mall	81	1876	Ballston Common Mall 201
			Transit 147
			Weather 93
			Maps & Guides 49
			Commuter Connections 29
USDA	9	183	Maps & Guides 39
			Metro 15
			Ride Guide 11
			Commuter Connections 11
			Weather 9
Pentagon	5	97	Weather 19
			Transit 14
			Maps & Guides 11
			Omni Ride 10
			Commuter Connections 9
Reeves Center	N/A	N/A	N/A
Wal - Mart	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	1	4
George Mason Library	4	16
Chantilly	0	0
Kings Town	5	37
Mason Govt Center	2	8
Kings Park	0	0
Reston Library	3	9
Tysons Transit	1	8
Centreville	3	18
DolleyMadison	4	19
Inova	5	26
Pohick	1	8
John Marshall	3	27
Tysons Pimmit	2	17
Pennino	1	2
Govt. Center	0	0
Fairfax Library	3	18
Warranton	2	10

March 2004

NUMBER OF APPLICATIONS RECIEVED FROM KIOSKS

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

MONTHLY REPORT

PROJECT ELEMENT: **Employer Outreach 6134**
Month: March 2004   **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: May 4, 2004

Background Activities

Monthly synchronizations from four of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington, Frederick, Prince George's, and Prince William counties did not submit monthly reports for March 2004. In addition, the District of Columbia and Tri-County Council also did not submit monthly reports for March 2004.

Staff coordinated and facilitated the March 16th, 2004 Employer Outreach Ad Hoc Group Meeting. Topics covered were: Mid-year Commuter Survey results for FY04; Best Workplaces for Commuters; 2004 Bike to Work Day Update; 2nd Quarter Draft Conformity Statement; and, FY05 meeting schedule proposal.

Staff attended and presented information to the Commuter Connections Subcommittee on March 16th, 2004 that covered the Bike to Work Day 2004 regional event and current Employer Outreach activities.

Staff continued research on new CRM software application for the Employer Outreach effort.

Staff completed the initial draft quarterly conformity report for 2nd Quarter FY04.

Staff coordinated with the US Department of the Treasury for an informal ETC training event for an undetermined future date. Coordinated with the DC Marketing Center for the lunch time training session to be held at COG on March 11th, 2004.

Met with the American Physical Therapy Association (APTA) in Alexandria to discuss commuting alternatives for their employees and incentives for participation in light of the Wilson Bridge Construction.

Collected and forwarded additional information on prospective companies to attend the upcoming WACOT conference in the Spring of 2004.

Staff met with WMATA on March 26th to discuss Commuter Connections Employer Outreach program.

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

Products

February monthly sales activities
Final Conformity Statement 2nd Quarter FY2003

Problems Encountered

Arlington County has not submitted their January, February, or March montnly reports.
DC, Frederick County, PRTC, Tri-County Council, and Prince George's County have not submitted their March monthly reports.
Arlington has not submitted their signed contract agreement for FY04.

Future Activities

- Annual "COG to Locals" Regional Database Synchronization Process
- Continue maintenance of regional employer database
- New CRM software application research and strategic implementation.

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	Metro	Telework
Employers Contacted (new)	2	0	0	6	0	1	42	0	0	0	0	7
Employers Contacted (follow-up)	4	0	0	2	0	38	294	0	0	0	0	16
Total Broadcast Contacts	12	0	0	0	0	0	5263	0	0.	0	0	0
Total Sales Meetings	5	0	0	3	0	5	42	0	0	0	0	14
Total Employers Contacted	23	0	0	11	0	44	5641	0	0	0	0	37
New Level 1 TDM Programs	0	0	0	0	0	2	13	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	0	32	0	0	0	0	0
New Level 3 TDM Programs	1	0	0	0	0	0	7	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	1	1	1	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	Telework
Employers Contacted (New)	89	15	15	22	7	5	160	40	0	77	0	61
Employers Contacted (follow-up)	95	345	17	28	108	108	2230	2372	52	14	0	403
Total Broadcast Contacts	1067	1938	0	0	0	0	24375	1519	0	250	0	128
Total Sales Meetings	16	17	7	16	1	24	351	82	1	44	0	52
Total Employers Contacted	1267	2315	39	66	116	146	27116	4013	53	385	0	644
New Level 1 TDM Programs	0	9	14	3	0	4	164	37	2	75	0	0
New Level 2 TDM Programs	0	0	0	0	0	2	127	5	0	0	0	0
New Level 3 TDM Programs	3	6	0	4	0	2	63	11	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	1	1	5	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: **March 2004   FY04**
Staff Contact: C. Arabia
Edited By: N. Ramfos
Today's Date: May 4, 2004

Background Activities

During March, COG received 923 applications for the GRH program. A total of 678 new applicants were registered (663 new applicants and 15 previous "one-time exception" users) and 757 commuters were re-registered. The GRH program provided 339 GRH trips. Forty-five (45) of these trips were "One-Time Exceptions" accounting for thirteen percent (13%) of the total number of GRH trips provided. Child care/illness accounted for the largest portion of GRH trip reasons followed by personal illness. A total of 30,895 commuters are currently registered for GRH.

COG met with its operations/trip reservations contractor, Diamond Transportation Services, Inc. on March 31st. At the meeting, the following items were discussed; status of contacting commuters for re-registration; telephone system improvements to possibly include recording of calls for quality assurance; the new guaranteed ride program for the City of Frederick; customer service issues and follow up to training; and removal of old GRH trip Intake Sheets and Daily Logs from Diamond's facilities.

The notification letters for the GRH participant survey were mailed to the sample of 1,600 GRH participants at the end of March.

Products

Provided 339 GRH trips.
Received 923 applications.
Registered 678 new applicants, including 15 "one-time exceptions."
Re-registered 757 commuters.
Received 367 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management.
GRH server maintenance.
Processes invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
March monthly performance report.
GRH participant survey notification letters.
Finalized and print BTWD marketing materials including banners, T-Shirts, brochures and posters.
Wrote copy for web page and HTML email and newspaper ads, radio spots and PSA's.

Radio spots to pick up again beginning March 15th and continue through the remainder of the month.
March 17th Bike to Work Day proclamation at TPB meeting.

**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.
- Conduct GRH Applicant Survey.
- Evaluate spring regional marketing campaign.
- Finalize BTWD newspaper ads.
- BTWD radio ads airs week of April 12th and April 19th for 25% of ads.
- Standard GH spots run all month through week of April 19th.
- WABA TV Interview with Channel 9 for BTWD, April 26th.
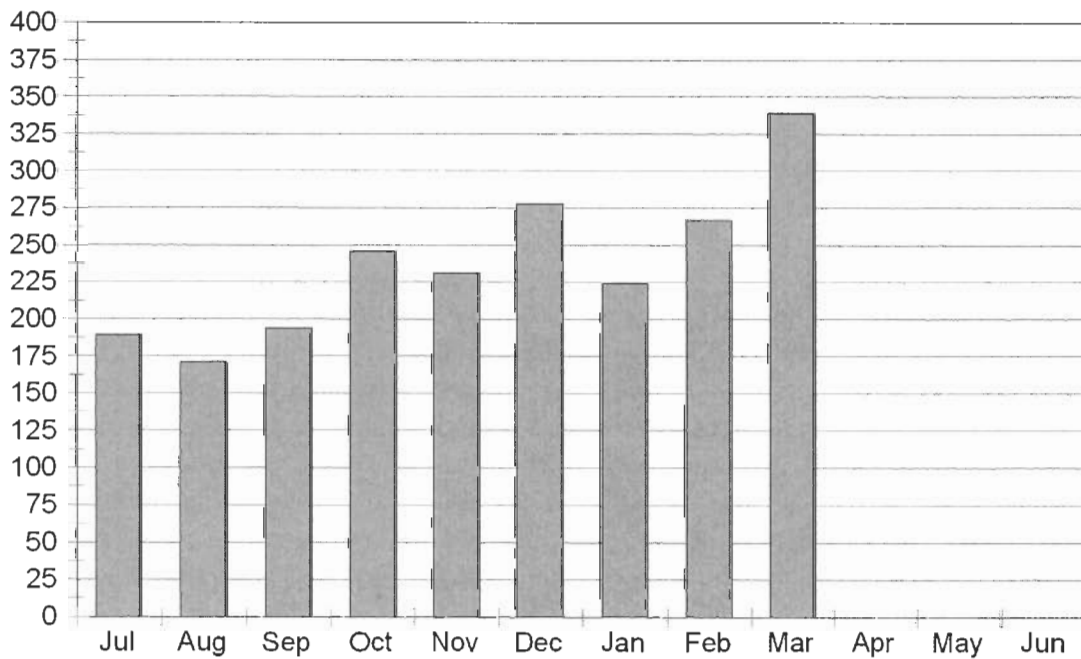- GRH Internet advertising.

COMMUTER CONNECTIONS

GRH Registrants

January 1997-March 2004
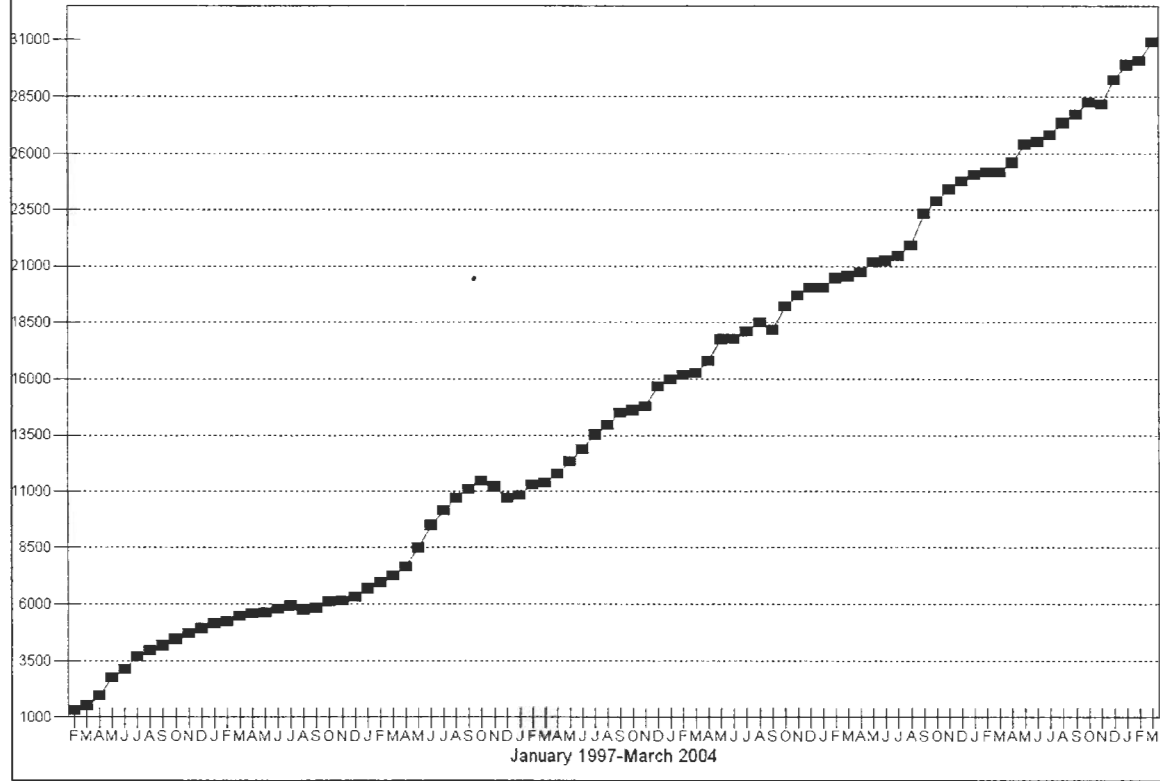
COMMUTER CONNECTIONS
GRH Applications Received FY04
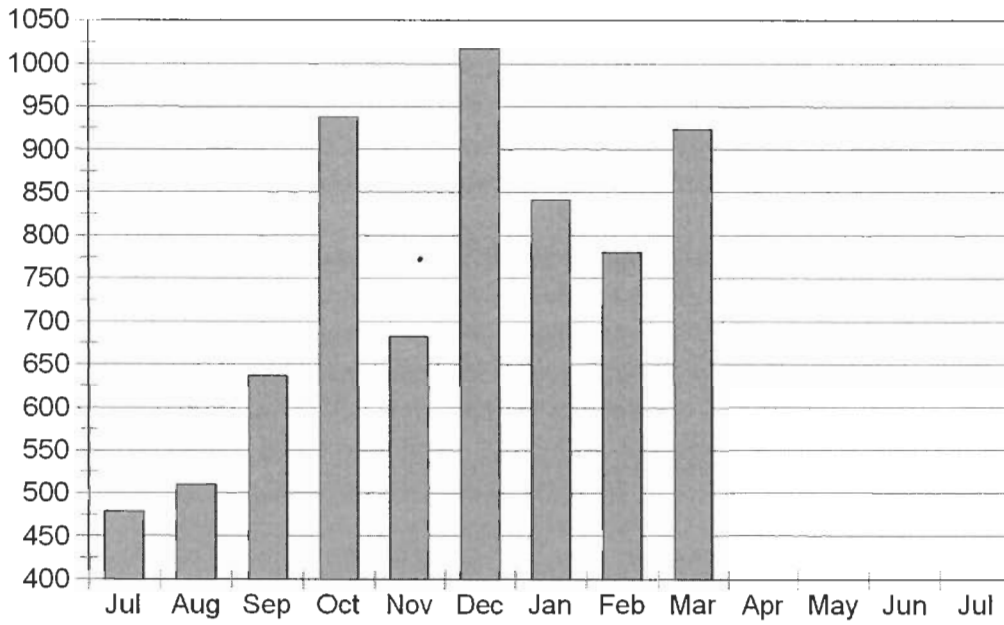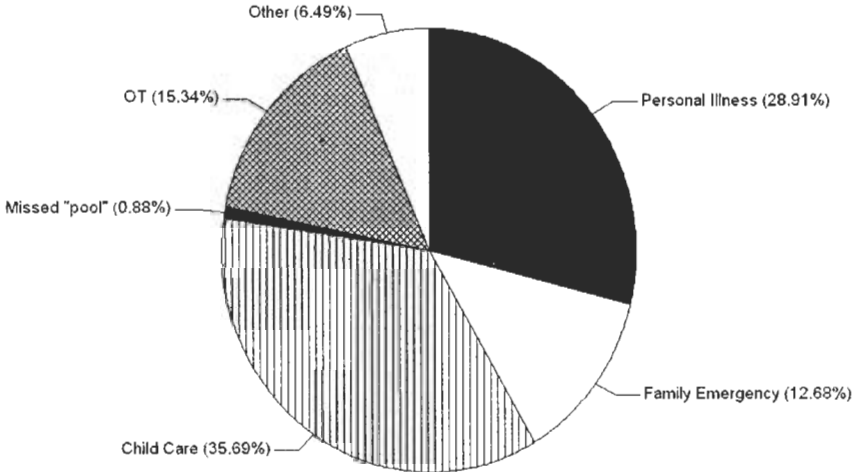

COMMUTER CONNECTIONS
FY04 Trips Provided 1908 as of Mar. 04

COMMUTER CONNECTIONS

GRH Trip Reasons for March 2004

Other (6.49%)

OT (15.34%)

Missed "pool" (0.88%)

Child Care (35.69%)

Personal Illness (28.91%)

Family Emergency (12.68%)

MONTHLY REPORT

PROJECT ELEMENT:	**Employer Outreach for Bicycling 6136**
Month:	March 2004 **FY04**
Staff Contact:	M. Hersey & M. Farrell
Edited By:	N. Ramfos
Today's Date:	May 4, 2004

Background Activities

Attended and led the Bike to Work Day 2004 Steering Committee meeting on March 18th. Highlights from the meeting included:

- Presentation of the printed materials (brochures and posters) for the event
- Free media opportunities to promote the event
- Coordination with sponsorships regionally and for local pit stops
- Next meeting to be held in mid-May 2004

Products

More copies of the Bike to Work Guides.
Bike to Work 2003 Final Report
Bike to Work Day Steering Committee Agenda and Meeting Minutes.

Problems Encountered

None.

Future Activities

- Distribute guides to WABA, DDOT, other users upon request.
- Finalize and print BTWD marketing materials including banners, T-Shirts, brochures and posters. Write copy for web page and HTML email. Edit and approve copy for newspaper ads, radio spots and PSA's.
- Radio spots to pick up again beginning March 15th and continue through the remainder of the month.
- March 17th Bike to Work Day proclamation at the TPB meeting.
- March 18th Bike to Work Day Steering Committee Meeting.
- Clear Channel Infomercials recording March 24th.