

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Commuter Operations Center 6141</b>
<b>Month:</b>	December 2004 FY05
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	January 28, 2005

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### Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Harford County – County rideshare staff reported a problem looking up commuter records. The problem was caused by a corrupt CCRS program file which could have been the result of an improper shut down of the program. COG staff provided a replacement file via e-mail and the problem was fixed.

Loudoun County – County rideshare staff reported an error message “agent list bad command. Press any key to continue”. The message seemed unrelated to the CCRS software and COG staff suggested reporting the error to the county’s IT staff.

Montgomery County – COG staff made site visits on December 2<sup>nd</sup> and 6<sup>th</sup> to install the ArcView program on the three new rideshare computers. There were some initial problems with user permission to complete the installation and testing, but county’s IT staff resolved these problems. The county’s IT staff had also copied the CCRS data and program folders to the new computers so a complete installation was not necessary, just ArcView. There was a problem on the Silver Spring computer that was caused when one of the matchletter files was copied to the incorrect location on the new computer.

RADCO – Rideshare staff reported that RADCO’s rideshare computer’s hard drive crashed and had to be replaced. COG will go to RADCO to install the CCRS software when a new hard drive is installed and the computer has Internet access.

Rappahannock-Rapidan Regional Commission – RRRC’s rideshare staff reported that they have been unable to upload and download since a new network server at RRRC had been installed. The problem appears to be related to the new server and RRRC’s IT staff will fix the connection problem.

COG staff participated in NASA's transportation information fair at the Prince George's County location on December 1<sup>st</sup>. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at this event.

The TDM Evaluation Group met on December 13<sup>th</sup> and discussed the following items: The "mini-household survey" to be conducted starting in January 2005; an update of the FY05 Placement Rate survey results; status of the 2004 State of the Commute survey report; and, the data collection activities for the upcoming TERM analysis report. The December 14<sup>th</sup> Commuter Operations Center Subcommittee meeting was cancelled due to a lack of agenda items.

COG staff participated in the Association for Commuter Transportation Chesapeake Chapter's annual awards luncheon and chapter meeting on December 3<sup>rd</sup>.

### **Products**

- November monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of December 13<sup>th</sup>, and 27<sup>th</sup>.

### **Problems Encountered**

None.

### **Future Activities**

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail first quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for January 18, 2005.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for March 15, 2005.
- Finalize the 2004 State of the Commute Survey Technical Report and general report.
- Printing and distribution of Commuter Connections fall newsletter and online posting.
- Develop new ridematching/GRH Web-based system.
- Complete and distribute the FY05 Placement Rate Survey report.



<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
Month of DECEMBER 2004

Commuter Connections Activity	This Month	Last Month	Since July 2004
<b>Total applicants/info provided:</b>	1,230	1,364	9,298
Rideshare applicants	1,171	1,313	8,571
Matchlists sent	1,276	1,331	9,214
Transit applicants/info sent	43	37	317
GRH applicants	749	846	5,144
Bike to work info requests	17	17	152
Telework info requests	0	3	4
<b>Kiosk users</b>	3,646	4,172	22,129
Kiosk applicants	76	29	109
<b>Internet users</b>	5,671	6,315	37,365
Internet applicants	1,176	1,048	8,098
<b>New employer clients</b>	35	48	369
Employee applicants	0	8	94

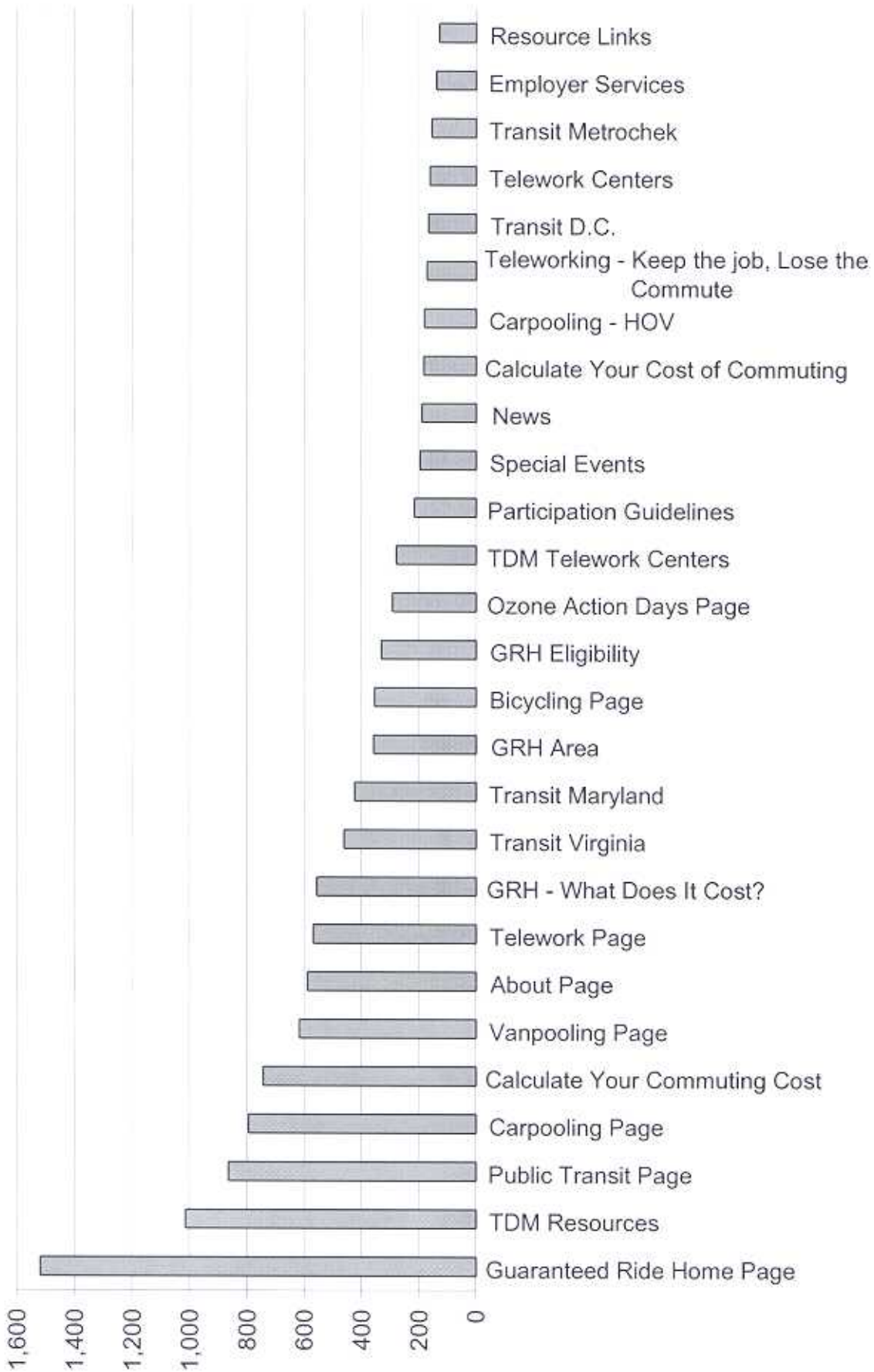
Program Impact Performance Measure	This Month	Last Month	Since July 2004
<b>Continued placements</b>	344	382	2,603
<b>Temporary/one-time placements</b>	218	241	1,646
<b>Daily vehicle trips reduced</b>	205	227	1,550
<b>Daily VMT reduced</b>	7,006	7,769	52,960
<b>Daily tons NOx reduced</b>	0.0099	0.0110	0.0750
<b>Daily tons VOC reduced</b>	0.0047	0.0052	0.0353
<b>Daily gallons of gas saved</b>	324	360	2,452
<b>Daily commuter costs saved</b>	\$1,349	\$1,496	\$10,195

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

Commuter Connections Website Activity -- December 2004

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOCG Home Page	6,903	
Total Accesses of Commuter Connections Home Page	5,819	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,519	13.03%
TDM Resources	1,014	8.70%
Public Transit Page	864	7.41%
Carpooling Page	794	6.81%
Calculate Your Commuting Cost	744	6.38%
Vanpooling Page	616	5.28%
About Page	589	5.05%
Telework Page	568	4.87%
GRH - What Does It Cost?	556	4.77%
Transit Virginia	461	3.95%
Transit Maryland	424	3.64%
GRH Area	358	3.07%
Bicycling Page	355	3.04%
GRH Eligibility	331	2.84%
Ozone Action Days Page	293	2.51%
TDM Telework Centers	280	2.40%
Participation Guidelines	217	1.86%
Special Events	197	1.69%
News	190	1.63%
Calculate Your Cost of Commuting	183	1.57%
Carpooling - HOV	182	1.56%
Teleworking - Keep the job, Lose the Commute	172	1.48%
Transit D.C.	167	1.43%
Telework Centers	162	1.39%
Transit Metrochek	156	1.34%
Employer Services	139	1.19%
Resource Links	129	1.11%
<b>Total</b>	<b>11,660</b>	<b>100.00%</b>

Commuter Connections Website Activity -- December 2004



# COMMUTER OPERATIONS CENTER

## PERFORMANCE DATA

DECEMBER 2004



TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS





TABLE 2A

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
DECEMBER 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	12	0	37	49
ARLINGTON (COG)	0	0	2	2
ARTMA	35	0	118	153
BALTIMORE CITY	6	0	4	10
BMC	0	1	28	29
COG - MD	172	0	222	394
COG - VA	188	5	243	436
COG - Other	17	0	17	34
DISTRICT OF COLUMBIA	13	0	13	26
DOD	0	0	0	0
FAIRFAX COUNTY	225	4	319	548
FREDERICK	2	0	64	66
HARFORD	1	0	4	5
HOWARD	13	0	50	63
LINK	0	0	8	8
LOUDOUN	34	1	72	107
MTA	0	0	0	0
MONTGOMERY COUNTY	108	43	442	593
Bethesda Transportation Solutions	0	3	126	129
Countywide	58	3	61	122
Friendship Heights/Rockville	37	3	0	40
North Bethesda TMD	3	34	208	245
Silver Spring	10	0	47	57
NIH	2	0	8	10
NORTHERN NECK	0	0	0	0
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	0	0	80	80
PRTC	130	0	400	530
RADCO	72	0	535	607
RAPPAHANNOCK-RAPIDAN	17	2	44	63
TRI - COUNTY	18	50	19	87
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,065</b>	<b>106</b>	<b>2,729</b>	<b>3,900</b>
<b>TOTAL NEW &amp; RE-APPLICANTS</b>		<b>1,171</b>		

# COMMUTER CONNECTIONS CCRS

## Applications Processed

### FY1996 - FY2004

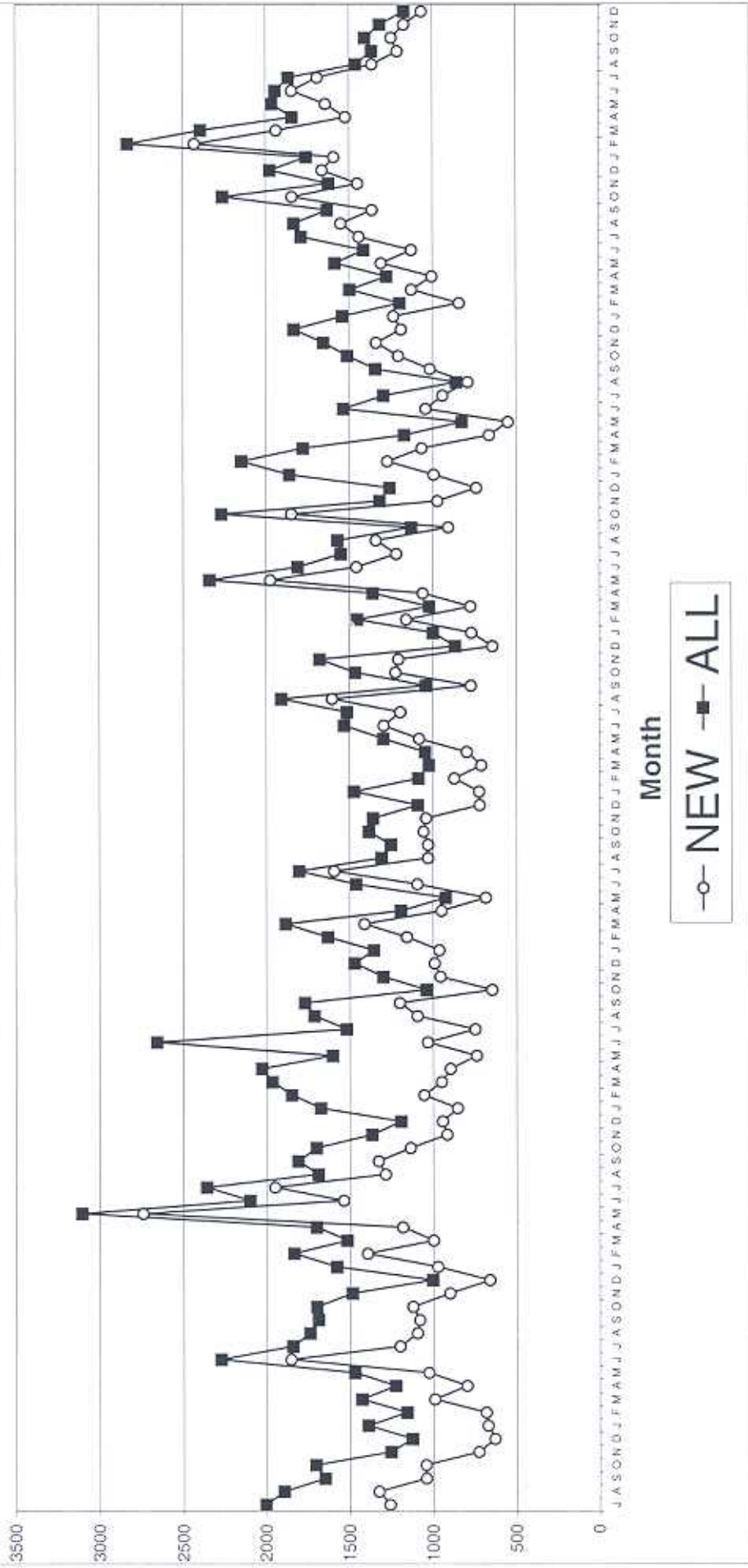




TABLE 2B

APPLICATIONS RECEIVED THROUGH THE COMMUTER  
 CONNECTIONS WEBSITE SORTED BY HOME JURISDICTION  
 DECEMBER 2004

	HOME
ALEXANDRIA	13
ANNE ARUNDEL COUNTY	43
ARLINGTON COUNTY	15
BALTIMORE CITY	9
BALTIMORE COUNTY	7
CALVERT COUNTY	31
CARROLL COUNTY	4
CECIL COUNTY	0
CHARLES COUNTY	43
CLARKE COUNTY	0
CULPEPER COUNTY	7
DISTRICT OF COLUMBIA	17
FAIRFAX COUNTY *	201
FAUQUIER COUNTY	14
FREDERICK COUNTY, MD	62
FREDERICK COUNTY, VA	0
FREDERICKSBURG	25
HARFORD COUNTY	6
HOWARD COUNTY	30
KING GEORGE COUNTY	2
LANCASTER COUNTY	0
LOUDOUN COUNTY	67
MADISON COUNTY	0
MONTGOMERY COUNTY	77
ORANGE COUNTY	6
PAGE COUNTY	0
PRINCE GEORGE'S COUNTY	86
PRINCE WILLIAM COUNTY **	253
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	3
SHENANDOAH COUNTY	0
SPOTSYLVANIA COUNTY	66
STAFFORD COUNTY	135
ST. MARY'S COUNTY	7
WARREN COUNTY	4
WESTMORELAND COUNTY	1
WINCHESTER	3
OTHERS	53
<b>TOTAL</b>	<b>1,290</b>

\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS  
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
 DECEMBER 2004

ALEXANDRIA	184
ARLINGTON (COG)	11
ARTMA	605
BALTIMORE CITY	43
BMC	227
COG	6,216
DISTRICT OF COLUMBIA	23
DOD	0
DOE	1
FAIRFAX COUNTY	1,960
FREDERICK	237
HARFORD COUNTY	127
HOWARD COUNTY	200
LINK/RESTON	51
LOUDOUN COUNTY	766
MONTGOMERY COUNTY	7,266
Bethesda Transportation Solutions	1,853
Countywide	1,451
Friendship Heights/Rockville	784
North Bethesda Transportation Ctr	2,403
Silver Spring	775
MTA	9
NIH	106
NORTHERN NECK	48
NORTHERN SHENANDOAH VALLEY	9
PRINCE GEORGE'S COUNTY	647
PRTC	1,412
RADCO	3,134
RAPPAHANNOCK-RAPIDAN	193
TRI - COUNTY	799
OTHER	

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TOTAL	24,274
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# COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

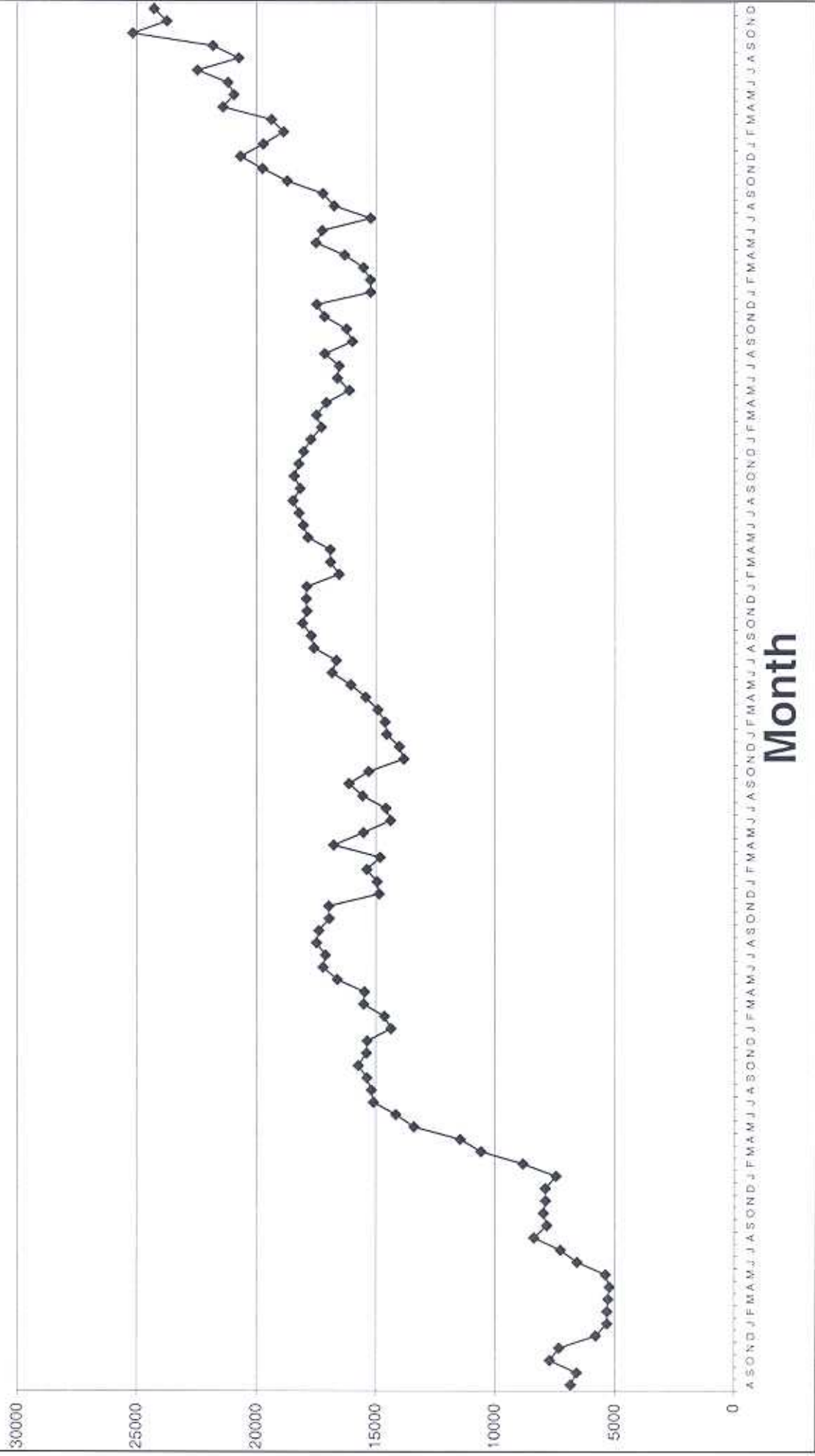




TABLE 4A

COMMUTER CONNECTIONS RIDESHARE DATABASE  
 SORTED BY HOME AND WORK JURISDICTIONS  
 DECEMBER 2004

	HOME	WORK
ALEXANDRIA	311	681
ANNE ARUNDEL COUNTY	851	127
ARLINGTON COUNTY	288	3,285
BALTIMORE CITY	13	157
BALTIMORE COUNTY	350	110
CALVERT COUNTY	312	1
CARROLL COUNTY	11	0
CECIL COUNTY	8	2
CHARLES COUNTY	683	58
CLARKE COUNTY	19	1
CULPEPER COUNTY	90	0
DISTRICT OF COLUMBIA	746	8,887
FAIRFAX COUNTY *	2,560	1,186
FAUQUIER COUNTY	240	5
FREDERICK COUNTY, MD	982	71
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	241	7
HARFORD COUNTY	150	98
HOWARD COUNTY	765	87
KING GEORGE COUNTY	67	24
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	922	218
MADISON COUNTY	0	0
MONTGOMERY COUNTY	4,558	7,583
ORANGE COUNTY	85	1
PAGE COUNTY	6	0
PRINCE GEORGE'S COUNTY	2,321	460
PRINCE WILLIAM COUNTY **	2,896	121
RAPPAHANNOCK COUNTY	14	0
RICHMOND COUNTY	14	36
SHENANDOAH COUNTY	21	0
SPOTSYLVANIA COUNTY	1,385	6
STAFFORD COUNTY	1,936	11
ST. MARY'S COUNTY	130	39
WARREN COUNTY	89	0
WESTMORELAND COUNTY	35	1
WINCHESTER	57	0
OTHERS	1,118	1,011
<b>TOTAL</b>	<b>24,274</b>	<b>24,274</b>

\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manassas and Manassas Park.

**TABLE 5**  
**ERM/COMMUTE INFORMATION**  
**DECEMBER 2004**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	197	N/A	N/A	N/A	45	N/A	
Internet	N/A	527	N/A	N/A	N/A	649	N/A	
Kiosks	N/A	25	N/A	N/A	N/A	51	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A	1	N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
<b>TOTAL</b>	N/A	749	N/A	N/A	17	746	N/A	
<b>PHONE CALLS</b>								<b>TOTAL</b>
Brochure/Promo Materials		2	1	5		6	2	16
Bus/Train Schedule		5		3			1	9
Bus/Train Sign								0
Direct Mail		3				2		5
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office								0
Highway Sign				14		10		24
Information (411)							1	1
Internet		10	1	7		20		38
Library								0
Mobile Billboard								0
Newsletter							1	1
Newspaper						1		1
Newspaper (Local)								0
Other Ridesharing Org								0
Park-and-Ride Lot Sign								0
Post Card (COG)		2				1	1	4
Presentation								0
Radio		3		2		15	1	21
Real Estate/WelcomeWagon								0
Referral from Transit Org						1		1
Theatre Slide								0
TV								0
Van Sign						1		1
Was/Is Applicant		217				30		247
White Pages								0
Word of Mouth		9		9		34	1	53
Yellow Pages - Verizon				1		7		8
Yellow Pages - Yellow Book								0
Yellow Pages - Local								0
Voice Mail Messages		30				24	6	60
Other				2		3		5
<b>TOTAL CALLS</b>	0	281	2	43	0	155	14	495

\*Requests for Bicycling information from applications received from all sources







**TABLE 6B  
APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
DECEMBER 2004**

	C O G	A L X	A R M A	B A L T	B E T H	B M C	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	S S	T A P	T R I	T O T A L	
How they heard...																											
Brochure/Promo Matrix	53										1									1							55
Bus/Train Schedule	34																		1								35
Bus/Train Sign	26																										26
Direct Mail	11											1															12
Employer	51								1																		52
Employer Survey																											0
Fair/On Site Event	4		2																								47
Government Office	26								2	1													5				29
GRH Program								208	39			26	39							32	84	13					461
Highway Sign	5																				5	1					12
Information (411)	1																										1
Internet	58		1								1	8	8							22	27	9					134
Library			27																								27
Mobile Billboard	7																										7
Newsletter	1																										1
Newspaper																											7
Newspaper (Local)	4																										4
Other Ridesharing Org	5		5						1	1	3									8		2					25
Park-and-Ride Sign																											0
Post Card (COG)	3																										3
Presentation	2														12												14
Radio	80																				1	1					82
Real Estate/WelcomeW																											0
Referral from Transit Org									4																		4
Theatre Slide																											0
TV	11								2																		13
Van Sign	2																										2
Was/Is Applicant	16								1		5			1						244		2					269
White Pages																											0
Word of Mouth	83								1					2						9	25	1					121
Yellow Pgs-Verizon	1																										1
Yellow Pgs-Yellow Bk	1																										1
Yellow Pages-Local										1																	2
Voice Mail Messages																											0
Other	36							5				5	3														92
<b>Total</b>	<b>521</b>	<b>0</b>	<b>35</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>225</b>	<b>42</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>40</b>	<b>101</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>316</b>	<b>151</b>	<b>29</b>	<b>6</b>	<b>37</b>	<b>0</b>	<b>1539</b>	

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Metropolitan Washington Telework Resource Center 6142  
**Month:** December 2004 FY05  
**Staff Contact:** Danette Campbell  
**Edited By:** Nicholas Ramfos  
**Today's Date:** January 28, 2005

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### Background Activities

Major activities in December included:

- Meeting with Discovery Communications to discuss participation in Expanded Telework initiative
- Internal meeting to discuss status of the Telework Partnership with Employers Program, Telework Virginia, and the Telework Resource Center
- Participating in ACT Telework Council conference call
- Coordinating and participating in meeting with Telecommuting Advantage Group at COG
- Attending WorkLife Alliance Annual Awards luncheon
- Meeting with Consumer Data Industry to provide information about expanding their telework program
- Meeting with Calvert Jones

### Telework Resource Center:

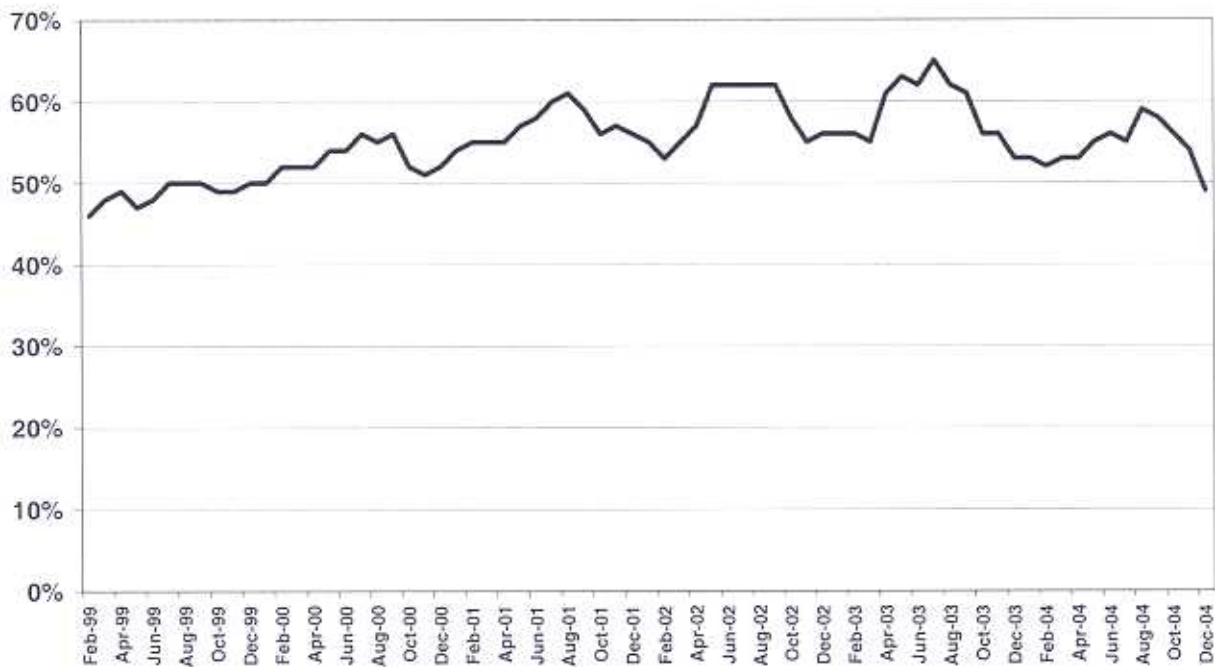
- December 2 Meeting with Consumer Data Industry
- December 2 Meeting with Applied Ordnance Technology
- December 3 WorkLife Alliance Annual Awards Luncheon
- December 3 Meeting with Calvert Jones
- December 3 IRE Holiday Event at COG
- December 7 TDM Marketing Meeting at COG
- December 8 ACT Telework Council Conference Call
- December 10 Meeting with Chief, Alternative Commute Programs
- December 10 Meeting with Telecommuting Advantage Group at COG

### Products

- Placed or responded to 47 calls regarding the Telework Resource Center
- Mailed 7 Telework Resource Center kits to ACT! contacts
- Telework Center utilization at 49%
  - Total combined users: 552

- Space for additional: 585
- Utilization percentage: 49%
- Federal users 362 (84%)
- Non-Federal 71 (16%)

### Center Utilization Percentage



- Telework Resource Center, Telework Partnership with Employers, and Telework Virginia monthly reports for November 2004
- Finalized 2005 Employer Workshops Brochure

#### Problems Encountered

Cancellation of January 2005 Telecommuting Ad Hoc Meeting due to the lack of agenda items. The next meeting of the Telecommuting Ad-Hoc Group is scheduled for April 6, 2005.

#### Future Activities

- Telework Coordinators Meeting at OPM
- Bi-monthly update meetings with Chief, Alternative Commute Programs, Commuter Connections
- Meeting with Telecommuting Advantage Group
- Commuter Connections Subcommittee Meeting
- Meeting with Institute for Educational Leadership
- Employer Workshops brochure review, printing, and distribution



- Employer Workshops Webpage design and review for Commuter Connections site

## **Expanded Telework TERM activities:**

### **Background Activities**

The Telecommuting Advantage Group has added a “Management Orientation” session that expands on their existing management trainings. The material comes from TAG’s three-day management training and focuses on the skill-sets managers need in environments where employees are teleworking, working remotely, or working at other sites. This is being used to raise awareness among managers and is proving to be effective in alleviating management concerns about implementing telework.

Sessions were conducted with DEA, DOJ, Verizon, MITRE, Booz Allen Hamilton, and ITC. Upcoming sessions are scheduled with DOJ, (two additional departments), Booz-Allen-Hamilton, Arnold Porter, Marriott International, Discovery Communications, and City of Alexandria.

### **Employers Contacted**

In December, TAG advised new organizations that they must begin their involvement in the Expanded-TERM program by the end of January 2005 to receive free training, consulting, and tools. The communication went out during the third week in December.

Organizations that TAG began discussions with, and continues to pursue, include Coca-Cola, Chevy Chase Banks, National Forest Service, Sanitors Services, EEOC, Gannett Broadcasting Co., Digital Net Holdings, DOT, Dimensions Health, AOL, Northrop Grumman, the National Labor Relations, the Department of Energy, Arlington County, Exxon/Mobil, INOVA hospitals, the USDA, Washington Gas, and the Department of Labor.

### **On Site Meetings**

- On-site meetings were held at:

HUD,	MITRE,
Booz-Allen	DOJ/DEA
ITC	KPMG
Verizon Wireless	City of Alexandria
Discovery Communications	Marriott International

### **Products**

The new management orientation was the only new training product “developed” in December. TAG is also using a Job Suitability Assessment with several organizations, and making it

available on-line for all participating organizations to utilize.

### **Future Activities**

TAG will finalize outreach and recruiting in January 2005. TAG' training will include management orientation, job suitability and technical assessments, and two-day Telework Coordinator trainings.

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Integrated Ridesharing 6143</b>
<b>Month:</b>	<b>November 2004</b> <b>FY05</b>
<b>Staff Contact:</b>	Owais Rafique
<b>Edited By:</b>	Nicholas Ramfos
<b>Today's Date:</b>	January 28, 2005

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### Background Activities

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

Staff worked on the InfoExpress kiosk remote management system. The remote management system was tested and implemented on all InfoExpress kiosk locations. Metro station and fare information was updated and new maps were designed to enhance the kiosk functionality. Staff partially deployed the new maps onto the kiosk network. Staff designed a new kiosk based park n ride lot mapping application. Currently the application is being tested for implementation.

InfoExpress kiosk promotion were held at Reston Town Center on December 8<sup>th</sup> 2004, at Springfield Mall on December 11<sup>th</sup>, at Fair Oaks Mall on December 12<sup>th</sup>, at La Promenade @ L'Enfant plaza on December 14<sup>th</sup>, at Ballston Common Mall on December 15<sup>th</sup>, at Tysons Corner Center on December 17<sup>th</sup>, and at Manassas Mall on December 18<sup>th</sup>. InfoExpress kiosk ambassadors were present at these kiosk locations during the promotion to increase awareness of the kiosk at the host site.

Staff continued to work on the Commuter Connections Application Web Migration Project. A Systems requirements document was completed for the Commuter Connections Guaranteed Ride Home program application and Commuter Connections Ridematching software system. Staff is currently working with a consultant to identify further system and user requirements as part of an effort to integrate multiple services provided by Commuter Connections onto one internet and intranet based software system. Staff is currently working on the System design document and database design document of the new web based software system. A meeting with state funders to discuss this project was held on December 13<sup>th</sup>.

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

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator Software system updates were tested for functionality and quality assurance.



Staff is currently working on final debugging of the system prior to implementation of the updates.

### **Products**

- ▶ November monthly usage statistics for InfoExpress kiosks.

### **Problems Encountered**

- ▶ Electrical power problems were reported at Springfield Mall, and Manassas Mall.
- ▶ Communication problems were reported at Springfield Mall, and Pentagon City Mall.
- ▶ InfoExpress kiosk system was replaced at Springfield Mall due to hardware failure.

### **Future Activities**

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

INFORMIXPRESS KIOSK USAGE RATES

Month: December 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Manassas Mall	561	7142	Maps & Guides	367
			Weather	288
			Transit	207
			Commuter Connections	164
			Manassas Mall	120
Tysons Mall # 1	471	5047	Tysons Mall	284
			Maps & Guides	197
			Weather	168
			Commuter Connections	147
			Metro	131
Union Station	419	7148	Transit	391
			Maps & Guides	220
			Weather	211
			Metro	163
			Commuter Connections	107
Springfield Mall # 1	361	5143	Springfield Mall	508
			Maps & Guides	347
			Weather	161
			Traffic	143
			Commuter Connections	121
Tysons Mall # 2	279	3178	Tysons Mall	197
			Maps & Guides	153
			Weather	97
			Metro	88
			Commuter Connections	67
La Promenade	267	4276	La Promenade	566
			Transit	176
			Metro	144
			Weather	129
			Maps & Guides	68

Pentagon City Mall	3947	253	361
Maps & Guides			214
Weather			152
Transit			117
Commuter Connections			93
Springfield Mall # 2	4913	241	601
Maps & Guides			229
Weather			147
Transit			133
Commuter Connections			99
Reston Town Center	3076	227	241
Weather			191
Maps & Guides			143
Metro			89
Commuter Connections			73
Dulles Town Center	2175	190	199
Maps & Guides			143
Weather			118
Traffic			64
Commuter Connections			55
Fair Oaks Mall	2385	175	143
Maps & Guides			97
Weather			73
Metro			68
Commuter Connections			54
Ballston Common Mall	1678	137	166
Weather			142
Maps & Guides			112
Ballston Common Mall			71
Transit			63
Metro			
USDA - DC	327	32	73
Weather			44
Maps & Guides			37
Commuter Connections			30
Metro			27
Transit			



Pentagon	7	31	Weather Transit Maps & Guides Commuter Connections Metro	23 14 11 11 9
USDA - Alexandria	3	18	Maps & Guides Transit Commuter Connections Metro Maps & Guides	9 8 8 5 4

**Fairfax County Kiosks**

Location	Users	Hits
Sherwood Library	1	3
George Mason Library	2	9
Chantilly	0	0
Kings Town	2	8
Mason Govt Center	0	0
Kings Park	1	6
Reston Library	3	18
Tysons Transit	1	17
Centreville	2	9
DolleyMadison	0	0
Inova	2	7
Pohick	1	9
John Marshall	0	0
Tysons Pimmit	3	21
Pennino	2	18
Govt. Center	1	5
Fairfax Library	0	0
Warranton	2	7

December 2004

NUMBER OF APPLICATIONS RECEIVED  
FROM KIOSKS

Site	Total
Tysons Corner Center	5
Fair Oaks Mall	0
Springfield Mall	9
Pentagon City Mall	0
Union Station	2
L'Enfant Plaza	35
Pentagon	0
Reston Town Center	5
USDA - DC	0
Ballston	9
USDA - Alexandria	0
Manassas Mall	11
Dulles Town Center	0
Total	76

## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6144  
**Month:** December 2004      **FY05**  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** January 28, 2005

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### Background Activities

Monthly synchronizations from nine of the employer outreach jurisdictions were without any problems. The City of Alexandria did not submitted their monthly reports and synchronizations as of the deadline for this report.

Staff supported outreach staff in resolving ACT! Database problems for data collection. Staff completed the FY04 Employer Customer Satisfaction Survey Report. The final draft report was accepted for release by the Commuter Connections Subcommittee on January 18, 2005.

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

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

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

### Products

December monthly sales activities  
FY04 Employer Satisfaction Survey Report

### Problems Encountered

Several jurisdictions have yet to complete their FY05 contract renewals.

The outstanding contracts are:

Fairfax County  
Arlington County  
Prince George's County  
Montgomery County

### Future Activities

Database Audit and re-synchronization

The next Employer Outreach Ad-Hoc Group meeting will be on April 19, 2005.



Month: November 14

	City of Alexandria *	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri - County Council	Metro	Telework
Employers Contacted (new)	0	12	1	21	0	0	0	0	0	1	0	11
Employers Contacted (follow-up)	0	61	9	3	0	0	0	3	0	1	0	19
Total Broadcast Contacts	0	2187	0	118	0	0	0	0	0	45	0	0
Total Sales Meetings	0	1	1	0	0	0	0	0	0	0	0	10
Total Employers Contacted	0	2261	11	142	0	0	0	3	0	47	0	40
New Level 1 TDM Programs	0	8	0	0	0	0	0	0	0	1	0	0
New Level 2 TDM Programs	0	2	0	0	0	0	0	0	0	0	0	0
New Level 3 TDM Programs	0	2	0	0	0	0	0	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

\* Did not submit a monthly report by deadline.

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri-County Council	Metro	Telework
Employers Contacted (new)	4	38	7	24	0	13	82	95	0	1	0	53
Employers Contacted (follow-up)	12	584	20	37	3	71	1133	777	5	1	0	156
Total Broadcast Contacts	20	6607	0	118	0	0	11328	1548	0	45	0	0
Total Sales Meetings	2	10	2	0	0	13	165	52	0	0	0	53
Total Employers Contacted	38	7239	29	182	3	97	12708	2472	5	47	0	262
New Level 1 TDM Programs	0	16	0	3	0	2	29	3	0	1	0	0
New Level 2 TDM Programs	0	5	0	1	0	0	57	2	0	0	0	0
New Level 3 TDM Programs	0	13	0	2	0	3	17	2	1	0	0	0
New Level 4 TDM Programs	0	3	0	0	0	0	0	0	0	0	0	0

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

## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

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## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

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

### LEVEL 2 (SILVER)

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

### LEVEL 3 (GOLD)

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

### LEVEL 4 (PLATINUM)

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



## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Guaranteed Ride Home 6145</b>
<b>Month:</b>	December 2004 <b>FY05</b>
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	January 24, 2005

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### Background Activities

During December, COG received 749 applications for the GRH program. A total of 467 new applicants were registered (453 new applicants and 14 previous "one-time exception" users) and 772 commuters were re-registered. The GRH program provided 247 GRH trips. Twenty-two (22) of these trips were "One-Time Exceptions" accounting for nine percent (9%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 30,907 commuters are currently registered for GRH.

GRH radio advertisements aired the first week of December. Enhanced "Key Word" search purchased on popular search engines continued in December, and Internet banner ads ran the first week of December.

A direct mailer with the return postage-paid GRH application attached was mailed approximately 450,000 households during the last week of December.

The GRH software contractor provided an update to the GRH program on December 17<sup>th</sup>. This update fixed all of the problems previously reported. The update was tested and deployed on all COG and operations contractor's GRH staff's computers.

### Products

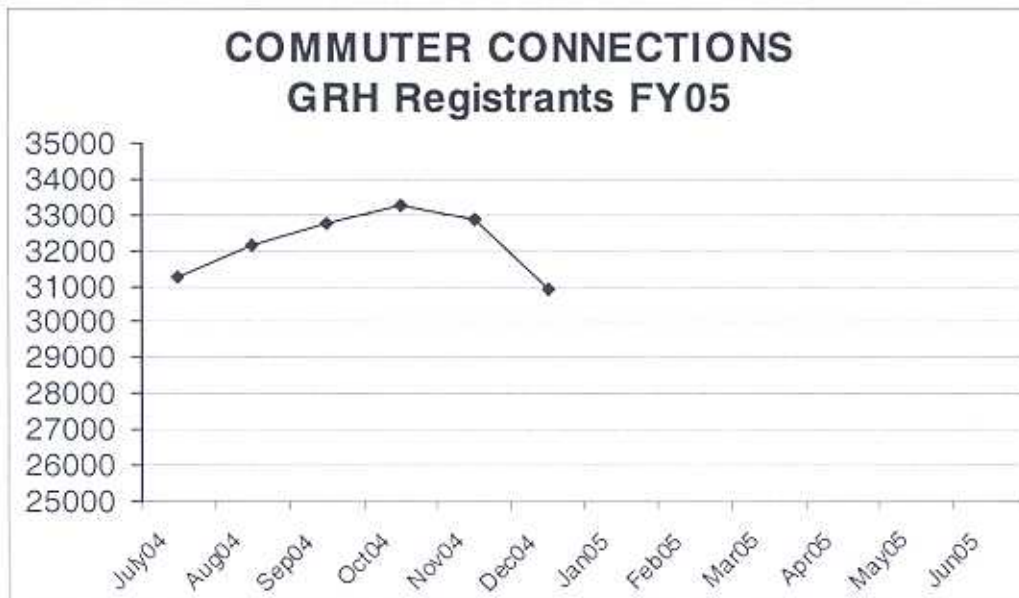
- Provided 247 GRH trips.
- Received 749 applications.
- Registered 467 new applicants, including 14 "one-time exceptions."
- Re-registered 772 commuters.
- Received 281 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management and maintenance.
- GRH server maintenance.
- Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
- November monthly performance report.

## Problems Encountered

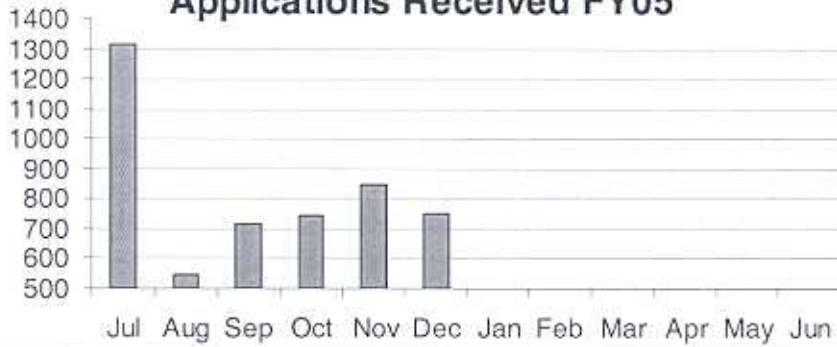
None.

## Future Activities

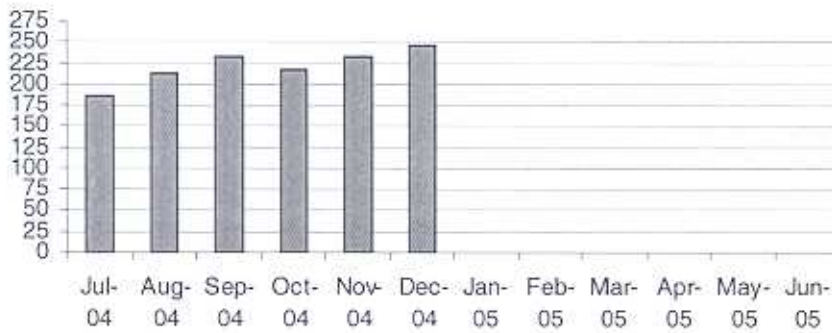
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- FY2004 GRH Customer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



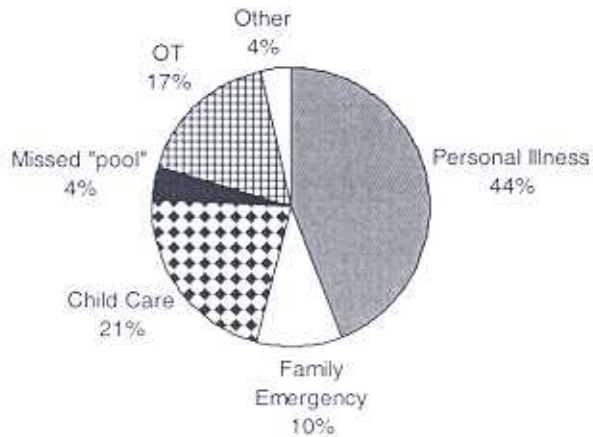
### COMMUTER CONNECTIONS GRH Applications Received FY05



### COMMUTER CONNECTIONS Trips Provided FY05



### COMMUTER CONNECTIONS GRH Trip Reasons for December 2004





## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Employer Outreach for Bicycling 6146  
**Month:** December 2004 **FY05**  
**Staff Contacts:** Michael J. Farrell/Mark Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** January 28, 2005

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### Background Activities

Staff prepared for the January 13<sup>th</sup> Bike To Work Day Steering Committee meeting and mailed 65 sponsorship solicitations for Bike to Work Day 2005. The sponsorship declaration levels were changed to reflect higher participation rates that when the event was first regionally organized in 2001 when the expectation was that less than 1,000 bicyclists would participate in the program. The expectation is that at least 5,000 bicyclists will participate in the event in 2005 and that new pit stops will be added in the region. Staff met with Eric Gilliland from WABA on December 8<sup>th</sup> to discuss Commuter Connection's sponsorship contributions to the 2005 event.

The FY04 Bike To Work Day report was finalized and approved for release by both the regional Bike to Work Day Steering Committee (January 13<sup>th</sup>) and the Commuter Connections Subcommittee (January 18<sup>th</sup>).

### Products

2005 Bike To Work Day Sponsor declaration and letter.  
FY04 Bike To Work Day Report.

### Problems Encountered

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

### Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (February 10th)
- Update current bike to work guide.
- Distribute FY04 Bike To Work Day Report

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Regional Mass Marketing Campaign</b>	<b>6147</b>
<b>Month:</b>	December 2004	FY05
<b>Staff Contact:</b>	D. Franklin	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	January 28, 2005	

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### Background Activities

- Mass Marketing activity:
  - Hispanic radio ran during the first week of December.
  - Internet Key Word sponsorships appeared on Google and Overture network to drive traffic to Commuter Connections web site, running the entire month of December.
  
- Held Regional TDM Marketing meeting on December 7<sup>th</sup>. Highlights from the meeting included the following: a summary of the 1<sup>st</sup> half of the year Commuter Connections mass marketing campaign, discussion of the Clean Air bicycling event, a presentation on the marketing efforts for the regional Expanded Telework Initiative, a presentation on the preliminary results of the FY04 GRH Customer Satisfaction survey, and the sharing of upcoming marketing and special events by meeting participants.

### Products

- Internet Key Word sponsorships
- Hispanic Radio
- TDM Marketing meeting
- 1st half of the year Marketing Campaign draft summary document

### Problems Encountered

None

### Future Activities

- Mass Marketing activity:
  - Mass Marketing radio to resume for a period of three weeks in January.
  - Internet Key Word sponsorships on Google and Overture network to run entire month of January.
  - Internet banner advertising will run the entire month of January on sites such as WashingtonPost.com Traffic page and Mapquest.

- Draft of 2005 Commuter Connections Winter newsletter.
- Bus tail light posters will appear on 135 bus lines throughout the region for a 90 day period starting in February. The advertising message will be HOV related. Buses selected will travel along HOV corridors.
- The next Regional TDM Marketing Group meeting will be on February 1, 2005.



## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Commuter Operations Center 6141</b>
<b>Month:</b>	January 2005 <b>FY05</b>
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	March 4, 2005

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### Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Fairfax County – Responded to county rideshare staff's concern that they could not access some commuter records on one of the two rideshare computers. This was fixed with a successful download on that computer.

Howard County – County rideshare staff reported a problem printing a matchletter locally and a problems with accessing commuter records. The problem with accessing commuter records was caused by the overwriting of the main CCRS program file, usually caused by improper shut down of the program. COG staff sent a new program file via e-mail and that solved the problem. The problem relating to the matchletter was solved when county staff changed the letter code in the commuter record to their local letter code.

Montgomery County – COG staff responded to two separate calls from county staff regarding problems with two of the three rideshare computers, Silver Spring and Countywide. Both of the problems were cause by the overwriting of the main CCRS program file, usually caused by improper shut down of the program. COG staff sent two new program files via e-mail and that solved the problem on both computers.

NIH – NIH rideshare staff reported an error message on their computer. COG staff looked into the error and resolved that it is a Windows Operating system error not associated with the CCRS software. NIH IT staff then looked at the computer and found a virus that corrupted some of the Operating System files. They had to remove all programs from the hard drive to wipe out the virus. NIH will contact COG when they are ready for COG to install the CCRS software.

RADCO – COG staff made a site visit to RADCO to in stall the CCCRS and ArcView software on the rideshare computer. This computers hard drive had been replaced. At the time of the site visit, the compute did not have Internet access. Internet access was restored the next day and

everything is working.

Rappahannock-Rapidan Regional Commission – RRRRC's IT staff fixed their network server/Internet access problem that was preventing uploads and downloads.

COG staff participated in the Patent and Trademark Office's transportation information fair at PTO's new office in Alexandria, on January 26<sup>th</sup>. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at this event.

The Commuter Connections Subcommittee met on January 18<sup>th</sup>. Agenda topics were: Approval of the FY04 Employer Satisfaction Survey Report, approval of the FY04 Bike to Work Day Final Report, update of the FY06 Commuter Connections Work Program, presentation by DDOT on the DDOT Congestion Management Task Force Report, and an update on the FY05 Placement Rate survey.

COG staff participated in GSA's Federal Employee Transportation Coordinator's Training on January 26<sup>th</sup> at the GSA office in Washington DC. Staff provided information on Commuter Connections services, including ridematching, the Guaranteed Ride Home program, the Federal ETC Web site hosted by COG and the Commuter Connections Web site.

### **Products**

- December monthly performance report.
- Bi-weekly commuter listing reports were mailed to all clients during the weeks of January 10<sup>th</sup>, and 24<sup>th</sup>.

### **Problems Encountered**

None.

### **Future Activities**

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



<b>Table 1</b>
<b>Metropolitan Washington Council of Governments</b>
<b>Commuter Connections Program</b>
<b>Monthly Activity and Impact Summary</b>
Month of JANUARY 2005

Commuter Connections Activity	This Month	Last Month	Since July 2004
<b>Total applicants/info provided:</b>	1,662	1,230	10,960
Rideshare applicants	1,595	1,171	10,166
Matchlists sent	1,688	1,276	10,902
Transit applicants/info sent	45	43	362
GRH applicants	1,625	749	6,769
Bike to work info requests	18	17	170
Telework info requests	0	0	4
<b>Kiosk users</b>	3,473	3,646	25,602
Kiosk applicants	3	76	112
<b>Internet users</b>	7,992	5,671	45,357
Internet applicants	1,705	1,176	9,803
<b>New employer clients</b>	19	35	388
Employee applicants	1	0	95

Program Impact Performance Measure	This Month	Last Month	Since July 2004
<b>Continued placements</b>	465	344	3,069
<b>Temporary/one-time placements</b>	294	218	1,940
<b>Daily vehicle trips reduced</b>	277	205	1,827
<b>Daily VMT reduced</b>	9,467	7,006	62,427
<b>Daily tons NOx reduced</b>	0.0134	0.0099	0.0884
<b>Daily tons VOC reduced</b>	0.0063	0.0047	0.0416
<b>Daily gallons of gas saved</b>	438	324	2,890
<b>Daily commuter costs saved</b>	\$1,822	\$1,349	\$12,017

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



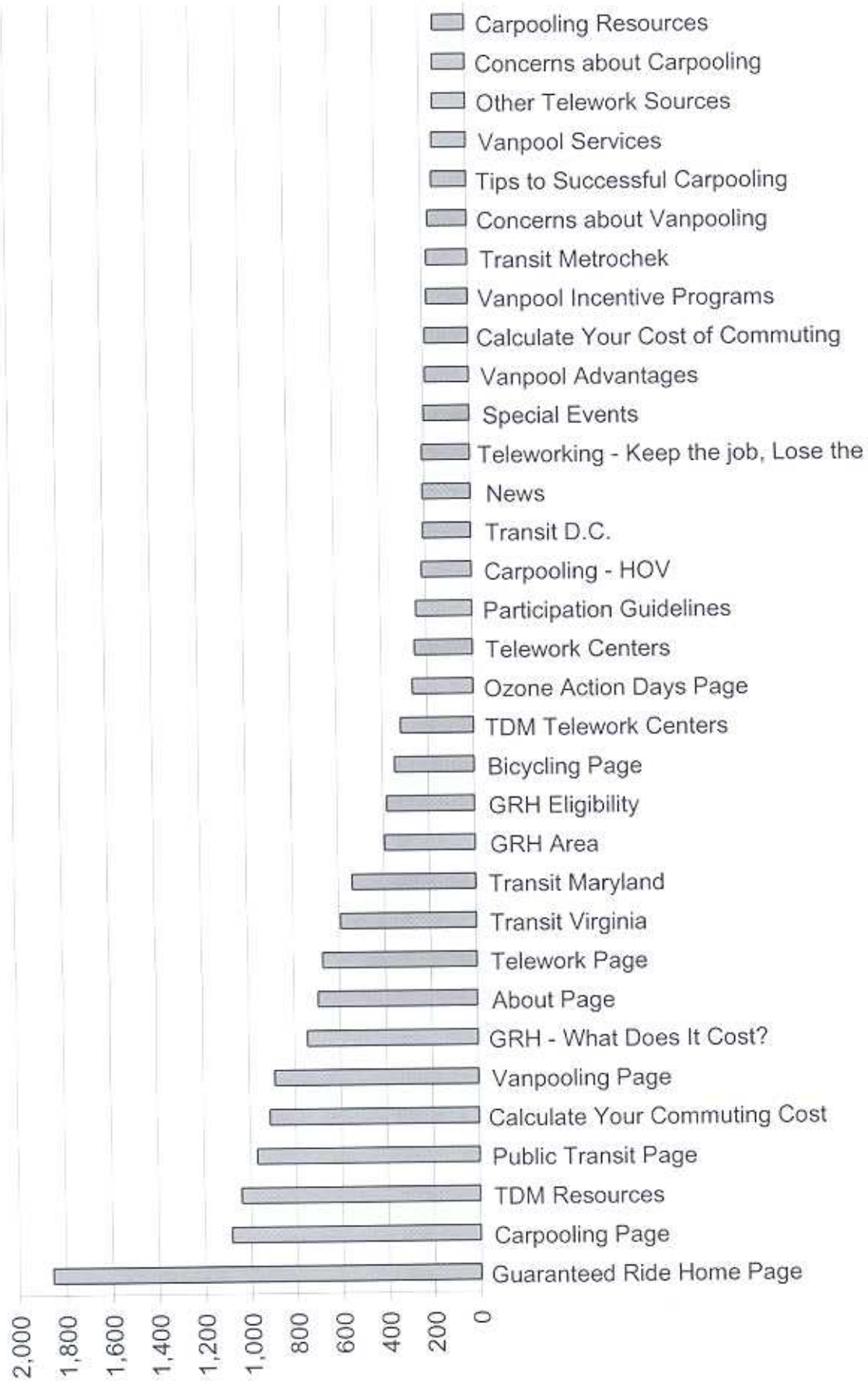
Commuter Connections Website Activity -- January 2005

	<u>Accesses</u>	<u>% of Total</u>
Total Accesses of MWCOG Home Page	7,760	
Total Accesses of Commuter Connections Home Page	7,992	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	1,856	12.47%
Carpooling Page	1,083	7.28%
TDM Resources	1,039	6.98%
Public Transit Page	969	6.51%
Calculate Your Commuting Cost	912	6.13%
Vanpooling Page	889	5.97%
GRH - What Does It Cost?	745	5.01%
About Page	696	4.68%
Telework Page	674	4.53%
Transit Virginia	593	3.98%
Transit Maryland	540	3.63%
GRH Area	396	2.66%
GRH Eligibility	384	2.58%
Bicycling Page	348	2.34%
TDM Telework Centers	320	2.15%
Ozone Action Days Page	265	1.78%
Telework Centers	253	1.70%
Participation Guidelines	244	1.64%
Carpooling - HOV	217	1.46%
Transit D.C.	210	1.41%
News	209	1.40%
Teleworking - Keep the job, Lose the Commute	209	1.40%
Special Events	199	1.34%
Vanpool Advantages	190	1.28%
Calculate Your Cost of Commuting	189	1.27%
Vanpool Incentive Programs	180	1.21%
Transit Metrochek	178	1.20%
Concerns about Vanpooling	171	1.15%
Tips to Successful Carpooling	152	1.02%
Vanpool Services	149	1.00%

Commuter Connections Website Activity -- January 2005

Other Telework Sources	144	0.97%
Concerns about Carpooling	142	0.95%
Carpooling Resources	139	0.93%
Total	14,884	100.00%

Commuter Connections Website Activity -- January 2005





# COMMUTER OPERATIONS CENTER

## PERFORMANCE DATA

JANUARY 2005



TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2A

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
JANUARY 2005

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	9	0	44	53
ARLINGTON (COG)	0	0	2	2
ARTMA	37	0	128	165
BALTIMORE CITY	5	0	6	11
BMC	13	0	23	36
COG - MD	193	0	353	546
COG - VA	243	3	441	687
COG - Other	8	0	18	26
DISTRICT OF COLUMBIA	13	0	16	29
DOD	0	0	0	0
FAIRFAX COUNTY	158	66	535	759
FREDERICK	3	0	131	134
HARFORD	0	1	2	3
HOWARD	32	0	4	36
LINK	0	1	25	26
LOUDOUN	49	0	260	309
MTA	0	0	0	0
MONTGOMERY COUNTY	101	28	313	442
Bethesda Transportation Solutions	0	2	95	97
Countywide	63	4	67	134
Friendship Heights/Rockville	7	3	0	10
North Bethesda TMD	5	5	72	82
Silver Spring	26	14	79	119
NIH	0	0	11	11
NORTHERN NECK	4	12	4	20
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	0	3	139	142
PRTC	114	0	565	679
RADCO	240	2	1,093	1,335
RAPPAHANNOCK-RAPIDAN	16	0	66	82
TRI - COUNTY	8	233	79	320
USDOE	0	0	0	0
<b>TOTAL INPUT</b>	<b>1,246</b>	<b>349</b>	<b>4,258</b>	<b>5,853</b>
<b>TOTAL NEW &amp; RE-APPLICANTS</b>		<b>1,595</b>		

# COMMUTER CONNECTIONS CCRS

## Applications Processed

### FY1996 - FY2004

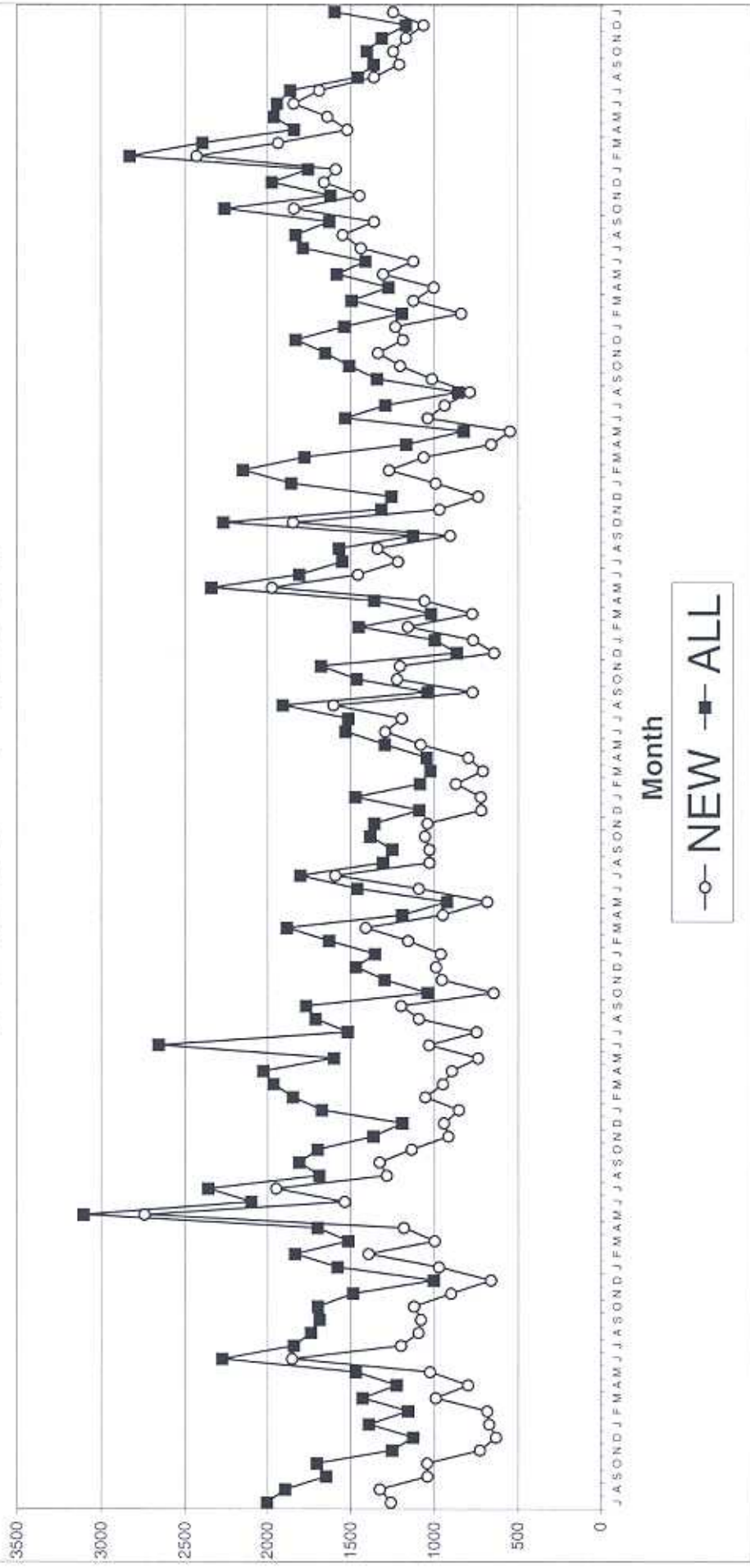




TABLE 2B

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

	HOME
ALEXANDRIA	9
ANNE ARUNDEL COUNTY	38
ARLINGTON COUNTY	9
BALTIMORE CITY	5
BALTIMORE COUNTY	4
CALVERT COUNTY	22
CARROLL COUNTY	1
CECIL COUNTY	0
CHARLES COUNTY	31
CLARKE COUNTY	0
CULPEPER COUNTY	4
DISTRICT OF COLUMBIA	3
FAIRFAX COUNTY *	148
FAUQUIER COUNTY	11
FREDERICK COUNTY, MD	39
FREDERICK COUNTY, VA	0
FREDERICKSBURG	19
HARFORD COUNTY	3
HOWARD COUNTY	19
KING GEORGE COUNTY	2
LANCASTER COUNTY	0
LOUDOUN COUNTY	5
MADISON COUNTY	0
MONTGOMERY COUNTY	57
ORANGE COUNTY	7
PAGE COUNTY	1
PRINCE GEORGE'S COUNTY	64
PRINCE WILLIAM COUNTY **	207
RAPPAHANNOCK COUNTY	0
RICHMOND COUNTY	4
SHENANDOAH COUNTY	4
SPOTSYLVANIA COUNTY	53
STAFFORD COUNTY	118
ST. MARY'S COUNTY	6
WARREN COUNTY	8
WESTMORELAND COUNTY	0
WINCHESTER	2
OTHERS	22
<b>TOTAL</b>	<b>925</b>

\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manassas and Manassas Park.

TABLE 3

COMMUTER CONNECTIONS  
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
 JANUARY 2005

ALEXANDRIA	192
ARLINGTON (COG)	11
ARTMA	643
BALTIMORE CITY	48
BMC	231
COG	6,585
DISTRICT OF COLUMBIA	24
DOD	0
DOE	1
FAIRFAX COUNTY	2,131
FREDERICK	246
HARFORD COUNTY	127
HOWARD COUNTY	211
LINK/RESTON	50
LOUDOUN COUNTY	805
MONTGOMERY COUNTY	7,186
Bethesda Transportation Solutions	1,851
Countywide	1,394
Friendship Heights/Rockville	784
North Bethesda Transportation Ctr	2,404
Silver Spring	753
MTA	9
NIH	105
NORTHERN NECK	50
NORTHERN SHENANDOAH VALLEY	12
PRINCE GEORGE'S COUNTY	647
PRTC	1,504
RADCO	3,380
RAPPAHANNOCK-RAPIDAN	208
TRI - COUNTY	844
OTHER	
<b>TOTAL</b>	<b>25,250</b>





TABLE 4A

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

	HOME	WORK
ALEXANDRIA	321	726
ANNE ARUNDEL COUNTY	886	132
ARLINGTON COUNTY	297	3,520
BALTIMORE CITY	221	161
BALTIMORE COUNTY	356	114
CALVERT COUNTY	95	4
CARROLL COUNTY	12	0
CECIL COUNTY	28	2
CHARLES COUNTY	711	1
CLARKE COUNTY	19	1
CULPEPER COUNTY	97	0
DISTRICT OF COLUMBIA	727	9,250
FAIRFAX COUNTY *	2,741	2,284
FAUQUIER COUNTY	255	5
FREDERICK COUNTY, MD	1,017	73
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	253	7
HARFORD COUNTY	153	99
HOWARD COUNTY	786	91
KING GEORGE COUNTY	73	26
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	972	232
MADISON COUNTY	6	0
MONTGOMERY COUNTY	4,522	7,577
ORANGE COUNTY	93	1
PAGE COUNTY	7	0
PRINCE GEORGE'S COUNTY	2,366	474
PRINCE WILLIAM COUNTY **	3,105	126
RAPPAHANNOCK COUNTY	14	0
RICHMOND COUNTY	36	39
SHENANDOAH COUNTY	25	0
SPOTSYLVANIA COUNTY	1,465	7
STAFFORD COUNTY	2,097	11
ST. MARY'S COUNTY	137	39
WARREN COUNTY	96	0
WESTMORELAND COUNTY	33	1
WINCHESTER	60	0
OTHERS	1,168	247
<b>TOTAL</b>	<b>25,250</b>	<b>25,250</b>

\* Fairfax County includes City of Fairfax and Falls Church.

\*\* Prince William County includes Manassas and Manassas Park.

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	868	N/A	N/A	N/A	366	N/A	
Internet	N/A	756	N/A	N/A	N/A	949	N/A	
Kiosks	N/A	1	N/A	N/A	N/A	2	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
<b>TOTAL</b>	N/A	1625	N/A	N/A	*18	1317	N/A	
<b>PHONE CALLS</b>								
Brochure/Promo Materials		2	1	7		4		<b>TOTAL</b> 14
Bus/Train Schedule		2		1		1		4
Bus/Train Sign		1		1			1	3
Direct Mail		5				5		10
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office				1		1		2
Highway Sign				8		7	9	24
Information (411)								0
Internet		9		2		23	1	35
Library		1						1
Mobile Billboard								0
Newsletter			1					1
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org		1						1
Park-and-Ride Lot Sign				1		2		3
Post Card (COG)		1				1		2
Presentation								0
Radio		3		3		19		25
Real Estate/WelcomeWagon								0
Referral from Transit Org								0
Theatre Slide								0
TV						2		2
Van Sign				1		1		2
Was/Is Applicant		312		1		36		349
White Pages		1						1
Word of Mouth		15		12		34	2	63
Yellow Pages - Verizon				3		3	1	7
Yellow Pages - One Book								0
Yellow Pages - Local								0
Voice Mail Messages		58	1	2		17	4	82
Other/Unknown		1		2		4	1	8
<b>TOTAL CALLS</b>	0	412	3	45	0	160	19	639

\*Requests for Bicycling Information from applications received from all sources







**TABLE 6B  
APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
JANUARY 2005**

	COG	ALX	ARTMA	BALTB	BETHC	DOB	DOE	DFX	FRED	HARR	HOW	LINK	LDN	MCM	MTA	NINH	NECK	NSHEN	PGC	PRTC	RADO	RARP	SSAP	TAP	TRIL	TOTAL
How they heard...																										100
Brochure/Promo Matrix	97									2											1					30
Bus/Train Schedule	30																			2						18
Bus/Train Sign	15												1													74
Direct Mail	74																									46
Employer	44								2																	0
Employer Survey	0																									8
Fair/On Site Event	0																						1			72
Government Office	24								1	1			7													0
GRH Program	0		40						1	1		46														522
Highway Sign	10		1						1			47								11	173	7		15	2	16
Information (411)	2																				2					2
Information (411)	2																									2
Internet	70							1				5	13							17	35	4		1		146
Library	1		1																							2
Mobile Billboard	0																									0
Newsletter	10																									10
Newspaper	3																					3				6
Newspaper (Local)	1																									1
Other Ridesharing Org	12								1		4									8				2		27
Park-and-Ride Sign	0																									1
Post Card (COG)	13																									13
Presentation	0																							1		1
Radio	132							1																		133
Real Estate/Welcomew	2																									2
Referral from Transit Org	0							5																		5
Theatre Slide	0																									0
TV	12							1																		14
Van Sign	6									1																7
Was/Is Applicant	32							3		4			2							119			14	21		195
White Pages	0									5			4													9
Word of Mouth	124							1												5	41		14	2		187
Yellow Pgs-Verizon	2								2																	4
Yellow Pgs-Yellow Bk	1																									1
Yellow Pages-Local	0																									0
Voice Mail Messages	1																									1
Other	44							1			7	8	4													67
<b>Total</b>	<b>762</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>180</b>	<b>49</b>	<b>9</b>	<b>36</b>	<b>60</b>	<b>77</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>162</b>	<b>258</b>	<b>0</b>	<b>40</b>	<b>0</b>	<b>45</b>	<b>1720</b>

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Metropolitan Washington Telework Resource Center 6142  
**Month:** January 2005 FY05  
**Staff Contact:** Danette Campbell  
**Edited By:** Nicholas Ramfos  
**Today's Date:** March 4, 2005

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### Background Activities

Major activities in January included:

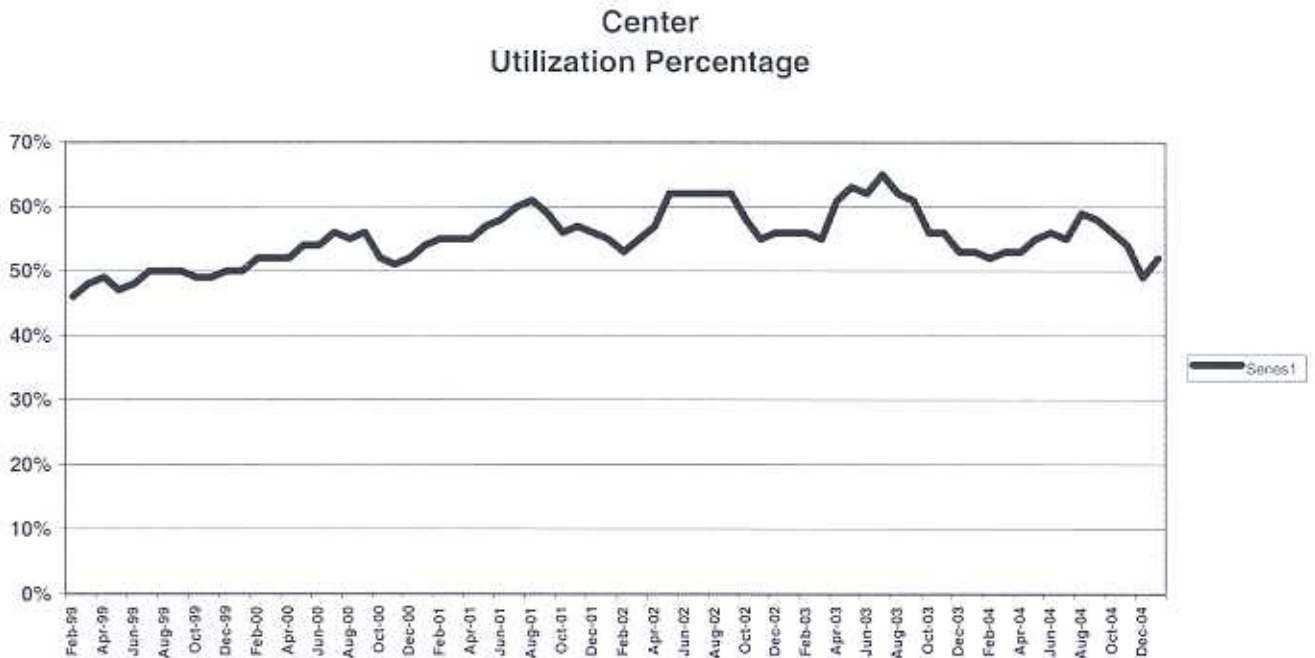
- Meeting with Department of Environmental Programs at COG
- Meeting at Office of Personnel Management for agency telework coordinators
- Meeting with Telecommuting Advantage Group at COG
- Internal meeting to discuss the status of the Telework Partnership with Employers Program, Telework Virginia, and the Telework Resource Center
- Attending Commuter Connections Subcommittee Meeting at COG
- Meeting with Alexandria Employer Outreach Representative
- Meeting with Greenburg, Quinlan, Rosner Research
- Meeting with Telework Virginia consultant in Richmond to discuss materials for on-line training web site
- Participating in conference call with Discovery Communications and Telecommuting Advantage Group
- Participating in conference call with the Telecommuting Advantage Group

### Telework Resource Center:

- January 10 DEP Quarterly Meeting
- January 11 OPM Telework Coordinators Meeting
- January 12 Meeting with Telecommuting Advantage Group
- January 12 Internal meeting to discuss Telework Resource Center Work Program
- January 14 Internal meeting to discuss Telework Resource Center activities, Telework Virginia, and Telework Partnership with Employers
- January 18 Commuter Connections Subcommittee Meeting
- January 18 Meeting with Alexandria Employer Outreach
- January 21 Meeting with Greenburg, Quinlan, Rosner Research
- January 27 Conference call with Discovery Communications and Telecommuting Advantage Group
- January 31 Conference call with Telecommuting Advantage Group

**Products**

- Placed or responded to 52 calls regarding the Telework Resource Center
- Mailed 4 Telework Resource Center kits to ACT! contacts
- Continued to contact returned mailings from ACT! data base and adjust data base information accordingly
- Telework center utilization currently at 52% (used by 563 individuals); 81% are federal workers, 19% are non-federal workers



**Problems Encountered**

- None at this time

**Future Activities**

- Bi-monthly update meetings
- Meeting with Telecommuting Advantage Group at COG
- Commuter Connections Subcommittee Meeting at COG
- Meeting with Defense Group in Alexandria
- Meeting with World Bank

**Expanded Telework TERM activities:**

**Background Activities**

- TAG conducted one final outreach email and calling campaign to the “silver level” organizations. The organizations selected for focus are: Coca-Cola, Chevy Chase Banks,





## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Integrated Ridesharing 6143</b>
<b>Month:</b>	<b>January 2005      FY05</b>
<b>Staff Contact:</b>	Owais Rafique
<b>Edited By:</b>	Nicholas Ramfos
<b>Today's Date:</b>	March 4, 2005

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### Background Activities

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

Staff developed an interactive mapping application for the park n ride lots in the region. The application was tested and deployed onto the kiosk network. Staff worked on the InfoExpress kiosk remote management system. The remote management system was tested and implemented on all InfoExpress kiosk locations. Metro station and fare information was updated and new maps were designed to enhance the kiosk functionality. Staff partially deployed the new maps onto the kiosk network. Staff designed a new kiosk based park n ride lot mapping application. Currently the application is being tested for implementation.

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

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

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

Staff continued to work on the E-Communicator software system. Software maintenance was performed on the system and further changes were made to streamline the process. E-Communicator Software system updates were tested for functionality and quality assurance. Staff is currently working on final debugging of the system prior to implementation of the updates.

## **Products**

- ▶ December monthly usage statistics for InfoExpress kiosks.

## **Problems Encountered**

- ▶ Electrical power problems were reported at Pentagon City Mall.
- ▶ Communication problems were reported at Springfield Mall.
- ▶ InfoExpress kiosk system was replaced at USDA.

## **Future Activities**

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



**INFOEXPRESS KIOSK USAGE RATES**

Month: January 2005

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Manassas Mall	525	6981	Weather	376
			VRE	229
			Maps & Guides	174
			Commuter Connections	154
			Manassas Mall	147
Springfield Mall # 1	501	6347	Springfield Mall	571
			Weather	324
			Maps & Guides	228
			Commuter Connections	139
			Transit	94
Tysons Mall # 2	493	4971	Tysons Mall	376
			Weather	290
			Maps & Guides	227
			Commuter Connections	133
			Metro	101
Union Station	382	7403	Maps & Guides	382
			Weather	107
			Commuter Connections	105
			Transit	103
			Metro	88
Dulles Town Center	330	4751	Dulles Town Center	331
			Maps & Guides	271
			Weather	193
			Commuter Connections	191
			Loudoun Transit	81
Pentagon City Mall	283	4182	Fashion Centre	331
			Weather	147
			Maps & Guides	143
			Commuter Connections	118
			Metro	71

Fair Oaks Mall	231	6274	Fair Oaks Mall Maps & Guides Weather Commuter Connections Traffic	227 219 146 137 98
Springfield Mall # 2	193	3807	Springfield Mall Maps & Guides Weather Transit Commuter Connections	427 360 178 133 101
Reston Town Center	172	5475	Maps & Guides Reston Town Center Weather Commuter Connections Commuter News	172 161 125 117 97
Ballston Common Mall	108	2175	Maps & Guides Metro Transit Commuter Connections Weather	206 193 115 72 35
La Promenade	93	2963	La Promenade Maps & Guides Transit Weather Commuter Connections	228 119 83 71 55
Tysons Mall # 1	84	2043	Tysons Mall Maps & Guides Weather Traffic Commuter Connections	208 131 88 63 42
USDA - DC	37	671	Weather Commuter Connections Maps & Guides Transit Metro	127 113 55 41 37

Pentagon	4	37	Weather	37
			Maps & Guides	24
			Transit	21
			Commuter Connections	19
			Metro	11
USDA - Alexandria	2	11	Maps & Guides	4
			Transit	4
			Commuter Connections	3
			Metro	3
			Maps & Guides	1

#### Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	2	9
George Mason Library	1	7
Chantilly	2	7
Kings Town	3	8
Mason Govt Center	2	8
Kings Park	0	0
Reston Library	4	9
Tysons Transit	3	8
Centreville	1	8
DolleyMadison	1	9
Inova	3	8
Pohick	4	7
John Marshall	3	7
Tysons Pimmit	0	0
Pennino	3	18
Govt. Center	2	10
Fairfax Library	1	8
Warranton	0	0



January 2005

**NUMBER OF APPLICATIONS RECEIVED  
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Pentagon City Mall	0
Union Station	1
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
USDA - DC	0
Ballston	0
USDA - Alexandria	0
Manassas Mall	0
Dulles Town Center	2
<b>Total</b>	<b>3</b>

## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6144  
**Month:** January 2005 FY05  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** March 4, 2005

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### Background Activities

Monthly synchronizations from seven of the employer outreach jurisdictions were without any problems. The City of Alexandria, Arlington County, and Tri-County Council did not submit their monthly reports and synchronizations as of the deadline for this report.

Staff supported outreach staff in resolving ACT! Database problems for data collection. Staff coordinated and presented information at the Employer Outreach Ad Hoc Group Meeting on January 18<sup>th</sup>. Topics of discussion were the 2<sup>nd</sup> Quarter Conformity statement, Bike to Work Day 2005, and Sales Support Calls. Staff also presented information on the Employer Outreach Satisfaction Survey final report for the Ad Hoc Group and for the Commuter Connections Subcommittee.

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

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

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

### Products

January monthly sales activities  
2<sup>nd</sup> Quarter Conformity Statement

### Problems Encountered

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

### Future Activities

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

Month:  
January 2004

	City of Alexandria *	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri- County Council	Metro	Telework
Employers Contacted (new)	0	0	1	5	0	2	11	0	0	0	0	4
Employers Contacted (follow-up)	0	0	109	0	1	49	594	287	1	0	0	16
Total Broadcast Contacts	0	0	0	0	0	0	2410	35	0	0	0	0
Total Sales Meetings	0	0	0	1	0	1	19	8	0	0	0	9
Total Employers Contacted	0	0	110	6	1	52	3034	330	1	0	0	29
New Level 1 TDM Programs	0	0	0	1	0	0	1	0	0	0	0	0
New Level 2 TDM Programs	0	0	0	0	0	2	6	0	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	0	4	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	0	0	0	0	0

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

\* Did not submit a monthly report by deadline.



Year to Date FY05

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Tri-County Council	Metro	Telework
Employers Contacted (new)	4	38	8	29	0	15	93	95	0	1	0	57
Employers Contacted (follow-up)	12	584	129	37	4	120	1727	1064	14	1	0	172
Total Broadcast Contacts	20	6607	0	118	0	0	13738	1583	0	45	0	0
Total Sales Meetings	2	10	2	4	0	14	184	60	2	0	0	62
Total Employers Contacted	38	7239	139	188	4	149	15742	2802	16	47	0	291
New Level 1 TDM Programs	0	16	0	43	0	2	30	3	0	1	0	0
New Level 2 TDM Programs	0	5	0	1	0	2	63	2	0	0	0	0
New Level 3 TDM Programs	0	13	0	2	0	3	21	2	1	0	0	0
New Level 4 TDM Programs	0	3	0	0	0	0	0	0	0	0	0	0

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

## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

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## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

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

### LEVEL 2 (SILVER)

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

### LEVEL 3 (GOLD)

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

### LEVEL 4 (PLATINUM)

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



## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Guaranteed Ride Home 6145</b>
<b>Month:</b>	January 2005 <b>FY05</b>
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	March 4, 2005

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### Background Activities

During January, COG received 1,625 applications for the GRH program. A total of 639 new applicants were registered (636 new applicants and 3 previous "one-time exception" users) and 782 commuters were re-registered. The GRH program provided 263 GRH trips. Twenty-five (25) of these trips were "One-Time Exceptions" accounting for ten percent (10%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 31,391 commuters are currently registered for GRH.

Enhanced "Key Word" search purchased on popular search engines continued in January.

COG staff met with the GRH operations contractor, responsible for authorizing and arranging GRH trips, on January 28<sup>th</sup>. Topics discussed in the meeting included: Re-registration issues, telephone issues, the new Guaranteed Ride program for the City of Frederick, customer service issues, and trip cancellation policy and procedures.

### Products

- Provided 263 GRH trips.
- Received 1,625 applications.
- Registered 639 new applicants, including 3 "one-time exceptions."
- Re-registered 782 commuters.
- Received 412 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management and maintenance.
- GRH server maintenance.
- Processed invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
- December monthly performance report.

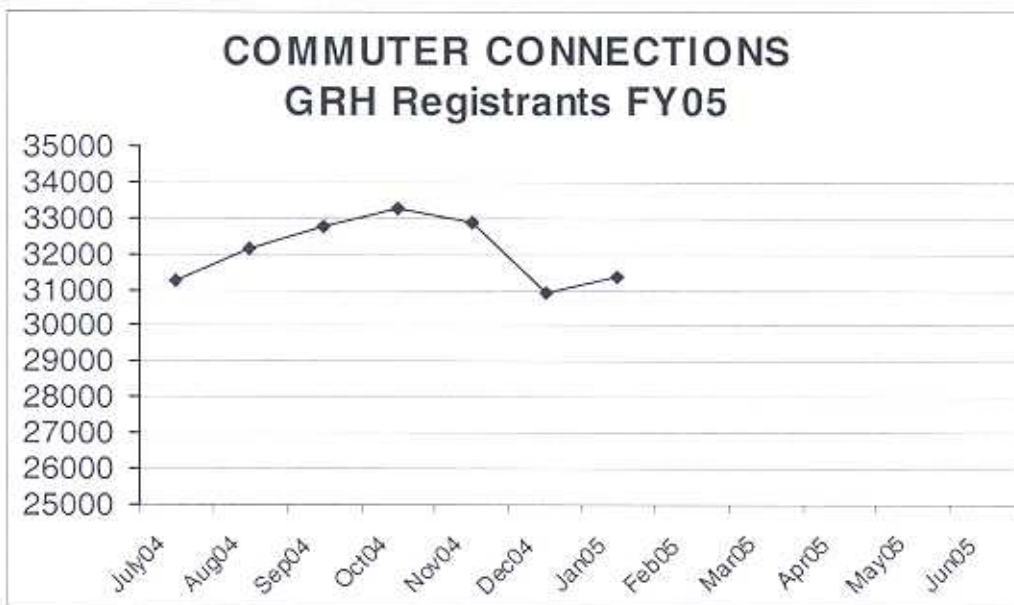
### Problems Encountered

None.

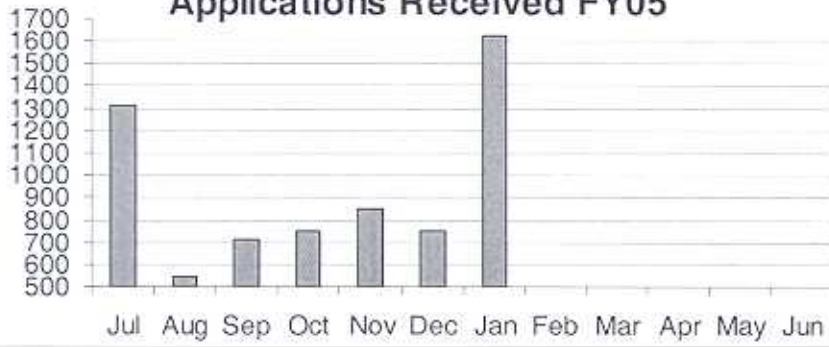


### Future Activities

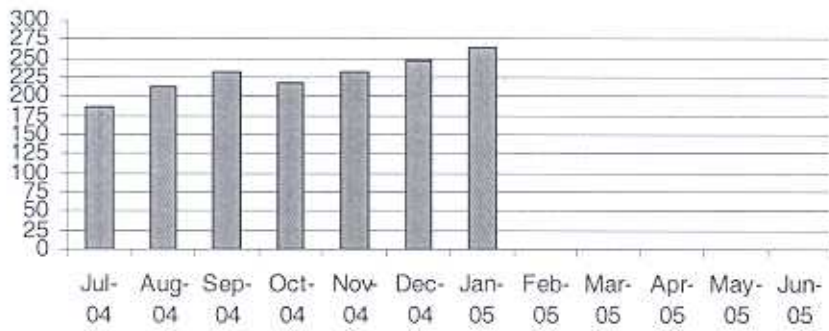
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users to obtain satisfaction feedback.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Finalize FY2004 GRH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



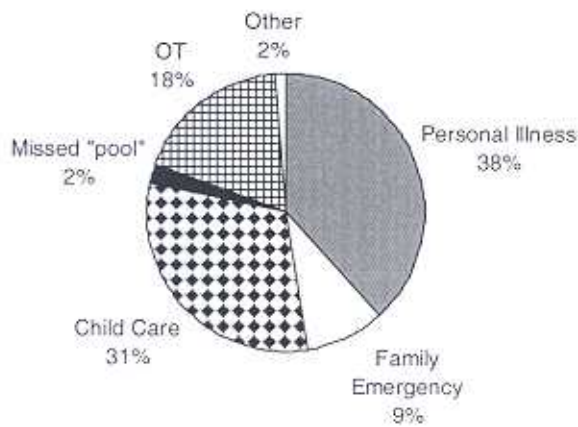
### COMMUTER CONNECTIONS GRH Applications Received FY05



### COMMUTER CONNECTIONS Trips Provided FY05



### COMMUTER CONNECTIONS GRH Trip Reasons for January 2005



## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Employer Outreach for Bicycling 6146  
**Month:** January 2005 **FY05**  
**Staff Contacts:** Michael J. Farrell/Mark Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** March 4, 2005

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### Background Activities

Staff prepared for the February 10th Bike To Work Day Steering Committee meeting and followed up on the 65 sponsorship solicitations for Bike to Work Day 2005.

The FY04 Bike To Work Day report was finalized and approved for release by both the regional Bike to Work Day Steering Committee (January 13<sup>th</sup>) and the Commuter Connections Subcommittee (January 18<sup>th</sup>).

### Products

2005 Bike To Work Day Sponsor declaration and letter.  
FY04 Bike To Work Day Report.

### Problems Encountered

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

### Future Activities

- Distribute bike to work guides to WABA, DDOT, and other users upon request.
- Prepare for Bike to Work Day 2005 Steering Committee Meeting (February 10th)
- Update current bike to work guide.
- Distribute FY04 Bike To Work Day Report



## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Regional Mass Marketing Campaign</b>	<b>6147</b>
<b>Month:</b>	January 2005 FY05	
<b>Staff Contact:</b>	D. Franklin	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	March 4, 2005	

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### Background Activities

- Mass Marketing advertising:
  - Radio ran during weeks of Jan 3, 10<sup>th</sup> and 17<sup>th</sup>.
  - Internet Banners ran entire month on sites such as WashingtonPost.com Traffic page and Mapquest.
  - Internet Key Word sponsorships appeared on Google and Overture network to drive traffic to Commuter Connections web site, running the entire month of January.
- Meeting logistics and preparations were made for the February 1<sup>st</sup>, Regional TDM Marketing Group meeting.
- Developed winter 2005 edition of the Commuter Connections newsletter.
- Clear Channel interview with Nick Ramfos aired the weekend of Jan 22nd on WMZQ, WTNT, WWRC.
- Distribute final report of Commuter Connections FY05 First Half (July – Dec '04) Marketing Campaign Summary & Performance Analysis. This document summarized activity consisting of radio, print, direct mail, Internet advertising and special events conducted by Commuter Connections within the Washington metropolitan area during the fall 2004 marketing season.
- Surveying began for the regional “mini-household” survey to illicit responses on marketing awareness and other commute related information. Information from the survey will be used to estimate the effectiveness of the Mass Marketing TERM and other Commuter Connections TERMS.

### Products

- Internet key word sponsorships and banner ads
- 60-second Mass Marketing radio spots

- FY05 First Half Marketing Campaign Summary

### **Problems Encountered**

None

### **Future Activities**

- Mass Marketing advertising:
  - Mass Marketing radio to air during second half of February.
  - Internet Key Word sponsorships to appear on Google and Overture network to drive traffic to Commuter Connections web site, to run the entire month of February.
  - Bus tail light posters will appear on 135 bus lines throughout the region for a 90 day period starting February. The advertising message will be HOV related. And buses selected will travel along HOV corridors.
- Distribute 2005 Commuter Connections Winter newsletter.
- Regional TDM Marketing Group meeting February 1, 2005.