

HANDOUTS

from previous meeting



November 17, 2009

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METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

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For Immediate Release
September 9, 2009

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Commuter Connections: Pledge to go Car Free on September 22
Join Millions of Car Free Day Participants from Around the World

Washington, D.C.—Commuter Connections, a regional transportation network coordinated by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments, invites Washington region residents to “Uncar for a Day” on Tuesday September 22, 2009. By pledging to go car free for the day, participants improve air quality, save money, and reduce their carbon footprint, and are entered in prize drawings. Register for Car Free Day at www.carfreemetrodc.com

International Car Free Day is celebrated worldwide every September 22nd to encourage traveling without a car and opting instead for transit, bicycling, walking, ridesharing and teleworking. By challenging commuters, students and all residents to leave their cars behind we are engaging people in identifying how their daily travel choice impacts their lives, their wallets and the environment.

“Car Free Day is a global catalyst for choosing alternatives to solo-driving, said Nicholas Ramfos, director of Commuter Connections. And with good reason—in the Washington, Virginia, Maryland area alone, we lose countless hours in travel delays every year and as a result purchase extra gallons of fuel to travel on congested roadways. We hope to build on last years’ successful program by increasing participation in this commute-awareness event.”

Washington celebrated Car Free Day for the first time in 2007 with about 1,000 District residents committing to car free travel for the day—last year’s event was expanded to the entire Washington Metropolitan Area, and participation topped 5,000.

This year it is easier than ever to go car free, or to share the ride and go car lite, by using Commuter Connections’ online ride-matching system. The system helps D.C., Maryland, and Virginia residents find a ride for the commute, and for special events in order to avoid difficult parking, expensive transportation costs, traffic congestion and to improve air quality.

Once potential rideshare partners complete a simple online registration to include their work location and schedule, Commuter Connections matches them with others who have similar work schedules, live nearby and are interested in sharing the ride. The free site details nearby park and ride lots, transit stations and telework centers, bicycle routing, special event ridematching and a free Guaranteed Ride Home program to ensure the trip home in emergencies.

Register for Car Free Day at www.carfreemetrodc.com. It’s fast, easy and free. For more information on instant ride-matching, visit www.commuterconnections.org.

-30-

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections promotes ridesharing to work and other alternatives to drive-alone commuting, and provides ride-matching for carpools and vanpools and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.

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Tuesday, October 13, 2009

Competitive Enterprise Institute Protests World Car-Free Day

By Paul Bedard

Posted September 21, 2009

Life without a car? That's the goal of Tuesday's World Car-Free Day. The Euro-eco group's goal is a simple one: Once you step out of your car, throw away the keys.

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Recommendations by loomla

To some, that's just un-American, and the Competitive Enterprise Institute is saying that out loud. It has suggested that eliminating cars would be harmful to the elderly, the poor, and the handicapped. To get a feel for the potential hardships, it urges consumers to imagine being without a car:

- When it's raining.
- When carrying several bags of groceries.
- When you've got your baby or toddler with you.
- When hobbling on crutches.
- After midnight.
- When you're in a rush to get to a train or bus station.

Tags: cars

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Wednesday, Sept. 23, 2009

County tries out a Car Free Day

Warning: It's deer mating season, so drive carefully

by C. Benjamin Ford | Staff Writer

Commuters were urged to leave their cars at home and find other ways to get around Tuesday.

Montgomery County officials joined the international "Car Free Day" to encourage residents to use alternative forms of transportation. The goal is to get more motorists to take public transit to cut down on crowded rush hours and reduce pollution.

Montgomery County Commuter Services staff members were at Silver Spring, Bethesda, Grosvenor-Strathmore Wheaton and Friendship Heights Metrorail stations Tuesday morning to sign up commuters for drawings to win prizes such as transit fare cards, walking shoes and a bicycle.

"People throughout the region are re-evaluating their relationship with the car," said Art Holmes, director of the county Department of Transportation, in a statement. "This is great news for transit and great news for the environment. I encourage everyone to try transportation alternatives that will help us relieve congestion and the stress of commuting."

An informal survey at the Metro stations showed that at least some commuters were taking the train in response to the Car Free Day, said Sam Oji, senior planning specialist with the transportation department.

People who try public transit might decide there are benefits to leaving their cars home every day, he said.

"That is our goal," Oji said. "That's why we constantly participate in events like this, so we hope they have a good experience and see the benefits of leaving their car at home or just going part way to work with a car."

A new study from Environment America and the Coalition for Smarter Growth, released Tuesday at a Capitol Hill press conference, showed transit use was up in 2008 nationwide and in the Washington, D.C., region and remains strong this year, leading to significant energy savings and reductions in fossil fuel emissions.

For more information on county commuter services, go to www.montgomerycountymd.gov/commute or call 240-773-2989.

Deer dodging season begins

Montgomery County police issued a warning to those driving after sundown and before sunrise to be on the lookout for white-tailed deer.

The deer become more active in October and November during their fall mating season.

Last year, the county recorded at least 1,841 vehicle crashes with deer. The actual number is likely higher because many motorists who can still drive their vehicle after a collision do not report the crashes to police.

Police urged motorists to be vigilant for deer in the early morning and evening hours, when the animals are most active. Be on the lookout for silhouettes of deer and the "eye shine" as headlights reflect in the eyes of the deer, police said.

If one deer is spotted on the side of the road, slow down because there likely are more nearby, police said.

If a deer is struck and a person is injured, call 911, but if a deer carcass is on the road or beside it, call the police nonemergency number at 301-279-8000.

Bethesda traffic signal confuses nonresidents

A Bethesda reader recently asked:

"To prevent neighborhood cut-through during rush hour, Montgomery County reconfigured a number of intersections, which require drivers to turn right or left, even though the road they are driving on continues through. The intersection of Fernwood and Democracy is one. As a resident along Fernwood Road, I appreciate the reduced traffic; however, for non-area residents it creates a traffic problem.

"The traffic signals don't indicate left-turning drivers have right-of-way; confusing to those unfamiliar with the intersections. If even one or two motorists wait for opposing traffic to clear before turning left during rush hour, traffic backs up very quickly and takes an hour or more to clear.

"Of course, this could easily be resolved with green arrows, instead of solid green circles. All drivers recognize an arrow means they can proceed with right-of-way. Has this not been considered in the past?"

Todd Moniot, Bethesda

The Montgomery County Department of Transportation has reviewed the question and studied the intersection. Here is the county DOT's response from spokesman Thomas D. Pogue:

"MCDOT recognizes that the configuration of the intersection of Fernwood Road and Democracy Boulevard is not typical. However, traffic turning left from southbound Fernwood Road is not unopposed. Northbound right-turning traffic proceeds at the same time, so it would not be appropriate to provide green arrows."

Do not laminate MARC tickets

MARC officials reminded commuter train riders to not laminate their paper train tickets.

The lamination process may make the tickets unreadable, and lost, damaged or stolen tickets are nonrefundable and are not replaced, officials said.

A Day for Rethinking Our Four-Wheeled Fixation

Car-Free Event Explores Alternatives

By Ashley Halsey III
Washington Post Staff Writer
Sunday, September 20, 2009

By the time noon rolls around today, more than 8 million people will have driven from some place to some place else in the Washington region. By midnight, that number will double to 16.3 million.

What if they hadn't? Tuesday, after all, is World Car Free Day.

Forget for a minute that jobs would be lost, classrooms would be empty, that the president and the polar bears at the zoo would go hungry. Dream of a day when not a single ignition key turned.

By the end of that day:

The air would be free of 60,000 tons of CO₂ and 238 tons of other chemical byproducts created when a spark meets gasoline.

Seven million gallons of gasoline would have been preserved at a savings of about \$18.5 million.

Several hundred people would have avoided those close encounters of the worst kind, the 244 daily traffic crashes.

One hundred twenty-two people wouldn't end the day injured.

And at least one person (statistically, 1.19 persons) wouldn't have died in a car crash.

World Car Free Day is the annual apex of a global movement that promotes alternatives to a car-dependent society, including improvement of mass transit, cycling and walking, and the development of communities where jobs are closer to home and where shopping is within walking distance.

In an area that ranks in the top five in every survey of urban congestion, of commuter stress and of time wasted going bumper to bumper, the notion of a day without cars sounds as delightful as it does preposterous.

In this region, the group is asking people to pledge to leave the car at home -- a step taken by 5,445 people on Car Free Day last year. Car Free Day Metro D.C. organizers are

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The Washington Post

A Day for Rethinking Our Four-Wheeled Fixation

keeping an online tally of those taking the vow this year. They hope this number will top 10,000.

"People are given a chance to consider how their city might look and operate with a lot fewer cars," said Nick Ramfos, director of Commuter Connections, a regional transportation network coordinated by the Metropolitan Washington Council of Governments. "It produces many benefits in air quality, reducing stress and alleviating congestion."

For those who embrace the notion of the day but can't get to work without a car, Ramfos promotes a "car light" day through use of park-and-ride mass-transit options and carpooling. His organization provides a year-round service matching people who want to carpool rather than ride alone.

On Car Free Day, F Street NW will be closed between Seventh and Ninth streets from 11 a.m. until 3 p.m., and Commuter Connections and other organizations will provide information and demonstrations about alternatives for getting around.

Stewart Schwartz, executive director of the Coalition for Smarter Growth, sees an upside in the downside of the day that would unfold if no one drove a car here.

"We'd quickly show that we don't have enough mass transit," Schwartz said. "You'd find that bicycling would be an option,

along with telecommuting. Those who would be more successful in their daily chores would be those who live in walkable communities."

A 24-hour break from burning carbon fuel might mean a peaceful hiatus from noise and a reduction in air pollution, but there's no guarantee of a Code Green air-quality day. When the Washington region has a bad-air day, it's caused by an atmospheric inversion that stalls soot blown our way from the Midwest.

"If everybody turned off their cars, we still could have a Code Red day because of that pollution coming in from the smokestacks in the Ohio Valley," said Lon Anderson, spokesman for AAA Mid-Atlantic. "There is a major misconception about how much vehicles contribute to pollution."

Anderson said about 25 percent of the region's pollution comes from cars.

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"What comes out of the tailpipe is about 95 percent cleaner than it was 25 years ago," he said. "A lawn mower that runs for a couple of hours puts more pollution in the air than a car driving from here to New York and back."

Anderson said a true car-free day would be "very frustrating for those of us in this region."

"Our mass transit, if anyone has noticed, is at capacity at the rush hours," he said. "It's fun to dream, but every now and then your feet have to come down and touch the concrete."

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A Day Without the Detriments of Driving

By Yamiche Alcindor
Washington Post Staff Writer
Wednesday, September 23, 2009

Martin Moulton, 43, never got a driver's license. Originally from the San Francisco Bay area, he grew up riding his bike, walking and taking public transportation. Now a District resident and employee, he says he doesn't need to learn to drive. He's been "car free" his whole life.

On Tuesday, cities around the globe celebrated World Car Free Day. In the District, the Department of Transportation held a celebration downtown along F Street NW to encourage others to try Moulton's way of life. More than 6,000 people pledged to be car free on the event's Web site.

"I think more people should be aware of living greener," Moulton said while standing near one of the event's booths. "People should think of the financial savings and health benefits of not having a car."

The 43-year-old graphic designer said he saves thousands of dollars because he doesn't have to pay for gas, car insurance or other expenses that come with owning a car.

World Car Free Day is every Sept. 22 and promotes improvement of mass transit, cycling and walking, and the development of communities where jobs are closer to home and where shopping is within walking

distance.

DDOT's event featured several local and national organizations and nonprofit groups that encourage people to pursue environmentally friendly lives. "Today was about trying to bring many agencies together with the same goal of promoting Car Free D.C.," said Anna McLaughlin, transportation demand management coordinator for DDOT.

Dozens of booths lined the streets, and volunteers passed out pamphlets to participants. Representatives from D.C. Circulator also gave free passes for bus rides. Bike and Roll, a bike rental and tour company, offered free rentals throughout the day.

Jennifer Tallman, a mechanic with the Bike Rack, a D.C. bike shop, screened bikes for

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A Day Without the Detriments of Driving

problems and made minor repairs for free. "I think it's a great idea to get people out of their cars," she said. "Calories are cheaper than gas."

In that spirit, instructors from Yoga District put mesh mats to street pavement during a 30 minute outdoor yoga class.

The financial savings and health benefits of walking inspired Dusti Ridge, 58, to sell her 1996 Ford van four years ago. "It costs so much and now I don't have to hassle for a parking space," she said, toting one of the bright blue reusable bags given out the event.

Ridge, who works as a clerical assistant at the D.C. Library Renaissance Project, said she takes buses and trains to and from work every day. "I think if you're living in D.C., you don't need a car."

Staff writer Ashley Halsey III contributed to this report.

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Car-Free Diet Hard to Swallow For Many

By Robert McCartney
Thursday, September 24, 2009

Tuesday was World Car Free Day, so I left the Camry at home. I decided to see how it was to cover the event and go about my other business using only public transit and my legs. I concluded the following:

-- Hardly anybody else knew it was World Car Free Day.

-- Nobody really thinks it's possible to go entirely car-free.

-- Most of us should try instead to go "car lite."

-- Going car-free was a hassle but saved me a few bucks and helped my fitness.

This is the third year that Car Free Day has been celebrated in the Washington region. With our traffic -- not to mention global warming -- you'd think it'd be a bigger deal. Instead, it mostly provides an opportunity for earnest, well-meaning representatives of local government transportation departments and bicycle groups to set up booths and tables in various spots to hand out bus schedules, bike trail maps, buttons and other paraphernalia promoting reduced automobile use.

Waiting at the bus stop on Massachusetts Avenue in Bethesda just before 8:30 a.m., I

glimpsed the scale of the challenge. One of the organizers' top goals is to cut the number of single-driver cars, or cars trips in which just one person is transported. It wasn't working. On the inbound commute in the seven minutes that I waited, I counted only 22 cars with more than one person aboard, compared with 171 that had just a driver.

That's pretty typical. About 70 percent of the Washington area's 2.6 million daily commuters drive alone to work, according to the Metropolitan Washington Council of Governments, whose Commuter Connections office helped organize Car Free Day. It would help a lot if people reduced their single-driver commutes by just once or twice a week through carpooling, bicycling, using mass transit or working from home.

To their credit, the local authorities are

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Car-Free Diet Hard to Swallow For Many

realistic and don't suggest that people should do without cars altogether (although they wouldn't object). Mainly, they want people to be aware of alternatives.

The authorities also recognize -- and this is critical -- that success won't come merely by appealing to people's virtuous desire to do something good for the community and the planet. Governments and businesses need to make changes to make it cheaper, safer and more convenient to rely less on the automobile.

Research shows that a desire to go green "still is not the primary motivator," said Christopher Hamilton, commuter services chief for Arlington County. "It's saving time, money and stress."

The myriad ways to do this include expensive, high-profile projects such as securing dedicated funding for the Metro system and building the light-rail Purple Line in suburban Maryland.

They also include such smaller steps as "striping" pavement to create bicycle lanes and building secure, modern bike parking areas like the one about to open at Union Station with changing rooms and lockers.

Arlington, which probably leads the region in promoting alternatives to commuting by car, has had particular success through encouraging businesses to provide direct subsidies or tax breaks to employees who

use mass transit. The share of Arlington residents who drive to work by themselves dropped from 63 percent in 2001 to 55 percent in 2007.

Of course, the quickest solution would be to raise the price of gasoline. The number of people looking for carpool partners spiked when gas prices rose above \$4 a gallon in summer 2008 -- and then fell off just as sharply as prices fell, according to the Commuter Connections office. It has a Web site, <http://www.commuterconnections.org>, that helps people form pools.

Raising the gasoline tax would help, but there's little appetite for that. It's "worth considering" but is "very regressive and unfair to people who don't live in cities," said Milton Grenfell, 58, of Chevy Chase. He spoke at the Friendship Heights Metro station after chatting with Montgomery County transportation employees at the Car Free Day table.

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The Washington Post

Car-Free Diet Hard to Swallow For Many

Other area residents also expressed support for the goal of reducing car use but saw numerous obstacles. "I absolutely see the need for a car. It's hard to carry household items or groceries on a bus," said Renee Crews, 31, of the District.

World Car Free Day, coordinated from Prague and celebrated from Colombia to China, didn't have any visible impact here. Jim Russ, who monitors area traffic for local radio and television stations as director of operations for Metro Networks, said traffic was "really difficult," as it has been since Labor Day. "It was pretty much status quo, business as usual," Russ said.

My experience was mixed. I used six Metro rides, one bus trip and two extended walks to travel to three Car Free Day activities in Friendship Heights, at F Street NW and in Clarendon, plus a lunch appointment downtown and dinner at an Italian restaurant in Bethesda. The fares totaled \$11.70, which is less than I would have spent for parking.

However, I was able to do it only because I didn't run errands and all the events I covered were right next to Metro stations. Also, I sweated through my shirt while walking across town in the afternoon, and in the evening it took me 35 minutes longer to get home than it would have taken to drive. On the upside, I ate the pasta and sausage and still lost a pound overnight.

The District's Car Free Day festivities on F Street near the Verizon Center featured several booths that were eco-simpatico but had nothing to do with transportation: urban gardening, green products, yoga. Asked about this, Jim Sebastian, a District transportation planner, first said the gardening represented "a different use of the street" and then acknowledged with a chuckle, "It's a stretch."

I discuss local issues at 8:51 a.m. Friday on WAMU (88.5 FM). E-mail me at robertmccartney@washpost.com.

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FOR IMMEDIATE RELEASE October 26, 2009

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Commuter Connections Tests 'Pool Rewards to Move Commuters into Carpools

Washington, D.C.—Commuter Connections is launching a pilot program to encourage commuters in three of the region's most congested corridors to try carpooling to and from work instead of driving alone. Commuters traveling mornings on I-395 from the District across the 14th St. Bridge into Northern Virginia; the Capital Beltway from Bethesda to Tysons Corner; and the Beltway from the Baltimore-Washington Parkway to I-270; and back in the afternoon, may qualify for a \$1 each way incentive for carpooling during the 'Pool Rewards pilot program.

Commuter Connections, a regional transportation network coordinated by the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments (COG), is conducting the three-month pilot program as part of its ongoing efforts to improve traffic flow, decrease air pollution and promote long-term changes in commuting behavior. The program is similar to Atlanta's highly successful Cash for Commuters effort. At the end of its first five years, the Atlanta program has coaxed more than 29,000 drivers out of their cars and saved 32.8 million vehicle miles traveled, with 64 percent of its participants continuing to use commute alternatives at least once per week after the cash reward program ended.

"Commuter Connections continues to test new ways to encourage behavior change in Washington area commuters," said Nicholas Ramfos, director. "If a small cash incentive can get 700 people out of their cars and into a carpool for the duration of this test

project, and perhaps longer, this may help begin to make a difference on the region's most congested corridors.”

Commuters who travel these three routes during peak commuting times can sign up for the 'Pool Rewards program at www.commuterconnections.org. In addition, ridesharing commuters may also be eligible for other money-saving services such as the free regional Guaranteed Ride Home program that ensures a ride home when one of life's unexpected emergencies arise.

Commuter Connections is a program of the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. Commuter Connections promotes ridesharing to work and other alternatives to drive alone commuting, and provides ridematching for carpools and vanpools and offers the free Guaranteed Ride Home program. Commuter Connections is funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation. www.mwcog.org

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ITEM #5

The Washington Post

Program to offer cash incentives for carpooling to work

By Lisa Rein

Monday, October 26, 2009; 6:04 PM

Commuters who drive on some of the D.C. region's most congested highways will be eligible to earn \$2 a day by carpooling to work, under a pilot program launched Monday.

The three-month program sponsored by Commuter Connections will reward commuters who currently travel alone along any stretch of the Capital Beltway from Bethesda to Tysons Corner; the Beltway from the Baltimore-Washington Parkway to Interstate 270; and Interstate 395 from the District across the 14th Street bridge into Northern Virginia. If enough people sign up, the Metropolitan Washington Council of Governments, which coordinates the network of transportation groups that make up Commuter Connections, could extend the program to other roads in the region.

The program is modeled on Atlanta's Cash for Commuters incentive, which offers drivers \$3 a day for three months to find alternatives to driving alone, including carpooling, biking, public transit and working from home. Over five years, 29,000 drivers have participated, according to the Council of Governments.

Washington area commuters who travel those three routes during peak commuting times can sign up for the "Pool Rewards" program at <http://www.commuterconnections.org>.

[commuterconnections.org](http://www.commuterconnections.org).

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11/17/09



**Commuter Connections FY 2011
Work Program**

Commuter Connections Subcommittee
November 17, 2009



Definition from Strategic Plan

- Network of public and private transportation organizations, including COG, state funding agencies, and local organizations, that work together to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile.

Benefits of Commuter Connections

- **Jurisdictions**
 - Helps reduce and manage commuter congestion, goods movement, tourist travel
 - Helps reduce emissions
 - Supports local efforts to attract and retain employers
- **Employers**
 - Recruitment/Retention
- **Workers**
 - More commute options
 - Reduced stress/costs/time
 - Improved quality of life



Benchmarking TDM - Census Rankings for Carpools

	Workers Carpooled	Total Workers	% Carpool
LA/Long Beach	582,000	3,859,000	15.1%
Chicago	421,000	3,705,000	11.4%
Washington Region	343,000	2,635,000	13.0%
New York, NY	314,000	3,683,000	8.5%
Atlanta	281,000	2,061,000	13.6%
Houston	268,000	1,864,000	14.4%
Dallas	244,000	1,707,000	14.3%
Phoenix-Mesa	225,000	1,466,000	15.3%
Riverside-San Bern	220,000	1,249,000	17.6%
Orange County, CA	174,000	1,314,000	13.3%

Commuter Connections Daily Program Impacts

Measure	Reductions
Vehicle Trips	113,000
Vehicle Miles of Travel	2,300,000
Nitrogen Oxides (NOx)	1.0 Tons
Volatile Organic Compounds (VOC)	0.5 Tons

Commuter Connections' Role in the Regional Planning Process

- The TPB is required by Federal regulations to approve a congestion management process which includes TDM as part of the metropolitan transportation plan.
 - Commuter Connections constitutes the major demand management component of the region's congestion management process.

Commuter Connections' Role in the Regional Planning Process

- Commuter Connections also provides transportation emission reduction measure (TERM) benefits for inclusion in the air quality conformity determination approved by the TPB. This is part of the annual update of the region's Constrained Long Range Plan (CLRP) and Transportation Improvement Program (TIP).

Commuter Connections' Role in the Regional Planning Process

- Commuter Connections programs may be needed to meet Climate Change and Green House Gas emission targets that may be set for the transportation sector in the region.

Cost Effectiveness of Commuter Connections

- Cost per Vehicle Trip Reduced \$0.15
- Cost per Vehicle Mile of Travel Reduced \$0.01
- Cost per ton of NOx Reduced \$16,000
- Cost per ton of VOC Reduced \$28,000

10

Proposed FY 2011 CCWP Budget

Program	Cost FY10	Cost FY11
Commuter Operations	\$419,032	\$431,966
GRH	\$584,443	\$604,898
Mass Marketing	\$2,520,933	\$2,410,466
Program Evaluation	\$800,000	\$436,490
Employer Outreach	\$794,695	\$693,892
Telework	\$81,063	\$81,063
TOTAL	\$5,200,166	\$4,658,755

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Proposed FY 2011 CCWP Budget

- Overall 10% decrease from FY 2010
- Budget Breakdown: **\$4,658,775**
 - COG/TPB Staff & Overhead: \$1,404,869 or 30% of the overall budget.
 - Private Sector Services: \$2,258,566 or 48% of the overall budget
 - Local Jurisdiction Pass-Thru: \$559,080 or 12% of the overall budget
 - Direct Costs: \$436,260 or 9% of the overall budget

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What's New In FY 2011 CCWP-continued

- Summary section updated with section titles (Funding, Planning Process Requirements, Description of Committees, Key Elements and Highlights)
- Program Background was updated to include most recent TERM impacts for transportation and emissions and cost effectiveness.
- "Products and Services" section in each project show the parties delivering the product and/or service.

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What's New In FY 2011 CCWP

- Each project has a tie in to a committee group relating to oversight. This is consistent with the Strategic Plan.
- Carpool Incentive Demonstration Project – may continue or expand based on FY 2010 Evaluation Results

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What's New In FY 2011 CCWP - continued

- Monitoring and Evaluation (con't)
 - 2010 State of the Commute Final Technical Report and draft General Public Report
 - Employer Telework Survey (MD and VA)
 - Employer Outreach analysis
 - Bike to Work Day Survey
 - Draft TERM Analysis Report

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Next Steps

- State funding agencies have provided initial comments/edits on Draft FY 2011 CCWP.
- Commuter Connections Subcommittee reviews draft CCWP on November 17th and a comment period will be established through December 4th
- State funding agencies will review document and submitted comments in December and will provide additional comments by December 18 for final review and approval in January.
- A revised document will be available for the January Subcommittee for further review and endorsement for release.

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Next Steps - continued

- Tech Committee will receive a briefing of the Work Program at its February 5th meeting and will be briefed again on March 5th.
- TPB will receive draft of the FY 2010 CCWP at its February meeting and will release the CCWP for public comment. Will be asked to approve at its March meeting.
- TIP adjustments, if any, will be made and funding commitments secured by June.
- Program begins July 1.

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Questions?

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**FY 2011
DRAFT WORK PROGRAM FOR THE
COMMUTER CONNECTIONS PROGRAM
FOR THE GREATER WASHINGTON
METROPOLITAN REGION**

November 17, 2009

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



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SUMMARY

Program Overview

The Fiscal Year 2011 Commuter Connections Work Program (CCWP) consists of a core program of regional transportation demand management operational activities funded jointly by state and local jurisdictions, plus jurisdictional programs that are conducted at the discretion of individual state funding agencies.

Funding

The regional state funding shares for the program elements are defined using a formula agreed to by the state funding agencies. Funding agencies for the programs listed in this document include the District Department of Transportation, Maryland Department of Transportation, and the Virginia Department of Transportation. The Maryland Transit Administration and the Virginia Department of Rail and Public Transportation provide direct funding to their local jurisdictions for transportation demand management activities that support the regional Commuter Connections program. The costs of the jurisdictional activities are allocated directly to the jurisdiction or jurisdictions that choose to conduct them. This ensures that the regional activities upon which all other activities depend will be conducted regionally, and that the costs are allocated to the participating jurisdictions according to the agreed upon formula. At the same time, considerable flexibility is available to the state funding agencies and other agencies to define and fund discretionary activities that respond to their individual policy and funding priorities.

The FY 2011 Commuter Connections program elements are classified as follows:

REGIONAL PROGRAMS	JURISDICTIONAL PROGRAMS
Commuter Operations Center	Employer Outreach*
Guaranteed Ride Home	Maryland Telework
Marketing	
Monitoring and Evaluation	

**Includes both a Regional and Jurisdictional Component*

The CCWP was re-structured and streamlined in FY 2006 to clarify and simplify funding responsibilities. The FY 2011 CCWP continues this effort aimed at streamlining the administration and oversight processes for the program. Commuter Connections has expanded incrementally since its inception in 1974 as the Commuter Club, with different program elements having different jurisdictional participation and funding shares. As the program became more complex, it became increasingly difficult to track how much each state funding agency was participating in and paying for each program element. Therefore, a funding formula was devised.

Planning Process Requirements

The TPB is required by federal regulations to approve a congestion management process which includes travel demand management as part of the metropolitan transportation plan. Commuter Connections constitutes the major demand management component of the congestion management process to be approved by the TPB. Commuter Connections also provides

transportation emission reduction measure benefits for inclusion in the air quality conformity determination, which must be approved by the TPB as part of the annual update of the Constrained Long Range Plan and Transportation Improvement Program. In addition, Commuter Connections programs may be needed to meet future Climate Change and Green House Gas emission targets that may be set for the transportation sector in the region.

Description of Commuter Connections Committees

The increasing complexity of the program prompted the creation of a working group to provide administrative and programmatic oversight of the core program cost elements. This working group, the State TDM (STDM) Work Group meets monthly (except for the month of August) and consists of representatives of the state transportation funding agencies in the District of Columbia, Maryland and Virginia. The State TDM Work Group helps to define the program content and budget for each fiscal year and helps to develop a detailed annual Work Program in collaboration with COG/TPB staff and the Commuter Connections Subcommittee. The draft work program is reviewed by program stakeholders and the Commuter Connections Subcommittee. The final Work Program is reviewed by the TPB Technical Committee and approved by the TPB. The State TDM Work Group also review's all RFP's and RFQ's as part of the work program and will identify selection committee members for individual contract solicitations. The State TDM Work Group will review and approve all CCWP work products with input from the Commuter Connections Subcommittee. Upon request, COG/TPB staff can provide additional details for projects being implemented under each program area.

As shown in Figure 2, the Commuter Connections Subcommittee will continue to provide overall technical review of the regional program elements in this Work Program and meet every other month. The Bike To Work Day Steering Committee will meet ever other month from September to May to organize the regional Bike To Work Day event. The Commuter Connections Ridematching Committee will continue to meet quarterly on technical issues regarding the regional TDM software system. The TDM Evaluation Group will meet as needed to provide direction and review of the regional TDM evaluation project. The Employer Outreach Committee will meet quarterly to review and discuss Employer Outreach efforts. The Regional TDM Marketing Group will also be meeting quarterly to provide input and coordination of regional TDM advertising and marketing efforts. Oversight for jurisdictional program elements will be provided by the states and agencies that are funding them.

Specialized project work groups will continue to meet as needed to address particular implementation issues, such as the development of regional TDM marketing campaigns, Car Free Day, and the Employer Recognition Awards. A Strategic Plan was adopted in November 2007 that serves as a framework regarding the roles and responsibilities of the Commuter Connections stakeholders. The Strategic Plan can be accessed at www.commuterconnections.org under the 'About Us'/'Publications link and includes a mission statement, definition of Commuter Connections, overall program and operating objectives, network responsibilities for each program area that include objectives and acceptable performance levels, a committee structure, sample meeting calendar, and internal and external report deliverables.

Key Elements and Highlights

The key elements and highlights of the FY 2011 Commuter Connections Work Program are summarized as follows:

- The Commuter Operations Center will provide ridematching services to commuters through a central toll free number “1-800-745-RIDE” and www.commuterconnections.org web site, and support to commuter assistance programs operated by local jurisdiction, transportation management associations, and employer-based commuter assistance programs.
- The regional TDM web-based system will include testing of the new modules for evaluation and surveys, special events and regional incentive tracking.
- Guaranteed Ride Home (GRH) will provide users of alternative commute modes up to four free rides home per year in a taxi or rental car in the event of an unexpected personal or family emergency or unscheduled overtime.
- Marketing will provide frequent regional promotion of alternative commute options, including; car/vanpooling, teleworking, mass transit, bicycling, walking; and support programs such as Guaranteed Ride Home, the Commuter Connections network ridematching services and Bike to Work Day. The Marketing program aims to raise awareness of alternative commute options, and support the Commuter Connections network in persuading commuters to switch to alternative commute modes from the use of single-occupant vehicles, and persuading commuters currently using alternative commute modes to continue to use those modes. The ‘Pool Rewards carpool incentive demonstration project was implemented for three recommended corridors in the region and a recommendation will be given as to whether to continue and/or expand the project. Commuter Connections will coordinate the region’s Car-Free Day event as part of World Car Free Day. The Car-Free Day event will encourage commuters and the general population to leave their cars home or to use alternative forms of transportation such as carpools, vanpools, public transit, bicycles, or walking.
- Monitoring and Evaluation provides data collection and analysis activities as well as program tracking and monitoring reports for each program area. The 2010 State of the Commute Survey Technical Report will be finalized and a general public report will be prepared, an employer telework survey will be conducted, an analysis of the employer outreach regional database will be conducted to determine TERM impacts, a Bike To Work Day survey will be administered, and the draft TERM Analysis Report will be prepared. Monitoring and evaluation activities are used extensively to determine the program’s effectiveness. Evaluation results have been used in the past to make program adjustments; for example, the Telework program was streamlined due to increased participation by the private sector; changes have been made to the Guaranteed Ride Home program guidelines based on participant survey feedback; and target marketing for GRH was re-introduced in the region after it was found that there was a dramatic drop in

registrations when the marketing for this measure was streamlined into the mass marketing program.

- Employer Outreach will support outreach and marketing to the region's employers to implement new or expanded employer-based alternative commute modes and incentives such as transit and vanpool benefits, telecommuting, preferential parking for carpools and vanpools, carpool and vanpool formation and incentives, flexible work schedules, and bicycling amenities. The outreach program also encourages employees' use of alternative commute modes such as ridesharing, transit, telecommuting, bicycling, and walking. The outreach program also provides assistance to employers to hold bicycling seminars for employees, maintaining an up-to-date regional Bicycling Guide, providing information on workforce housing programs to promote "Live Near Your Work," and offering car-sharing information to lower employers' fleet management costs.
- Maryland Telework will provide information and resources to employers in Maryland on the benefits of teleworking and assist them in setting up telework programs for their employees. An on-call consultant was hired in FY 2007 to provide this assistance to both employers and Employer Outreach sales representatives in Maryland.

Figure 1 on page 7 of this document illustrates that the Commuter Connections service area is much larger than the Washington 8-hour ozone nonattainment area for workers eligible for the GRH program and larger still for workers who can access the Commuter Connections ridematching services. The total Commuter Connections service area has approximately 10 million residents.

Program Background

Commuter Connections is a continuing commuter assistance program for the Washington region which encourages commuters to use alternatives to driving alone in a private automobile, including ridesharing, transit, telecommuting, bicycling, and walking. The program has evolved and expanded over the past three decades following its inception in 1974 as the Commuter Club. In the mid-1980s, in an effort to better share regional ridesharing information the Commuter Club was expanded into the Ride Finders Network, which included Alexandria, Fairfax County, Montgomery County, Prince William County and the Northern Virginia Transportation Commission. By 1996, after steady growth in both size and strength, the Ride Finders Network became Commuter Connections, the commuter transportation network serving the Washington metropolitan region, encompassing twelve counties, four cities, and eight federal agencies. The Commuter Operations Center component of the current Commuter Connections Program represents the evolution of the earlier Commuter Club and Ride Finders Network programs.

In the mid-1990s, several new elements were added to the Commuter Connections Program as Transportation Emissions Reduction Measures (TERMs) to help meet regional air quality conformity requirements. All of these measures were designed to produce specific reductions in Volatile Organic Compounds (VOCs) and Nitrogen Oxides (NOx) by reducing vehicle trips and vehicle miles of travel associated with commuting. The measures were developed by the Travel Management Subcommittee of the TPB Technical Committee, and adopted into the regional

Transportation Improvement Program (TIP) by the Transportation Planning Board (TPB). These measures were funded jointly by the District of Columbia, Maryland, and Virginia Departments of Transportation, with some variation in funding shares for the different measures.

<u>Measure</u>	<u>Date Implemented</u>
Commuter Operations Center	1974
Metropolitan Washington	
Telework Resource Center	1996
Integrated Ridesharing	1996
Employer Outreach	1997
Guaranteed Ride Home	1997
Employer Outreach for Bicycling	1998
Mass Marketing of Alternative Commute Options	2003

As the program elements shown above were implemented, their performance was evaluated over time. In FY 2006, the measures were revised to focus resources on the most effective program components. The total daily impacts of the Commuter Connections program were calculated in FY 2008 to be:

<u>Daily Impacts</u>	
VT Reductions:	113,000
VMT Reductions:	2,300,000
NOx Reductions (Tons):	1.0
VOC Reductions (Tons):	0.5
<u>Annual Impacts</u>	
PM 2.5 Reductions (Tons)	7.4
PM 2.5 Precursor NOx Reductions (Tons)	274.5
CO2 Reductions (Tons)	291,608

Extensive monitoring and evaluation have been carried out for the Commuter Connections Program over the past several years, and comprehensive data sets are available for reviewing the performance of individual program elements and identifying areas for both strengthening the performance of the program and streamlining the oversight and management procedures. The Program has been shown through the FY 2006 – 2008 TERM Analysis Report to be a highly cost-effective way to reduce vehicle trips (VT), vehicle miles of travel (VMT), and vehicle emissions associated with commuting. The following overall cost-effectiveness measures for the Commuter Connections Program are based on the results of the FY 2006 – 2008 TERM Analysis Report that was released on January 27, 2008:

<u>Daily Impacts</u>	
Cost per VT reduced:	\$0.15
Cost per VMT reduced:	\$0.01
Cost per ton of NOx reduced:	\$16,000
Cost per ton of VOC reduced:	\$28,000
<u>Annual Impacts</u>	
Cost Per PM 2.5 Reduced	\$611,000
Cost per PM 2.5 Precursor	

NOx Reduced	\$ 16,000
Cost per CO2 Reduced	\$ 16

The Commuter Connections Program is generally regarded as among the most effective commuter assistance programs in the nation in terms of reductions effected in vehicle trips and vehicle miles of travel. Existing data collected on Commuter Connections program performance has been used to refine and enhance the program and to streamline procedures for program oversight and administration.

Figure 1: Geographic Areas Serviced by Commuter Connections

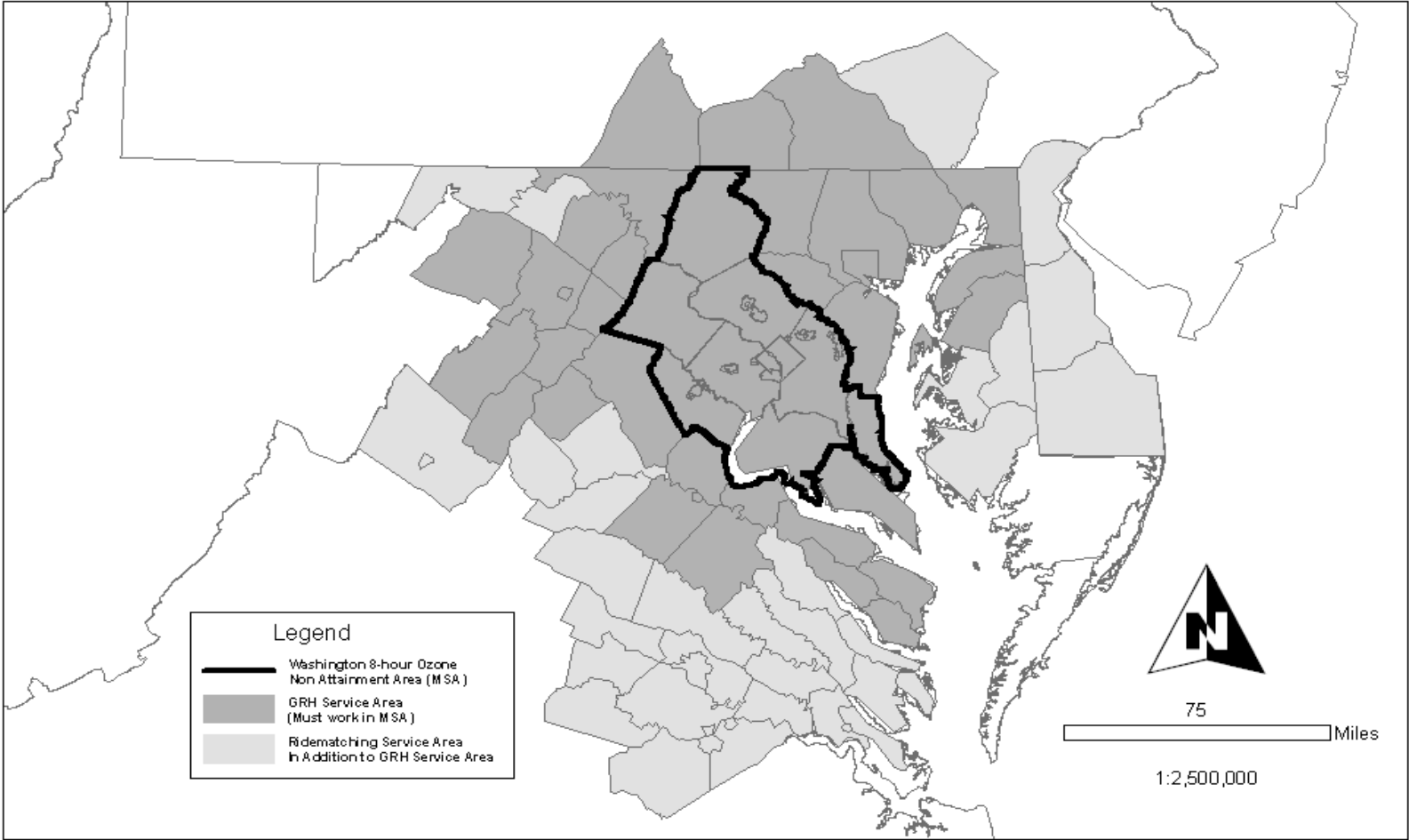
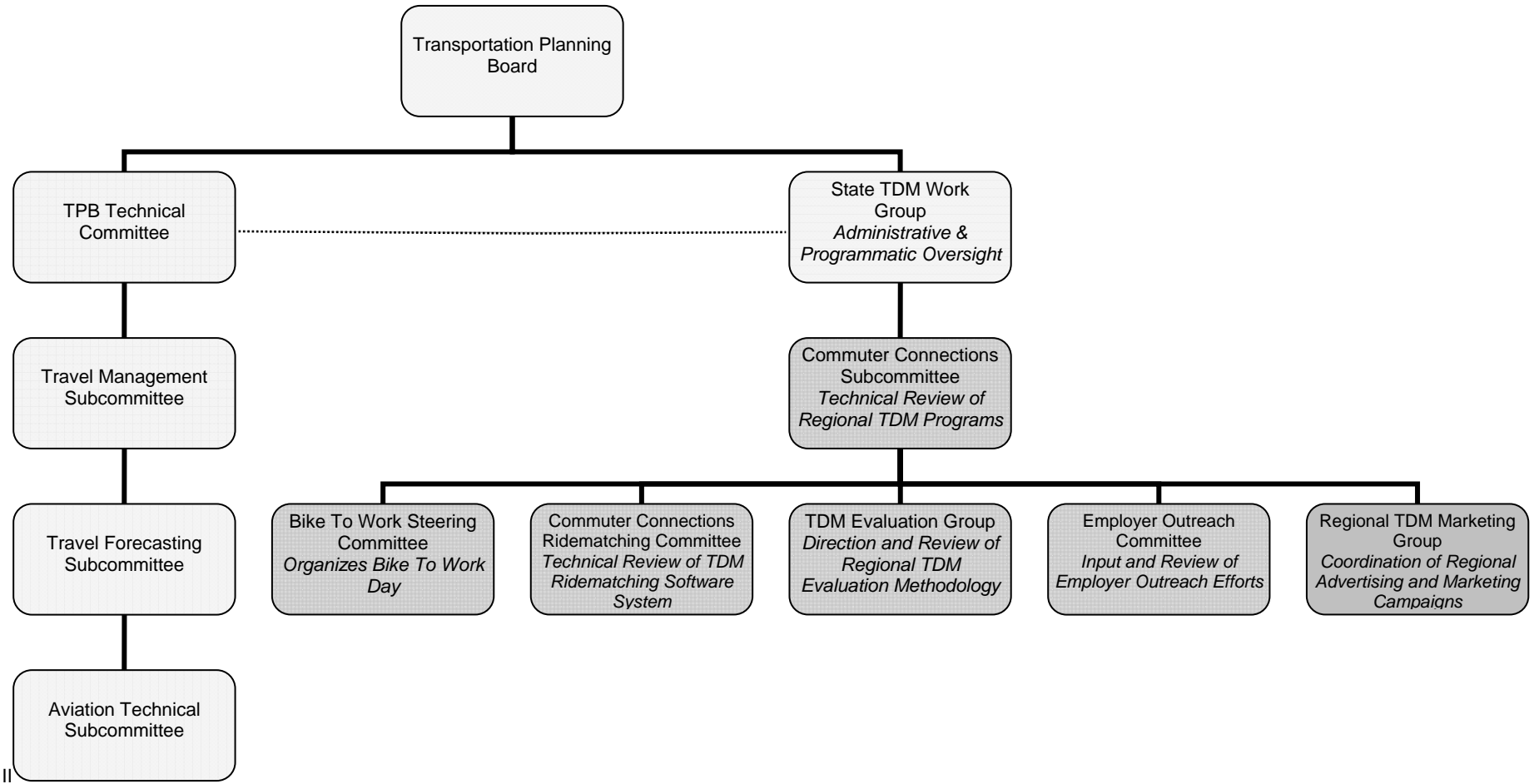


FIGURE 2: COMMUTER CONNECTIONS STRUCTURE



**Table 1
FY 2011 COMMUTER CONNECTIONS BUDGET AND WORK PROGRAM EXPENDITURES**

WORK ACTIVITY	DIRECT SALARIES STAFF	M& A 26%	LEAVE BENEFITS 19%	FRINGE BENEFITS 22%	INDIRECT COSTS 36 %	DATA & PC COSTS	CONTRACT SERVICES	DIRECT COSTS	TOTAL
Commuter Operations Center	\$124,628	\$32,403	\$29,836	\$41,111	\$82,073	\$49,500	\$50,000	\$22,415	\$431,966
Guaranteed Ride Home	\$100,642	\$26,167	\$24,094	\$33,198	\$66,931	\$2,500	\$122,000	\$229,366	\$604,898
Marketing	\$162,628	\$42,283	\$38,174	\$52,598	\$106,446	\$3,000	\$610,000	\$1,395,317	\$2,410,446
Monitoring and Evaluation	\$132,765	\$34,519	\$31,784	\$43,795	\$87,431	\$0	\$100,000	\$6,196	\$436,490
Employer Outreach	\$37,734	\$9,811	\$9,033	\$12,447	\$24,849	\$7,500	\$0	\$592,518	\$693,892
Maryland Telework	\$7,022	\$1,826	\$1,681	\$2,316	\$4,624	\$0	\$60,000	\$3,594	\$81,063
TOTAL	\$565,419	\$147,009	\$134,602	\$185,465	\$372,374	\$62,500	\$942,000	\$2,249,406	\$4,658,775

**Table 2
 COMMUTER CONNECTIONS FISCAL YEAR 2011 BUDGET
 BY STATE FUNDING AGENCY AND PROGRAM ELEMENT**

FUNDS SOURCE	Commuter Operations Center	Guaranteed Ride Home	Marketing	Monitoring & Evaluation	Employer Outreach	Maryland Telework	TOTALS
District of Columbia	\$44,748	\$70,773	\$282,022	\$51,069	\$254,303	\$0	\$702,915
State of Maryland	\$174,023	\$275,229	\$1,096,753	\$198,603	\$405,620	\$81,063	\$2,231,290
Commonwealth of Virginia	\$163,695	\$258,896	\$1,031,671	\$186,818	\$33,970	\$0	\$1,675,050
Other*	\$49,500						\$49,500
TOTAL	\$431,966	\$604,898	\$2,410,446	\$436,490	\$693,892	\$81,063	\$4,658,755

*Software User Fees

Detailed Task Descriptions and Cost Estimates for the FY 2011 Commuter Connections Work Program

I. COMMUTER OPERATIONS CENTER

The Commuter Operations Center has been in existence since 1974 and provides local jurisdictions, Transportation Management Associations (TMAs), and federal government agencies a centralized database for commuting information. As part of the overall program, COG/TPB staff provides the following services:

- Ridematching coordination, training and technical assistance to local agencies;
- transportation information services to the general public;
- maintenance of the regional commuter database system hardware and software programming code; and
- data updates to software system.

The program is comprised the four project areas listed below. The total annual budget for the Commuter Operations Center regional program is \$431,966.

A. RIDEMATCHING COORDINATION AND TECHNICAL ASSISTANCE

Each month, COG receives several hundred applications for ridematching and transit information. More than 90% of these applications are received through the Commuter Connections Web site. COG staff reviews and processes all applications received through the Web site. Matchlists for carpool and vanpool information are sent daily by mail or email (depending on the applicant's preference). Each local Commuter Connections network member has access to the regional TDM on-line system and is notified through a customized queue when a commuter application has been entered through the Commuter Connections Web site from a commuter living in that network member's jurisdiction. The queue serves as notification that the network member staff should take ownership of the record and follow up with the commuter to provide additional assistance, as needed. Applications received at COG through the mail and fax are forwarded to the network member serving the applicant's home jurisdiction for entry into the rideshare database.

The following local jurisdictions, transportation agencies, transportation management associations, and federal government agencies deliver ridematching and commuter assistance services through the Commuter Connections network to their residents and workers:

District of Columbia	Maryland	Virginia
COG/TPB	ARTMA	City of Alexandria
	Baltimore City	Arlington County
	The BWI Partnership	Dulles Area Transportation

District of Columbia	Maryland	Virginia
		Association
	Baltimore Metropolitan Council	Fairfax County
	Bethesda Transportation Solutions	George Washington Regional Commission
	Food and Drug Administration	LINK – Reston Transportation Management Association
	Frederick County	Loudoun County
	Harford County	Northern Neck Planning District Commission
	Howard County	Northern Shenandoah Regional Valley Commission
	Maryland Transit Administration	Potomac and Rappahannock Regional Commission
	Montgomery County	Rappahannock – Rapidan Regional Commission
	National Institutes of Health	
	North Bethesda Transportation Center	
	National Naval Medical Center	
	Prince George's County	
	Tri-County Council for Southern Maryland	

COG/TPB staff administers ridematching services on behalf of the District of Columbia and Arlington County. The local jurisdiction commuter assistance programs listed in Maryland and Virginia receive separate grants from the Maryland Transit Administration and the Virginia Department of Rail and Public Transportation to provide local services and to help support regional TDM program activities.

The Commuter Connections web-based TDM system includes ridematching databases from four commuter assistance programs in southern Virginia were incorporated into the TDM system's database to provide improved commuter ridematching through a single database for Virginia, Maryland and the District. These programs are; RideShare (serving the Charlottesville region); TRAFFIX (serving the Hampton Roads region); and MidPen Rideshare (serving the Middle Peninsula area. The staff from these programs and the commuters they serve have access to the new TDM system for matching in carpools and vanpools. COG/TPB staff provides technical assistance to these three programs.

During FY 2011, COG/TPB staff will continue to provide technical support and training to Commuter Connections network member agencies for the regional Commuter Connections TDM software system. Staff will continue to review and distribute ridematching applications received from employers and the general public. Matchlist and renewal notice generation and distribution services will also be provided through COG. COG/TPB staff will produce network member technical assistance reports from the Commuter Connections TDM system, and provide staff support and coordination to the Commuter Connections State TDM Work Group, the Commuter Connections Subcommittee, and the Commuter Connections Ridematching Committee. COG/TPB staff will also fulfill daily network member data requests. Federal Agency Employee Transportation Coordinator training will be coordinated and in some instances given by COG/TPB staff. Staff will also produce an annual Commuter Connections Work Program for FY 2012.

Cost Estimate: \$107,660

Products: Database documentation of specific technical actions implemented. *(COG/TPB staff)*

Documentation of Subcommittee and Ridematching Committee meetings. *(COG/TPB staff)*

Documentation of daily technical client member support given through COG's Help Desk. *(COG/TPB staff)*

Daily matchlist generation and distribution. *(COG/TPB staff)*

TDM Web Based System Training Manual updates, as needed. *(COG/TPB staff)*

Monthly commuter renewal notices as part of the purge process. *(COG/TPB staff)*

Update existing Emergency Management Continuity of Operations Plan for Commuter Connections program services. *(COG/TPB staff)*

Transportation Demand Management Resources Directory update twice yearly. *(COG/TPB staff)*

Federal ETC Web site updates. *(COG/TPB staff)*

FY 2012 Commuter Connections Work Program. *(COG/TPB staff)*

- Services:** Software client Member Help Desk technical support. *(COG/TPB staff)*
- Software and customer service training, as needed. *(COG/TPB staff)*
- Federal agency ETC training. *(COG/TPB staff)*
- Staff the Commuter Connections Subcommittee, Ridematching Committee, and STDM Work Group *(COG/TPB Staff)*
- Schedule:** July 1, 2010 - June 30, 2011
- Oversight:** Ridematching Committee
- Communicate Technical Support Issues
 - Share knowledge and experience on “Hot Topic” Issues
 - Provide input and feedback on Software Technical Policies (i.e. purge process, Help Desk)
 - Provide requests for software training
- Commuter Connections Subcommittee
- Provide input and comments to FY 2011 CCWP
 - Provide input and feedback on all programs and projects in CCWP
- STDM Work Group
- Provide input and comments to FY 2011 CCWP
 - Provide input, feedback and approval on all programs and projects in CCWP

B. TRANSPORTATION INFORMATION SERVICES

COG has provided transportation information services for more than 30 years in the Washington Metropolitan region. The Commuter Operations Center provides basic carpool/vanpool, transit, telecommuting, bicycling, and walking information. Specialized transportation information is also provided in support of Air Quality Action Days, Job Access Reverse Commute, and other regional commuter service programs.

COG staffs the regional commute information telephone number 1-800-745-RIDE. Calls received at COG are transferred to the local Commuter Connections network

member site (based on jurisdiction of residence of the caller) where applicable. COG/TPB staff provides transportation information services to those commuters who cannot be assigned to a client member site, including residents of the District of Columbia. COG receives several hundred calls per week through the 800 number. COG staff also responds to daily requests and questions received by email.

During FY 2011, COG/TPB staff will continue to provide traveler information on alternatives to driving alone to the general public by telephone, Web site, electronically, and through printed information. Staff will continue processing applications from the general public and/or from Commuter Connections network members who request the service on a permanent or temporary basis based on information requests received. COG/TPB staff will answer the regional "800" telephone line and respond to e-mails on information requests from the Commuter Connections TDM system Web service.

Cost Estimate: \$76,408

Products: Provide commuter traveler information on alternatives to driving alone to the general public through the Web site, electronically, or through printed information. *(COG/TPB staff)*

Services: Provide commuter traveler information on alternatives to driving alone to the general public by telephone. *(COG/TPB staff)*

Process applications from the general public. *(COG/TPB staff)*

Answer the regional "800" line. *(COG/TPB staff)*

Respond to e-mails from the Commuter Connections TDM Web service. *(COG/TPB staff)*

Provide general public customer service. *(COG/TPB staff)*

Schedule: July 1, 2010 - June 30, 2011

Oversight: Ridematching Committee

- Provide input and feedback to information services policies and procedures.

C. TRANSPORTATION INFORMATION SOFTWARE, HARDWARE, AND DATABASE MAINTENANCE

The regional Transportation Demand Management (TDM) software system is provided as a regional database resource with secure online access to over 30 commuter assistance programs that include local rideshare agencies, Transportation Management Associations, and federal government agencies. The commuter assistance programs use the TDM software system to service their local commuters' transportation needs for alternative commuting information.

This project includes the daily routine monitoring and maintenance of the TDM software system as well as the hosting of the on-line system through COG's data center. Tasks include: daily backup of the TDM database, maintenance of the TDM Web system servers, off-site hosting for second site for contingency management, Windows cluster support to TDM Oracle database and to web server cluster, oracle database administration and support, documentation of system and system changes, Storage Area Network (SAN) connectivity and maintenance, and the maintenance and replacement of hardware as needed.

This project will also include ongoing software code upgrades to the Web-based TDM system.

Cost Estimate:	\$199,992
Consultant Costs as Part of Estimate: <i>(Maintenance Contracts/Software)</i>	\$ 99,500

Services: Provide daily routine monitoring and maintenance of the TDM system and database for approximately 30 commuter assistance programs. *(COG/TPB staff)*

Maintain and update TDM system servers and software programming code. *(COG/TPB staff in consultation with contractor).*

Schedule: July 1, 2010- June 30, 2011

Oversight: Ridematching Committee

- Provide input and feedback to TDM system maintenance policies.
- Provide recommendations for TDM Web based system software code upgrades.

D. COMMUTER INFORMATION SYSTEM

The Commuter Information System project provides the TDM system with a GIS based information system that includes transit stop data, telework center locations, park and

ride lot locations, and bicycling information as part of the ridematching functionality.

During FY 2011, COG/TPB staff will continue integration activities of new transit, telework center, park and ride lot, and bicycle route data into the TDM system server. Staff will also continue to obtain updated transit data, street centerline information and park-and-ride lot data from local jurisdictions and transit properties and reformat this data as necessary to the proper GIS format for use on the regional TDM system. Updates to the park-and-ride and telework center datasets for use on the TDM system will continue as will updates to the interactive GIS-based Web site application to include updated local and regional information for 11,000 plus transit, telework center, park-and-ride lots, and bicycle lanes/paths records.

Cost Estimate:	\$47,906
Services:	Update local and regional information for transit, telework center locations, park and ride lots, and bicycle route information which will be used in the TDM Web system. <i>(COG/TPB staff)</i>
Schedule:	July 1, 2010 - June 30, 2011
Oversight:	Ridematching Committee <ul style="list-style-type: none">• Provide input into data source updates for TDM web based system.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

The regional Guaranteed Ride Home (GRH) program eliminates a major barrier to using transit, carpooling, vanpooling, bicycling or walking to work. Studies have shown that a commuter's fear of being "stranded" at work if they or a family member become ill, or if they must work unexpected overtime, is one of the most compelling reasons commuters do not rideshare or use transit to travel to work. The regional GRH program eliminates this barrier by providing a free ride home in the event of an unexpected personal emergency or unscheduled overtime. The GRH program's free ride home is offered only to commuters that carpool, vanpool, use transit, bicycle, or walk to work at least two days per work week. As a result of the GRH program, some single occupant vehicle drivers will switch to a ridesharing or transit commuting alternative, and current ridesharing and transit users will increase the usage of these alternative commute modes. The GRH program is an insurance program for those commuters who do not drive alone to their worksite.

The Guaranteed Ride Home program is a regional program and consists of the project area previously outlined in Figure 1. The annual budget for the Guaranteed Ride Home program for the two project areas outlined below is \$604,898.

A. GENERAL OPERATIONS AND MAINTENANCE

COG staff processes all GRH applications received by mail, fax, and the Commuter Connections Web site. Using the web based TDM system, COG registers qualifying applicants, produces GRH registration ID cards, and sends ID card and participation guidelines to new registrants. Commuters can obtain information about the GRH program and complete an application on the Commuter Connections Web site, www.commuterconnections.org. Commuters may also call COG's Commuter Connections 800 telephone number, 1-800-745-RIDE, to ask questions about the GRH program and/or request information and an application. The 800 number is equipped with a menu so that callers can choose the menu item that best fits their needs. All GRH questions and requests for information and applications are taken by COG staff.

COG staff also mails GRH applications to GRH users who have used the GRH program without formally registering. GRH guidelines permit a commuter to use the GRH service one time as a "one-time exception" before they register. Also, COG staff mails transit vouchers to GRH users who used transit as part of their GRH trip. All vouchers and invoices from transportation service providers are processed by COG staff.

In the event the commuter has not supplied an e-mail address, COG/TPB staff mails a re-registration notice to commuters who could not be contacted by telephone. The notice contains an application which the commuter can complete and send to COG to re-register. The commuter can also call Commuter Connections or visit the Commuter Connections Web site to re-register.

During FY 2011, staff will assist the Commuter Connections Subcommittee in reviewing the GRH participation guidelines for any recommended changes. These recommendations will be presented to the Commuter Connections Subcommittee for their final review and approval. In the past, recommendations have been made to modify and add participation guidelines to better convey the GRH trip authorization, GRH re-registration, and one-time exception rules and restrictions.

COG/TPB staff will continue to respond to the general public and to GRH applicants for registrations and re-registrations to the program. Registered commuters will be notified when their GRH registration is about to expire. Staff will continue to prepare and send new and re-registration GRH ID cards, registration letters, and participation guidelines on a weekly basis. Staff will also continue to monitor and maintain the GRH applicant database and server. COG/TPB staff will continue to update and maintain program participation guidelines, and provide annual customer service training to the daily operations contractor and COG/TPB staff assigned to the project.

Cost Estimate: \$192,941

Direct Costs (Telephone, Copies, etc) as Part of Estimate: \$22,547

- Products:** GRH new and re-registration ID cards and registration letters
(*COG/TPB staff*)
- GRH Program participation guidelines. (*COG/TPB staff*)
- Services:** Process application requests from the general public for registration and re-registration to the program. (*COG/TPB staff*)
- Notify commuters when registration is about to expire.
(*COG/TPB staff*)
- Monitor and update GRH applicant database. (*COG/TPB staff*)
- Schedule:** July 1, 2010 - June 30, 2011
- Oversight:** Commuter Connections Subcommittee
- Provide input and feedback on GRH program participation guidelines and policies.

B. PROCESS TRIP REQUESTS AND PROVIDE TRIPS

GRH transportation service is provided by several taxi companies, a rental car company, and a paratransit company, all under contract with COG. Commuters make their GRH trip request through a menu option provided on COG's Commuter Connections 800 telephone number. This menu option transfers calls for GRH trips directly to an operations contractor. This contractor reviews and assesses the trip request and approves or denies the request based on the GRH Participation Guidelines. The contractor then arranges the approved trips with the appropriate transportation providers.

The operations contractor contacts, by telephone, GRH registrants without e-mail addresses whose registration is near expiration and re-registers the qualifying commuters. While the system of calling commuters has been successful, many messages left on commuters' voice mail are not returned. In such cases, re-registration is facilitated by COG staff as described in the previous section.

During FY 2011, COG/TPB staff will continue management and monitoring of contract services for day-to-day operations services. Day to day operations include confirming ride request eligibility; dispatching rides through the ten ride service providers; tracking ride requests in the GRH database; and processing invoices for payment for ride service providers, the daily operations contractor and for the general public for transit vouchers.

Customer service training will be provided to all Guaranteed Ride Home call center agents.

Cost Estimate: \$411,957

Consultant/Contractor Costs as Part of Estimate:

<i>(Daily Operations)</i>	\$120,000
<i>(Cab and Car Rental Companies)</i>	\$202,001

Services: Process GRH trip requests, approve/deny requests, and arrange rides. *(Daily Operations Contractor)*

Management and monitoring of contract services for day-to-day operations and ten cab and car rental ride service providers. This includes processing invoices for payment for contractors and for the general public for transit vouchers. *(COG/TPB staff)*

Annual customer service training for GRH call center agents. *(COG/TPB Staff)*

Provide GRH Rides *(Cab and Car Rental Companies)*

Schedule: July 1, 2010 - June 30, 2011

Oversight: Commuter Connections Subcommittee

- Provide input and feedback on GRH program operations.

III. MARKETING

The Marketing program delivers a “brand promise” for Commuter Connections as an umbrella solution for commuters seeking alternative commuting options within the region through regional marketing campaigns and special events and initiatives. The use of media and other forms of communication at high reach and frequency levels are used to communicate the benefits of alternative commute methods to Single Occupant Vehicle (SOV) commuters most likely to shift to non-SOV travel.

Marketing is a regional program and consists of five project areas listed below. The total

annual project cost for the program tasks is \$2,410,446.

A. TDM MARKETING AND ADVERTISING

Regional TDM marketing campaigns aim to encourage both current SOV and non-SOV populations to either start or to continue using alternative transportation modes for commuting. Regional TDM marketing campaigns complement other on-going Commuter Connections program services that have been implemented in the region by increasing their overall efficiency and effectiveness.

Commuter Connections regional marketing campaigns may include, but is not limited in the use of direct mail to households and employers, radio, television, Web site advertisements and banner ads, phone book advertising, keyword search engine sponsorships, bus and rail advertising, and special event advertising. COG/TPB staff and its network members may also participate in promotions at employment sites and special events.

The overall objective of the project will be to continue to brand Commuter Connections and to meet the Mass Marketing TERM impact goals. A marketing/advertising/public relations contractor will be used to produce and execute the creative, copywriting, and earned media plan.

The marketing/advertising/public relations contractor provides expertise to develop the regional marketing campaign. The program builds upon current regional TDM marketing efforts by local, state, and regional agencies to establish a coordinated and continuous year round marketing effort for regional TDM programs. Partnerships between COG and area transit agencies have been established and are maintained to enable the promotion of incentives such as the GRH program to transit riders. COG has also partnered with local jurisdictions to promote various program services through value added media opportunities.

A Marketing Communications Plan is issued within the first quarter of the fiscal year that will outline the overall marketing strategy to be used for marketing campaign. Input on this plan will be provided by the state funding agencies and the Regional TDM Marketing Group members. A Marketing Planning Workgroup will then be formed provide input to the detailed creative development of the regional marketing campaigns.

COG/TPB staff will update and implement a public relations plan and continuously update the Extranet for posting marketing and advertising materials for review by the regional Marketing Planning Workgroup members. The Extranet also includes an interactive communications and management tool for use for and by Commuter Connections committee groups.

A regional commute alternatives newsletter, *Commuter Connections*, will be published quarterly and distributed to several thousand employers. In addition, COG/TPB staff works with the General Services Administration to produce a quarterly Employee Transportation Coordinator (ETC) newsletter insertion into the Commuter Connections newsletter, for distribution to more than 100 Federal ETC's.

COG/TPB staff will continue to maintain and update all Commuter Connections collateral materials and Web based information. The regional Resource Guide and Strategic Marketing Plan will also be updated with input from member agencies.

Cost Estimate: \$1,925,516

Consultant/Contractor Costs as Part of Estimate:

<i>(Advertising and Marketing Contractor)</i>	\$455,000
<i>(Media Buy)</i>	\$840,307
<i>(Postage/Printing)</i>	\$271,470

Products:

Extranet postings for marketing and advertising materials for review by workgroup members and all other Commuter Connections committees. *(COG/TPB staff)*

Earned media plan. *(COG/TPB staff in conjunction with consultant)*

Quarterly employer newsletter and Federal agency Employee Transportation Coordinator newsletter. *(COG/TPB staff in conjunction with consultant)*

Mass Marketing material updates and re-prints. *(COG/TPB staff in conjunction with consultant)*

Commuter Connections Web Site updates. *(COG/TPB staff in consultation with consultant as needed)*

Creative materials for regional TDM marketing campaigns. *(COG/TPB staff in conjunction with consultant)*

Bus and rail advertising development and placement. *(COG/TPB staff in conjunction with consultant)*

Special event advertising development and placement. *(COG/TPB staff in conjunction with consultant)*

Marketing Communications Plan and schedule. *(COG/TPB staff in conjunction with consultant)*

2010 Strategic Marketing Plan and Resource Guide.

(COG/TPB staff in conjunction with consultant)

1st Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document. *(COG/TPB staff in conjunction with consultant)*

2nd Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document. *(COG/TPB staff in conjunction with consultant)*

Services:

Placement of advertisements including, but not limited to: Web site advertisement through banner ads, placement of keyword search engine sponsorships, radio, print, and television, as needed. *(Consultant)*

Placement of advertisements in printed and electronic telephone directories. *(COG/TPB staff)*

Staff the Regional TDM Marketing Group. *(COG/TPB staff)*

Track the effectiveness of advertising campaigns through call volumes and internet hits. *(COG/TPB staff)*

Process media placement invoices. *(COG/TPB staff)*

Monitor and adjust the implementation of regional marketing campaigns. *(COG/TPB staff)*

Attend and participate in commuter promotional events and special events, as needed. *(COG/TPB staff)*

Management and oversight of marketing contract. *(COG/TPB staff)*

Schedule:

July 1, 2010 - June 30, 2011

Marketing Communications Plan and Schedule:
September 2010

2010 Strategic Marketing Plan and Resource Guide:
December 2010

1st Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: December 2010

2nd Half of the Fiscal Year Regional TDM Marketing Campaign Summary Document: June 2011

Oversight:

Regional TDM Marketing Group

- Provide input and feedback on marketing plan, collateral materials, and recommendations made by the Marketing Planning Work Group.
- Provide information on current regional TDM marketing efforts by local, state, and regional agencies to establish and coordinate continuous year round marketing for regional TDM.

B. BIKE TO WORK DAY

A major marketing activity is the annual Bike to Work day event. Participation in this event has grown steadily each year and includes bicyclists from all jurisdictions in the region. This event is co-sponsored by the Washington Area Bicyclists Association (WABA) and is supported by COG/TPB staff, the state funding agencies and local jurisdictions, and individual sponsoring companies and organizations. Some of the costs of the event are off-set by business and interest-group sponsors who receive publicity for their financial support.

Commuter Connections participation in Bike to Work day includes support for the planning and promotion of the event, and assistance at the various “pit stops” on the day of the event, development of promotional materials and advertising, and earned media. An “Employer Challenge” is also held which identifies the top five employers with the most registered participants in the event. A drawing is then held with the five employers to select a winner. The winning employers’ registered participants receive a free lunch event sponsored by Commuter Connections.

COG/TPB staff will continue to support and implement a regional Bike To Work Day event and promote the event to employers. This will be accomplished through media placements and marketing coordination activities with the marketing/advertising/public relations contractor.

Cost Estimate: \$104,399

Consultant/Contractor Costs as Part of Estimate:

<i>(Advertising and Marketing Contractor)</i>	<i>\$ 60,000</i>
<i>(Media Buy)</i>	<i>\$ 25,000</i>

(Postage/Printing)

\$ 3,001

- Products:** Earned media plan. *(COG/TPB staff in conjunction with consultant)*
- Creative materials for Bike To Work Day Event. *(COG/TPB staff in conjunction with consultant)*
- Regional Proclamation. *(COG/TPB staff)*
- Services:** Coordinate regional pit stops for Bike To Work Day event in May 2011. *(COG/TPB staff)*
- Design and distribute event collateral materials to employers and the general public. *(COG/TPB staff in conjunction with consultant).*
- Placement of advertisements; including, but not limited to: Web site advertisement through banner ads, placement of keyword search engine sponsorships, radio, and print, as needed. *(Consultant)*
- Solicitation of corporate sponsors. *(COG/TPB staff in conjunction with consultant).*
- Coordination of Employer Challenge. *(COG/TPB staff)*
- Process media placement invoices. *(COG/TPB staff)*
- Management and oversight of marketing contract. *(COG/TPB staff)*
- Staff regional Bike To Work Day Steering Committee. *(COG/TPB staff)*
- Schedule:** July 1, 2010 - June 30, 2011
- Oversight:** Bike To Work Day
- Provide input and feedback on marketing collateral materials, radio advertisements and event logistics.

C. EMPLOYER RECOGNITION AWARDS

COG/TPB staff will coordinate the annual Commuter Connections Employer Recognition Awards for employers showing commitment towards voluntarily implementing commute alternative programs and telecommuting at their respective worksite(s). COG/TPB staff will also explore additional public relations opportunities for the award winning agencies to be profiled or highlighted. During FY 2009, a review of the program occurred and recommended changes that were adopted were implemented during FY 2010. An Employer Recognition Awards work group will provide input to the collateral material developed for the award.

Coordination activities will include developing and distributing an awards nomination packet and soliciting nominations from employers through local jurisdictions, Chambers of Commerce and from the employers themselves. Staff will also work with the marketing contractor to review and classify the award submissions. A selection committee of objective transportation industry professionals will be recruited for the awards selection committee. The selection committee will be chaired by a member of the TPB.

The marketing contractor will work with COG/TPB staff to validate nomination entries and obtain clarification needed from nominees. The marketing contractor will facilitate the selection committee process. Once the selection committee makes its recommendations, the award winners will be notified and a short video will be produced on each winning category. An awards booklet, giveaway, and short video briefs of each of the award winners will be produced for the awards ceremony. The awards ceremony will be held towards the end of the fiscal year. Staff will coordinate all logistics for the event including, but not limited to: securing speakers, writing remarks, securing event venue, and staffing the event. Additionally, COG's Office of Public Affairs along with the marketing contractor will identify media opportunities to highlight the winners.

Cost Estimate: \$95,594

Consultant/Contractor Costs as Part of Estimate:

<i>(Advertising and Marketing Contractor)</i>	\$60,000
<i>(Media Buy)</i>	\$ 5,500
<i>(Postage/Printing/Video)</i>	\$19,325

Products: Awards nomination packet. *(COG/TPB staff in conjunction with consultant).*

Awards Booklet. *(COG/TPB staff in conjunction with consultant).*

Award Trophy's. *(COG/TPB staff)*

Giveaway Item. *(COG/TPB staff in conjunction with consultant).*

	Video Briefs. <i>(COG/TPB staff in conjunction with consultant).</i>
	Event Photos. <i>(Consultant)</i>
	Print Ad. <i>(Consultant in conjunction with COG/TPB staff)</i>
Services:	Coordinate award submissions with local jurisdictions. <i>(COG/TPB staff)</i>
	Coordinate logistics for awards selection committee. <i>(COG/TPB staff in conjunction with consultant)</i>
	Facilitate selection committee meeting <i>(Consultant)</i>
	Identify and coordinate earned media opportunities. <i>(COG/TPB staff in conjunction with consultant)</i>
	Placement of print ad. <i>(Consultant)</i>
	Process media placement invoices. <i>(COG/TPB staff)</i>
	Coordinate event logistics including recruitment of speakers, writing speaker remarks, securing event venue, and staffing the event. <i>(COG/TPB staff)</i>
	Management and oversight of marketing contract. <i>(COG/TPB staff)</i>
Schedule:	July 1, 2010 - June 30, 2011
Oversight:	Commuter Connections Subcommittee <ul style="list-style-type: none"> • Provide input and feedback on project and recommendations made by Employer Recognition Awards work group.

D. POOL REWARDS

During FY 2009 COG/TPB staff issued a report on the feasibility of conducting a carpool incentive demonstration project called 'Pool Rewards during FY 2010. The carpool incentive demonstration project was launched in FY 2010 and was evaluated. The purpose of the carpool incentive demonstration project was to recruit and retain commuters in a carpool through cash or other incentives. Similar programs are in operation in major metropolitan areas such as Los Angeles and Atlanta. Research has shown that commuters who are paid to

carpool tend to stay in a carpooling arrangement longer than those carpoolers who are not paid. Commuters who currently take transit or a vanpool to work are eligible to receive \$230 per month under the IRS Qualified Transportation Fringe benefit provisions. Carpoolers are not eligible to participate. This type of a program has been used in a limited fashion in the Washington metropolitan region during large-scale construction projects such as the Wilson Bridge where the program was named “Bridge Bucks.” The program proved to be extremely successful in convincing commuters to use an alternative form of transportation other than driving alone during the construction period.

During FY 2009, COG/TPB staff and a volunteer committee of Commuter Connections network members reviewed the top ten congested areas in the MSA with the goal of choosing corridors for implementing a carpool incentive and recommending the feasibility of implementing a demonstration program. The following final recommendations were made to the Subcommittee regarding the three corridors where the demonstration program would operate: 1) The I-495 corridor from Bethesda to Tyson’s Corner, 2) the I-495 corridor from I-295 (BW Parkway) to I-270; and 3) I-395 from Washington DC into Northern Virginia. The program guidelines and implementation plans for each of these corridors were developed by a work group in FY 2009 and were deployed as part of the pilot project. The duration of the financial incentive for the three recommended corridors was for three months for participating commuters.

An additional element of this Demonstration Program in FY 2010 was the preparation of an evaluation report which developed under the guidance of the State TDM Work Group and the TDM Evaluation Group. After measuring the benefits produced from the carpool financial incentive program, comparisons were made from the expected outcomes to the actual outcomes in terms of auto occupancy and vehicle miles of travel, vehicle trips reduced and emission impacts. Evaluation results will help to determine whether the program will continue and/or be expanded.

In FY 2011, advertising materials will be updated in the event the ‘Pool Rewards program is continued or expanded. On-line advertising will more than likely be used as a way to entice additional project participants.

Cost Estimate: \$192,210

Consultant/Incentive Costs as Part of Estimate:

<i>(Advertising and Marketing Contractor)</i>	\$ 10,000
<i>(Media Buy)</i>	\$ 20,000
<i>(‘Pool Rewards Incentive Payments)</i>	\$130,000

Products: Recommendations from “Pool Rewards Demonstration Evaluation Report on continuation and/or expansion of ‘Pool Rewards program on the three original demonstration project corridors or other congested corridors in the region. *(COG/TPB staff)*

	Marketing materials. <i>(COG/TPB staff in conjunction with consultant)</i>
Services:	Media Placements. <i>(Consultant)</i>
	Process media placement invoices. <i>(COG/TPB staff)</i>
	Management and oversight of marketing contract. <i>(COG/TPB staff)</i>
Schedule:	July 1, 2010 - June 30, 2011
Oversight:	Commuter Connections Subcommittee <ul style="list-style-type: none"> • Provide input and feedback on project recommendations for program continuation and/or expansion.

E. CAR-FREE DAY

During FY 2011, COG/TPB staff will coordinate with local jurisdictions to implement the regional Car Free Day campaign that will encourage residents to leave their cars behind or to take alternative forms of transportation such as public transit, carpools, vanpools, telework, bicycling or walking.

Car Free Day was first held in FY 2009. In FY 2010, evaluation results showed that there were over 6,200 individuals that pledged to go “car-free” for this event, a 14% increase over the previous year. In addition, there were approximately 4,400 vehicle trips reduced and 575,000 vehicle miles of travel reduced as a result of participation in this event.

This event will be held on September 22nd and is in tandem with the World Car Free Day event. A marketing campaign along with public outreach efforts will be developed to coincide with this worldwide celebrated event.

Cost Estimate:	\$92,651
<i>Consultant/Contractor Costs as Part of Estimate:</i>	
<i>(Advertising and Marketing Contractor)</i>	\$ 25,000
<i>(Media Buy)</i>	\$ 40,000
<i>(Postage/Printing)</i>	\$ 20,001

Products:	Marketing collateral. <i>(COG/TPB staff in conjunction with consultant)</i>
	Earned media plan. <i>(COG/TPB staff in conjunction with consultant)</i>

Services:	<p>Implement regional Car Free Day event on September 22, 2010 and promote event to the general public, employers and to the media. <i>(COG/TPB staff in conjunction with consultant)</i>.</p> <p>Media Placements. <i>(Consultant)</i></p> <p>Process media placement invoices. <i>(COG/TPB staff)</i></p> <p>Staff regional Car Free Day Steering Committee. <i>(COG/TPB staff)</i></p> <p>Management and oversight of marketing contract. <i>(COG/TPB staff)</i></p>
Schedule:	July 1, 2010 - June 30, 2011
Oversight:	<p>Car Free Day Steering Committee</p> <ul style="list-style-type: none"> • Provide input and feedback on marketing collateral materials, radio advertisements and event logistics.

IV. MONITORING AND EVALUATION

The Monitoring and Evaluation program will provide overall program and individual project results when appropriate for the various projects in the CCWP that will be used to track progress for the regionally adopted Transportation Emission Reduction Measures (TERMS). One project will solely focus on those activities directly related to data collection and analysis for the TERMS. Data collection and analysis for the TERMS occurs over a three year period. Results from this project will directly impact the FY 2009 – FY 2011 TERM Analysis report for Commuter Connections and the final results will be used to update the regional TERM Tracking Sheet. Cost effectiveness results are also calculated every three years. Impact and cost effectiveness results will also be used by the State TDM Work Group to make any necessary recommendations for changes to the TERMS being operated through Commuter Connections.

The second project area will include the ongoing tracking and monitoring activities for each of the CCWP program areas, including the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, and Marketing. A direct customer satisfaction survey will be performed to gauge the level of satisfaction for Guaranteed Ride Home. Monthly data collection and quarterly progress reports and an annual progress report will also be produced by COG/TPB staff.

The Monitoring and Evaluation program is a regional program and consists of the two project areas outlined below. The total annual project cost for the program tasks is \$436,490.

A. TERM DATA COLLECTION AND ANALYSIS

Data collection analysis for the Commuter Connections TERMS occurs over a three year period. The current cycle began in FY 2009 (July 1, 2008) and will conclude in FY 2011 (June 30, 2011). During FY 2009, the previous data collection cycle's TERM Analysis Report was finalized and published and the Placement Rate Study for the new data collection period was completed. In FY 2010, the Framework Methodology Document was updated and published, and data collection activities occurred for the 2010 State of the Commute Report and 2010 GRH Applicant Survey. Draft Technical reports were produced for both data collection activities.

During FY 2011, the final year in the data collection cycle, COG/TPB staff will conduct an evaluation of the regional Employer Outreach database as specified in the FY 2009 – 2011 TDM Evaluation Framework Methodology Document. An employer telework survey will be conducted to gauge the effectiveness of assistance provided to employers to start and expand a telework program. A Bike To Work Day survey of the FY 2010 program participants will be conducted and the 2010 State of the Commute Survey Technical Report will be finalized and a general public report will be prepared for printing. The 2010 Guaranteed Ride Home Applicant Survey Report will be finalized. A draft FY 2011 TERM Analysis report will also be prepared.

Various presentations on the survey projects will be prepared and given to the Commuter Connections TDM Evaluation Group, the Commuter Connections Subcommittee, the TPB Technical Committee, and the TPB, if warranted. The evaluation contractor will also be fulfilling data requests that are received or needed by COG/TPB staff during the course of the fiscal year.

COG/TPB staff will also provide day to day management and monitoring of evaluation contract services and will report results through monthly data collection activities and quarterly progress reports and an annual progress report.

During FY 2011, data collection activities from local sales territories will continue as will the review of employer database records and the classification of employer records into levels of participation. Quarterly level of effort verification statements will be produced by COG/TPB staff.

Cost Estimate:	\$267,462
<i>Consultant Costs as Part of Estimate:</i>	
<i>(TDM Evaluation Project Consultant)</i>	\$ 85,000

Products:	2010 State of the Commute Final Technical Report and preparation of general public report for printing. <i>(COG/TPB staff in conjunction with consultant)</i> .
	Final 2010 GRH Applicant Survey Report. <i>(COG/TPB staff</i>

in conjunction with consultant).

Regional evaluation of Employer Outreach database for FY 2009 – FY 2011 TERM Analysis Report. *(COG/TPB staff in conjunction with consultant).*

FY 2010 Bike To Work Day participant data collection and Report. *(COG/TPB staff in conjunction with consultant).*

Employer Telework Survey data collection. *(COG/TPB staff in conjunction with consultant).*

Quarterly level of effort Employer Outreach TERM verification statements. *(COG/TPB Staff)*

Services:

Fulfillment of data requests. *(COG TPB Staff)*

Data documentation from monthly activity reports from ten local sales territories. *(COG TPB Staff)*

Management and oversight of TDM Evaluation contract. *(COG/TPB staff)*

Schedule:

July 1, 2010 - June 30, 2011

2010 State of the Commute Survey Final Technical Report: November 2010

2010 GRH Applicant Final Survey Report: November 2010

2010 Bike To Work Day Participant Survey Report: January 2011

Employer Outreach Database Analysis: April 2011

Employer Telework Data Collection: April 2011

2007 State of the Commute Survey General Public Report: Preparation for Printing - June 2011

2011 Draft TERM Analysis Report: June 2011

Oversight:

TDM Evaluation Group

- Provide input and feedback on data collection activities, survey methodology, and draft reports.

B. PROGRAM MONITORING AND TRACKING ACTIVITIES

COG/TPB staff will collect monthly program statistics, produce quarterly progress reports, monthly Executive Summary reports, and produce a FY 2010 annual summary of program statistics of the number and type of commuter traveler requests filled by COG and other client member program sites. Staff will collect and analyze data from the monthly customer satisfaction survey for GRH program users, and produce a customer satisfaction survey report based on the findings. Survey results will be used to change program guidelines and/or policies as needed.

COG/TPB staff will assist local Employer Outreach sales representatives to conduct employer site surveys. A contractor will be used to provide technical assistance for the electronic surveying process and analysis of results, and data entry assistance for those employers using a paper copy of the survey. Survey tabulation and reporting will be provided by COG/TPB staff. Results from the employer database tabulated surveys are used to estimate the participation rates and impacts for employer-based TDM programs reported from the local sales jurisdictions. COG/TPB staff will also maintain and update the archived Employer Commute Survey database.

COG/TPB staff will also monitor monthly progress for local Employer Outreach sales jurisdictions based on their approved Scopes of Work and contract project goals. Quarterly progress reports and level of effort tracking sheets listing results of each local sales jurisdiction will be prepared. An annual detailed snapshot of overall progress will be provided to appropriate state funding agencies for their respective jurisdictions.

COG/TPB staff will oversee a regional monitoring and evaluation program for Employer Outreach which includes data collection activities from local employer outreach sales territories. Local jurisdiction contract performance monitoring for Employer Outreach goals will also be a part of this activity.

Results from local employer telework sales calls and outreach services will be documented in terms of level of effort and progress and shown in quarterly progress reports. Quarterly documentation will also be provided on level of participation and effectiveness and results from sales and outreach activities for employer-based telework programs. Overall monitoring and evaluating employer-based telework programs throughout the region will continue.

Staff will also evaluate effectiveness of advertising campaigns through call volumes, internet hits, and the annual placement rate study. Marketing campaigns will be monitored through lead analysis and detailed campaign summary results. An event summary report will also be produced for the FY 2010 regional Bike To Work Day event.

Monthly program statistics will be collected and quarterly progress reports will be provided for all program areas in the FY 2011 CCWP and an annual progress report for

FY 2010 will be produced.

Cost Estimate:	\$169,028
Consultant Costs as Part of Estimate: (Employer Survey Project Consultant)	\$ 15,000

Products: Collect monthly program data and produce quarterly progress reports and monthly Executive Summary reports for the Commuter Operations Center, Guaranteed Ride Home, Employer Outreach, Telework, Marketing, and Evaluation programs. (COG/TPB staff)

Produce FY 2010 annual progress report. (COG/TPB staff)

Collect and analyze data from monthly GRH customer satisfaction survey for FY 2010 program users, and produce a report showing results. (COG/TPB staff)

Quarterly Employer Outreach verification report. (COG/TPB staff)

Marketing lead analysis and campaign summary report. (COG/TPB staff)

Survey reports to Employer Outreach representatives from Employer Commute Survey results. (COG/TPB staff)

Services: Updating and Maintaining Employer Commute Survey archived database. (COG/TPB staff).

Management and oversight of Employer Survey contract. (COG/TPB staff)

Schedule: July 1, 2010 - June 30, 2011

FY 2010 4th Quarterly Progress Report: July 2010

FY 2010 Marketing Campaign Lead Analysis and Results: September 2010

FY 2010 Annual Progress Report: September 2010

FY 2011 1st Quarter Progress Report: October 2010

FY 2011 2nd Quarter Progress Report: January 2011

FY 2011 3rd Quarter Progress Report: April 2011

FY 2011 Marketing Campaign Lead Analysis and Results: March 2011

Oversight:

Commuter Connections Subcommittee

- Provide input and feedback on data collection activities for GRH customer satisfaction survey, monthly, quarterly, and annual progress reports.

Regional TDM Marketing Group

- Provide input and feedback on campaign lead analysis reports.

Employer Outreach Committee

- Provide input and feedback on quarterly employer outreach verification reports and Employer commute survey process, reports and survey result archives.

V. EMPLOYER OUTREACH

The Employer Outreach program provides and supports outreach efforts in ten jurisdictions located in the region's MSA. This program contains regional and jurisdictional components. COG's Commuter Connections staff provides overall administration and arranges for sales training and support for the jurisdictional components of the program and technical training on the regional sales contact management database. The local jurisdictions provide outreach to employers and work with employers to develop and implement new, or expand existing employer-based alternative commute programs.

The following local jurisdictions provide employer outreach services:

District of Columbia
Frederick County
Montgomery County
Tri-County Council for Southern Maryland
Prince George's County
City of Alexandria
Arlington County
Fairfax County

Loudoun County
Prince William County

Most employers who promote commute alternatives do so for practical reasons associated with the operation of their businesses. But the community as a whole benefits from commute alternatives programs, which improve air quality, reduce traffic congestion, and support economic development. For this reason, many local governments in the region continue to offer programs that encourage commute options at the employment site. These programs range from marketing efforts and incentive programs conducted through ridesharing programs to “adequate public facilities ordinances” that have trip reduction requirements for affected employers. Additionally, the Commonwealth of Virginia administers pass-thru dollars to the local jurisdictions to implement the Employer Outreach TERM. Results from these activities are reported and analyzed under the regional Monitoring and Evaluation program.

The Commuter Connections program’s ongoing goal has been to weave existing local employer and government programs into a coherent, voluntary regional network, and to promote ways in which worksite commute alternatives programs may grow, without imposing burdensome mandates upon employers.

Regional Components of the Employer Outreach Program include:

- 1) Maintaining and updating a web-based regional employer/employee sales contact database to facilitate local efforts and avoid duplication.
- 2) Coordination with WMATA’s SmartBenefits program sales staff, and/or their assigned consultant(s).
- 3) Review of individual local sales contact databases on a continuing basis to ensure quality control.
- 4) Providing bicycling information to area employers to help and support bicycling to work by their employees.
- 5) Coordinating technical training for the regional sales database on an as needed basis.
- 6) Supporting the Employer Outreach Committee of the Commuter Connections Subcommittee which provides guidance to the program.

The regional components of the program are listed in the three project tasks below. The total annual cost for the regional components of the Employer Outreach program is \$74,102.

Jurisdictional Components of the Employer Outreach Program include:

- 1) Contacting individual employers in each locality, (carried out by the local sales and service representatives) through the regional contact sales database which Commuter Connections maintains and updates.
- 2) Accomplishing local program goals in DC and Maryland jurisdictions via staff,

contractors, TMA's, or other entities. A scope of work is submitted to COG to expedite an annual program contract for each locality, and funding is allocated to localities based upon guidance to COG from the state funding agencies.

- 3) Providing coordinated marketing materials for the program including; but not limited to, customized sales portfolio's, employer case studies, Live Near Your Work, Alternative Work Schedule, Climate Change Carbon Footprint, and Emergency Commute Preparedness information.
- 4) Providing information on voluntary commuting actions that can be taken by employers and the general public to reduce mobile source emissions, particularly on Air Quality Action days, through the Clean Air Partners program.
- 5) Offering sales support and training for the sales and service representatives in each of the participating jurisdictions.
- 6) COG/TPB support for overseeing pass-thru funding to local sales jurisdictions for the implementation of voluntary transportation demand management strategies at private sector employment sites.
- 7) COG/TPB staff support for updating and printing customized sales materials and employer case studies both in hard copy and for inclusion on the Commuter Connections Web site.

The jurisdictional components of the program are outlined in the project task below. The total annual costs for the jurisdictional components of the Employer Outreach program are \$619,790.

Regional Component Project Tasks

A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING

During FY 2011, COG/TPB staff will continue to maintain and update the hardware and software for the computerized regional employer outreach database and monitor the regional web-based database installed during FY 2007. In addition, COG/TPB staff will coordinate training and provide technical assistance to local sales jurisdictions upon request.

Cost Estimate: \$55,760

Services: Management and monitoring of Employer Outreach regional database and provision of sales representative database training as needed.
(COG/TPB staff)

Maintenance and update of regional contact management database. (CGO/TPB staff)

Schedule: July 1, 2010 - June 30, 2011

Oversight: Employer Outreach Committee

- Provide input and feedback on technical issues regarding the regional Employer Outreach database/

B. EMPLOYER OUTREACH FOR BICYCLING

The Employer Outreach for Bicycling program provides information to area employers to help support and encourage bicycling to work by their employees. This information is included in the Employer Outreach materials provided to employers under the Employer Outreach Program.

Specific activities under the Employer Outreach for Bicycling Program include the update of a guide on biking to work ("Biking to Work in the Washington Area: A Guide for Employers and Employees), and incorporation of WABA bike mentors into the ridematching database. (WABA's Web site now provides users with 24-hour matching to WABA bike mentors, automating a service that previously consumed considerable staff time, and which was available only during office hours).

COG/TPB staff also provides support and facilitation for other bike-to-work outreach activities including lunch time seminars, association meetings and strategic mailings.

Cost Estimate: \$15,000

Printing/Postage as Part of Estimate \$4,313

Products: Regional Bicycling to Work Guide updates.
(COG/TPB staff)

Services: Employer assistance and seminars. (COG/TPB staff)

Schedule: July 1, 2010 - June 30, 2011

Oversight: Employer Outreach Committee

- Provide input and feedback on bicycling issues or outreach activities at employment sites.

Jurisdictional Component Project Tasks

A. DC AND MARYLAND LOCAL AGENCY FUNDING AND SUPPORT

Local jurisdictions work with employers to develop and implement new, or expand existing employer-based commuter benefit programs such as transit and vanpool benefits, preferential parking for carpools and vanpools, carpool and vanpool formation, and telework and flexible work schedules. Results from these efforts are recorded in the regional employer database.

Cost Estimate: Pass-thru to Local Jurisdictions: \$559,080

Total Project Budget: \$559,080

Services: New or expanded employer-based TDM programs in DC and Maryland.

Schedule: July 1, 2010 - June 30, 2011

B. DC MARYLAND, AND VIRGINIA PROGRAM ADMINISTRATION

This project task includes the management and monitoring of pass-thru funding by COG/TPB staff to local sales jurisdictions in DC and Maryland for contract compliance. It also includes support to DC and Maryland jurisdictions, consultants, or TMA staff in implementing voluntary transportation demand management strategies at private and/or non-profit sector employment sites. This task involves the review and approval of an annual Scope of Work by COG/TPB staff for each of the DC and Maryland sales jurisdictions and day to day contract management. This task also includes COG/TPB staff support for updating and printing Employer specific marketing materials in DC and Maryland.

Cost Estimate: 60,710

Products: Electronic and printed updates of customized sales materials, employer specific marketing materials (General Commuter Connections brochure, Alternative Work Schedules brochure, Emergency Commute Preparedness brochure, Climate Change brochure), and case studies for DC and Maryland. *(COG/TPB staff)*

Services: Oversight to local sales jurisdictions in DC and Maryland to implement voluntary transportation demand management strategies at private sector employment sites. *(COG/TPB staff)*

Bi-annual sales support conference calls to DC and

Maryland jurisdictions. Employer site visits by COG/TPB staff as requested or needed by DC and Maryland jurisdictions. (COG/TPB staff)

Staff the Employer Outreach Committee for DC, Maryland, and Virginia Employer Outreach representatives. (COG/TPB staff)

Schedule: July 1, 2010 - June 30, 2011

VI. MARYLAND TELEWORK

The Telework program provides information, training, and assistance to Employer Outreach jurisdictional representatives, individuals and businesses to further telework programs in Maryland. Activities include development of case studies, and provision of consultant assistance and training for Maryland Employer Outreach jurisdictional representatives.

Jurisdictional Components of Telework:

- 1) Educating employers and their employees in Maryland on the benefits of teleworking through telemarketing and sales outreach activities.
- 2) Monitoring local, state and federal telecommuting and telework initiatives in Maryland.
- 3) Exchanging information with other telework and telecommuting programs around the nation and the world to ensure that the most effective new concepts and approaches are fully known and utilized in the Washington metropolitan region.
- 4) Assisting local Employer Outreach representatives in Maryland to develop formal Telework policies, and to initiate or expand telework programs.
- 5) Providing information on available Telework Centers in Maryland.

This program's jurisdictional component is outlined below and the total annual cost is \$81,063.

A. GENERAL ASSISTANCE AND INFORMATION

During FY 2011, COG/TPB staff will continue to provide information on teleworking to the general public, local agencies, and employers from Maryland contacting Commuter Connections through its 800-745-RIDE toll free number and through the Commuter Connections Web site. Interested employers will be referred to local Employer Outreach sales representatives. COG/TPB staff will also provide two half-day or all-day training sessions to the Employer Services representatives from Maryland to strengthen sales skills relating to selling telework to employers. Employer Telework Case studies

will also be updated.

Direct work with employers will be undertaken by local Employer Outreach jurisdiction staff in Maryland. The local Employer Outreach sales representatives will receive and review employer leads received at Commuter Connections and elect whether or not to use the on-call consultant. The local employer outreach sales representatives will submit requests to COG/TPB staff to use the on-call consultant. The on-call consultant can be used to assist employers in all aspects of starting or expanding telework programs, specific on-site training assistance, participating in seminars or workshops, or providing information on IT solutions. Local employer outreach sales representatives will document follow-up activities in conducting employer site visits and follow-up visits, developing or updating formal Telework policies, or starting or expanding a telework program. Documentation of these activities will be recorded in the regional Employer Outreach database.

Cost Estimate: \$81,063

Consultant Costs as Part of Estimate:

(On-Call Telework Consultant) \$15,000

Products:

Two half-day telework sales training sessions.
(COG/TPB staff in conjunction with consultant).

Update employer Telework case studies. *(COG/TPB staff in conjunction with consultant).*

Services:

Provide as requested, general telework information to the general public, local agencies, and employers in Maryland. *(COG/TPB staff)*

Pass employer sales outreach activity leads to appropriate local sales representatives and requests from local representatives for assistance to on-call consultant to work with employers in Maryland to establish new or expand existing telework programs. *(COG/TPB staff)*

Monitor project progress for both employer services representatives and on-call consultant contract. *(COG/TPB staff)*

Schedule:

July 1, 2010 - June 30, 2011