COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

FY 2019

Annual Progress Report

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS

777 NORTH CAPITOL STREET, NE – SUITE 300
WASHINGTON, DC 20002-4226
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ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOG) fiscal year 2019 Commuter Connections Work Program. (July 1, 2018 – June 30, 2019.)

Attached is a work program timeline, and highlights for the Commuter Operations Center *(complete with individual program statistics*), Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach, Maryland Telework, and Guaranteed Ride Home Baltimore.

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services:

COG/TPB staff continued coordinated system administration functions for all Commuter Connections network members. Staff provided, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites in electronic format via email. Additionally, staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise. To help keep a high level of data integrity within the ridematching database, staff distributed the Follow-up Reports on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff provided technical support to local agencies utilizing the TDM System.

COG/TPB Staff also hosted several individualized TDM System trainings throughout the fiscal year:

- Anne Arundel County, MD – October 4, 2018
- Rappahannock-Rapidan Regional Commission – October 12, 2018
- Howard County, MD and Prince George's County, MD – November 9, 2018
- Alexandria, VA – May 22, 2019

Commuter Connections updated and published two TDM Resource Directories in FY19; a July version and a January version. Each were presented at the subsequent Ridematching Committee meetings.

STDM Work Group meetings were coordinated and held on July 10th, September 11th, October 9th, November 13th, December 11th, January 8th, February 12th, March 12th, April 9th, May 14th, and June 11th.

Commuter Connections Subcommittee meetings were held on a bi-monthly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

July 17, 2018 – Chairperson Janiece Timmons, WMATA, announced the appointment and approval of a Vice Chair Nominating Committee. George Clark, TCCSM, gave an update from the Clean Air Partners. COG/TPB staff briefed the Subcommittee on the 2018 Employer Recognition Awards event. Staff also gave a briefing on the 2018 Car Free Day event. Daivarmani Sivasailam, COG/TPB staff, gave a staff update regarding the Congestion Management Process (CMP). COG/TPB staff, led a discussion about the Long-Range Plan TDM Initiative. COG/TPB staff, gave a briefing on the 4th Quarter CCWP Budget Report.

September 18, 2018 – Janiece Timmons, WMATA, was presented with a plaque and thanked for her services as Chairperson of the FY18 Commuter Connections Subcommittee and George Clark, TCCSMD, was announced as the new Chairperson, and Marcus Moore, Fairfax County, was announced as the new Vice Chairperson for FY19. The Subcommittee endorsed the Long-Range Plan TDM Work Group's

recommended strategies for TPB's aspirational TDM initiatives. COG/TPB staff gave several informational updates, including a briefing of the Visualize 2045 TDM Element, the Regional TDM Evaluation Project, and the FY2020 CCWP and Strategic Plan. Jim Bongiorno, WMATA, presented on updated SmartBenefits Employee Self-service Features from WMATA. COG/TPB staff gave a briefing on the 2018 Car Free Days event. COG/TPB staff gave an overview of the FY18 4th Quarter CCWP Budget Report, FY18 4th Quarter Progress Report, and FY18 CCWP Annual Report.

November 20, 2018 – COG/TPB staff, presented notable findings from the 2018 Bike to Work Day Draft Event Report. COG/TPB staff discussed the status of the Long-Range Plan TDM Initiatives. COG/TPB staff briefed the Subcommittee on results from the 2018 Car Free Day event. COG/TPB staff updated the Subcommittee on progress made on the Regional TDM Evaluation Project; staff also briefed the Subcommittee on the FY2020 CCWP and Commuter Connections Strategic Plan. COG/TPB staff briefed the Subcommittee on the status of the Regional TDM mobile applications. COG/TPB staff showcased the recent Commuter Connections website refresh. COG/TPB staff gave an overview of the FY19 1st Quarter CCWP Budget Report and FY19 1st Quarter Progress Report.

January 15, 2019 – The 2018 Bike to Work Day Event Report was endorsed for release. The FY2020 Commuter Connections Work Program (CCWP) and 2018-2019 Strategic Plan was were also endorsed for release. COG/TPB staff discussed the status of the Long-Range Plan TDM Initiatives. Lori Diggins, LDA Consulting, reviewed the FY18-19 Commuter Connection TDM Evaluation Framework Revised Methodology document. COG/TPB staff briefed the Subcommittee on results from the FY18 GRH surveys. COG/TPB staff, gave an overview of the FY19 2nd Quarter CCWP Budget Report

March 19, 2019 – The FY18-20 Commuter Connections TDM Evaluation Framework Revised Methodology document was endorsed for release. The FY18 GRH Customer Satisfaction Surveys were also endorsed for release. Greg Potts, WMATA, briefed the Subcommittee on WMATA Metrorail station platform work scheduled for summer 2019. COG/TPB staff briefed the Subcommittee on the background, purpose, and importance of a regional household travel survey to support regional travel demand modelling. COG/TPB staff gave an update on the status of the TDM Evaluation Project and the FY20 CCWP and 2018-2019 Strategic Plan. COG/TPB staff gave an overview of the FY19 2nd Quarter Progress Report.

May 21, 2019 – COG/TPB staff briefed the Subcommittee on the 2018 Car Free Day draft event report; Matthew Zych, WMATA, then presented on the upcoming 2019 Car Free Day event. COG/TPB staff updated the Subcommittee on the incenTrip mobile app along with recommendations from the incenTrip Work Group. Marcus Moore, Fairfax County, briefed the Subcommittee on the latest Clean Air Partners activities. COG/TPB staff gave an update on the TDM Evaluation Project. COG/TPB staff updated the Subcommittee on the status of the 2019 Bike to Work Day event. COG/TPB staff briefed the Subcommittee on the status of CarpoolNow and Flextime Rewards and provided an overview of the FY19 3rd Quarter Progress Report and FY19 3rd Quarter Budget Report.

Ridematching Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

September 18, 2018 – Alex Doran, Harford County, was presented with a plaque and thanked for her service as Chairperson of the FY18 Ridematching Committee. Thomas Hamed, Alexandria, was announced as the new Chairperson for FY19 and

Allison Kemp, BTS, was announced as the new Vice Chairperson for FY19. Michael Hemry, Media Beef, presented scheduled updates expected to take place to the TDM System and Commuter Connections mobile apps throughout FY19. COG/TPB staff updated the Committee on recent mobile application enhancements, demonstrated the new bike routing module, and discussed the recently published quarterly and annual progress reports.

December 18, 2018 – Presentations included an update on TDM System enhancements, an update on Commuter Connections mobile applications, and a demonstration of the new iCabbi taxi scheduling software used by several GRH providers. COG/TPB staff also reported notable elements of the quarterly progress report.

March 19, 2019 – An update to the TDM System and Commuter Connections mobile applications was given by COG/TPB staff. Staff informed the group of follow-up best practices within the TDM System; the presentation also included testimonials from network partners. The January edition of the TDM Resource Directory was announced. COG/TPB staff reported notable elements of the quarterly progress report.

June 18, 2019 – An update to the TDM System was given by COG/TPB staff. COG/TPB staff also presented updates to the Flextime Rewards program and the July edition of the TDM Resource Directory. COG/TPB staff led a discussion on TDM System Best Practices. And reported notable elements of the quarterly progress report.

Continuing work from FY2018, COG/TPB staff worked with funding partners and local jurisdictions to develop action items for the Transportation Planning Board's (TPB) Aspirational Initiatives compliments to the *Visualize2045* long-range transportation plan. Commuter Connections was tasked with creating a workgroup to identify feasible TDM initiatives that go above and beyond current efforts to reduce congestion in the metropolitan Washington region. Staff subsequently convened the Long-Range Plan TDM Work Group and facilitated several meetings throughout the summer. Based on feedback from the group, staff drafted a memo that recommended various TDM strategies for TPB to adopt as Aspirational Initiatives. The memo was endorsed by the Commuter Connections Subcommittee at the September 18th meeting. The memo was then further refined after presentations to the TPB Technical Committee on October 5th and November 2nd, and to the TPB on November 16th. Additionally, TPB-hosted workshop occurred in October to better fine-tune the initiatives. At the request of TPB, staff combined the TDM initiatives with other aspirational initiatives identified in Visualize2045 into a Resolution R10-2019, titled "Resolution to Take Action on Recommended Project, Program, and Policy Ideas that would Implement TPB's Aspirational Initiatives Identified in its Visualize2045 Plan." The Resolution was endorsed by TPB on December 19th and directs Commuter Connections program staff to:

- Examine ways in which its existing service applications and programs can be enhanced to integrate the gamification and re2wards aspects including the incenTrip application;
- Develop a process through which TPB member jurisdictions work collaboratively with WMATA to undertake a targeted outreach to employers to increase participation in WMATA's SmartBenefits program;
- Develop policy templates for small and mid-size employers to adopt and implement FlexTime and Telework programs at their work places as a resource for Commuter Connections Employer Outreach program

COG/TPB staff subsequently added language from the Resolution into the FY2020 draft CCWP.

COG/TPB staff developed and presented the FY2020 draft CCWP to the STDM Work Group on October 9th and November 13th and incorporated suggested edits from the workgroup. The draft work plan was then presented to the Commuter Connections Subcommittee on November 20th and a comment period was established. Staff worked integrate any necessary feedback and comments received during the comment period. Staff also incorporated language from TPB Resolution (R10-2019) which tasks Commuter Connections with aspirational TDM activities connected to *Visualize 2045.* Staff then presented the document to the STDM Work Group on January 8th for approval. The updated draft document was also presented to the Commuter Connections Subcommittee on January 15th where it was endorsed for release. Staff presented the document to the TPB Technical Committee on February 1st in preparation for the TPB meeting in February. Staff presented the draft FY2020 CCWP to the TPB on February 22nd. The document was released for public comment in February. Staff integrated comments, when appropriate, into the document following the public comment period. Finally, staff presented the final draft of the FY2020 CCWP to the TPB Technical Committee on March 1st, and to the TPB on March 20th. The TPB voted to approve the CCWP as documented in Resolution TPB R16-2019. Staff then posted the document to the Publications section of the Commuter Connections website. Hard copies were distributed to stakeholders. TIP funding schedules were reviewed.

COG/TPB staff continued to collaborate with UMD to develop and deploy new version of incenTrip that is directly connected to Commuter Connections. Staff sent an email announcement to all Commuter Connections members regarding the beta testing period for incenTrip on December 20th. Users were asked to download and test the app before its official launch in summer. A reminder email was sent on January 11th. Staff then formed a working group of volunteers from the Commuter Connections Ridematching Committee to discuss potential customization recommendations that would better suit the app for a public regional rollout equipped with incentives funded through Commuter Connections. An announcement for volunteers was made at the March 19th Ridematching Committee meeting. The group met on April 10th, April 17th, April 24th, May 1st, and May 8th. After much discussion, and with UMD's approval, a memo listing various recommendations of changes to the app was presented at the May 21st Commuter Connections Subcommittee meeting. The Subcommittee agreed with the proposed changes and asked UMD to begin implementation. Staff routinely monitored UMD's progress throughout the remainder of the fiscal year. Meanwhile, staff continued to monitor feedback regarding the app from Commuter Connections members who volunteered to conduct testing. Notable items were forwarded to UMD staff.

Additionally, Commuter Connections collaborated with UMD to write a grant application to FHWA's Advanced Transportation and Congestion Management Technologies Deployment program (ATCMTD). If awarded, the grant is expected to bolster and expand incenTrip. Conference call meetings were held on April 4th and 30th with the state funding agencies, the University of Maryland and Greater Washington Partnership to discuss the possibility of applying to the USDOT for a project grant. Discussion continued at STDM meetings and other informal means; the scope was further defined and commitments from partners were requested. The deadline for submitting a grant proposal was listed as July 19th.

COG/TPB staff participated in the TEAD Kick-off event in collaboration with the University of Maryland on February 28th.

WMATA announced the closure of all Metrorail stations south of Raegan National Airport during summer 2019. COG/TPB staff worked with several location

transportation/transit/TDM agencies to develop a list of TDM strategies that may be used during the shutdown. The list was presented during a VDOT hosted conference calls on October 10th and 24th; and during a NVTC TDM stakeholder conference call on December 19th. Further discussions were had during a NOVA Transit call on March 12th. Staff also participated in a Metro Platform shutdown Communications conference call on March 27th.

As part of the effort to curb congestion and provide viable options during the Metrorail shutdown, Commuter Connections was tasked to facilitate regional TDM efforts among network members. Staff held a conference call with VRE representatives on April 11th to discuss commute options during the shutdown; another call was held on May 7th with NVTC to discuss transit coordination among local agencies in NOVA. Staff organized and facilitated a WMATA Platform Shutdown TDM Work Group, which met via conference call on May 1st, May 22nd, and June 26th. Staff participated in a RICCS Metro Platform Shutdown conference call to discuss Commuter Connections outreach activities on May 28th. Communications were sent via Informz (i.e., e-blast) to registered users within the Commuter Connections database to inform people about the Metrorail shutdown.

Commuter Connections was featured in a number of conferences/seminars/panels to showcase the innovative work being done in the greater Washington D.C. region. COG/TPB staff also participated in several industry-related conference calls to keep informed of industry trends, innovations, and best practices:

- Attended the FHWA Subject Matter Expert webinar, "Linking Traffic Management to TDM" – July 25, 2018
- Facilitated and participated in the MPO TDM Peer Exchange Group – August 22, 2018
- Presented at the World Metropolitan Development Forum – Beijing, China – October 22-26, 2018
- Attended a TDMI Board Meeting – November 14, 2018
- Facilitated and participated in the MPO TDM Peer Exchange Group – November 28, 2018
- Panel participant at the Transportation Research Board's (TRB) Annual Meeting on the topic of "Incorporating Sustainability into Planning" – January 15, 2019
- Facilitated and participated in the MPO TDM Peer Exchange Group – February 27, 2019
- Attend the TRB Demand Response conference – Baltimore, MD – April 10-11, 2019
- Attended and presented at the NCAMPO Conference – Charlotte, NC – April 24-25, 2019
- Participated in the National Highway Institute workshop titled "Linking Traffic and Demand Management" - Arlington, VA – May 23, 2019
- Facilitated and participated in the MPO Peer Exchange Group – May 29, 2019
- Participated in the ACT Red River Chapter webinar on Automated Vehicles – June 5, 2019
- Participated on a panel titled "The Changing Landscape of Mobility in the Workforce" – Washington, D.C. – June 27, 2019

COG/TPB staff participated in several TDM-related coordination efforts throughout the fiscal year. Notable efforts include:

- Facilitation of the Commuter Connections Subcommittee Vice Chair Nomination Committee conference call on August 21, 2018.
- Several communications with representatives from the Greater Washington Partnership (including meetings on August 22, 2018 and September 11, 2018) to discuss Commuter Connections program services and potential collaboration opportunities with Employer Outreach.
- Discussions with Commute with Enterprise regarding use of the Commuter Connections TDM System to target potential vanpoolers. COG/TPB staff met with Enterprise on September 26, 2018 and December 12, 2018.
- Participation in a conference call with staff from DATA to review SchoolPool operations and use policy on January 18, 2019.
- Meeting with AEM Corporation on March 14, 2019 to discuss a casual carpooling FHWA project.
- Meeting with MDOT staff on March 22, 2019 to discuss the incenTrip project.
- Participation in the TPB's federal certification review meetings on April 10-11, 2019.
- Participation in an update meeting for the Regional Multimodal Mobility Program (RM3P) hosted by the Virginia Department of Rail and Public Transit on April 23, 2019. The project, if funded, may be a potential partnership opportunity between Commuter Connections and Virginia.
- Meeting with GWRC staff on April 23, 2019 to discuss the Commuter Connections program.
- Meeting with NCPC and GSA staff on May 22, 2019 to discuss an update to the Federal ETC TMP Handbook.
- Participation in a conference call with the state funding agency attorneys to discuss updates to the CCWP Master Agreement on May 28, 2019.
- Participation in the TPB's STWG meeting on June 11, 2019.

B. Transportation Information Services

Work Accomplished on all Products and Services:

COG/TPB staff provided commuter travel information on alternatives to the public by telephone, website, electronically and through printed information. Means of communication included staffing the Commuter Connections Information Line (800-745-7433), the public email address (ridematching@mwcog.org) and the queued commuters in the TDM System. Statistics on this project are available by viewing the various tables at the end of this report.

C. Transportation Information Software, Hardware, and Database Maintenance

Work Accomplished on all Services Provided:

COG/TPB staff carried out daily maintenance processes for the Commuter Connections TDM Software System. These tasks include monitoring the web and database servers, moving accounts and data among jurisdictions and agencies, making corrections to

commute logs for 'Pool Rewards, setting up access to reports for new ridematching coordinators, producing email lists, and making backups of the Oracle database.

COG/TPB staff produced reports as PDF files. Staff ran and audited reports for the monthly purge process, the biweekly end user reports, and the monthly vanpool incentives reports. Staff formatted the data and converted reports to PDF.

At the start of the fiscal year, COG and its members were serving 18,011 ridematching commuters. COG and its members were serving 17,820 ridematching commuters at the end of the fiscal year. Year over year and for the fiscal year this amounts to a decline of 191 participants. Commuter Connections experienced an increase of 488 in the first quarter, a decrease of 163 in the second quarter, a decrease of 621 in the third quarter, and an increase of 105 registrants in the fourth quarter.

COG/TPB worked closely with the TDM Technology Contractor, Media Beef, to advance and maintain the TDM System and associated Commuter Connections applications. A scope of work for Media Beef was developed and adopted; priority levels were assigned in October. Staff met with Media Beef representatives forty-four times over the course of the fiscal year. Notable work items include:

Address Standardization: Media Beef finished an enhancement to the TDM system that performs address suggestions as the user types into address entry forms. This benefits both Commuter Connections and customers. It makes the process a little easier for customers by reducing the amount of input that has to be typed into the text entry user interface elements. For Commuter Connections, an item chosen from a list is much less likely to contain errors than when the user types all the input.

Capital Bikeshare Integration: Media Beef finished an enhancement that enables display of Capital Bikeshare locations on the ridematch map.

CarpoolNow: Media Beef worked to expand the driver incentive area to include the entire non-attainment area. Media Beef also worked to debug a number of compatibility issues between the Android and iOS versions of CarpoolNow.

Commuter-to-Commuter Messages: Media Beef completed enhancements to email messages between commuters to personalize the sent from and reply to addresses for member agencies.

Flextime Rewards/Verified Commute Logging: COG/TPB staff detailed the need to verify trips taken for the Flextime Rewards program. In return, Media Beef worked to develop a Verified Trip Log enhancement to the Commuter Connections mobile app. This enhancement will greatly ease the burden of trip logging for commuters participating in Flextime Rewards while also verifying their eligibility by using location-based services. Several rounds of testing and debugging were required before launching the new feature. Verified Commute Logging was released in April and coupled with a new administrative report that identifies users eligible for the $8 incentive

GIS Depot: COG/TPB staff collaborated with Media Beef on the creation of the GIS Depot. The GIS Depot will expand Commuter Connections' in-house geographic information system capabilities, specifically to implement web services to provide client applications with geocodes and routes. Upon completion of building the geocodes within ArcGIS, staff created and sent a sample program to Media Beef to be used for accessing the new geocodes.

GRH Survey Programming: COG/TPB staff managed Media Beef in the design, implementation, and documentation of the Guaranteed Ride Home survey that is conducted every three years.

GRH Web Trip Request: During the first quarter, Media Beef completed an enhancement to Guaranteed Ride Home that enables GRH trip requests to be made from inside the TDM web application. The implementation includes a button on one of the website's commuter pages. When clicked, the system displays a form in a separate window. The user can then enter information about the nature of the request into that form. When the form is submitted, the program will notify the ride dispatcher so (s)he can work with the commuter to set up the trip.

Logo Update: Media Beef showed COG/TPB staff how to update the logos for network members within the system. All logos were subsequently updated.

ROI Tagging & Tracking: Media Beef developed and deployed new code to track which sites direct commuters to the TDM system. Having access to this information will help COG's marketing efforts and increase the return on marketing costs.

Various Bug Fixes & Maintenance: COG/TPB staff worked with the development contractor on enhancements and bug fixes for the TDM System throughout the year. Media Beef fixed various small bugs, performed routine maintenance, and made enhancements during the entire fiscal year for all web applications. These applications include the TDM system, CarpoolNow, and Commuter Connections mobile apps. COG/TPB staff assisted with design and by performing testing. Some of the bugs fixed were: spurious error messages occasionally being triggered on the sign up page in the TDM system; problems in Flextime registration and a bug that surfaced as the web server dynamically added decorations to web pages before streaming them to the user.

Wildfly 12 Upgrade: In order to improve and keep security up to date and to capitalize on the latest functionality, COG/TPB staff and Media Beef undertook upgrading the TDM system's web server. During the first quarter, COG/TPB staff set up hardware for Media Beef to use to begin the upgrade of the web server to Wildfly 12. Once Wildfly 12 and the TDM system were installed, COG/TPB staff began testing and reporting bugs to the development contractor. After resolving a few issues surrounding program-generated email messages, this task was wrapped up around the end of July 2018.

COG/TPB staff in conjunction with developers at the University of Maryland and Media Beef continued work on a suite of incentive programs for commuters. The whole software suite consists of three pieces of software. Two of these programs are public facing. The third piece has no visible user interface. This third background piece handles communications between the two visible programs.

The first visible application is incenTrip. It predicts traffic conditions to help travelers avoid typical daily congestion and traffic jams caused by traffic accidents, work zones, special events and weather. The program notifies users of significant congestion on their typical routes and recommends alternate departure times and routes. Users are awarded points for traveling at an alternate recommended time and can exchange their reward points for prizes such as gas cards, free transit rides, EZ pass credits, bikeshare and Uber rides, gift cards, charity donations, or cash. The incentive program currently being developed by Commuter Connections is expected to award cash incentives.

The second visible app is Commuter Connections' Flextime Rewards, which is implemented as part of the TDM system. The Flextime Rewards software accesses incenTrip to obtain recommendations for travel for members of Commuter Connections. Flextime Rewards will pay registered commuters an $8 incentive each time they follow the recommendations and they travel over these congested corridors: The Inner Loop of I-495 between VA-267 and the I-270 Spur; the Outer Loop of I-495 between I-95 and MD-193; I-66 eastbound at VA-267; and DC-295 southbound at Benning Road.

A third piece of software is required in order to get incenTrip and Flextime Rewards to communicate with one another and work together. Media Beef and University of Maryland developed APIs (Application Program Interface) to enable access to a subset of functionality in each program. Commuter Connections uses the UMD API to access certain incenTrip functions as described above, and incenTrip uses some Commuter Connections functions especially for the purpose of creating accounts and tracking trips.

COG/TPB staff coordinated closely with UMD during the development of the abovementioned items. Below is a quarterly summary of notable development tasks:

First Quarter: COG/TPB staff participated in testing incenTrip with University of Maryland. Staff wrote assessments of the software, which at that time were positive overall, and reported a few bugs. The University of Maryland developers made some improvements to their software during the first quarter that increased the accuracy of their travel time predictions. They also added data so the software can suggest MARC and VRE commuter rail options.

Second Quarter: Nothing to report.

Third Quarter: COG/TPB staff participated in four conference calls with University of Maryland and Media Beef regarding the incenTrip and Flextime Rewards projects. Staff attended two calls in February, on the 16th and 26th. Staff attended two more calls in March, on the 5th and 21st. Media Beef and UMD continued working on the way their programs will communicate at these meetings. UMD delivered graphics depicting user screens for interface design.

Fourth Quarter: COG/TPB staff participated in two conference calls with University of Maryland and Media Beef regarding the projects. Staff attended calls in April and June. Four action items resulted from the April meeting: Media Beef was to share the car/vanpool setup URL link with UMD; Media Beef was to work on UI designs for trip creation and finished trip display; Media Beef was to provide the API request in json format for trip creation and query; the incenTrip team was tasked with designing a UI for Car/Vanpool that does not require a pool id, and background tracking user interface. Also during the quarter, incenTrip made it into the news. The software's test launch was featured in the April 2019 issue of the USDOT UTC spotlight newsletter. Everyone involved in the development of this project voiced interest in additional feedback and suggestions from stakeholders and commuters. The main topics at the June meeting were related to how to award and pay incentives for logged and verified trips, including redeeming points earned for these trips. The launch of the final version is expected in August 2019.

WMATA disseminated plans to repair platforms at stations south of Reagan National Airport during the summer. COG/TPB staff produced an email list of commuters likely to be affected and notified those commuters about alternatives to using Metrorail in the affected area.

The Commuter Connections mobile apps continued to gain popularity. The Commuter Connections mobile app was downloaded nearly 1,450 times in FY19, bringing total downloads to 4,523. The CarpoolNow mobile app was downloaded nearly 1,050 times in FY19, bringing total downloads to 3,756.

D. Commuter Information System

Work Accomplished on all Services Provided:

COG/TPB staff maintained and monitored the ArcGIS server that provides data for the park and ride lot map to the public. The ArcGIS server provides layers for park and ride lots, Capital Bikeshare locations, and metro lines to ESRI's ArcGIS Online server. The

ArcGIS Online server makes the final map by adding this data to its basemap and serving it via a web app created by COG/TPB staff to the client web browser. Staff received new data from NAVTEQ for the region's street transportation network and incorporated it into the map. It is this data that makes it possible for the ArcGIS server to calculate routes for bicycling, as well as for visualization of map features.

COG/TPB staff maintained the map service and web mapping application for the commute options (Park & Ride) map. The current version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server as described above. It is up to date with the latest information received from local Commuter Connections members. To view the latest version, visit https://mwcog.maps.arcgis.com/apps/webappviewer/index.html?id=b55f928648174dc8a7c503038a8b36e2 or use the Commuter Connections web site to navigate to it.

COG/TPB staff finished processing transportation network data received from Loudoun County, VA and added it to the map's bike network. This wrapped up work on the first production version of an interactive web map for bicycle routing. Staff demonstrated the bike routing web application at the September meeting of the Commuter Connections Ridematching Committee. Staff performed routine maintenance for the remainder of the fiscal year. The final products are a web app for routing bicycles, pedestrians, and automobiles as well as a paper map. The web app helps the user find the safest, most enjoyable routes when traveling by bicycle in the Washington, DC Metropolitan Region. The map covers bike paths in the area from Frederick County, MD in the north to Prince William County, VA in the south and from Loudoun County, VA in the west to Prince George's County, MD in the east. All you need to do is tell the router the start and end of your trip, either by specifying street addresses or by pointing and clicking on the map. The web app is interactive, allowing the user to alter the recommended route by clicking and dragging.

The bicycle router uses an extensive database of bike trails, multiple use paths, and on street bike lanes to determine the most pleasant path for your journey. Once the ideal trek has been computed, the web app draws the route on the map and writes out clear, printable turn by turn directions with travel time and distance for the user to follow. A user can optimize the route for distance or length of time to travel. Commuters can add intermediate waypoints to the trip and modify the suggested route by drag and drop to change it to suit individual needs or local knowledge. In addition to bicycle routes, the map also features Capital Bikeshare locations. A user can click on a location to view a popup that shows how many bikes are available at that location and how many bays are empty in real time. This is convenient for people who want to borrow or drop off a bicycle at some specific location

COG/TPB staff commenced work on plans for expanding our in-house GIS capabilities. Staff began creating documentation for the project's design, gathering hardware and software requirements, and designing the system. This project is referred to as the "Commuter Connections GIS Depot." The GIS Depot seeks to:

1. Streamline application update processes by creating a centralized database within COG's ArcGIS server of data used for Commuter Connections applications that will allow for simultaneous updating among *all* applications if changes are made to the web service;
2. Leverage in-house technologies, such as the Oracle database and ESRI's ArcGIS application and ArcGIS server to create custom applications;
3. Reduce reliance on outside vendors by moving data and code in-house.

As part of the project, staff analyzed the NAVTEQ/HERE Streets data and created a developer-only version of a transportation network for the region. Some problems remain

with certain turn restrictions and our software vendor is working toward resolving those. Staff made progress at producing a user manual to document how to process the input transportation data.

Staff then completed development the first primary deliverable of the GIS Depot by developing a new geocoding service. Using the NAVTEQ/HERE Streets data, staff built a web service capable of converting an input street address or point of interest to geographic coordinates. Staff added data for city, state, and county to each side of every street in a region stretching north and south from south central Pennsylvania to Hampton, Virginia and east and west from western Maryland to northern New Jersey. This service area covers more than 83,000 square miles and captures the area where commuters in the Washington, D.C. region live and work. Staff installed the latest version (10.7) of ArcGIS Server and deployed the new geocoding service to the new server. Any and all Commuter Connections applications can access this web service to obtain geocodes for matching, routing, and analysis.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

COG/TPB staff continued sending weekly registration and re-registration cards to Guaranteed Ride Home program applicants. Those applicants whose records were expiring were contacted to update their information.

COG/TPB staff provided AAA coupons to commuters who renewed their GRH membership. Pizza Hut coupons were added beginning in March.

COG/TPB staff processed taxi and car rental invoices and transit vouchers.

COG/TPB staff made no changes to the GRH Participation Guidelines during this fiscal year.

COG/TPB staff monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

COG/TPB staff met with Transportation, Inc. staff on August 28, 2018 to discuss billing concerns.

COG/TPB staff met with Diamond Transportation staff on September 26, 2018; January 30, 2019; and May 25, 2019 to discuss GRH program operations and invoicing.

COG/TPB staff travelled to Diamond Transportation on November 9, 2018 to review enhanced GRH client services available through iCabbi, a new customer-based application developed by members of Transportation, Inc. Staff approved the use of the application by Diamond Transportation and iCabbi. GRH customers in Virginia and D.C. can now track their cab via the web based-application, like Uber/Lyft.

COG/TPB staff met with WMATA representatives on November 29, 2018 to discuss late night options for the GRH program.

COG/TPB staff updated and replenished a stock of Guaranteed Ride Home Re-Registration and Welcome letters.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

COG/TPB staff monitored and maintained the GRH database and server. Between the months of July 2018 and June 2019, there were 3,091 GRH applications received. A total

of 2,875 applicants were registered (2,750 new applicants and 76 previous "one-time exception" users) and 5,282 commuters were re-registered. During the same time, the GRH program provided 2,304 GRH trips. The average trip cost for FY19 was $78.72. Twenty-three (23) of these trips were "one-time" exceptions accounting for 1% of the total number of GRH trips provided. "Personal Illness" accounted for the largest portion of the GRH trip reasons followed by "Family Emergency." As of June 30, 2019, a total of 7,797 commuters are currently registered in the GRH database.

COG/TPB staff continued to monitor the Guaranteed Ride Home program and was involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff processed and paid invoices for all GRH service providers. This includes additional work for obtaining and processing final FY19 invoices from ride providers.

COG/TPB staff worked to finalize contracts for ride providers from the RFQ and completed the transition process for day to day dispatching services with Diamond Transportation Services. COG/TPB staff also worked with Diamond Transportation Services on a contract amendment to continue providing daily operations services for the GRH program.

Uber signed on as a GRH provider. COG/TPB staff met with Uber representatives and the GRH Contractor (Diamond Transportation) on June 6th and 13th to setup accounts in the Uber system and test the dispatching capabilities. Staff anticipates scheduling trips with Uber beginning in July.

III. MARKETING

A. TDM Marketing and Advertising

Work Accomplished on all Products and Services:

Marketing activities performed by the primary marketing contractor, Odonnell Company, were overseen by COG/TPB staff through daily contact, and bi-weekly status conference calls held with the contractor and its sub-contractors throughout the fiscal year to discuss the planning and implementation of FY19 regional TDM marketing project activities. Earned media conference calls were also held on a quarterly basis.

The FY19 Marketing Communications Plan and Schedule was posted to SharePoint for Regional TDM Marketing Group Committee feedback. The Marketing Communications Plan and Schedule outlined a proposed strategy for Commuter Connections for the fiscal year based on review of regional data and market research as well as previous campaign experience. The document proposed marketing plans and communication strategies which targeted specific audience groups likely to adopt alternative transportation practices to reduce traffic congestion and auto emissions. The FY2019 plan outlined proposed tactics and media allocations for Ridesharing, GRH (DC and Baltimore markets), 'Pool Rewards, CarpoolNow, Flextime Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards), and Employer Outreach. Committee feedback was incorporated into the Marketing Communications Plan and Schedule, and the final document was distributed at the September 18, 2018 Regional TDM Marketing Group meeting.

Volunteers were solicited from each state to serve on the FY2019 Commuter Connections Marketing Workgroup. Members of the workgroup helped provide feedback on radio scripts and creative concepts developed for the FY2019 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY2019 workgroup members included Marina Budimir, District Department of

Transportation; Kendall Tiffany, TransIT Services of Frederick County; and Anna Nissinen, Fairfax County Commuter Services.

The Commuter Connections newsletter and a Federal ETC insert were issued on a quarterly basis throughout the fiscal year. The newsletters were drafted, edited, printed and mailed to employers, Committee members, and other stakeholders; a PDF version was also made available online. The newsletter with insert was distributed in PDF form to the Federal ETC community through GSA. HTML format newsletters were sent via email blast.

The FY19 fall media buy and earned media plan were executed beginning October 2018 and ran through the end of the calendar year, using ads developed in spring FY18. The fall campaign themes were "Belonging has its Benefits" (Rideshare), and "Don't Get Stuck" (Guaranteed Ride Home). Rideshare advertising consisted of a mix of news/talk, music, sports, and internet radio stations, podcasts, social media, paid blogs, and digital. GRH advertising consisted of a mix of news/talk, music, and internet radio stations, podcasts, social media, paid blogs, and transit signage. The FY2019 2nd Half campaign for GRH Baltimore consisted of radio, YouTube, and Facebook. Insertion orders and media invoices were processed.

The FY2019 Regional TDM Strategic Marketing Plan (SMP) and Resource Guide is a regional resource for TDM products & services, provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections, and its various network members. It also contains summaries of TDM research from the last five years. After distribution of the FY2019 SMP draft report at the September 18, 2018 Regional TDM Marketing Group meeting, the draft report was posted to SharePoint and further updates were provided by network members. The final draft report was issued at the December 18, 2018 meeting and endorsed for release. The endorsed report was published onto the Commuter Connections website and printed in a spiral bound publication.

Direct mail campaigns promoting Ridematching and GRH were sent out twice during FY19, in December 2018 and in June 2019, to 500,000 residents per mailing. A formal bid process was conducted to secure a vendor for the printing and distribution. Mailings were sent to targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on an analysis of applicants in the regional TDM software system. The 500,000 households within the Washington metropolitan were ages 25-64, with household incomes of $75k and above. For each mailing, two unique mailers/post cards were created with images and messaging that provided emphasis on either ridesharing or GRH. The mailers encouraged recipients to go online to register for Commuter Connections program services.

Radio scripts were written and finalized for the FY19 spring marketing campaign, and voice talent was selected. The new campaign themes were "Why Rideshare? Why Not?" for Rideshare, and "Don't Freak Out" for Guaranteed Ride Home (GRH). The new campaign launched in February 2019 for both GRH and Rideshare ran on radio, WTOP.com native articles, iHeart mobile/digital, and paid Facebook and YouTube. In addition, Rideshare was promoted on Pandora, and GRH was promoted on TV (NBC4) and through donated bus advertising space on Arlington Transit, Prince George's County, PRTC OmniRide, Fairfax County Connector, and Montgomery County Ride On. The FY19 2nd Half campaign for GRH Baltimore consists of radio, YouTube, and Facebook. Insertion orders and media invoices were processed.

Regional TDM Marketing Group meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

September 18, 2018 – Sharon Affinito, Loudoun County Commuter Services, was presented with a plaque and thanked for her service as Chairperson of the FY18 Regional TDM Marketing Group. Antoinette Rucker, Washington Metropolitan Area Transit Authority (WMATA), was announced as the new Chairperson for FY19 and Semia Hackett, Prince George's Department of Public Works and Transportation, was announced as the new Vice Chairperson for FY19. An announcement was made that the members of the FY19 marketing workgroup were secured. The following reports were issued and reviewed: FY18 Final Second Half Marketing Campaign Summary report; FY19 Final Marketing Communications Plan and Schedule; FY19 Draft Regional TDM Resource Guide and Strategic Marketing Plan. Informational presentations were given by Odonnell Company and Frederick County TransIT highlighting recent marketing and outreach activities.

December 18, 2018 – Presentations included an update on Commuter Connections regional TDM marketing activities and preliminary results of the FY18 Guaranteed Ride Home Customer Satisfaction Surveys for both Baltimore and Washington, DC regions. The FY19 draft First Half Regional TDM Marketing Campaign summary report was issued and reviewed, and the FY19 Final Draft Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan (SMP) report was endorsed for release.

March 19, 2019 – The FY19 Final First Half Regional TDM Marketing Campaign Summary report was distributed and reviewed, as well as the FY19 Draft Second Half Marketing Campaign Summary report. Informational presentations included Katy Nicholson, Potomac and Rappahannock Transportation Commission, who presented Prince William County's marketing and new branding; in addition, Odonnell Company presented Commuter Connections' FY19 spring marketing activity.

June 18, 2019 – A presentation was given by Odonnell on FY19 regional TDM Marketing activities, and the FY19 Draft Second Half Regional TDM Marketing Campaign summary was distributed and reviewed; a call for volunteers for FY20 Marketing Workgroup members was made; informational presentations were given by Anna Nissinen, Fairfax County Commuter Services, on the county's marketing and outreach; and Leigh Anderson, George Washington Regional Commission, about GWRideConnect's Facebook campaign.

Commuter Connections brochures, stationary, and giveaway items were revised and replenished as needed. During FY19, a new logo for Commuter Connections was introduced which was incorporated into all materials as they were reordered. A new rack card was created for the many incentive programs available through Commuter Connections. New special event materials were ordered to reflect the new logo, which included a new tabletop display, table throws, and backdrop. Images reflecting the FY19 Regional TDM Mass Marketing campaign creative were placed onto the Commuter Connections web site. The commuter bulletin board was retired, and listings were placed into military base guides.

The following transportation fairs and other events were attended by COG/TPB staff during FY19:

- U.S. Coast Guard - Washington DC, September 12, 2018
- World Bank Group – Washington DC, September 20, 2018
- Naval Support Activity – Bethesda, September 26, 2018
- Dulles Area Transportation Association - Reston, October 3, 2018
- Army National Guard Bureau - Arlington, October 3, 2018
- U.S. Department of Homeland Security - Washington DC, November 8, 2018

- U.S. Coast Guard - Washington DC, March 7, 2019
- Pentagon – Washington DC, March 21, 2019
- Carlyle – Alexandria, April 10, 2019
- JBG Smith – Bethesda, April 17, 2019
- U.S. DHS/HHH – Rockville, April 23, 2019
- U.S. Patent & Trademark – Alexandria, April 24, 2019
- U.S. Geological Survey – Reston, April 24, 2019
- U.S. Food & Drug Administration - Silver Spring, April 25, 2019
- Pentagon - Washington DC, May 15, 2019
- U.S. Department of Interior - Washington DC, May 22, 2019
- VDOT NOVA offices – Fairfax, VA, June 5, 2019
- National Institutes of Health – Bethesda, June 12, 2019
- Mark Center – Alexandria, June 26, 2019

The chart below reflects FY19 earned media coverage for Commuter Connections (not including Car Free Day or Bike to Work Day events), where Commuter Connections or one of its programs/services are mentioned, staff has been quoted within an article, or interviewed for an on-air broadcast.

Commuter Connections FY19 Media Coverage		
8/18/2018	Washington Post	This app wants to reward you for smart commuting choices
11/08/2018	WPGC	Entercom Community Affairs Program w/ Nicholas Ramfos
11/08/2018	WLZL	Entercom Community Affairs Program w/ Jose Diaz
11/16/2018	WTOP	A new bike-friendly way to get around the DC area
11/22/2018	Frederick News-Post	Commuter program helps bikers find best routes to ride
2/22/2019	WTOP	Flextime program offers incentive to commuters who choose to avoid sitting in traffic

The Commuter Connections website was completely redesigned and launched at the November 20, 2018 Commuter Connections Subcommittee meeting. The redesign included a thorough update of all content displayed on the webpage and condensed the information into accordions. All content was edited on a development instance of the website and then transferred to the production website. This included technical maneuvering; Visual Composer was removed and Elementor site builder was introduced. When compatibility issues with the theme and other website elements were present, COG/TPB staff troubleshot the issues to identify solutions. The Privacy Policy and Terms of Use were also updated.

Various updates were made to the website throughout the year. Routine updates included new articles, construction projects, press releases, and upcoming events. Other notable changes include:

- Links located on the Transit page for members who are no longer providing service;
- Commute Cost Calculator and the VMT Calculator;
- Added the Incentives Programs Rack Card and the Emergency Preparedness Brochure to the Order Brochures page;
- Added two new car-sharing services to the Commuting Resources page;
- Updated version of the Bike Guide;
- Updated version of the Lose the Commute presentation;
- Uploaded and replaced quarterly newsletters;
- Uploaded three new Employer Outreach Case Studies;
- Other broken links, plugins, and general content in the accordions.

Several publications were uploaded to the website throughout the year, including the:

- FY19 Washington Metropolitan Region TDM Resource Guide and Strategic Marketing Plan;
- Bike to Work Day 2018 Event Report;
- Commuter Connections TDM Program Elements – Revised Evaluation Framework for 2018 – 2020;
- FY18 GRH Customer Satisfaction Survey for the Washington DC Region Final Report;
- FY18 GRH Customer Satisfaction Survey for the Baltimore Region Final Report;
- FY20 Commuter Connections Work Program; and the
- Commute Connections Strategic Plan.

COG/TPB staff regularly monitored website activity and computer code to maintain accurate website functionality

Commuter Connections' social media presence was maintained and expanded through page updates and postings on Facebook, Instagram, YouTube, and Twitter. New content was posted periodically, including updates with associated hashtags. Paid social media advertising campaigns were also conducted. COG/TPB staff monitored and reported to senior staff on analytics data from the paid social media campaigns. These data were compiled into a new report created to examine social and digital media marketing trends for Commuter Connections: The *Commuter Connections Digital Marketing Report.* Website data compiled from Google Analytics is also included in the report. Analytics for the report were enhanced through the creation of new Google tracking code for new user registrations. Commuter Connections' social media presence was leveraged to help raise awareness about Bus to Work Day and TDM alternatives to the Metrorail Platform Shutdown.

B. Bike to Work Day

Work Accomplished on all Products and Services:

A Bike to Work Day Steering Committee meeting was held on September 12, 2018. Mark Sofman, Montgomery County Commuter Services, was recognized with a plaque for his service as the 2018 Event Committee Chairperson. Henry Dunbar, Bike Arlington, was welcomed as the new Chairperson of the Bike to Work Day 2019 Event Steering Committee. Other agenda topics for the meeting included a 2018 event slideshow, a briefing on the 2018 employer challenge, pit stop manager event recaps, and the 2018

BTWD draft event report. Friday, May 17th was established as the date of the 2019 Bike to Work Day event.

The Bike to Work Day sponsor declaration form was updated for 2019 and solicitation letters were sent out to perspective sponsors. The Bike to Work Day sponsor drive was held October 2018 through January 2019. Outreach was conducted with potential companies and organizations regarding sponsorship opportunities. The sponsor drive netted $50,700 in cash, including two new sponsors, Comstock and Springfield Plaza. Invoices were sent.

A Bike to Work Day Steering Committee meeting was held on November 14, 2018. Highlights from the meeting included the 2018 Final Draft Bike to Work Day Event Report; the Committee endorsed the 2019 event registration goal of 19,000 bicyclists; and based on a majority vote, the Steering Committee selected robin's egg blue as the color theme for the 2019 event T-shirts. A T-shirt size survey was subsequently built and distributed to all pit stops.

Organizations interested in becoming new pit stops for the 2019 event were contacted to qualify them as potential locations. A total of 17 new pit stops were brought into the fold, the majority of which were in Fairfax County. Throughout the planning and implementation process questions were answered, and general support was provided to pit stop managers, sponsors, and Committee members.

Event posters and rack cards were printed and mailed to employers along with a cover letter with tips on how to organize a Bike to Work Day event. Posters were also printed in Spanish. The printed marketing materials were also distributed to pit stop managers. Marketing for Bike to Work Day included flyers, posters, rack cards, radio personality endorsements, paid social media on Facebook and Twitter, a native article on WTOP.com, Pandora, and Spotify. Social Media pages were updated to include information for 2019's event. The flyer and marketing videos were posted to the Bike to Work Day website.

The Bike to Work Day website was updated to include information relevant to the 2019 event; the color scheme was updated to match the 2019 colors. All of the pit stop locations, names, and primary contacts were confirmed and updated. New logos were added to the home page, sponsor page, and corresponding pit stop pages; logos were removed for sponsors who were no longer participating in the event. Press releases and news stories were added to the website. The sponsor declaration form was replaced with a new version. Other text and links were also updated.

Bike to Work Day Steering Committee meetings were held on January 9th and March 13th. Topics from the meetings included sponsorships, printed marketing materials (posters/rack cards), vinyl banners, new pit stops, and participation reports. Updates were given by pit stop managers on their local event planning progress, and feedback was given by the Committee regarding the posters and T-shirt.

A Bike to Work Day presentation was given to the Transportation Planning Board (TPB) Technical Committee meeting on April 5, 2019. COG/TPB staff made a Bike to Work Day presentation to the TPB's Citizen's Advisory Committee on April 11th. A presentation by the Bike to Work Day Steering Committee Chair Henry Dunbar (Arlington Transportation Partners) was also made at the TPB's April 17, 2019 meeting, where the regional Bike to Work Day Proclamation was adopted. The proclamation was enlarged and signed by Martin Nohe, TPB Chairman and Prince William Supervisor. Photos were taken and posted onto the Bike to Work Day web site and social media. The Washington Area Bicyclist Association sent a letter to elected officials, inviting them to participate in local Bike to Work Day events.

The 2019 T-shirts were designed, printed, and distributed. A group of volunteers were formed to sort the T-shirts for pick up by the pit stop managers. Sponsors with invoices still outstanding were contacted as a reminder to make payments.

Vinyl banners were created and delivered to pit stop managers for use as promotional tools leading up to Bike to Work Day 2019 and to use as a backdrop at the events. The eight-foot-wide banners included 2019 event graphics and were customized with specific pit stop locations and times.

An earned media strategy was developed for Bike to Work Day and media interviews were coordinated. A calendar listing and three press releases were sent, including the final press release the day of the event.

COG/TPB staff coordinated with the Washington Area Bicyclist Association (WABA) on a letter of invitation to elected officials. Several elected officials and dignitaries accepted the invitations and attended the local pit stop events.

A Bike to Work Day Steering Committee meeting was held on May 8, 2019. Highlights from the meeting included discussion of the pick-up of t-shirts and other giveaway materials, a review of the Bike to Work Day Proclamation, radio ad, earned media strategy, bicycle convoys, and progress reports from each of the pit stop managers. The Commuter Connections Subcommittee was updated on the regional Bike to Work Day event at its May 21, 2019 meeting.

The Bike to Work Day event was held at 115 local pit stops on May 17, 2019 and nearly 18,000 bicyclists registered; a 4 percent increase from the previous year. Raffle winners were posted to the Bike to Work Day website.

After the event, COG/TPB staff updated the Commuter Connections Subcommittee on the regional Bike to Work Day evet at its May 21st meeting. Staff also distributed thank you letters to sponsors, identified prize winners of the various prize raffles, and began distributing the prizes.

COG/TPB staff coordinated the Employer Challenge. Following the event, Bike to Work Day registration data was analyzed to determine participation rates of top employers in the region. A luncheon was coordinated at the National Institutes of Health on June 25, 2019 and a plaque was prepared to recognize NIH as the winner of the Bike to Work Day Employer Challenge. Speaking remarks were prepared for the engagement.

Bike to Work Day 2019 Earned Media Placements:

BTWD 2019 Media Coverage		
Print/Online Coverage – 50		
3/14/2019	Potomac Local	Registration for Bike to Work Day 2019 now open
3/17/2019	The Frederick News-Post	Bike to work event will offer different transit options for all levels
4/17/2019	Curbed DC	Annual D.C. area Bike to Work Day planned for May 18
4/19/2019	DCist	Capital Bikeshare Is Giving Out Free Rides For Earth Day

4/19/2019	Potomac Local	Bike to Work Day stops to offer giveaways, food, beverages
4/19/2019	Prince William Living	Annual Bike to Work Day Planned for May 17
4/19/2019	Prince William County	Annual Bike to Work Day Planned for May 17
4/23/2019	ARL Now	Arlington Agenda
4/26/2019	Alexandria Living	Shifting Gears for Your Commute
4/26/2019	Centre View	Entertainment Calendar: Chantilly, Centerville
4/29/2019	Curbed DC	20-Mile, car-free DC Bike Ride scheduled for May 18th
5/05/2019	DC Commute Times	Fairfax County Expands Bike To Work Day Celebration
5/06/2019	PATCH	Alexandria Holds Bike to Work Day Events on May 17
5/06/2019	City of Alexandria	The city of Alexandria Invites Participation in Bike to Work Day on May 17
5/07/2019	PATCH	Fairfax City Bike Month 2019: Events, Schedule, Registration
5/08/2019	Capital Bikeshare	CaBi Launches in Falls Church and More Awesome News
5/13/2019	Alexandria Living	From Four Wheels to Two: Bike to Work Day is May 17
5/13/2019	El Tiempo Latino	El Condado de Montgomery incluira 16 paradas en la celebracion annual de "Bike to Work Day"
5/14/2019	AP News	Biking to Work in Comfort and Style is No Sweat
5/15/2019	DC Curbed	A protected bike lane will pop up in downtown Bethesda on Bike to Work Day
5/15/2019	DCist	Bike To Work Day Returns On Friday. Here's What You Need To Know
5/15/2019	Potomac Local	Leave your car in the garage for Bike to Work Day
5/15/2019	Reston Now	Cyclists Gear Up for Bike to Work Day on Friday
5/15/2019	Washington Business Journal	Expert Insight: How apartment buildings are making it easier to bike to work
5/16/2019	Bethesda Magazine	Opinion: Shifting Bethesda's Bike Lanes into Higher Gear
5/16/2019	DCist	10 Things to Do Around D.C. This Weekend
5/16/2019	Falls Church News-Press	Bikeshare Gives Residents Another Way To Get Around the Little City
5/16/2019	The Frederick News-Post	Friday marks Bike to Work Day

5/16/2019	Tysons Reporter	Poll: Are you going to participate in Bike to Work Day Friday?
5/16/2019	Urban Places and Spaces	Bike to Work Day
5/16/2019	Washington Informer	DC-area commuters can take part in Bike to Work Day on Friday
5/16/2019	Washingtonian	How to Ride Your Bike to Work While Buying as Little Stuff as Possible
5/16/2019	Washingtonian	Things to Do in DC This Weekend (May 16-19)
5/16/2019	WTOP	DC-area commuters can take part in Bike to Work Day on Friday
5/17/2019	ARL Now	Photos: Riders Flock to Trails for Bike to Work Day
5/17/2019	Fox 5 DC	DC Region participates in Bike to Work Day
5/17/2019	Port City Wire | Alexandria News	Bigger and better: 18,000 turn out for Bike to Work Day 2019
5/17/2019	Roll Call	Yes, you can ride in a bow tie and other lessons from Bike to Work Day
5/17/2019	Smithsonian's National Postal Museum	Bike to Work Day: Letter Carriers Peddle to Deliver the Mail
5/17/2019	The Washington Post	DC-area forecast: Days of warmth ahead, with slight shower and storm
5/17/2019	WUSA 9	20,000+ participate in Bike to Work Day 2019
5/17/2019	Zumper	6 Bike-Friendly Cities with Fun Commutes on Bike to Work Day
5/19/2019	Infosurhoy	DC-area commuters can participate in Bike to Work Day on Friday
5/21/2019	Reston Connections	Bike to Work Day in Reston Good for the cyclist, traffic and the environment.
5/21/2019	Herndon Connections	"Bike to Work Day Herndon-Style Good for the cyclist, good for traffic, good for the environment."
5/23/2019	Connections Newspaper	Area Residents Bike To Work: Plenty of juice, fruit and enthusiasm.
5/24/2019	Maryland Independent	A thank you to all those that helped with Bike to Work Day
Video - 5		
5/09/2019	Howard County Government	Are You Registered For Bike To Work Day?

5/09/2019	Takoma Park City TV	Bike to Work Day 2019
5/17/2019	WJLA ABC 7	What you need to know for National Bike to Work Day
5/17/2019	Roll Call	Yes, you can ride in a bow tie and other lessons from Bike to Work Day
5/22/2019	DDOT TV	2019 Bike to Work Day #BTWD2019
Radio - 4		
5/04/2019	WFMD 930	TransIT and City of Frederick Celebrate Bike to Work Day
5/13/2019	WHUR 96.3	Bike to Work Day And More Inside Community's Choice
5/15/2019	WHUR 96.3	A Fun, Cost Effective and Healthy Way to Get to Work
5/17/2019	Mornings on the Mall 105.9 FM WMAL	DC-area commuters can take part in Bike to Work Day on Friday
Blog - 27		
3/20/2019	Bethesda Transportation Solutions	Bike to Work Day
3/29/2019	Visit Fairfax County	Bike to Work Day – Fairfax County Pit Stops
4/03/2019	Fairfax County Government	Fairfax County Expands Bike to Work Day Celebration
4/04/2019	The DC Line	The DC Lineup for the spring: Learn about world cultures, chocolate, the environment and more
4/09/2019	Community Forklift	Register Now for Bike to Work Day 2019
4/18/2019	Greater Greater Washington	Breakfast links: This lifesaving train tech, 50 years in the making, is almost ready
4/18/2019	The DC Line	Curbed: Annual D.C. area Bike to Work Day planned for May 17
4/23/2019	Greater Greater Washington	Events: Rally for safer streets in memory of Abdul Seck
4/26/2019	Innov8energy	D.C. Bike to Work Day 2019 Planned for May 17
4/29/2019	A DC Journey	Do This: Bike to Work Day (5/17/19)
4/30/2019	goDCgo	Bike to Work Day is Back to Business
5/01/2019	DC Gov - Department of General Services	19 Bike to Work Day Facts

5/01/2019	Fairfax County Virginia	Fairfax County Bike to Work Day 2019
5/01/2019	Potomac Pedalers Touring Club	Bike to Work Day- Friday May 17, 2019 Join the Fun- Ride or Volunteer!
5/03/2019	Wash Cycle	Register for Bike to Work Day 2019, be a part of history
5/07/2019	DCThriftyMom	It's National Bike Month {Washington DC Events}
5/07/2019	goDCgo	It's Biking "May"hem!
5/08/2019	City of Alexandria	City Of Alexandria To Host Bike To Work Day In May 2019
5/13/2019	College Park	Mayoral Update - May 13, 2019 - what's happening in College Park this week.
5/13/2019	Greater Greater Washington	Events: Bike to work, speak out against highway widening, and more
5/14/2019	Port City Wire | Alexandria News	Reminder: Register for Bike to Work Day 2019 Today!
5/14/2019	The U.S. Census Bureau	Young Worker in Cities More Likely to Bike to Work: May 17 is National Bike to Work Day
5/15/2019	Port City Wire | Alexandria News	D.C. Area Gears Up for Record-Breaking Bike to Work Day
5/16/2019	EYA Homes	How to Get Ready for Bike to Work Day
5/16/2019	Mass Transit	MD: Friday marks Bike to Work Day
5/16/2019	The Hill is Home	TO DO: WEEKEND OF MAY 15TH-18TH
5/16/2019	The Hill is Home	DON'T FORGET: BIKE TO WORK TOMORROW!

C. Employer Recognition Awards

Work Accomplished on all Products and Services:

Thank-you letters were sent out to speakers who participated at the June 26, 2018 awards event held at the National Press Club. Program booklets from the awards ceremony were distributed to TPB members at their July meeting. COG/TPB staff provided and update on the Employer Recognition Awards ceremony at the Commuter Connections meeting on July 17, 2018. All vendor invoicing was obtained, and the 2018 Employer Recognition Award winners were featured in the Commuter Connections Summer 2018 newsletter.

A timeline for the 2019 Employer Recognition Awards program deliverables was produced. The 2019 Employer Recognition Awards workgroup was formed to include Marina Budimir, District Department of Transportation; Sharon Affinito, Loudoun County Commuter Services; and Semia Hackett, Prince George's Department of Public Works and Transportation. FY19 workgroup members reviewed and provided feedback

on creative concepts developed for the awards application brochure. The application brochure was developed into a self-mailer, printed and distributed to Level 3 & 4 Employee Transportation Coordinators, Chambers of Commerce, and Business Improvement Districts. The nomination brochure and form were also made available online. A call for nominations email blast was also sent to employers. Due to the federal shutdown, the call for nominations deadline, originally February 1, 2019 was extended though the end of the month. The extended deadline was posted on the Employer Recognition Awards page of the Commuter Connections website; an update email was also sent to the Commuter Connections email listing. COG/TPB staff and its contractor coordinated award submissions with local jurisdictions. The Employer Outreach Committee was briefed at their January meeting; attendees were asked to encourage employers to submit award nominations.

A competitive bidding process was conducted for the awards ceremony venue and a deposit was placed with the National Press Club. The awards nominations were reviewed, and one-page summaries were edited and finalized in preparation for the March 2019 Selection Committee meeting. Selection Committee members were secured and sent welcome letters. Other materials provided for the Selection Committee meeting included agenda, instructions, ballots, and copies of the original employer nomination forms submitted. TPB Vice Chairman and City of Frederick Alderman Kelly Russell served as Chair for the Selection Committee. Following the meeting, thank you letters were sent to Selection Committee members. Internal meetings were held to discuss Employer Services Sales Team and Organization Achievement award nominees. Further research was gathered on potential Employer Services awards candidates, and winners were determined. COG/TPB staff held an internal meeting to discuss COG achievement award nominees. Further research was gathered on potential COG award candidates, and winners were determined.

The 2019 Employer Recognition Awards winners were contacted by phone and sent letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status.

Cost estimates were obtained for invitation printing, photography and video services, awards trophies and various giveaway item choices were proposed by the marketing contractor. The invitation and envelope art were created.

Questions were developed for the awards video, filming took place, and the video went through an editing phase. The final produced video encompassed two-minute-plus segments of each award-winning program. Coffee mugs were selected as giveaway items based on workgroup feedback and provided to guests following the awards ceremony. Glass trophies were ordered and inscribed for each winner.

Podium signage, invitations, and a program booklet with the theme “Celebrating Stars” were developed and printed. The booklets included write-ups and photos for each winner, and letters from both the TPB and Commuter Connections Chairs. An invitation with matching envelope were mailed, and attendees responded via an online RSVP form developed by COG/TPB staff. Reminder emails were sent to those who did not RSVP, and a security QR code was sent to all confirmed guests. Catering arrangements were made with the venue, and name badges were created. Speakers for the event were recruited; remarks were written for the presenters and Master of Ceremonies, and the agenda was made. Confirmation letters were sent to speakers along with instructions. An internal logistics staff meeting was held, and team assignments were given.

Throughout the facilitation and administration of the event, COG/TPB staff oversaw the activities of the primary marketing contractor, Odonnell Company. This included bi-weekly updates via conference call and processing of invoices related to the event.

The 22nd annual Commuter Connections Employer Recognition Awards event was held at the National Press Club on June 21, 2019. The Master of Ceremonies for the event was City of Frederick Alderman, and Transportation Planning Board Vice Chairman, Kelly Russell. The Sales Team Achievement award was won by Arlington County Commuter Services and presented by Kanti Srikanth, COG Director of Transportation. Director Srikanth also presented the Organization Achievement award to the Dulles Area Transportation Association for their Onsite Rideshare Coordinator program. The Incentives award was presented by Greg Billing Executive Director, Washington Area Bicyclist Association, and given to Toole Design Group of Silver Spring, MD. The Marketing award was won by Washington Headquarters Services, Washington, DC and Alexandria, and presented by Nicholas Ramfos, Commuter Connections Director. Lastly, the Telework Award was awarded to Aircraft Owners and Pilots Association, located in Frederick, MD and presented by Harriet West, Assistant Town Manager, Town of Lovettsville, VA. At the conclusion of the event, attendees received the awards booklet and Commuter Connections branded coffee mugs.

Key moments of the Employer Awards ceremony were live-streamed to the Commuter Connections Facebook page. To recognize the employer winners, a quarter page display ad was placed into the Washington/Baltimore edition of the Wall Street Journal, which published Monday, June 24, 2019. A complimentary eighth-page black and white ad also ran on Wednesday, June 26, 2019. Posts of the winners and their respective awards were made on to the Commuter Connections Facebook page following the event.

Following the event, thank you letters were sent to the awards speakers, winner seals were shared with the winning employers for promotional use, along with ceremony photos, a custom press release, and a copy of the awards video. The awards program booklet and all other awards materials were placed onto the Commuter Connections website where a new page was created for the award winners.

The majority of award winners publicized their winning of an Employer Recognition Award in some fashion, whether on their company websites or social media sites.

D. ‘Pool Rewards

Work Accomplished on all Products and Services:

Media buy options developed by the marketing contractor were evaluated for the fall ‘Pool Rewards campaign and approved; insertion orders were processed. The campaign consisted of paid social media on Facebook and Instagram, and radio personality influencer posts on iHeart stations which included WASH, WBIG, WITH, WMZQ, and WWDC. Although it was not implemented, a proposal from WTOP was considered to promote the use of ‘Pool Rewards for the I-395 Express Lanes. Instead, a 15-second radio script was created to promote the I-395 Express Lanes and ran as value-added media. For the spring campaign, a boosted post was placed on Facebook to promote the use of ‘Pool Rewards Inside the Beltway along I-66, and the extra $100 bonus incentive for Outside the Beltway. In addition, a value-add radio spot ran on three CBS-owned stations. In November 2018, ‘Pool Rewards was mentioned on Entercom radio’s community affairs programs on stations WPGC and WLZL, which featured interviews of COG/TPB staff.

COG/TPB staff operated the ‘Pool Rewards incentive program, which includes routine review, processing, and registering of eligible ‘Pool Rewards applicants for both carpools and vanpools. Staff also monitored trip logging for program participants and awarded incentive payments accordingly. A contract amendment was signed with Commute by Enterprise to help operate the program. Representative from Enterprise met with COG staff on September 26th to discuss program status.

Reporting to the National Transit Database (NTD) was completed. COG/TPB staff collected, analyzed, and submitted FY18 vanpool data to FTA in autumn 2018. Part of the process required a third-party audit, which was conducted and approved by FTA.

E. Car-Free Day

Work Accomplished on all Products and Services:

Car Free Day Steering Committee meetings were held in July and September 2018 which provided a forum for planning, reporting, discussion, and feedback regarding the 2018 Car Free Day event.

The Car Free Day 2018 proclamation signing occurred at the July 2018 TPB meeting. A promotional video for Car Free Day was produced internally and featured the Committee Chairperson Nicholas Robb, Fairfax County Commuter Services. A poster concept was selected by the Steering Committee, and the posters were developed, printed and distributed to employers and jurisdictional partners. A PDF version of the flyer was posted to the Car Free Day website where it could be downloaded. The theme of the posters was "Drop it for a Day" and depicted a hand dropping car keys. An email blast was sent to employers, past Car Free Day participants, and marketing opt-in commuters from the TDM system database. A radio script was selected by the Steering Committee and subsequently recorded by the marketing contractor.

The Car Free Day website was updated to include information relevant to the 2018 event. A new masthead was developed and replaced the old version. Logos for event sponsors were added/updated; logos from sponsors who no longer supported the event were removed. Press releases and other relevant news articles were added to the site. The pledge form was updated with new questions, answers, and location options. The reporting table/counter was updated to show 2018 event data. The pledge confirmation email message was updated to include 2018 prizes/giveaways. On the Commuter Connections website, language for CarpoolNow was added to the "How to be Car-Free" accordion under the Ridesharing page.

A promotion with District Taco offered a promo code for $3 off online orders of $10 or more to all who took the 2018 Car Free Day pledge. The promotion was valid through October 22, 2018 at all DC, Maryland, and Virginia District Taco locations. Other sponsors contributed prizes for the regional raffle. The marketing campaign included paid ads and boosted posts on Facebook, Pandora, YouTube, and text messages to opt-in cell phone numbers. In addition, for the second consecutive year, a paid endorsement with influential lifestyle blog writer Meg Biram was used to spread the word about Car Free Day in a grass-roots style fashion. Endorsement ads were pre-recorded by on-air personalities from three area radio stations. Transit signage was donated by Arlington Transit, Fairfax Connector, Montgomery County Ride On, Metrobus, and Prince George's County.

The Capital Area Car Free College Campus Challenge was held as a friendly competition to generate a buzz about Car Free Day on college campuses within the region, and to garner pledges. An earned media campaign included the distribution of press releases, and media outlets were encouraged to write Car Free Day news stories.

A total of 2,770 people took the Car Free Day pledge in 2018. The breakdown by mode is as follows: Bike 27%, Rail 26%, Bus 21%, Walk 10%, Telework 8%, and Pool 8%. The SOV group consisted of 43% of those who pledged, reducing nearly 45,734 vehicle miles over the two-day event. Pledges were made by residents of the District 24%, Maryland 36%, Virginia 39%, and other states 1%.

The pledge analysis of the event and the emissions impacts analysis were presented at the November 20, 2018 Commuter Connections Subcommittee meeting. Raffle prizes were

awarded and sent to winners, and prize recipients were publicized through social media and the event web site. Thank you, emails were sent to Car Free Day sponsors and participants.

Car Free Day 2018 Media Placements:

CFD 2018 Print /Online Coverage		
Date	**Outlet**	**Topic linked to URL**
7/18/18	Washington Times	D.C. officials to stretch 'Car Free Day' into two days
8/29/18	issuu	Car-Centric to Car Free
9/01/18	CityScene	Celebrate Try Transit Week and Car-Free Day
9/05/18	Montgomery County	Shop & Play the Easy Way
9/07/18	Gallaudet University	"Car Free Day" to take place Friday, September 21, 2018
9/07/18	Arlington Transit	Free ART Bus Rides on September 20
9/10/18	Potomac Local	OmniRide encouraging participation in 'Try Transit Week' and 'Car Free Day'
9/11/18	Bristow Beat	'Try Transit Week,' 'Car Free Day' Encourages Driving Alternatives
9/12/18	Montgomery County MD	MCDOT to Sponsor Special Car Free Day "Shop and Play" Celebration
9/14/18	Prince William County Virginia	Consider Going Car Free for a Day
9/14/18	Fairfax County	Fairfax Commuters Encouraged to Give Transit a Try During Try Transit Week and Go Car Free Sept. 21-22
9/16/18	NIH	Car Free Day
9/17/18	WTOP	Will a taco discount get you to go car-free this week?
9/17/18	WTOP	How to get a free bus ride in Arlington this week
9/17/18	Potomac Local	Leave the car at home on Car Free Day
9/17/18	WFMD	Car Free Days Taking Place Later This Week
9/17/18	City of Frederick	Car-Free Days, Free Ride on TransIT
9/17/18	Greater Greater Washington	Be carefree by being car-free

9/18/18	American Heart Association	American Heart Association Supports Car Free Day to Create Heart Healthy Habits in DC
9/18/18	The Frederick News Post	Car Free Days offer chance to try alternative to solo commute
9/19/18	Potomac Almanac	Car Free Days 2018
9/19/18	Prince William Times	Can you go car-free for a day?
9/19/18	Urban Places and Spaces	World Car Free Day: Saturday September 22nd
9/19/18	Herald Mail Media	TransIT encourages greener modes of travel Friday and Saturday
9/20/18	Mass Transit Magazine	MD: Car Free Days Offer Chance to Try Alternative to Solo Commute
9/20/18	Cultural Tourism DC	Pledge to Go Car Free and Join Us for Walking Town DC
9/20/18	94.7 Fresh FM	Watch Jen Try Scooters, Bikeshare & More Modes of Transport for Car Free Day
9/23/18	Greater Greater Washington	On Car-Free Day, residents yearn for the Purple Line
CFD 2018 Television Coverage		
9/18/17	Prince George's Community Television	Car Free Day
CFD 2018 Radio Coverage		
9/21/17	CFD WTOP	Car Free Day
9/21/17	Fresh FM	Car Free Day
CFD 2018 Paid Influencer Blog		
9/14/18	Eat Pray Run DC	Top Ten Big Birdcamp Memories
9/13/18	Meg Biram	Change It Up

The first Steering Committee meeting for 2019 was held on March 13, 2019. A comprehensive recap report of the 2018 event was distributed, which highlighted the various marketing and promotional aspects of the fall event. Topics of discussion for Car Free Day 2019 included setting a pledge goal of 10,000, and recognizing Car Free Day on Friday September 20, Saturday September 21, and Sunday, September 22 and naming the event "Car Free Days." Highlights from the May 8, 2019 meeting included a

discussion of marketing and social media strategies for the 2019 event, potential sponsors and prizes, and a roundtable discussion with network members regarding potential event plans within their jurisdictions. Potential 2019 event sponsors were solicited for the 2019 Car Free Day event COG/TPB staff provided support to the Committee.

The Commuter Connections Subcommittee was updated on the planning progress of the regional Car Free Day 2019 event at their May 21st meeting.

F. CarpoolNow Mobile Application

Work Accomplished on all Products and Services:

The media strategy for the CarpoolNow 2019 spring campaign focused on the driver incentive which was expanded in FY19 to include the full non-attainment area. Pop-up events were held in support of CarpoolNow to include radio stations and Commuter Connections network members. The events were held at the Huntington Metrorail station on May 8, 2019 with WIAD, and at Van Dorn Metrorail station with WTOP on May 14, 2019 to promote use of the CarpoolNow during the summer 2019 station shutdowns. An event was also held at the Urbana, MD Park and Ride Lot on May 22, 2019 with WFRE and WFMD. Additionally, the CarpoolNow mobile app was promoted through Entercom (owner of several DC market radio stations) at the National Capital BBQ Battle in Washington, DC on June 22-23, 2019. The CarpoolNow mobile app received on-air promotions and distribution of collateral materials at the Entercom booth. A boosted Facebook post was placed to promote CarpoolNow and the National Capital BBQ Battle. Additional CarpoolNow Facebook ads and boosted posts were placed in May (in conjunction with the Metrorail Shutdown announcement) and June.

G. Flextime Rewards

Work Accomplished on all Products and Services:

The incentive for Flextime Rewards was modified from the original "prize drawing" method to a blanket incentive that awards an $8 incentive to any individual who takes a qualifying trip, up to two times per day. COG/TPB staff developed and monitored reports to track program activity and distribute payments when needed.

The Flextime Rewards Media Strategy was developed and approved. Flextime Rewards web banner ads were developed and placed on WTOP.com for three home page takeovers, plus ads on the traffic page, and run-of-site placement. A mailing of Flextime Rewards 6 x 11" postcards were sent to over 500 employers known to have flextime programs. Additionally, Flextime Rewards posts were placed and boosted on Facebook. Ads directed viewers to a newly created page on the Commuter Connections website with updated details about the program.

IV. MONITORING AND EVALUATION

A. Regional TDM Data Collection and Analysis

Work Accomplished on all Products and Services:

Timelines for data collection activities taking place during FY19 were developed by COG/TPB staff in conjunction with the TDM Evaluation Consultant, LDA Consulting. The timeline was presented at the September 18th Commuter Connections Subcommittee meeting.

COG/TPB staff and LDA Consulting updated the FY2018 – FY2020 Commuter Connections TDM Program Elements draft Revised Methodology Framework, the 2019 State of the Commute Survey questionnaire, the 2019 Guaranteed Ride Home Survey(s)

questionnaire, and the 2019 Employer Customer Satisfaction Survey questionnaire. Drafts of each document were presented during monthly meetings of the TDM Evaluation Group occurring on October 16th, November 20th, and December 18th, 2018. Feedback from the evaluation group was incorporated into each subsequent version of the document. Summaries from each of the meetings are listed below:

October 16, 2018: Lori Diggins of LDA Consulting presented several items for the Committee to review and staff subsequently opened a comment period through November 1st on the 2019 State of the Commute Draft Questionnaire and the 2019 State of the Commute Draft Web Survey. Notable revisions proposed for the 2019 State of the Commute Draft Questionnaire include questions on how technology is influencing commuting choices, the impact of new forms of mobility (e.g. e-scooters), HOV/HOT usage, and the public's perception of automated vehicles. Both documents were posted to SharePoint.

November 20, 2018: Lori Diggins of LDA Consulting presented updates to the 2019 State of the Commute survey based on comments received at the October meeting and subsequent open comment period. Ms. Diggins also presented an updated version of the FY2018 – FY2020 Commuter Connections TDM Program Elements draft Revised Methodology Framework, 2019 GRH Survey(s), and the 2019 Employer Customer Satisfaction Survey. Notable revisions proposed for the FY2018 – FY2020 draft Revised Methodology Framework include three new projects for evaluation (CarpoolNow, Flextime Rewards, and incenTrip) and the removal of pre-2006 employer survey data from the regional employer survey archive database. All three surveys were posted to SharePoint for an open comment period through December 11th.

December 18, 2018: As the final TDM Evaluation meeting for the current evaluation period (FY2018-FY2020), Lori Diggins of LDA Consulting recapped the modifications integrated into several TDM Evaluation documents as suggested by the work group. After gathering any final feedback from the work group during the meeting, COG/TPB staff proceeded with creating the 2019 State of the Commute Survey, 2019 GRH Surveys, and 2019 Employer Customer Satisfaction Survey. The surveys were scheduled to be released to the public in various phases that began in early January. Final feedback for the FY2018 – FY2020 Commuter Connections TDM Program Elements draft Revised Methodology Framework was also gathered from the work group and subsequently integrated into the document in preparation for presentation at the January 15th, 2019 Commuter Connections Subcommittee meeting.

COG/TPB staff and LDA Consulting presented finalized updates to the FY2018 – FY2020 Commuter Connections TDM Program Elements draft Revised Methodology Framework at the January 15th Commuter Connections Subcommittee meeting. The document was subsequently posted to SharePoint for a comment period concluding on February 12th. Staff integrated comments into the final document and presented it to the Commuter Connections Subcommittee on March 19th. The document was endorsed by the Committee and subsequently published and posted to the Commuter Connections website.

COG/TPB staff and LDA Consulting finalized the State of the Commute (SOC) questionnaire and prepared the survey for distribution. Staff coordinated with the Regional Travel Survey to avoid survey fatigue among eligible respondents. Once the distribution lists were finalized, staff and contractor developed a postcard for the 2019 SOC Survey, prompting residents to take the online survey. Two waves of postcards were sent to 180,000 households throughout the region. Over 7,000 workers had completed the survey as of March, far above the goal of 6,000 respondents. Staff attribute the large

conversion rate to the $250 Amazon gift cards being raffled and the community-focused language on the postcard. After the survey closed, staff oversaw LDA Consulting in their analysis of the State of the Commute questionnaire. LDA Consulting compiled the findings and into a draft technical report that was delivered at the end of June for staff review and for presentation to the Commuter Connections Subcommittee in July.

COG/TPB staff managed the TDM System Contractor (Media Beef) and LDA Consulting in the updates and programming of the 2019 Guaranteed Ride Home Survey. This project included survey design, data storage and retrieval, and user interface. Media Beef took the design and implemented the survey in the code of the TDM system. COG/TPB staff extracted survey candidate commuter records from the Oracle database for creating email and postal mailing lists. COG/TPB staff and LDA Consulting performed testing to ensure proper flow of control and that data was stored according to the specified formats. The GRH Washington Survey was released for data collection on April 11th. Staff monitored the Oracle database and produced a list of commuters to remind to take the survey. Email reminders were sent to potential respondents on April 23rd, May 2nd, and May 10th. Data collection ended in late May. LDA Consulting subsequently began data analysis of the survey and compiled their findings in a draft report delivered at the end of June for staff review and for presentation to the Commuter Connections Subcommittee in July.

COG/TPB staff collected data documentation from the employer outreach activity reports and provided data to jurisdictions by request throughout the fiscal year. The following is a monthly summary of these activities:

July: Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There were outstanding reports from Prince William, Prince George's, and Fairfax Counties as well as Frederick, Montgomery, Loudoun Counties, the City of Alexandria.

August: Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There were outstanding reports from Prince William, Prince George's, and Fairfax Counties as well as Frederick, Montgomery, Loudoun Counties, Tri-County Council for Southern Maryland and the City of Alexandria.

September: Employer Outreach sales activity reports were received from Arlington, Loudoun, Frederick, and Montgomery Counties as well as the District of Columbia and Tri-County Council. There were outstanding reports from Prince William, Prince George's, and Fairfax Counties as well as the City of Alexandria.

October: For October the monthly Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There are outstanding reports from Prince William, Prince George's, Loudoun, Montgomery, Frederick, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

November: Employer Outreach sales activity reports were received from Arlington County and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Loudoun, Montgomery, Frederick, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

December: Employer Outreach sales activity reports were received from Arlington County, Frederick County and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

January: Employer Outreach sales activity reports were received from Arlington County, Frederick County and the District of Columbia. There were outstanding reports from Prince William, Prince George's, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

February: Employer Outreach sales activity reports were received from Arlington County, Frederick County, Prince George's County and the District of Columbia. There were outstanding reports from Prince William, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

March: Employer Outreach sales activity reports were received from Arlington County, Frederick County, Prince George's County and the District of Columbia. There were outstanding reports from Prince William, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

April: Employer Outreach sales activity reports were received from Arlington County, Frederick County, Prince George's County and the District of Columbia. There were outstanding reports from Prince William, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

May: Employer Outreach sales activity reports were received from Arlington County, Frederick County, Prince George's County and the District of Columbia. There were outstanding reports from Prince William, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

June: Employer Outreach sales activity reports were received from Arlington County, Frederick County, Prince George's County and the District of Columbia. There were outstanding reports from Prince William, Loudoun, Montgomery, and Fairfax Counties as well as the City of Alexandria and Tri-County Council for Southern Maryland.

COG/TPB staff conducted and completed data sweeps of the ACT! database during the weeks of July 16th, August 13th, September 10th, October 15th, November 5th, December 10th, January 14th, February 11th, March 18th, April 15th, May 13th, and June 10th.

COG/TPB staff oversaw the employer site survey coordination throughout the fiscal year.

COG/TPB staff fulfilled data requests from various local jurisdictions upon request.

COG/TPB staff performed an emissions/greenhouse gasses analysis and memo based on Car Free Day 2018 pledge data. The pledge analysis was conducted within a month of the event which summarized pledge counts by mode, state, and jurisdictions well as an emissions and greenhouse gases impact analysis.

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products and Services:

COG/TPB staff routinely prepared and reported program data to produce monthly executive summary reports and quarterly progress reports for work activities related to the CCWP. Monthly Executive Summary reports included those from June 2018 through May 2019. Quarterly progress reports included the Fourth Quarter FY18 as well as the First – Third Quarters of FY19. The FY18 CCWP Annual Progress Report was published

in September and presented at the September 18th Commuter Connections Subcommittee meeting. The report was subsequently distributed to program funders.

Advertising campaign effectiveness was tracked through call volumes and internet visits throughout the quarter. The FY19 Final First Half Regional TDM Marketing Campaign Summary report and FY19 Draft Second Half Regional TDM Marketing Campaign Summary report were distributed at the March 19, 2019 Regional TDM Marketing Group meeting. Each contained data showing the degree of effectiveness of the marketing campaigns based on tracked call volumes, internet visits, and GRH and Rideshare applications for the period.

The FY18 GRH Customer Satisfaction Survey report for the Washington, DC region was assembled and presented at the January 15, 2019 Commuter Connections Subcommittee meeting. After an open comment period, the final report was endorsed for release during the March 19, 2019 Commuter Connections Subcommittee meeting. The report was published and posted to the Commuter Connections website. Of 2,317 GRH surveys distributed in fiscal year 2018, 335 or 14 percent of surveys were completed. The overwhelming majority, 97 percent of survey respondents were satisfied with the overall GRH service. Written responses were provided by 71 percent of the respondents, the majority of which (62%) contained compliments. Compliments outweighed criticism more than 8 to 1. For every program category, good or above ratings were given by at least 92 percent of respondents. Lastly, the average response wait was 13 minutes and 94 percent waited 30 minutes or less.

Throughout FY19, the GRH Customer Satisfaction Survey was sent via email to Washington, DC region commuters who used a GRH trip. Commuters without an email address were sent a hard copy version of the survey.

The 2019 Employer Outreach Satisfaction Survey was sent to contacts within the ACT! Regional Employer Database. COG/TPB staff managed the TDM Evaluation Contractor, LDA Consulting, in monitoring the survey's progress. Several reminder announcements were sent to encourage greater survey conversion rates. The incentive for taking the survey was increased from to $50 Amazon gift cards to ten $100 Amazon gift cards. Data collection concluded in late April; 477 responses were recorded from phone and internet responses. COG/TPB staff received data from the survey in May and subsequently began compiling a draft report that summarizes survey results; the report is expected to be presented at the July 16th Commuter Connections Subcommittee meeting.

Throughout the year, COG/TPB staff managed and oversaw contract work on the Employer Survey by continuing to work with contractors (VHB) to implement updates to the COG survey database. A meeting was held on July 20th with representatives from VHB to set up the plan for updates for the survey application; the scope of work for the fiscal year was finalized in August. A follow-up meeting was held on September 20th with VHB representatives for ARC/GIS mapping application for the survey archive. VHB submitted mockups for various data visualizations and GIS mapping insights that utilize data from survey responses. Staff submitted feedback for improving these mockups prior to the testing phase of implementation. VHB then began programming the new GIS Map Functionality and Data Visualizations using data from the Employer Survey Database and the ACT! Regional Employer Database, along with other publicly available data. Staff provided a copy of the database backup so VHB could build the new tools. VHB completed programming the new GIS Map Functionality and Data Visualizations using data from the Employer Survey Database and the ACT! Regional Employer Database, along with other publicly available data. VHB then cleaned up legacy data within the database. COG/TPB staff provided final deliverables to VHB during a conference call meeting held on June 6th, which included deliverables such as

documentation on mapping enhancements made to the database, visualization file transfer, and a slight database design update. All deliverables were finished by June 30th.

COG/TPB staff assembled the Bike to Work Day 2018 Event Report. The report was presented in draft form at the Bike to Work Day Committee on September 12, 2018. Staff continued integrated edits submitted by pit stops and presented an updated version of the report at the November 14, 2018 Bike to Work Day Committee and to the Commuter Connections Subcommittee on November 20, 2018. Staff continued incorporating edits suggested by Committee members. The report was prepared for endorsement and presented at the January 15, 2019 Commuter Connections Subcommittee meeting. The report was posted to the Commuter Connections website.

Data was collected throughout the fiscal year from jurisdictions to produce the Employer Outreach Conformity Verification Statements. The final third quarter FY18 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on July 17, 2018. The final fourth quarter FY18 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on October 16, 2018. The final first quarter FY19 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on January 15, 2019. The final second quarter FY19 Conformity Verification Statement was prepared and presented to the Employer Outreach Committee on April 16, 2019.

The annual Employer Outreach Snapshot Analysis and Project Recommendations were developed and sent to the three state funding agencies in May.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

Work Accomplished on all Products and Services:

Throughout the fiscal year, COG/TPB staff coordinated with COG/ITS staff to maintain and update the ACT! database software. This included a new licensing component that was introduce for version 18 of the ACT! database on December 28th. A new User Agreement message was also added that displays upon user login to the database.

ACT! Database trainings were conducted with the Tri-County Council on October 31st, WMATA on January 29th, and Alexandria on May 7th.

WMATA formally re-joined use of the Employer Outreach database in FY19. COG/TPB staff was mindful of protecting local jurisdictions' interests when re-admitting WMATA to the ACT! database. On August 8th, COG/TPB staff met with WMATA staff on coordination efforts for employer outreach. COG/TPB staff subsequently drafted a coordination memo for the Employer Outreach Committee that proposed collaborative policies between local TDM sales teams and WMATA when using the ACT! Employer Outreach Database. The memo included the potential benefits of coordinating TDM/SmartBenefits outreach efforts with WMATA. The memo was finalized and presented at the October 16th Employer Outreach Committee meeting. At the Committee's suggestion, a comment period was established for committee members through November 2nd. As part of the process, staff met with Jim Bongiorno on October 31st to discuss next steps for WMATA's access to the ACT! Employer Outreach database. Many comments were received; COG/TPB staff subsequently analyzed the comments and carefully assembled responses to committee members' concerns. Staff's responses included a thorough legal review and revival of the Lead Processing and Procedures that have guided the program since the late 1990's. The comment and

response document was presented at the January 15th Employer Outreach Committee meeting, where staff recommended proceeding with a 3-month coordination pilot. Partnering with WMATA to reach employers in the greater Washington region is a direct activity related to the Visualize 2045 Aspirational Initiatives adopted by the TPB in late 2018. WMATA's activity in the database was monitored throughout the pilot period. Staff wrapped up findings from the pilot and granted WMATA access to the database at permission levels consistent with network members. These findings and decisions were announced at the April 16th, 2019 Employer Outreach Committee meeting.

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services:

The Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees was distributed at the May 17, 2019 Bike to Work Day pit stop events, as well as at various employer events throughout FY19. The guides were also distributed as part of general fulfillment to employers. The PDF version of the Bike Guide was updated on the website with language reflecting WMATA's new bike policy on Metrorail. Staff responded to a request by the National Credit Union Administration in Alexandria to help setup a bicycle program at their workplace in June.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Products and Services:

Throughout the fiscal year, COG/TPB staff supported the outreach efforts of the Maryland jurisdictions.

The amendments for Tri-County Council for Southern Maryland was completed in August; Frederick and Prince George's County in November; and Montgomery County in February.

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions.

COG/TPB staff added the third and final FY18 case study to the Commuter Connections website (National Harbor/Peterson Companies) and presented all three case studies to the Employer Outreach Committee on July 17th, 2018. Work commenced on new case studies for FY19. George Mason University (Virginia), IQ Solutions (Maryland), and the American Pharmacists Association (D.C.) were identified as having high-quality TDM programs. Staff interviewed ETCs and reps from local jurisdictions when developing the case studies. The case studies were finalized in April 2019 and presented at the April 16th Employer Outreach Committee meeting. They were subsequently posted to the Commuter Connections website in June 2019.

Employer Outreach Committee meetings were held on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared several weeks in advance. Highlights from those meetings were as follows:

July 17, 2018 – The final Q3 FY19 and draft Q4 FY18 Conformity Verification Statements were presented. COG/TPB staff also presented the FY18 Case Studies, updated the Committee on recent and upcoming sales trainings, and facilitated a

discussion about granting WMATA access to the ACT! database. Michelle Golden of Montgomery County Commuter Services presented data and findings from their dockless bikeshare pilot. The meeting concluded with a roundtable discussion.

October 16, 2018 – Antoinette Rucker, WMATA, was presented with a plaque and thanked for her service as Chairperson of the Committee throughout FY19. Judy Galen, Loudoun County, was announced as the new Chairperson for FY19 and Paul Gatons, Montgomery County, was announced as the new Vice Chairperson for FY19. The final Q4 FY18 and draft Q1 FY19 Conformity Verification Statements were presented by. COG/TPB staff also updated the Committee on recent and upcoming sales trainings. Jim Davenport, Transform 66, presented information related to the Transform 66 employer outreach efforts. COG/TPB staff then presented a memorandum outlining the importance of Employer Outreach coordination with WMATA; the memo was posted to SharePoint and a comment period was established through November 2. The meeting concluded with a roundtable discussion.

January 15, 2019 – The final Q1 FY19 and draft Q2 FY19 Conformity Verification Statements were presented. COG/TPB staff also updated the Committee on recent and upcoming sales trainings and facilitated a discussion about proper lead generation/processes when coordinating with WMATA in TDM outreach activities. Joe McAndrew, Greater Washington Partnership (GWP), presented the Partnership's outreach plan for the greater Washington D.C. region. Chairperson Judy Galen tabled the Earth Day discussion due to lack of time. The meeting concluded with a roundtable discussion.

April 16, 2019 – The final Q2 FY19 and draft Q3 FY19 Conformity Verification Statements were presented. COG/TPB staff also updated the Committee on recent and upcoming sales trainings, presented the FY19 Case Studies, recapped findings from the Metro Coordination Pilot Program and announced their ongoing partnership, and updated the Committee on the Employer Satisfaction Survey. COG/TPB staff reiterated the importance of information integrity by maintaining high-quality data in the ACT! database. Representatives from VHB demonstrated new functionalities programmed into the Employer Survey database that include GIS mapping and data visualizations. The meeting concluded with a roundtable discussion.

Sales training topics were identified from a survey programmed and distributed by COG/TPB staff. The topics chosen and the dates of the respective trainings are identified below:

September 24, 2018: *Travel Behavior and Automated Vehicles.* The training was conducted by Ryan Lanyon and sought to bring sales teams up to speed on the forthcoming advancements in mobility and how TDM messaging and programing can be altered to remain effective. Attendee reviews of the training were generally favorable.

December 11, 2018: *DiSC Assessments.* The training was conducted by Brighter Strategies and reviewed the findings from the DiSC Assessments attendees had taken in the prior weeks. Attendees learned about their own personality types and how to better interact with others based on their own social preferences. Attendees expressed gratitude and satisfaction for the training.

March 25, 2019: *Having Employers Buy-in to TDM*. The training was conducted by UrbanTrans. Attendees learned about prospecting for employers, buildings relationships with the right contact, developing a custom TDM work plan, etc. Attendees expressed gratitude and satisfaction for the training but also noted the need to secure more "advanced" TDM sales techniques in future trainings.

June 28, 2019: *Presenting Effectively*. The training was conducted by Carmie McCormick. Attendees learned about presentation techniques that help sell a product, including messaging and communication tips. Ms. McCormick also explained how to create effective Power Point presentations. Attendees expressed gratitude and satisfaction for the training.

COG/TPB staff worked to update the regional Telework brochure.

COG/TPB staff prepared and distributed the bi-annual sales support questionnaire for DC and Maryland sales representatives.

COG/TPB staff coordinated with WMATA's SmartBenfits program sales staff.

COG/TPB staff met with TransitScreen representatives on June 21st to discuss a new transit benefit application being developed and tested.

VI. GUARANTEED RIDE HOME BALTIMORE (GRHB) PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

The GRH Baltimore program continued to enroll new applicants during FY19. A total of 105 applicants were registered in FY19. Applicants whose records were expiring were contacted to update their information. 252 were re-registered in FY19. AAA coupons were provided to Baltimore region commuters who renewed their GRH membership. Pizza Hut coupons were added beginning in March. As of June 30, 2019, a total of 357 commuters are currently registered in the GRH Baltimore program.

COG/TPB staff monitored and maintained the GRH database and server throughout the fiscal year. Staff also monitored and maintained the TDM System which houses and processes all GRH registration and trip data.

COG/TPB staff met with Diamond Transportation staff on September 26, 2018; January 30, 2019; and May 25, 2019 to discuss GRH program operations and invoicing.

The FY18 GRH Customer Satisfaction Survey report for the Baltimore region was assembled and presented at the Commuter Connections Subcommittee meeting on January 15, 2019. After an open comment period, the final version was endorsed for release at the March 19, 2019 Commuter Connections Subcommittee meeting. The report was published and posted to the Commuter Connections website. Of 125 surveys distributed in fiscal year 2018, 9 percent responded. At 46 percent, unexpected emergency was the reason most stated for using the GRH service within the Baltimore region. The vast majority, 82 percent of survey respondents were pleased with the Overall GRH service. Written responses were received by 73 percent of survey participants and compliments outweighed criticism 5 to 1. The average wait time was 25 minutes, with 73 percent waiting 30 minutes or less.

Throughout FY19, the GRH Customer Satisfaction Survey was sent via email to Baltimore region commuters who used a GRH trip. Commuters without an email address were sent a hard copy version of the survey.

The fall 2019 GRH Baltimore marketing campaign was launched in October 2018 and ran through December using ads developed in the previous fiscal year ("Don't Get Stuck" campaign). The radio station was WBAL (news/talk). Video advertising was also placed on YouTube and Facebook. Radio scripts and creative were finalized for the FY19 Guaranteed Ride Home Baltimore region spring marketing campaign, using the theme of

"Don't Freak Out". The campaign launched in February 2019 and included ad placement on radio, Facebook, and YouTube.

COG/TPB staff managed the TDM System Contractor (Media Beef) and TDM Evaluation Contractor (LDA Consulting) in the updates and programming of the 2019 Guaranteed Ride Home Baltimore Survey. After several rounds of testing, the survey was released for data collection on April 17th. COG/TPB staff monitored the Oracle database and produced a list of commuters to remind to take the survey. Email reminders were sent to potential respondents on April 29th, May 7th, and May 14th. Data collection ended in late May. LDA Consulting subsequently began data analysis of the survey and compiled their findings in a draft report delivered at the end of June for staff review and for presentation to the Commuter Connections Subcommittee in July.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Products and Services:

COG/TPB staff continued to monitor the GRHB. The GRHB program provided 103 trips in FY19. The average trip cost for FY19 was $112.86. Staff regularly provided oversight to Diamond Transportation, Inc., the dispatchers for the GRHB program. Staff became involved in the trip approval process when the issue became escalated beyond the scope of authority of the dispatch agent.

COG/TPB staff worked to finalize contracts for ride providers from the RFQ and completed the transition process for day to day dispatching services with Diamond Transportation Services. COG/TPB staff also worked with Diamond Transportation Services on a contract amendment to continue providing daily operations services for the GRH program.

COG/TPB staff processed and paid invoices for all GRHB service providers. This includes additional work for obtaining and processing final FY19 invoices from ride providers.

Uber signed on as a GRHB provider. COG/TPB staff met with Uber representatives and the GRH Contractor (Diamond Transportation) on June 6th and 13th to setup accounts in the Uber system and test the dispatching capabilities. Staff anticipates scheduling trips with Uber beginning in July.

Table 1

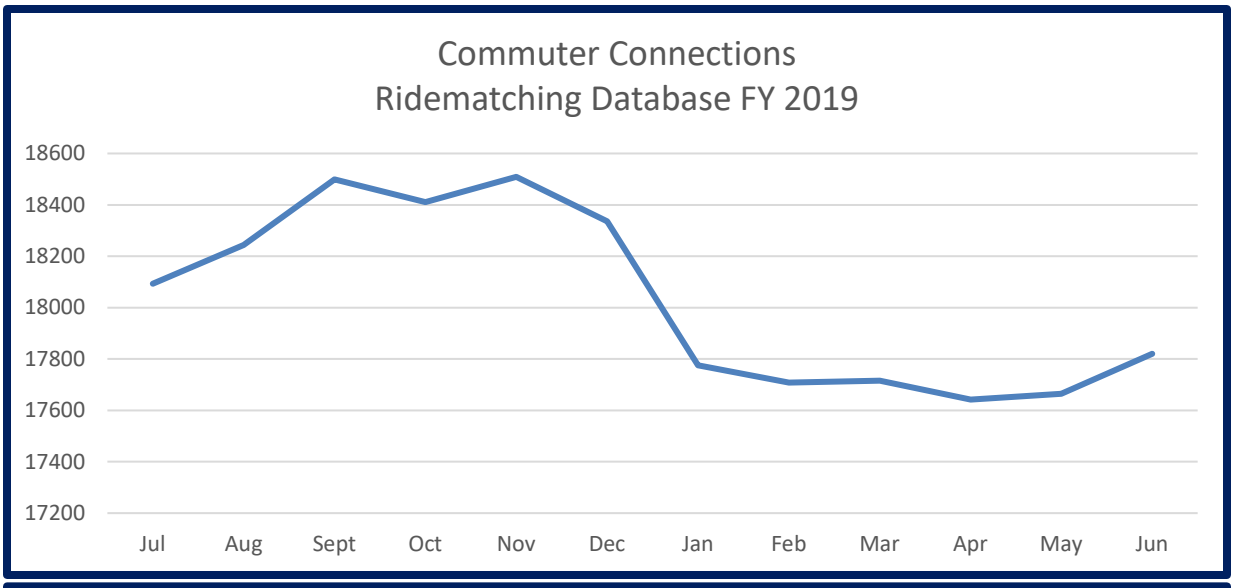
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary

FY 2019 Totals

Commuter Connections Activity	July 1, 2018 - June 30, 2019
Total applicants/info provided:	26,810
Rideshare applicants	10,923
Matchlists sent	29,283
Transit applicants/info sent	180
GRH applicants	8,108
Bike to work info requests	10
Telework info requests	27
Internet users	126,911
Internet applicants	17,252
New employer clients	811
Employee applicants	0

Program Impact Performance Measure	July 1, 2018 - June 30, 2019
Continued placements	3,970
Temporary/one-time placements	568
Daily vehicle trips reduced	2,070
Daily VMT reduced	60,860
Daily tons NOx reduced	0.0138
Daily tons VOC reduced	0.0077
Daily tons PM2.5 reduced	0.00103
Daily tons PM2.5 NOx reduced	0.0147
Daily tons GHG reduced	24.7246
Daily gallons of gas saved	3,381
Daily commuter costs saved	$12,476

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
Ridematching Database FY 2019
18600
18400
18200
18000
17800
17600
17400
17200
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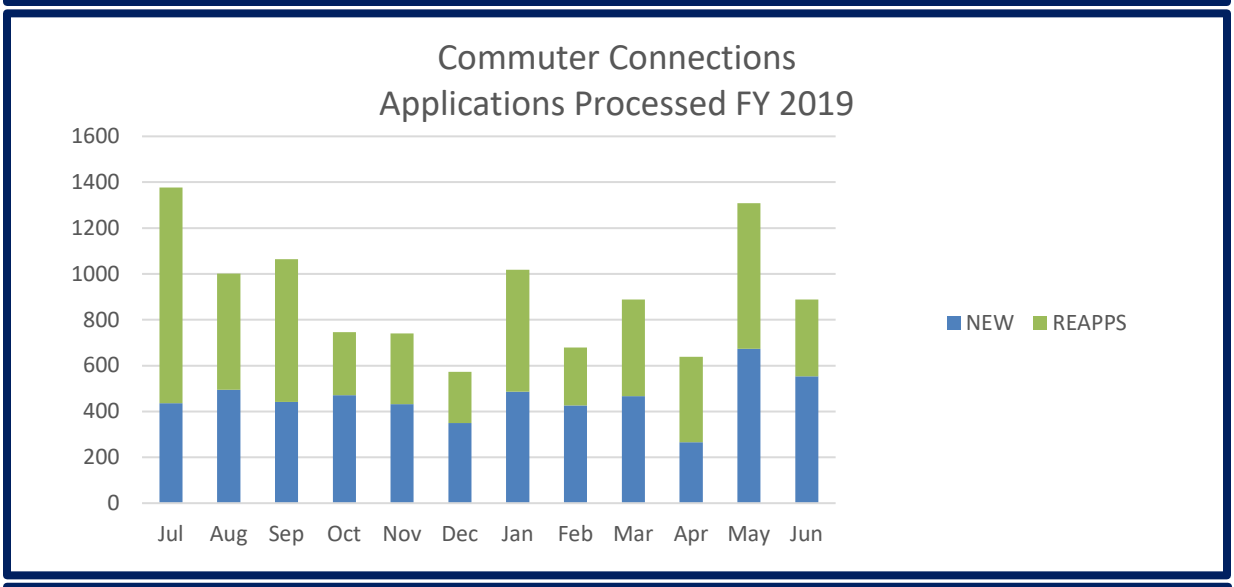

Commuter Connections
Applications Processed FY 2019
1600
1400
1200
1000
800
600
400
200
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
NEW
REAPPS

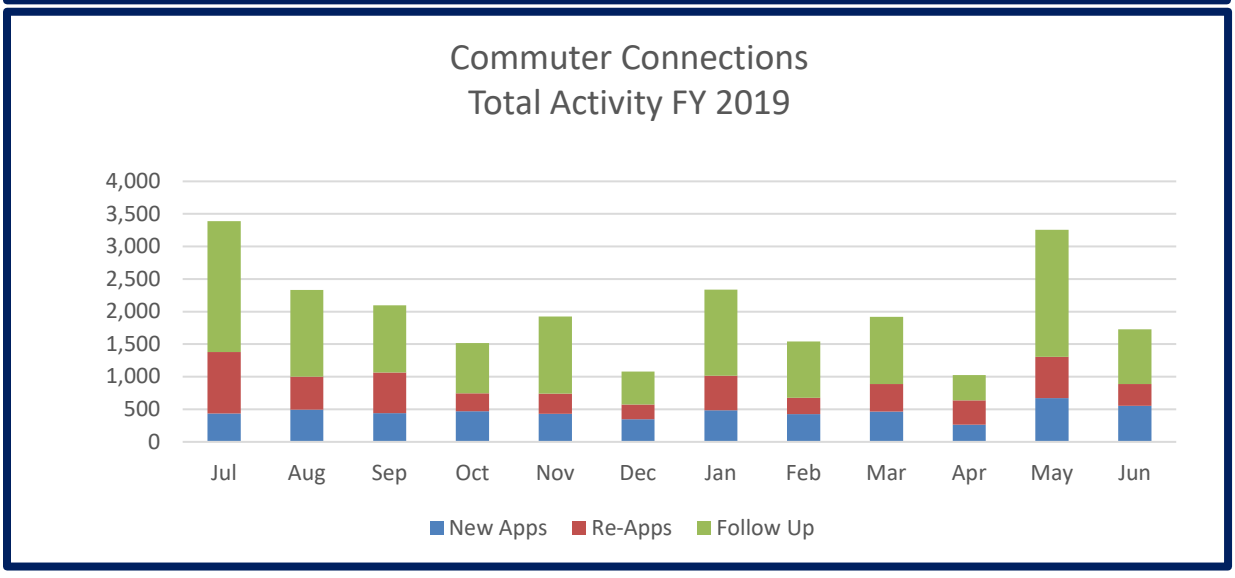
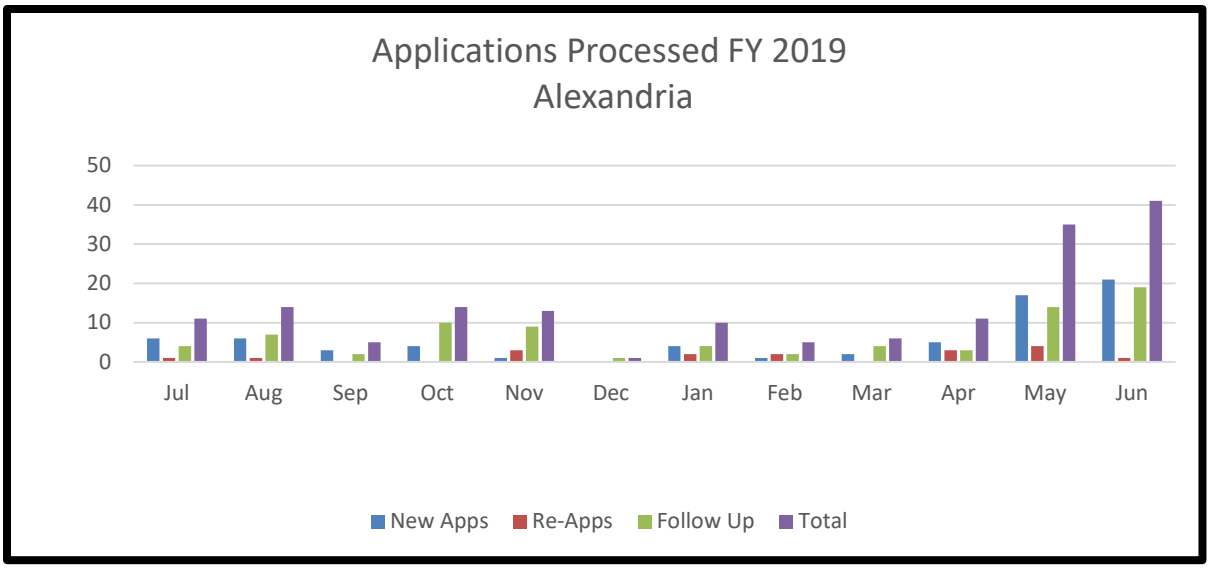

Commuter Connections
Total Activity FY 2019
4,000
3,500
3,000
2,500
2,000
1,500
1,000
500
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up

TABLE 2
COMMUTER CONNECTIONS
APPLICATION ACTIVITY SUMMARY
FY 2019

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	70	17	45	132
ARLINGTON COUNTY	68	14	62	144
ANNE ARUNDEL COUNTY	93	21	58	172
BALTIMORE CITY	69	9	20	98
BALTIMORE METROPOLITAN COUNCIL	52	3	30	85
COUNCIL OF GOVERNMENTS	623	41	707	1,371
DOD/WHS	56	2	43	101
DULLES AREA TRANSPORTATION ASSOCIATION	76	2	50	128
DISTRICT OF COLUMBIA	112	21	109	242
US FOOD & DRUG ADMINISTRATION	75	363	19	457
FAIRFAX COUNTY	629	103	83	815
FREDERICK COUNTY	119	348	529	996
GW RIDE CONNECT	839	2,028	4,729	7,596
HARFORD COUNTY	19	4	71	94
HOWARD COUNTY	71	13	180	264
LOUDOUN COUNTY	298	66	445	809
MARYLAND TRANSIT ADMINISTRATION	32	6	19	57
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	45	45	112	202
Countywide	48	27	46	121
Friendship Heights/Rockville	2	5	3	10
North Bethesda TMD	178	813	2,419	3,410
Shady Grove	0	0	0	0
Silver Spring	14	8	16	38
NATIONAL INSTITUTES OF HEALTH	11	5	5	21
NATIONAL GUARD REDINESS CENTER	0	2	1	3
NORTHERN NECK PDC	0	0	0	0
NORTHERN SHENANDOAH PDC	70	34	14	118
PRINCE GEORGE'S COUNTY	211	35	74	320
POTOMAC & RAPPAHANOCK TC	483	141	662	1,286
RAPPAHANNOCK-RAPIDAN PDC	59	12	27	98
TRI - COUNTY COUNCIL	118	485	676	1,279
TDM NETWORK MEMBERS				
CHARLOTTESVILLE RIDESHARE	117	0	110	227
TOTAL INPUT COMMUTER CONNECTIONS	**4,540**	**4,673**	**11,254**	**20,467**
TOTAL INPUT TDM NETWORK MEMBERS	**117**	**0**	**110**	**227**
TOTAL INPUT (CC + NETWORK)	**4,657**	**4,673**	**11,364**	**20,694**
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		**9,213**		


Applications Processed FY 2019
Alexandria
50
40
30
20
10
0
Jul
Aug
Sep
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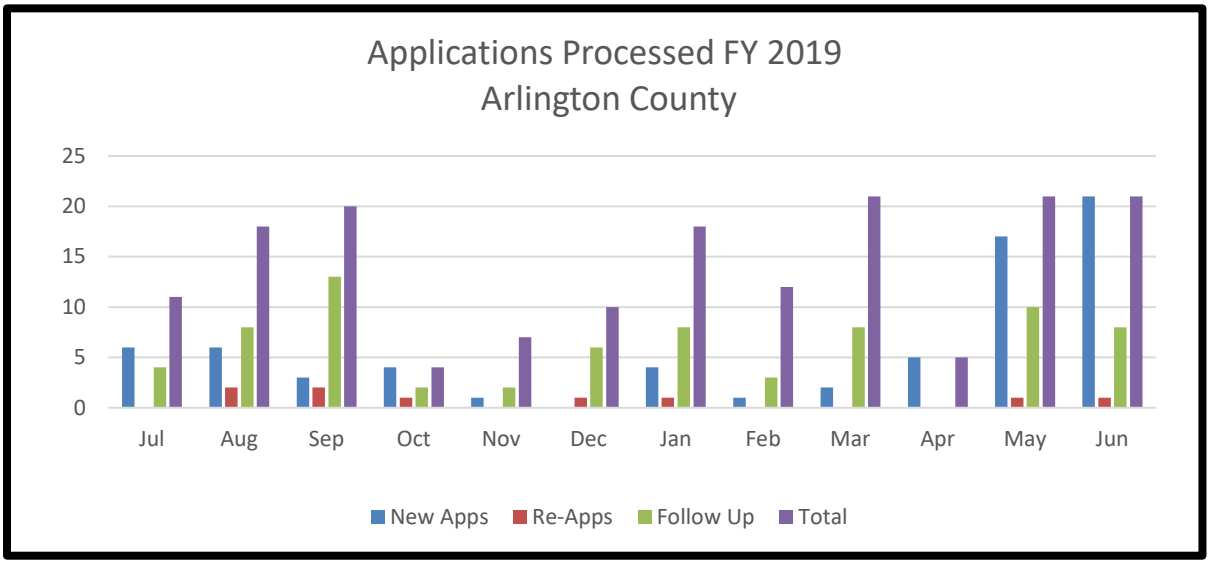
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Arlington County
25
20
15
10
5
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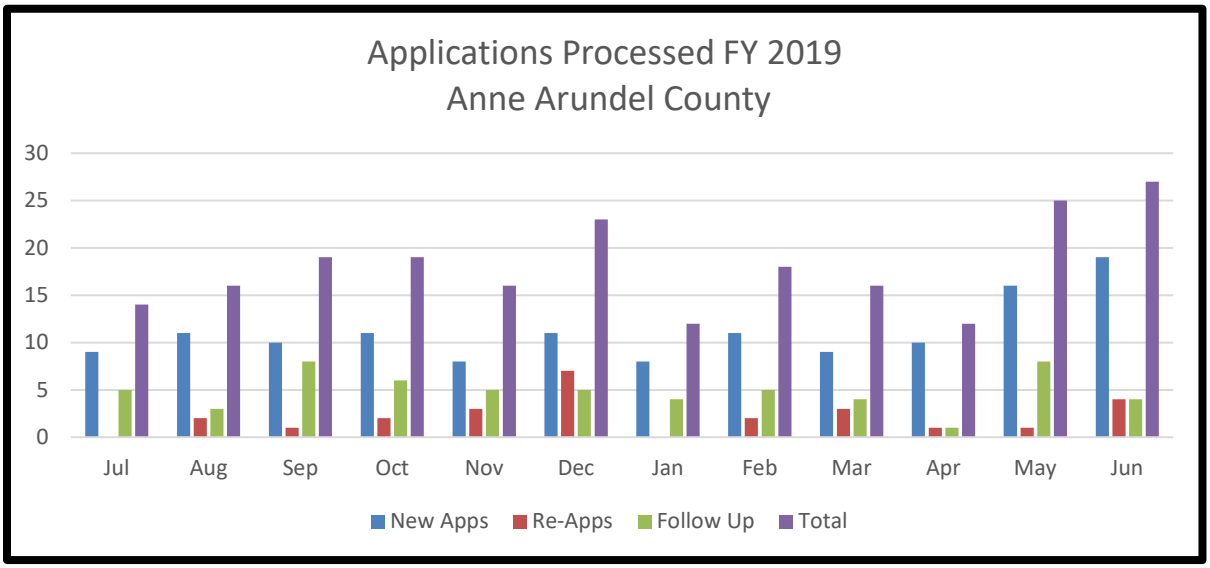
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Anne Arundel County
30
25
20
15
10
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Jul
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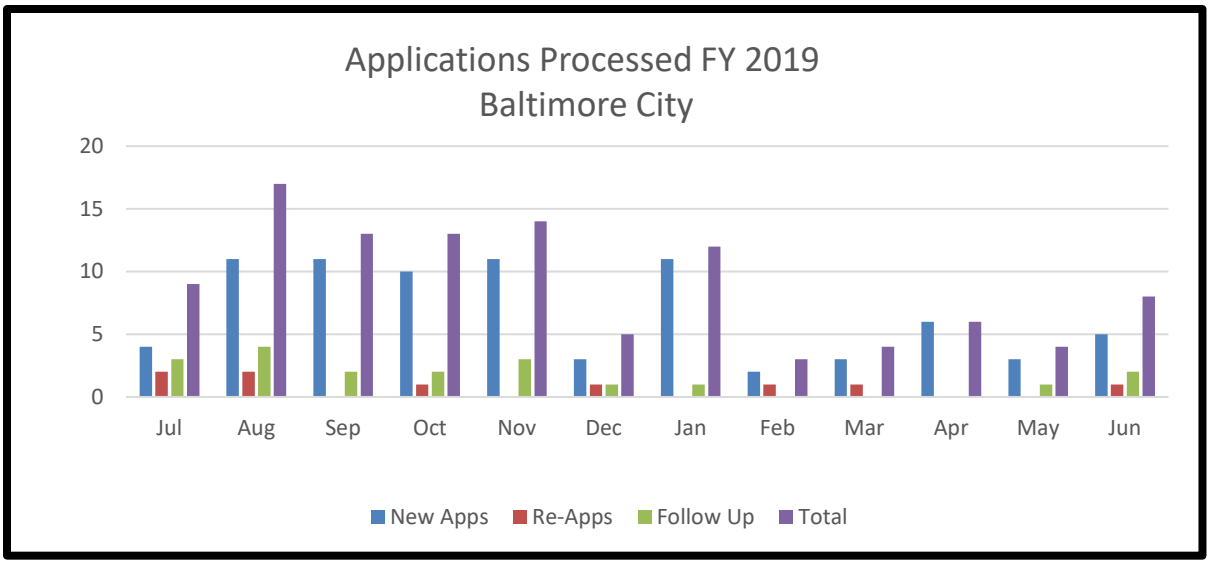
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Baltimore City
20
15
10
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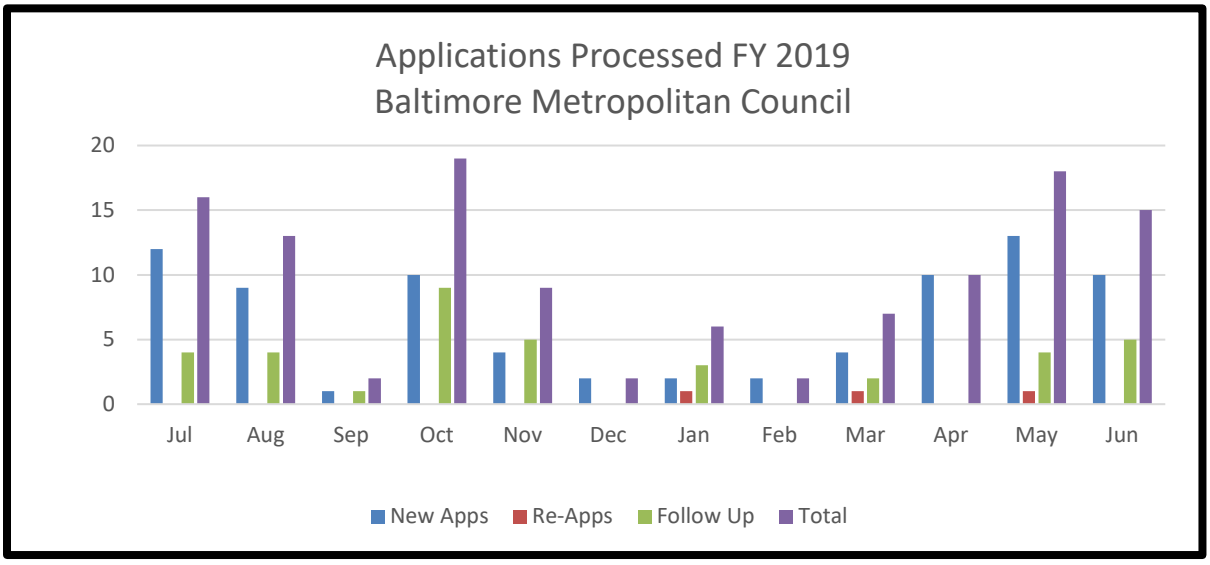
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Baltimore Metropolitan Council
20
15
10
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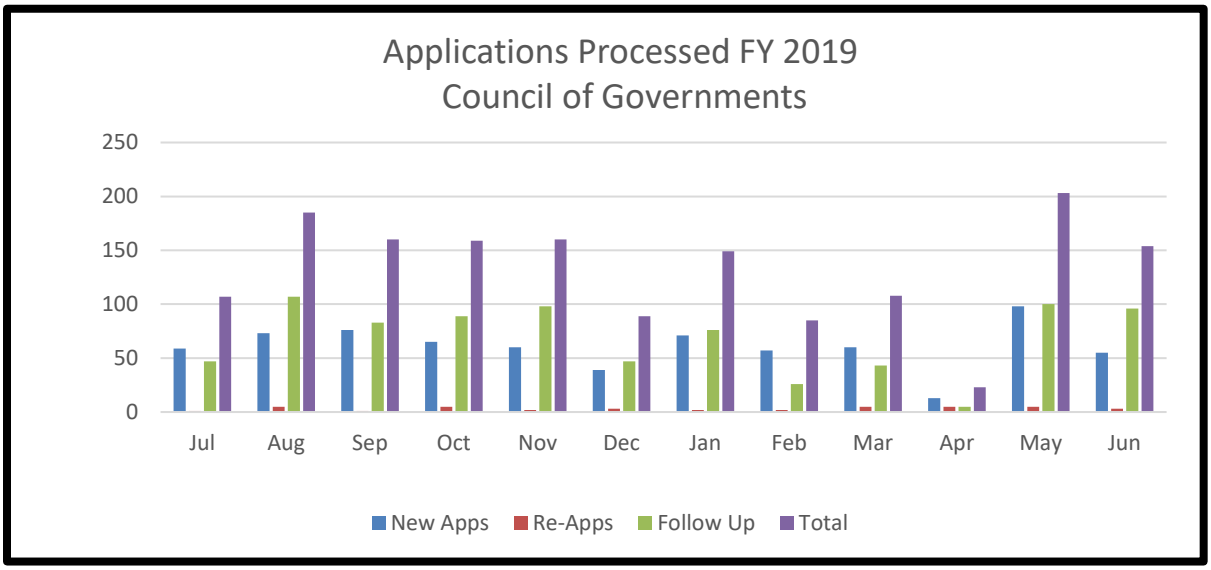
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Council of Governments
250
200
150
100
50
0
Jul
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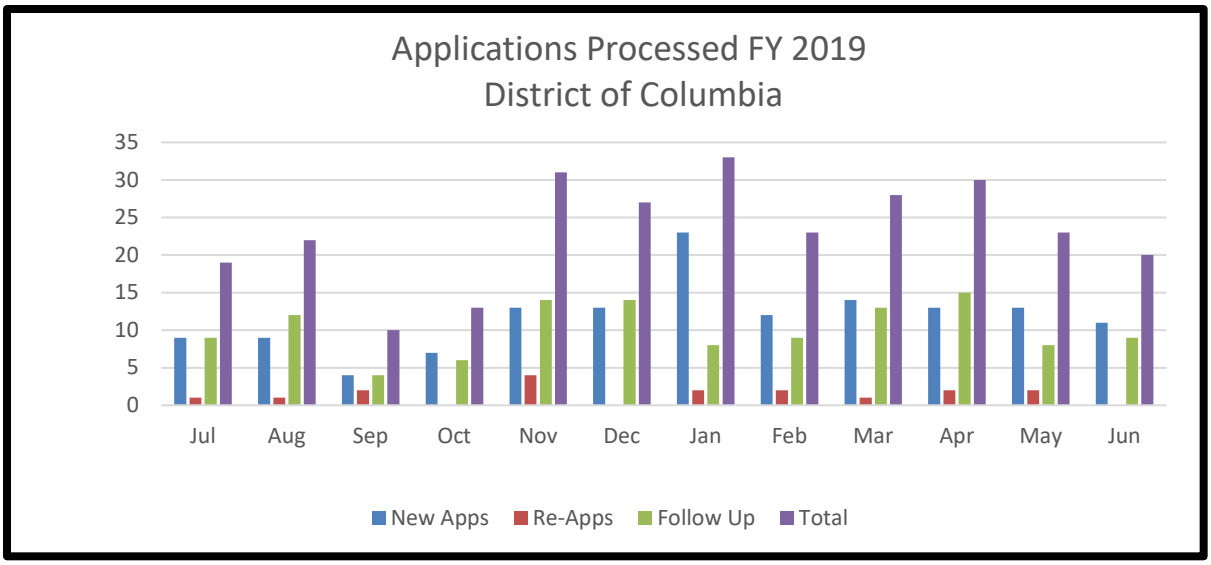
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
District of Columbia
35
30
25
20
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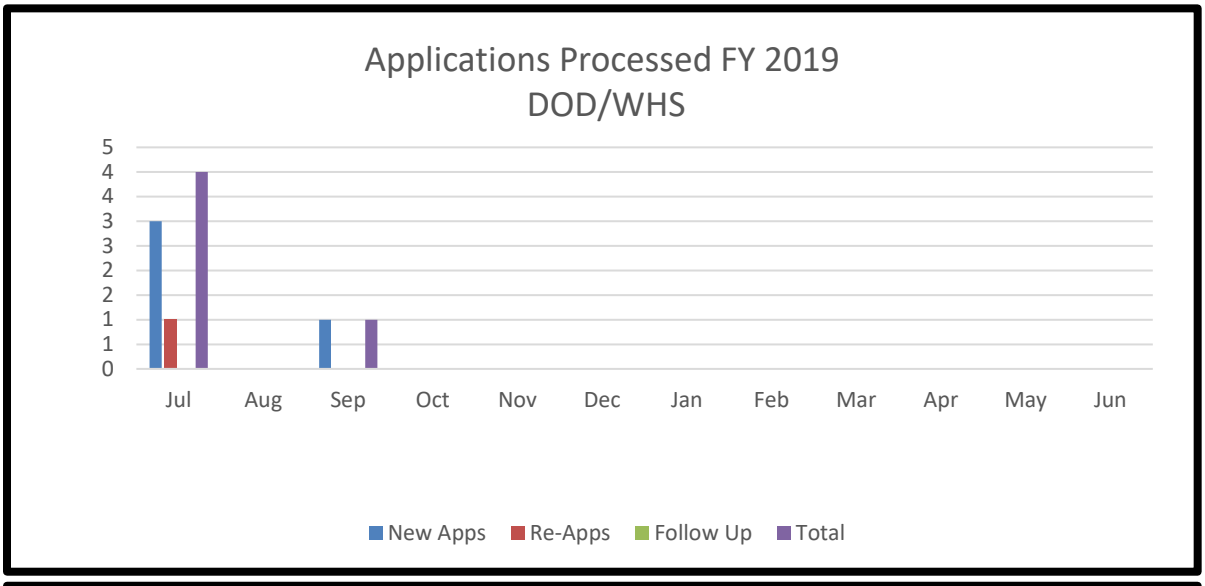
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
DOD/WHS
5
4
4
3
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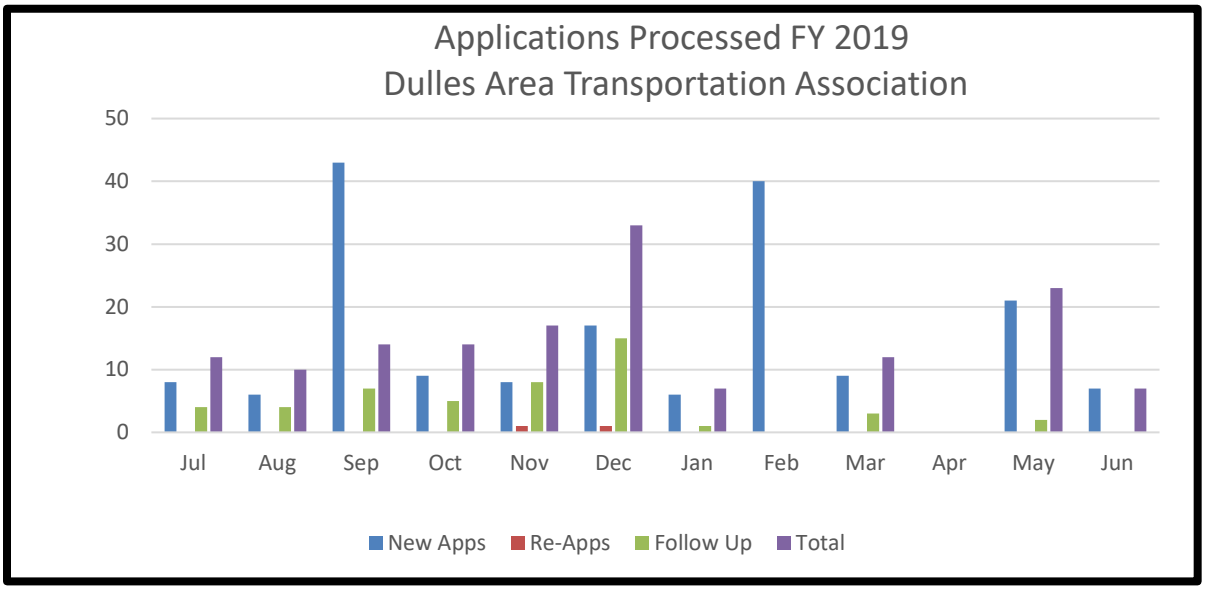
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Dulles Area Transportation Association
50
40
30
20
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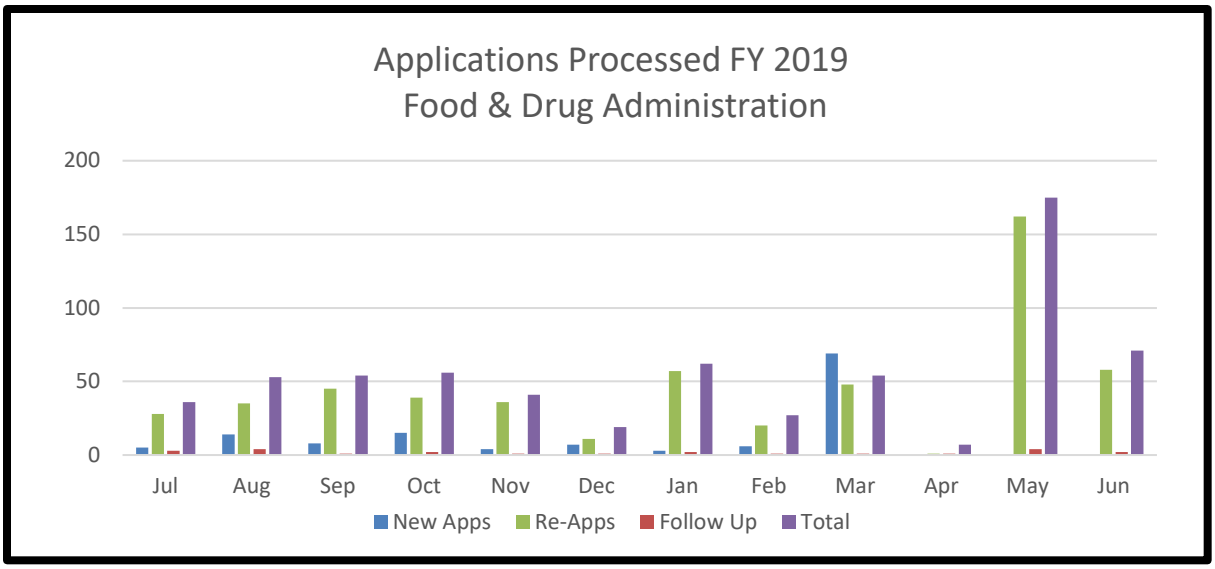
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Food & Drug Administration
200
150
100
50
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Jul
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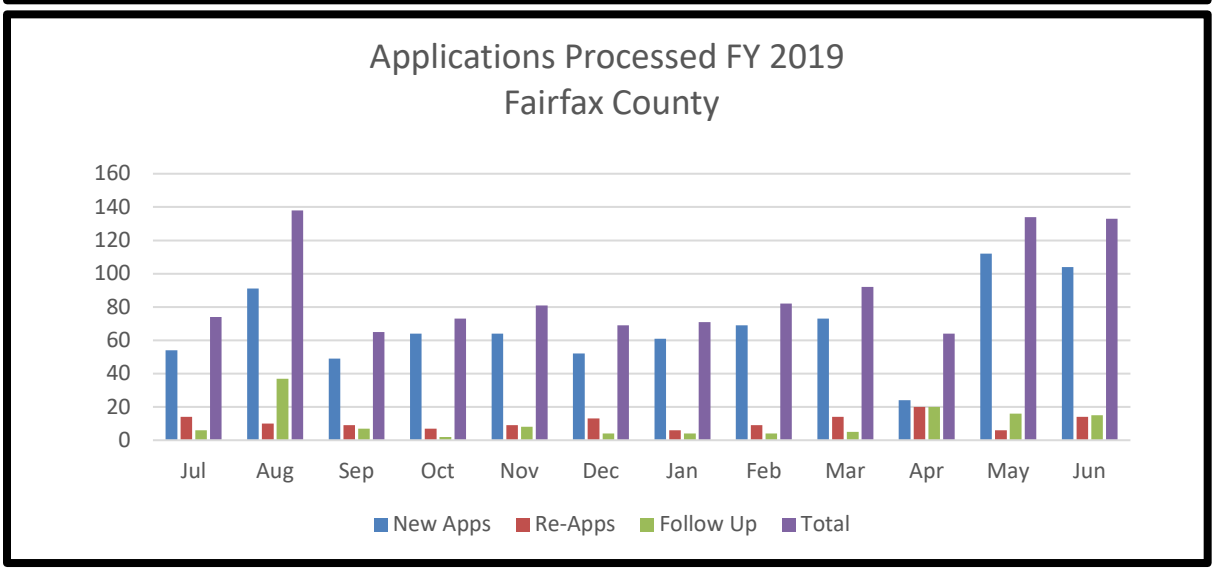
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Fairfax County
160
140
120
100
80
60
40
20
0
Jul
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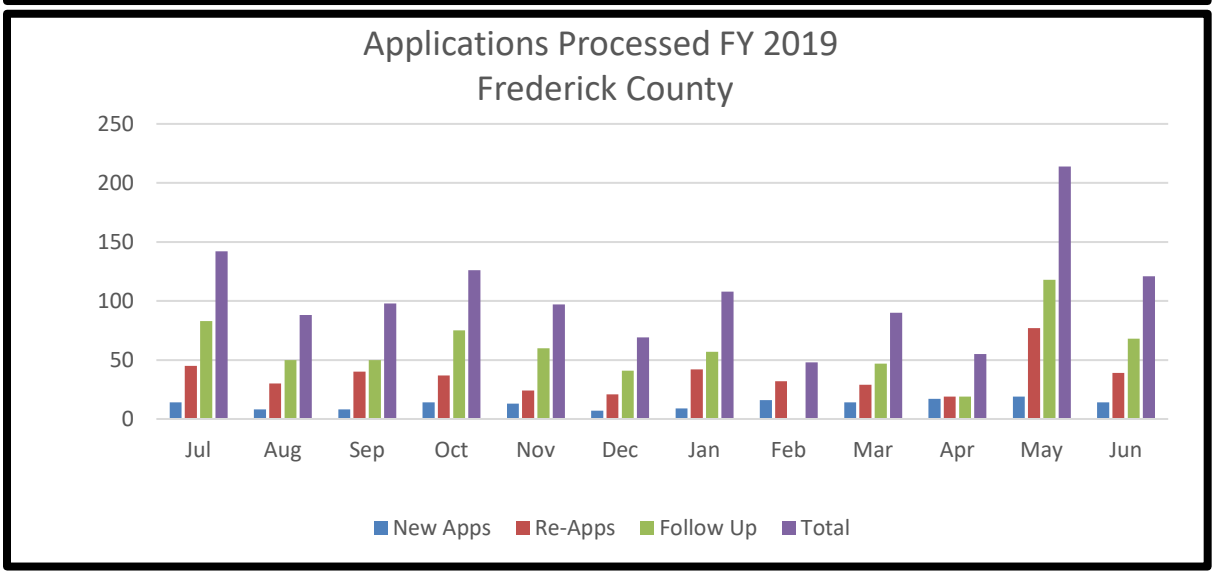
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Frederick County
250
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150
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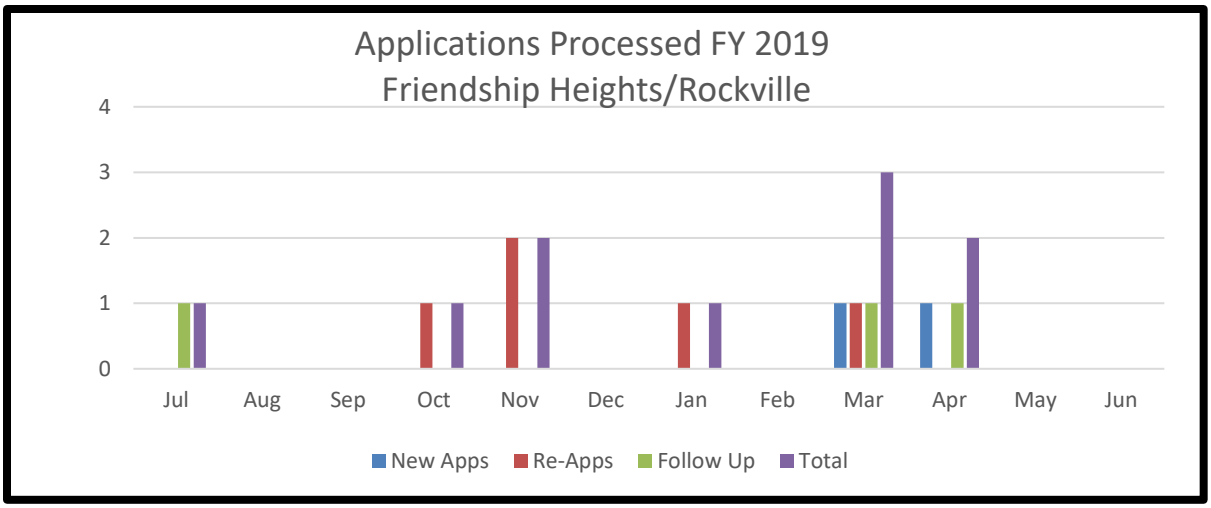
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Friendship Heights/Rockville
4
3
2
1
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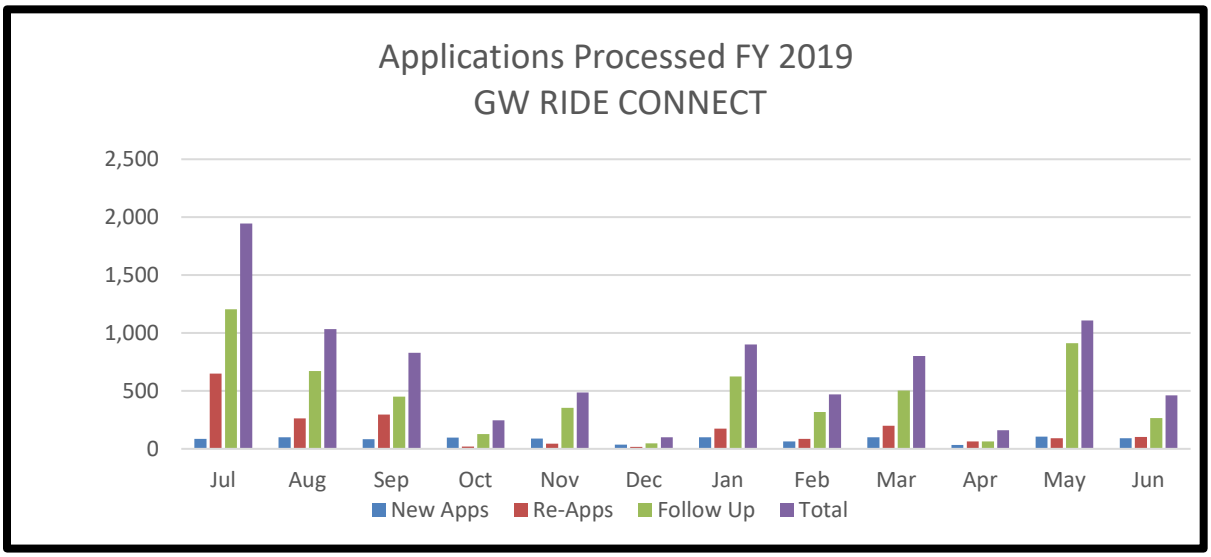
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
GW RIDE CONNECT
2,500
2,000
1,500
1,000
500
0
Jul
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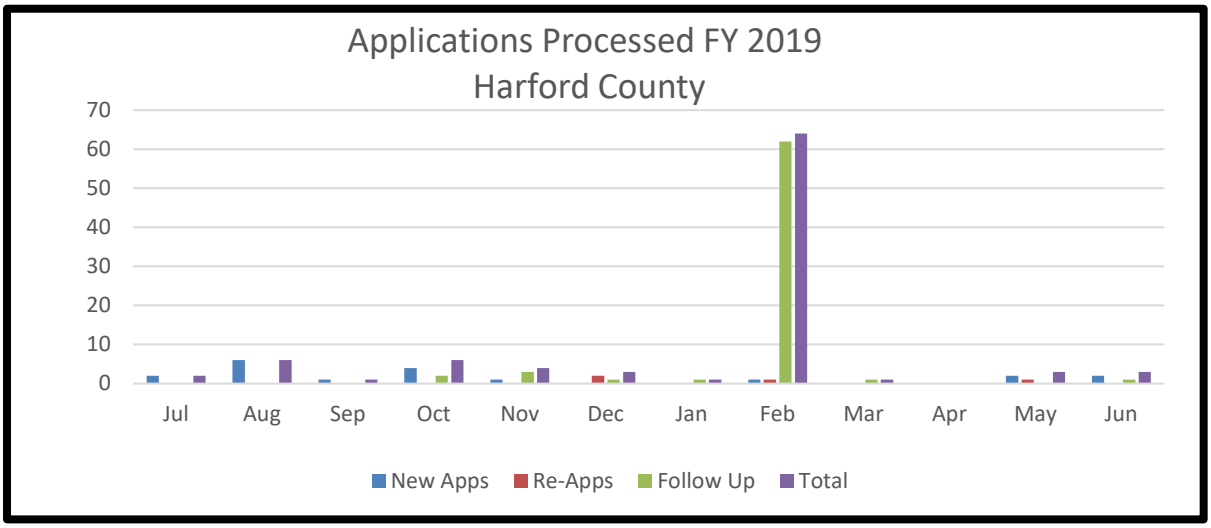
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Harford County
70
60
50
40
30
20
10
0
Jul
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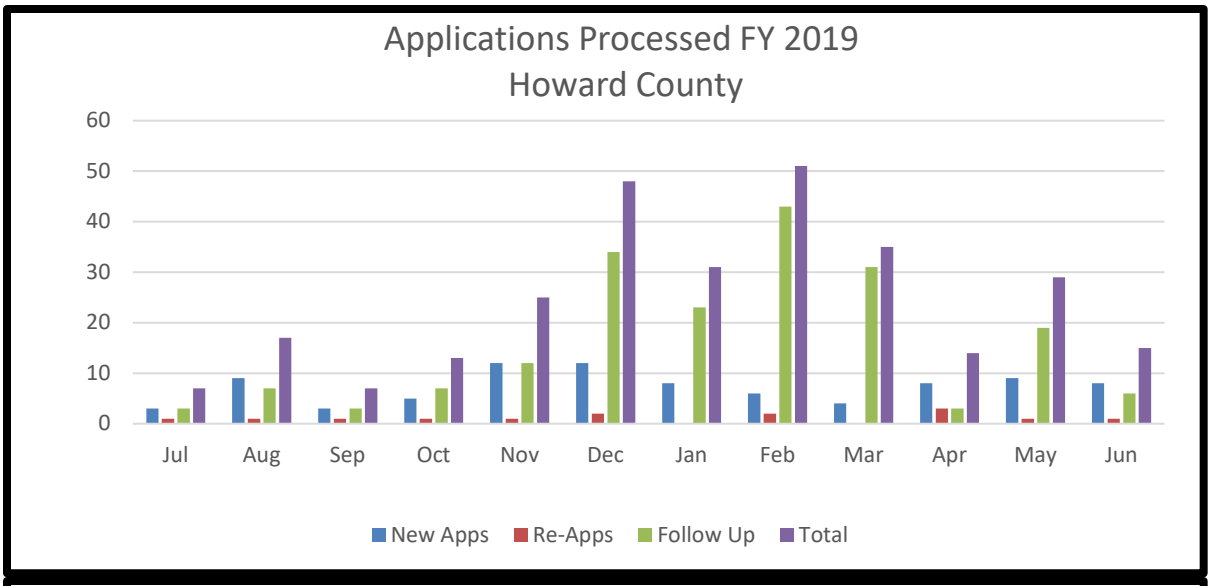
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Howard County
60
50
40
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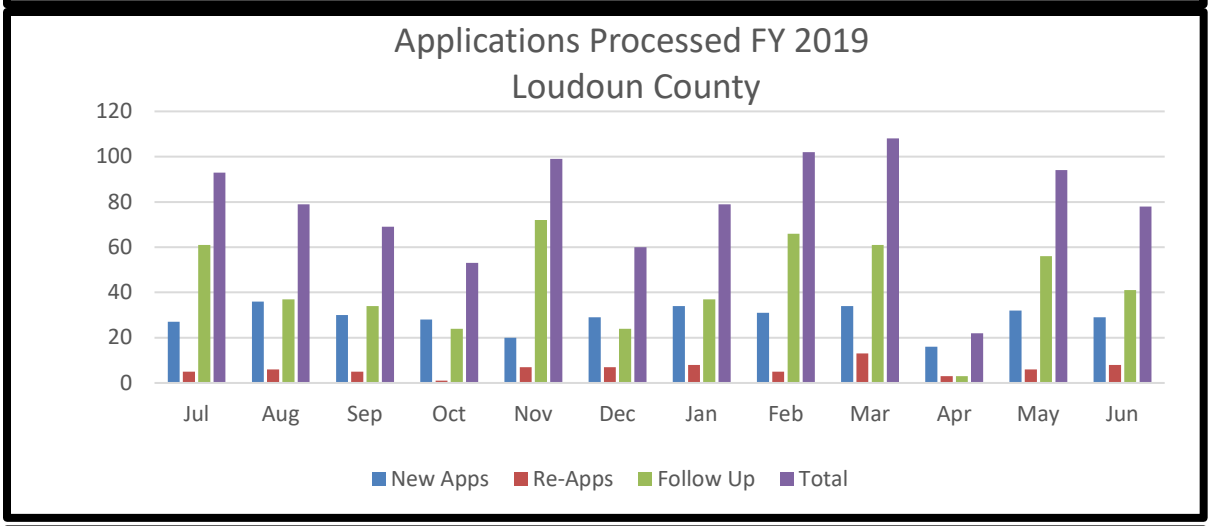
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Loudoun County
120
100
80
60
40
20
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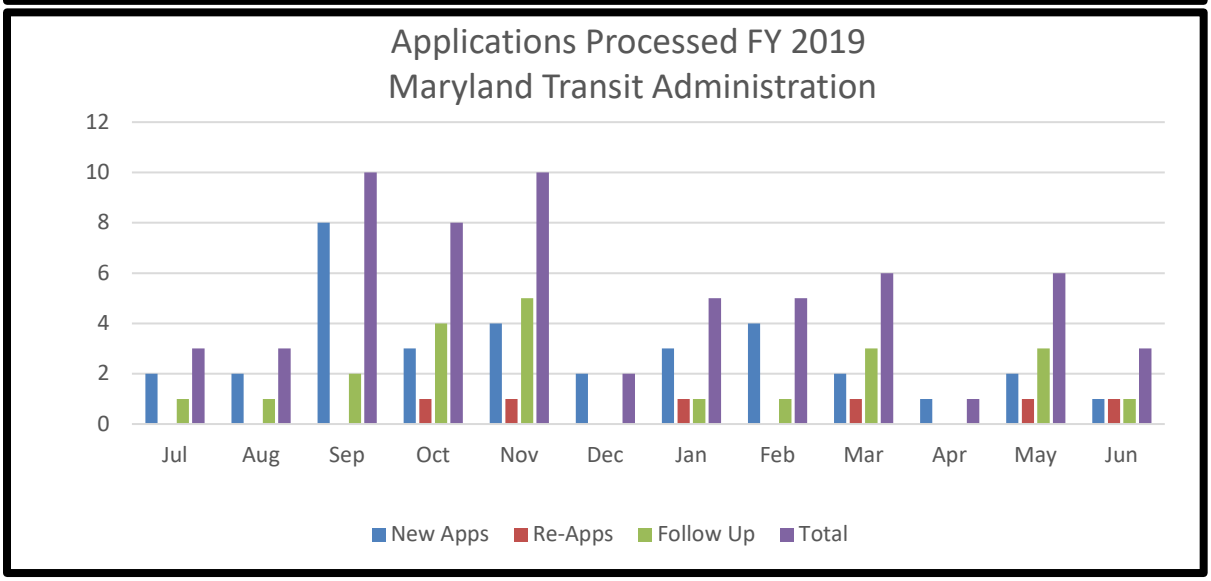
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Maryland Transit Administration
12
10
8
6
4
2
0
Jul
Aug
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Nov
Dec
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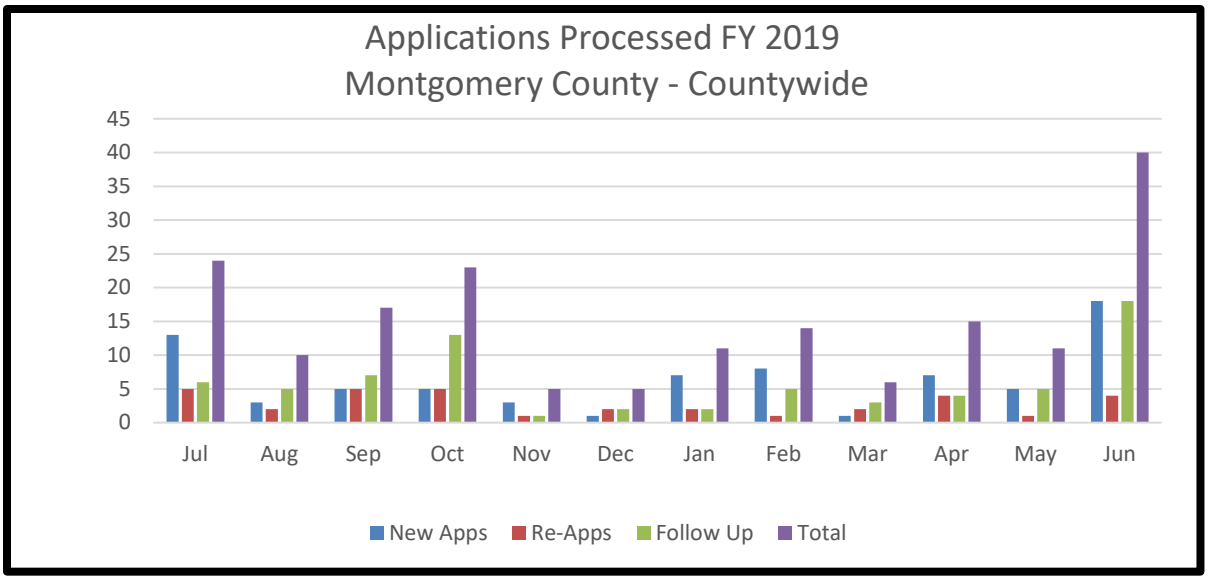
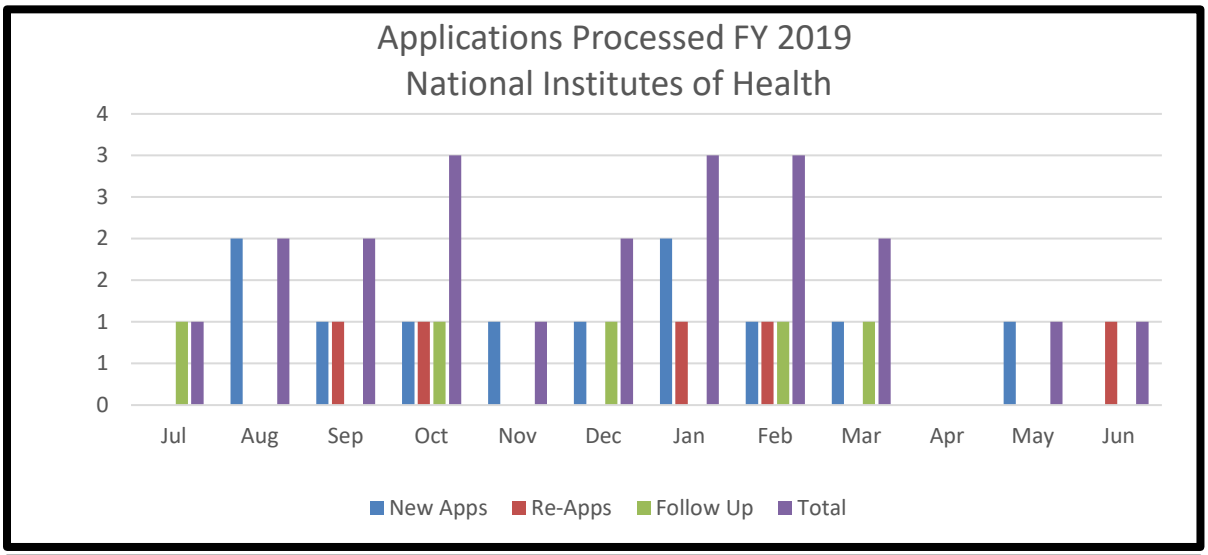
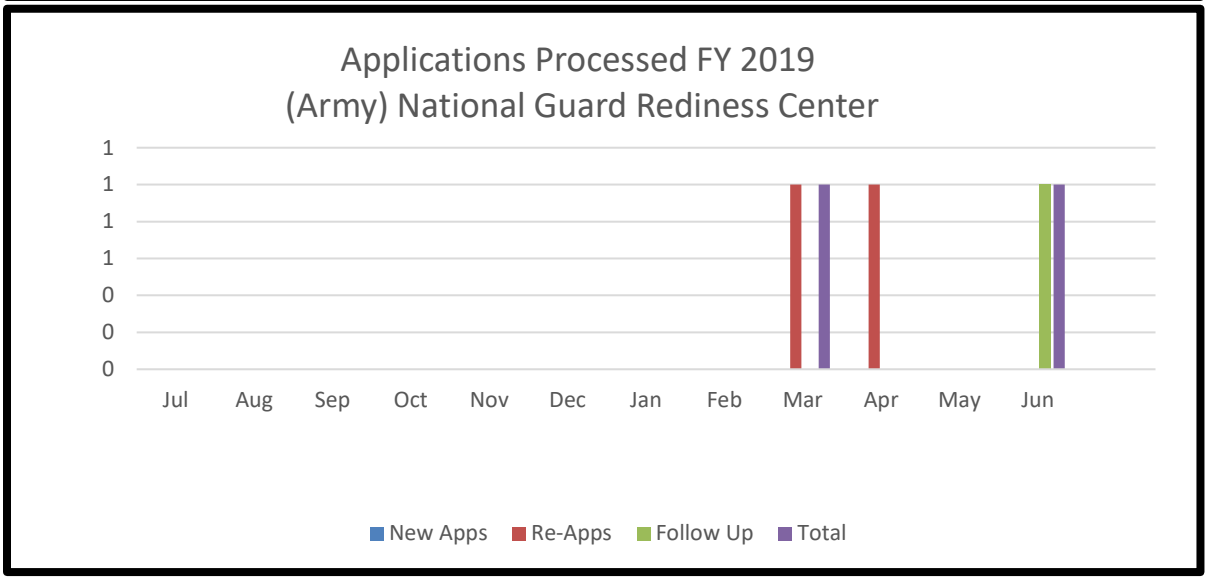
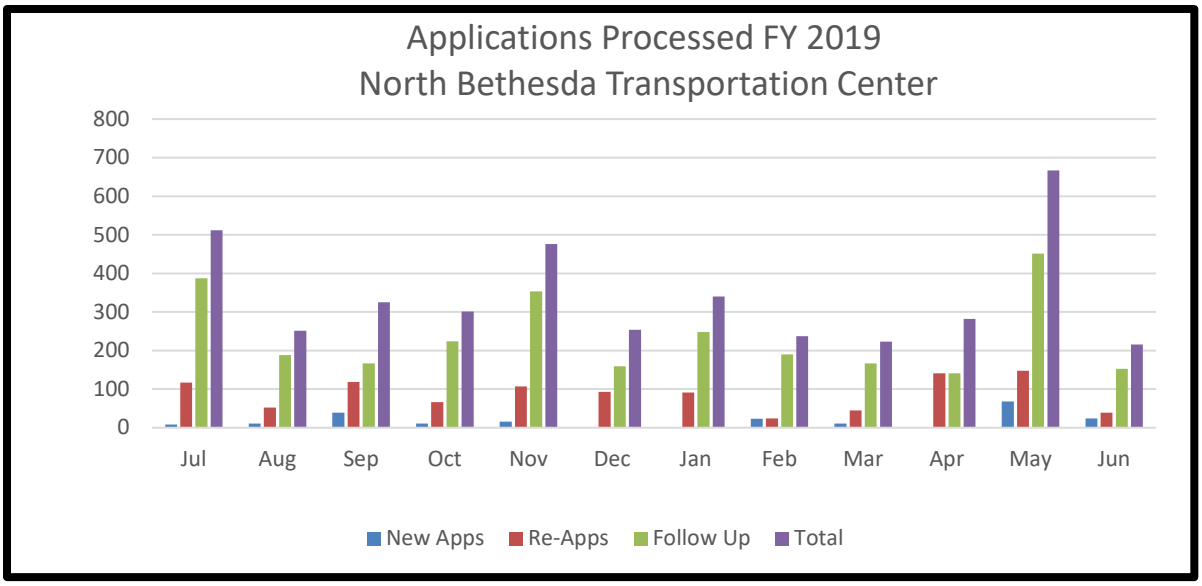
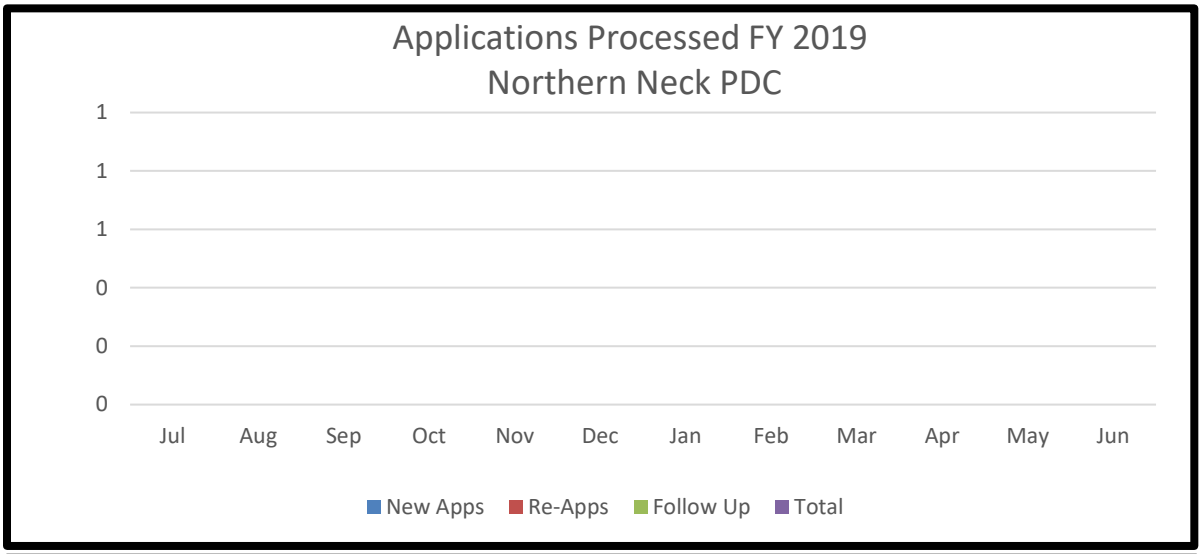
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

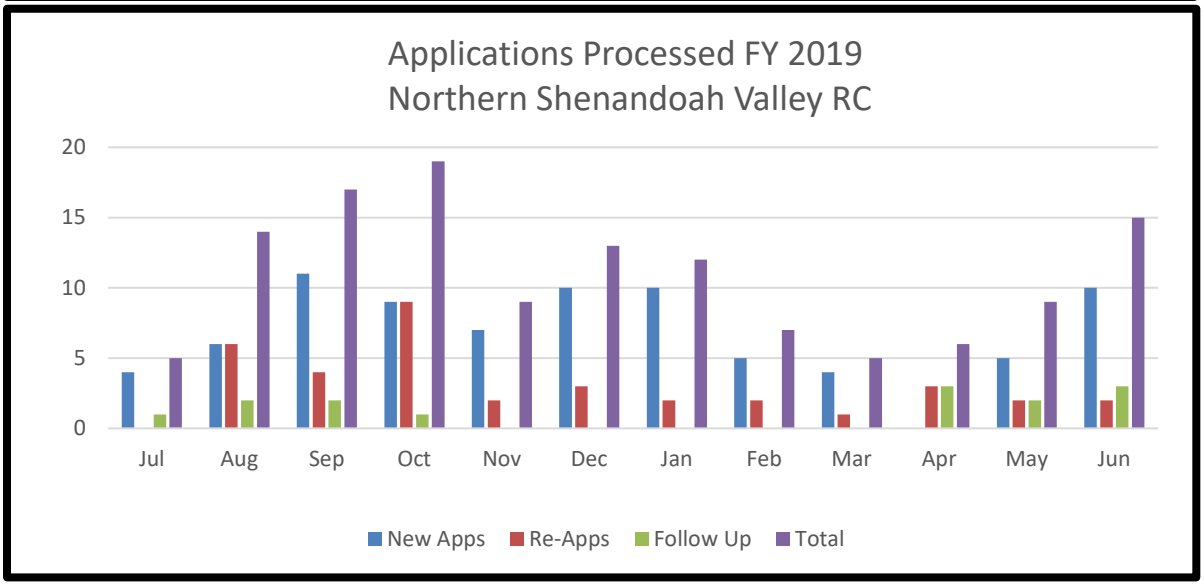

Applications Processed FY 2019
Montgomery County - Countywide
45
40
35
30
25
20
15
10
5
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

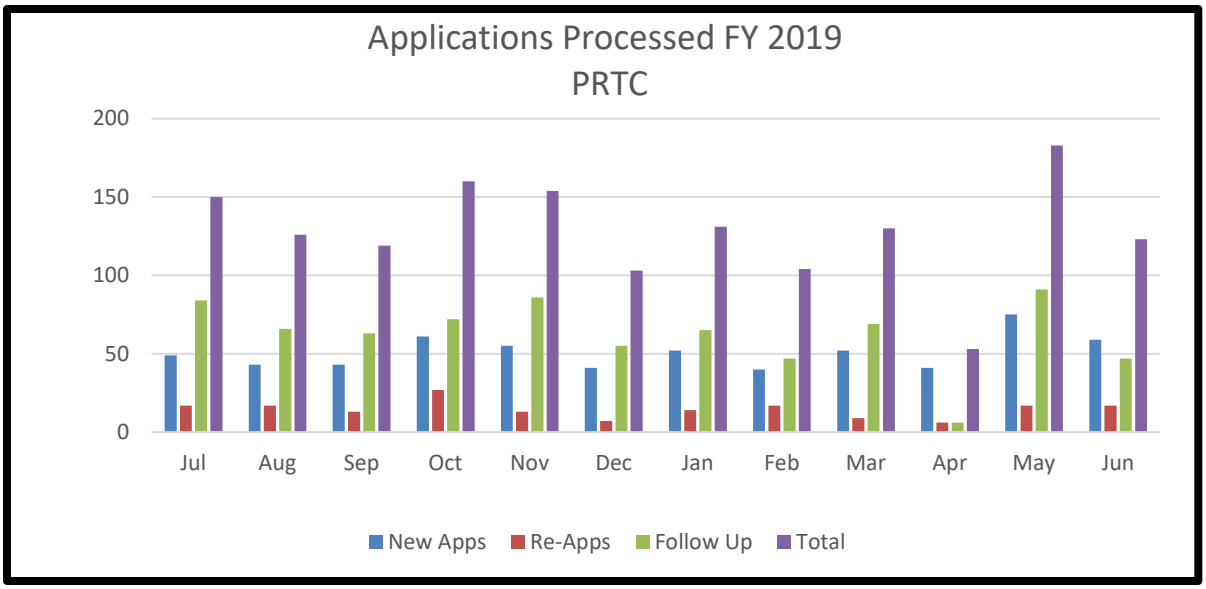

Applications Processed FY 2019
National Institutes of Health
4
3
3
2
2
1
1
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

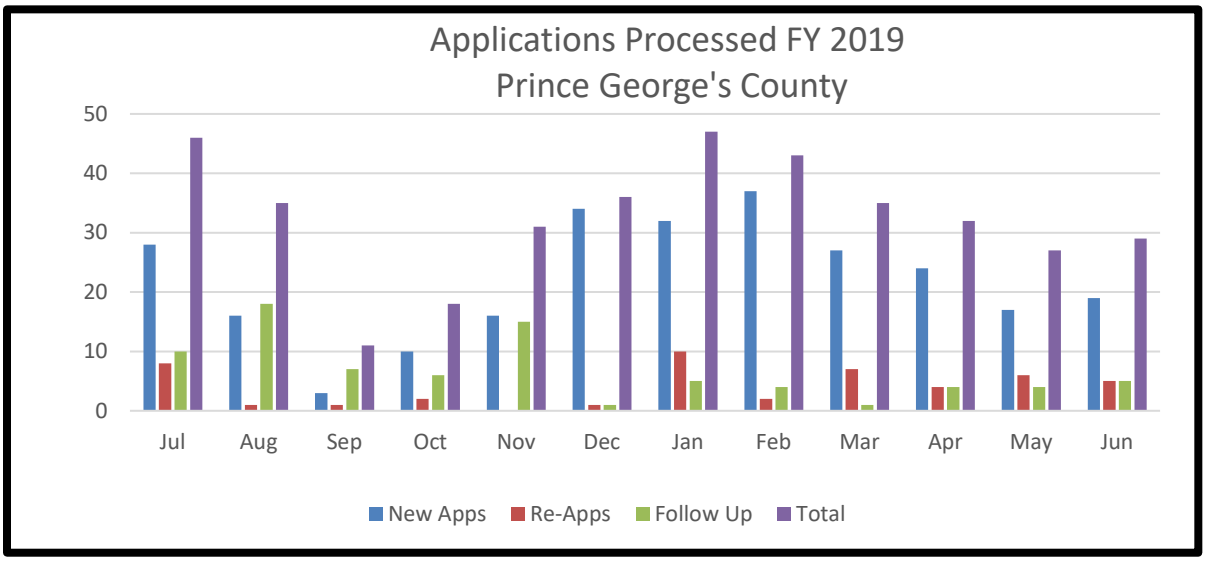

Applications Processed FY 2019
(Army) National Guard Rediness Center
1
1
1
1
0
0
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

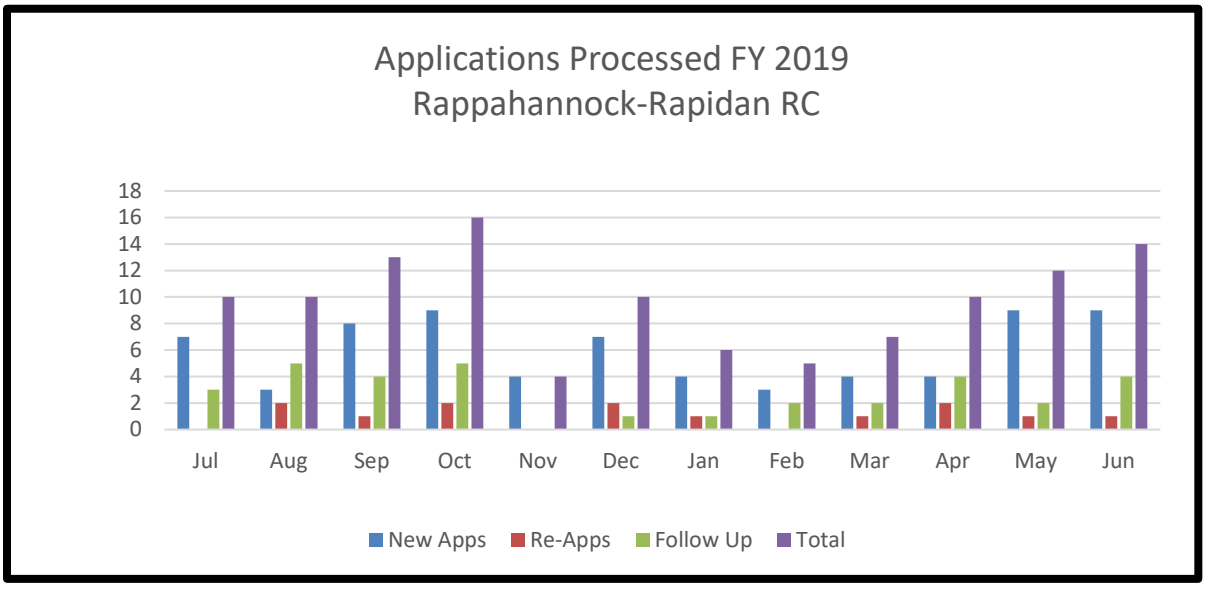

Applications Processed FY 2019
North Bethesda Transportation Center
800
700
600
500
400
300
200
100
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

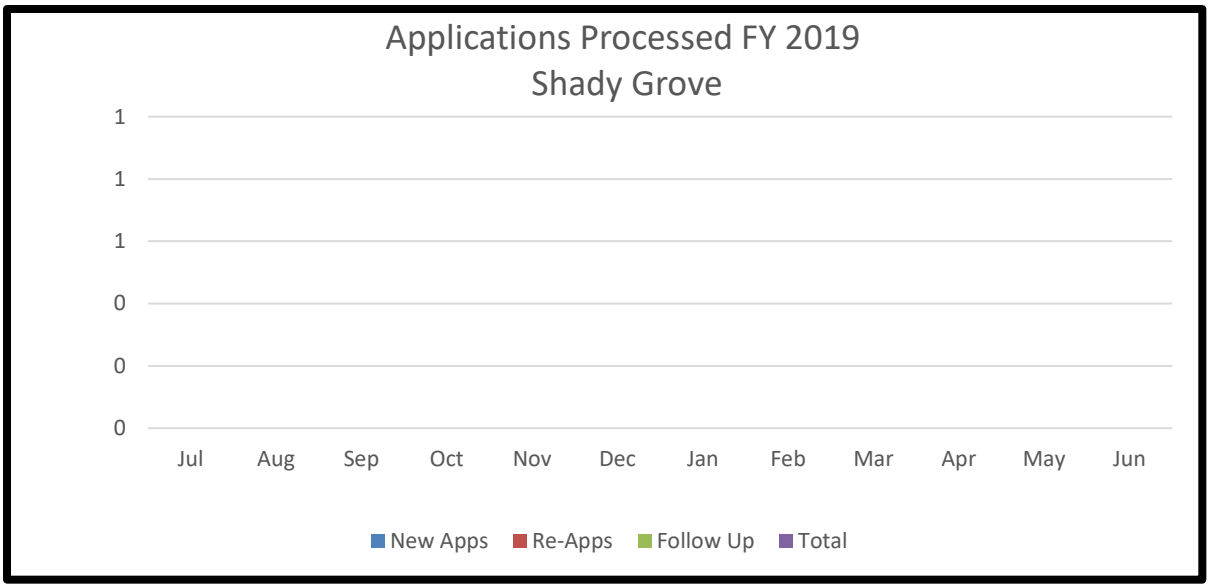

Applications Processed FY 2019
Northern Neck PDC
1
1
1
0
0
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

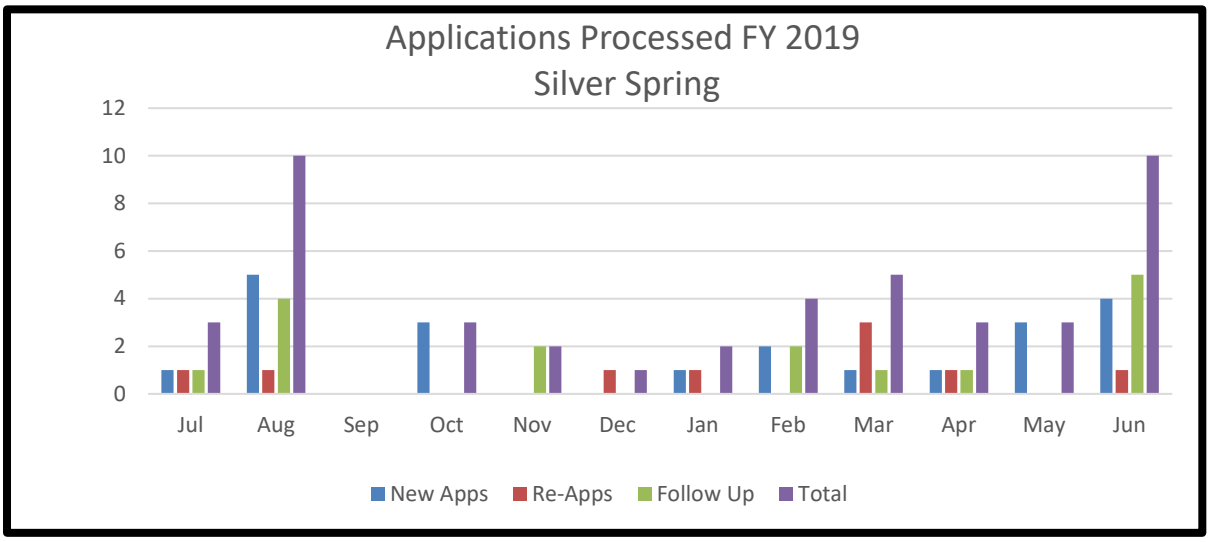

Applications Processed FY 2019
Northern Shenandoah Valley RC
20
15
10
5
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

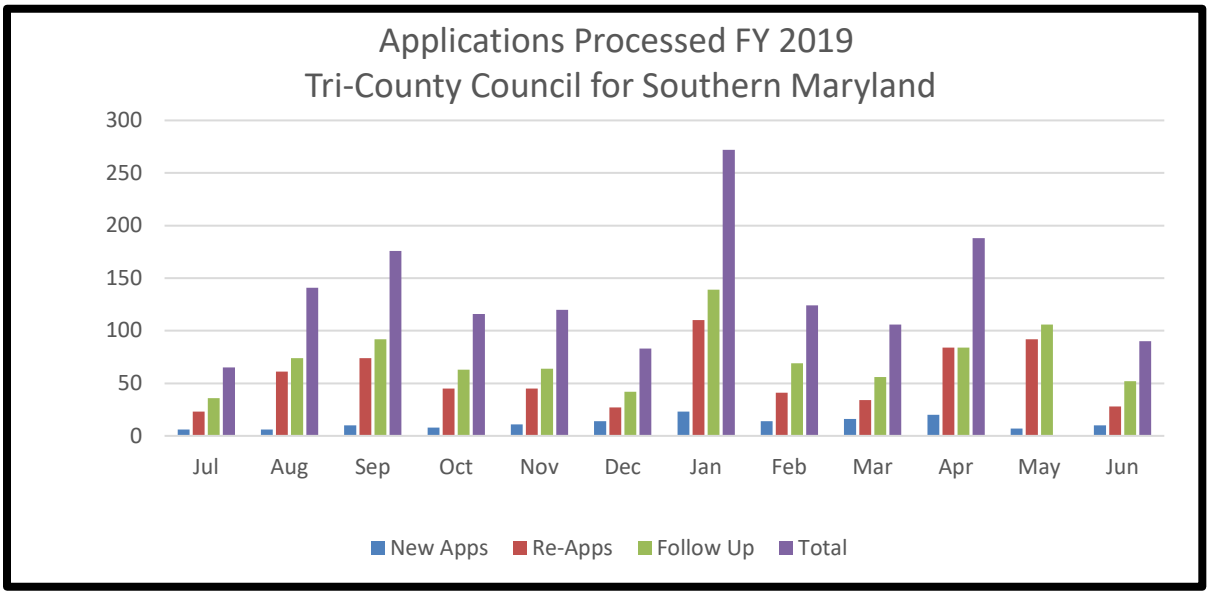

Applications Processed FY 2019
PRTC
200
150
100
50
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Prince George's County
50
40
30
20
10
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Rappahannock-Rapidan RC
18
16
14
12
10
8
6
4
2
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Shady Grove
1
1
1
0
0
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Silver Spring
12
10
8
6
4
2
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total


Applications Processed FY 2019
Tri-County Council for Southern Maryland
300
250
200
150
100
50
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

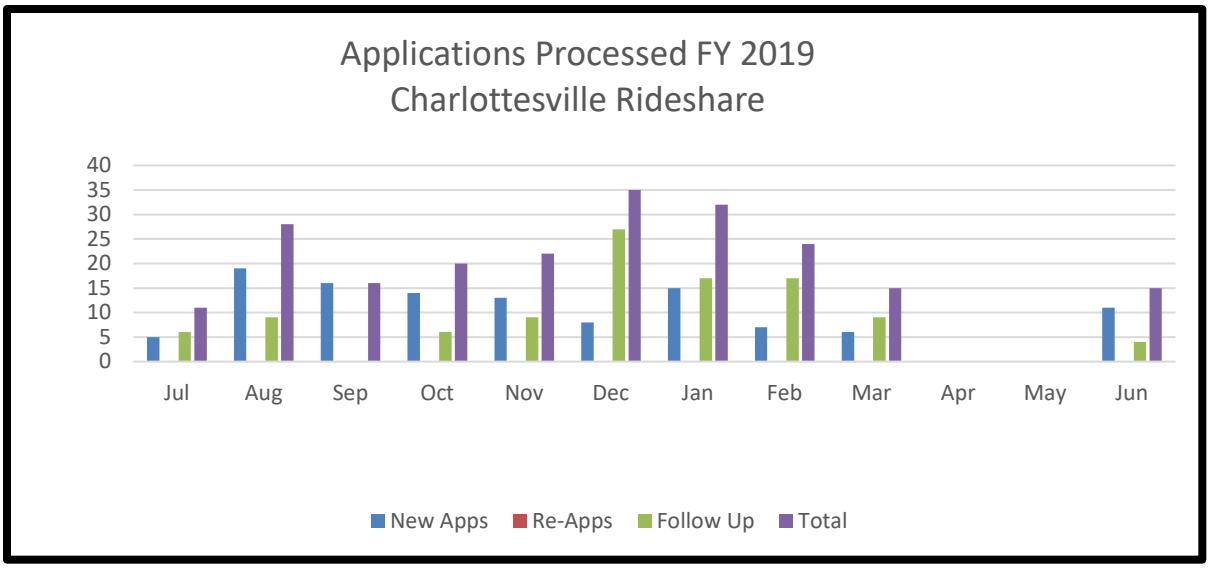

Applications Processed FY 2019
Charlottesville Rideshare
40
35
30
25
20
15
10
5
0
Jul
Aug
Sep
Oct
Nov
Dec
Jan
Feb
Mar
Apr
May
Jun
New Apps
Re-Apps
Follow Up
Total

TABLE 5
TERM/COMMUTE INFORMATION
FY 2019

	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS									
Mail	N/A	0	0	N/A	N/A	N/A	0	N/A	
Internet	24	7068	92	N/A	151	10	10128	N/A	
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A	
Purge Letters	N/A	50	0	N/A	N/A	N/A	444	N/A	
Fax/Phone	N/A	0	0	N/A	N/A	N/A	0	N/A	
From Client	N/A	0	0	N/A	N/A	N/A	0	N/A	
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A	
Direct Mail	N/A	990	0	N/A	N/A	N/A	351	N/A	
TOTAL	24	8108	92	N/A	151	10	10923	N/A	
PHONE CALLS									**TOTAL**
Brochure/Promo Materials	0	2	0	0	0	1	1	1	5
Bus/Train Schedule	0	1	0	0	11	0	0	1	13
Bus/Train Sign	0	2	0	0	21	0	2	2	27
Direct Mail	0	3	0	0	0	0	1	7	11
Employer	0	3	0	0	0	0	3	3	9
Employer Survey	0	0	0	0	0	0	0	0	0
Fair/On Site Event	0	0	0	0	0	0	0	2	2
Government Office	0	0	0	0	0	0	0	0	0
Highway Sign	0	2	0	0	14	0	3	33	52
Information (411)	0	12	0	0	36	1	24	63	136
Internet	0	14	0	0	17	0	14	18	63
Library	0	0	0	0	0	0	0	0	0
Mobile Billboard	0	0	0	0	0	0	0	0	0
Newsletter	0	0	0	0	0	0	0	0	0
Newspaper	0	0	0	0	0	0	0	0	0
Newspaper (Local)	0	0	0	0	0	0	0	0	0
Other Ridesharing Org	0	0	0	0	0	0	0	3	3
Park-and-Ride Lot Sign	0	0	0	0	2	0	1	10	13
Post Card (COG)	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0	0
Radio	0	1	0	0	0	0	1	0	2
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	0	0	0	2	0	0	2	4
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	0	0	0
Van Sign	0	0	0	0	0	0	0	0	0
Was/Is Applicant	0	2149	0	0	10	0	343	24	2526
White Pages	0	0	0	0	0	0	0	0	0
Word of Mouth	0	31	0	0	1	0	15	5	52
Yellow Pages - Verizon	0	1	0	0	0	0	0	0	1
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	0	0
Yellow Pages - Local/Other	0	0	0	0	0	0	0	0	0
Voice Mail Messages	0	0	0	0	0	0	0	0	0
Other/Unknown	0	0	0	1	2	0	3	2	8
TOTAL CALLS	0	2221	0	1	116	2	411	176	2927

TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2019

	TOTAL COG	TOTAL ONLY	ALX	ARL	AAC	BALT	BETH	BMC	FDA	FFX	FRED	GWRID	HAR	HOW	LDN	MC	MTA	NIH	NNECK	NSHEN	PGC	PRTC	RAP	SS	SPANI	TAP	TRI	ARNG	DATA	TRANS	TOTAL
Calls Transfrd by COG	N/A	N/A	0	2	3	1	**	1	0	4	2	1	1	3	4	2	19	5	0	0	5	13	4	**	8	**	6	5	0	19	**108**
How they heard…																															
Brochure/Promo Matrls	6	6	0	0	0	0	0	0	0	0	0	0	0	0	703	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	**715**
Bus/Train Schedule	17	9	0	0	0	0	7	0	0	0	0	0	0	0	1973	0	0	0	0	0	0	0	0	0	0	40	0	0	0	0	**2029**
Bus/Train Sign	27	11	0	0	0	0	10	0	0	0	0	0	0	0	691	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	**720**
Direct Mail	13	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**13**
Employer	9	9	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	0	0	0	**25**
Employer Survey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Fair/On Site Event	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	0	**8**
Government Office	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
GRH Program	1	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**3**
Highway Sign	55	46	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**46**
Information (411)	146	118	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**122**
Internet	69	51	0	0	0	0	1	0	0	0	0	0	0	0	836	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	**895**
Library	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**10**
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Newsletter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	**3**
Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**55**
Newspaper (Local)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	49	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**49**
Other Ridesharing Org	1	1	0	0	0	0	2	0	0	0	0	528	0	0	138	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	**672**
Park-and-Ride Sign	13	10	0	0	0	0	0	0	0	0	0	0	0	1	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**18**
Post Card (COG)	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**1**
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Radio	2	2	0	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**21**
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Refferal from Transit Org	4	2	0	0	0	0	0	0	0	0	0	0	0	0	213	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**215**
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
TV	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Van Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Was/Is Applicant	2286	2263	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	0	0	0	**2289**
White Pages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Word of Mouth	51	51	0	0	0	0	0	0	0	0	0	4324	0	0	359	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**4734**
Yellow Pgs-Bell Atlantic	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**1**
Yellow Pgs-One Book	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**50**
Other	7	3	0	0	0	0	20	0	0	0	0	3125	0	0	178	0	0	0	0	0	0	0	0	0	0	114	0	0	0	0	**3440**
Total	**2711**	**2600**	0	0	0	0	48	0	0	0	0	7977	0	1	5287	0	0	0	0	0	0	0	0	0	0	221	0	0	0	226	**16134**

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients. COG ONLY calls are calls that COG did not transfer to a client.

TABLE 6B
APPLICATIONS RECEIVED TDM SYSTEM
FY 2019

	COG	DC	ARL	ALX	ARTMA	BALT	BETH	BMC	BWI	FDA	FFX	FRED	GWRID	HAR	HOW	LINK	LDN	MC	MTA	NIH	NNECK	NSHEN	DOD	PGC	PRTC	RAP	SS	TAP	TRI	ARNG	DATA	TOTAL
How they heard…																																
Brochure/Promo Matrls	64	25	14	21	19	10	0	8	0	6	102	20	38	3	15	1	51	18	1	3	0	3	0	28	77	3	9	1	27	0	0	**567**
Bus/Train Schedule	22	7	4	1	18	11	0	13	0	0	30	12	20	4	13	0	48	4	2	1	0	2	0	14	32	3	4	0	37	0	0	**302**
Bus/Train Sign	48	6	3	4	12	34	0	22	0	0	30	10	29	5	17	0	16	2	2	2	0	5	0	16	46	1	3	0	26	0	0	**339**
Direct Mail	24	14	8	9	1	2	1	0	0	3	49	16	1	1	0	0	21	25	1	1	0	1	0	18	38	0	14	0	15	0	0	**263**
Employer	114	45	27	26	36	15	24	21	0	93	149	31	86	12	41	0	50	34	8	6	0	7	0	77	116	8	10	4	49	0	2	**1091**
Employer Survey	2	2	0	0	1	0	0	0	0	0	1	1	1	0	0	0	0	1	0	0	0	0	0	2	2	0	0	0	3	0	1	**17**
Fair/On Site Event	8	7	8	3	1	2	29	2	0	0	7	2	3	0	2	0	9	5	1	0	0	0	0	5	6	1	1	210	0	0	7	**319**
Government Office	34	12	5	15	19	11	0	6	0	21	56	8	40	4	12	1	34	8	5	3	0	5	0	21	61	2	6	0	23	0	0	**412**
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Highway Sign	3	0	1	0	0	2	0	0	0	0	5	1	6	0	1	0	0	0	0	0	0	6	0	3	9	3	0	0	3	0	0	**43**
Information (411)	2	1	1	1	0	2	0	1	0	0	4	1	3	0	0	0	2	1	0	0	0	0	0	0	3	1	0	0	2	0	0	**25**
Internet	250	64	37	43	80	45	13	53	1	4	279	67	473	17	44	0	181	38	19	2	0	53	1	97	272	47	16	6	59	0	0	**2261**
Library	4	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	1	0	0	1	1	0	0	0	0	0	**11**
Mobile Billboard	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Newsletter	2	5	1	1	2	0	0	0	0	2	7	1	1	0	1	0	5	1	0	1	0	0	0	2	2	2	2	0	1	0	0	**39**
Newspaper	3	2	0	0	0	0	0	0	0	0	6	2	3	0	0	0	5	0	0	0	0	0	0	0	2	1	0	0	0	0	0	**24**
Newspaper (Local)	4	4	1	1	0	0	0	1	0	0	3	1	1	0	0	0	4	1	0	0	0	1	0	0	1	0	1	0	2	0	0	**26**
Other Ridesharing Org	14	5	1	1	4	3	0	0	0	0	15	3	24	0	3	0	7	0	1	0	0	4	0	4	37	0	0	0	1	0	78	**205**
Park-and-Ride Sign	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Post Card (COG)	5	1	3	4	0	0	0	0	0	0	9	1	1	0	0	0	5	2	0	0	0	1	0	7	13	0	1	0	8	0	0	**61**
Presentation	2	1	1	0	1	0	0	0	0	0	2	1	2	0	1	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	**15**
Radio	67	11	6	10	12	0	0	6	0	2	90	29	66	0	11	0	30	6	11	0	0	5	0	28	87	12	4	0	13	0	0	**506**
Real Estate/WelcomeW	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**1**
Referral from Transit.Org	6	1	1	0	0	0	0	1	0	0	3	3	6	2	1	0	3	1	0	0	0	1	0	2	6	0	0	0	2	0	0	**39**
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
TV	6	5	2	3	6	1	0	0	0	1	11	3	8	0	4	0	5	0	2	0	0	1	0	8	14	1	1	0	5	0	0	**87**
Van Sign	3	0	0	1	0	0	0	0	0	0	1	0	5	0	0	0	4	1	0	0	0	0	0	1	1	1	0	0	1	0	0	**19**
Was/Is Applicant	1	0	1	1	0	2	0	0	0	0	2	0	6	0	0	0	5	1	0	0	0	0	0	1	5	0	0	0	4	0	0	**29**
White Pages	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**2**
Word of Mouth	50	16	14	4	20	10	0	14	0	5	101	19	212	5	14	0	40	14	10	0	0	11	1	27	112	7	5	1	26	0	0	**738**
Yellow Pgs-Verizon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Yellow Pgs-Yellow Bk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Yellow Pages-Local	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**0**
Voice Mail Messages	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	**1**
Other	163	35	18	26	34	16	1	28	0	6	125	27	163	6	30	0	78	24	9	3	0	12	0	75	164	12	6	1	38	0	13	**1113**
Total	**902**	**270**	**157**	**176**	**266**	**166**	**68**	**176**	**1**	**143**	**1089**	**259**	**1198**	**59**	**210**	**2**	**605**	**187**	**72**	**22**	**0**	**119**	**2**	**436**	**1111**	**106**	**83**	**223**	**346**	**0**	**101**	**8555**

FIGURE 1

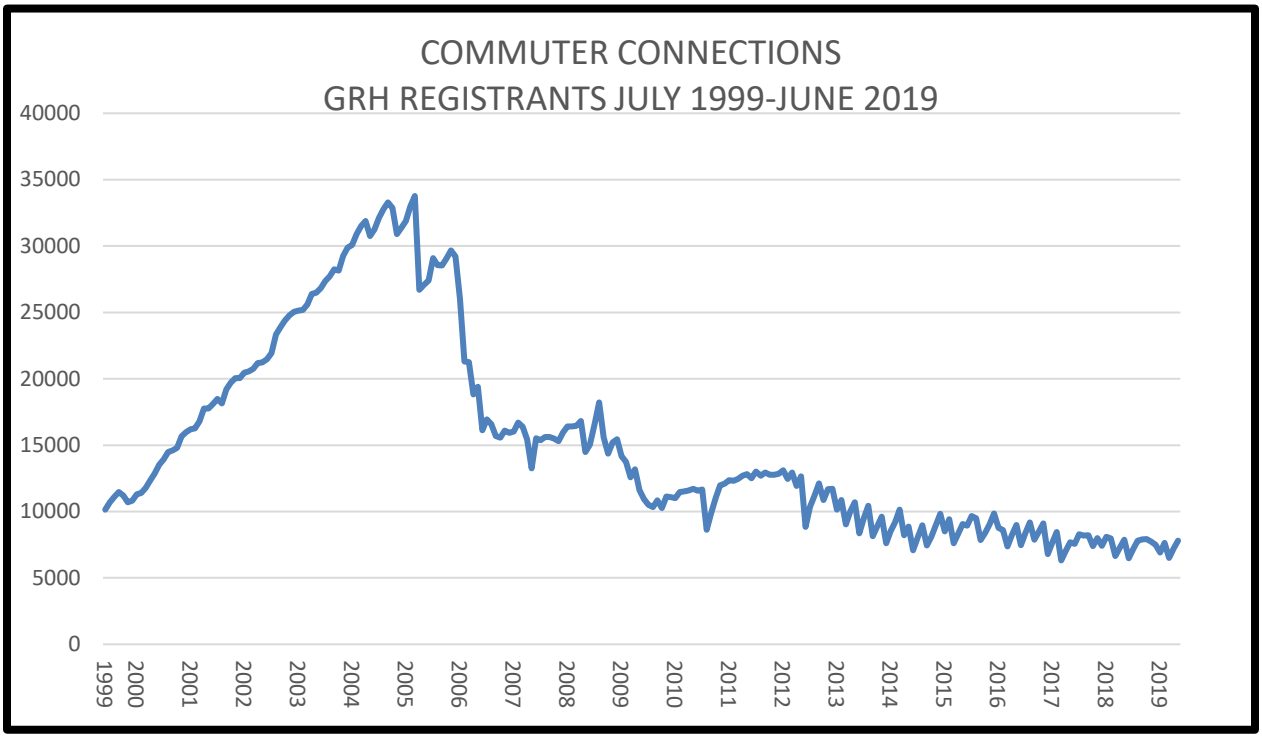


FIGURE 2

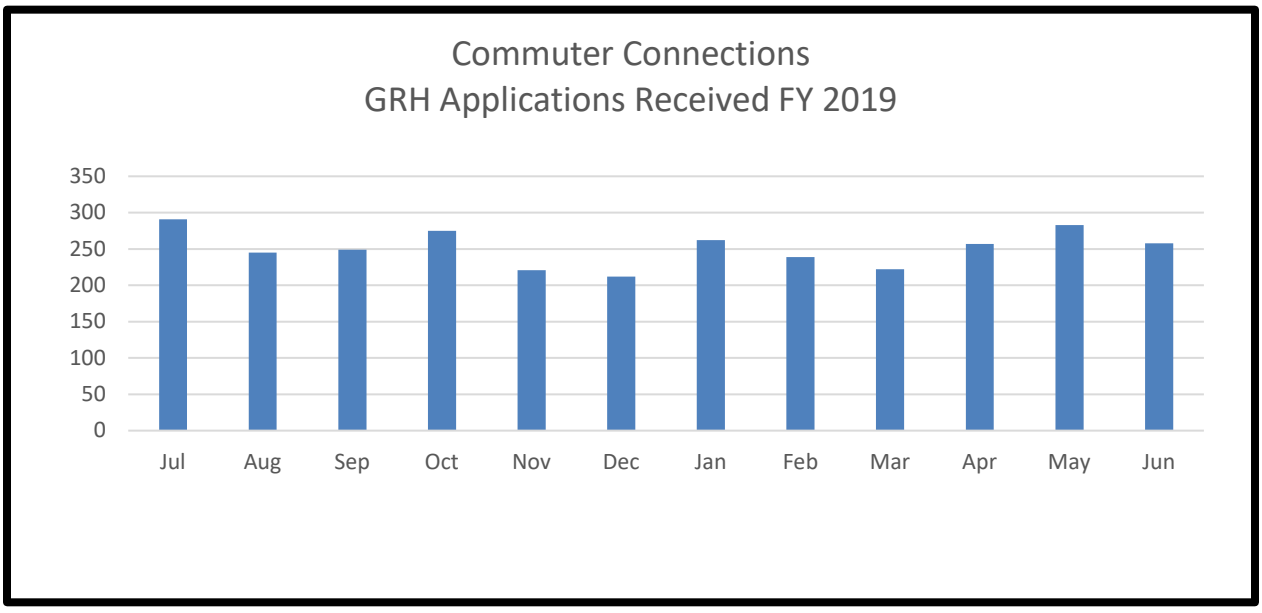


FIGURE 3

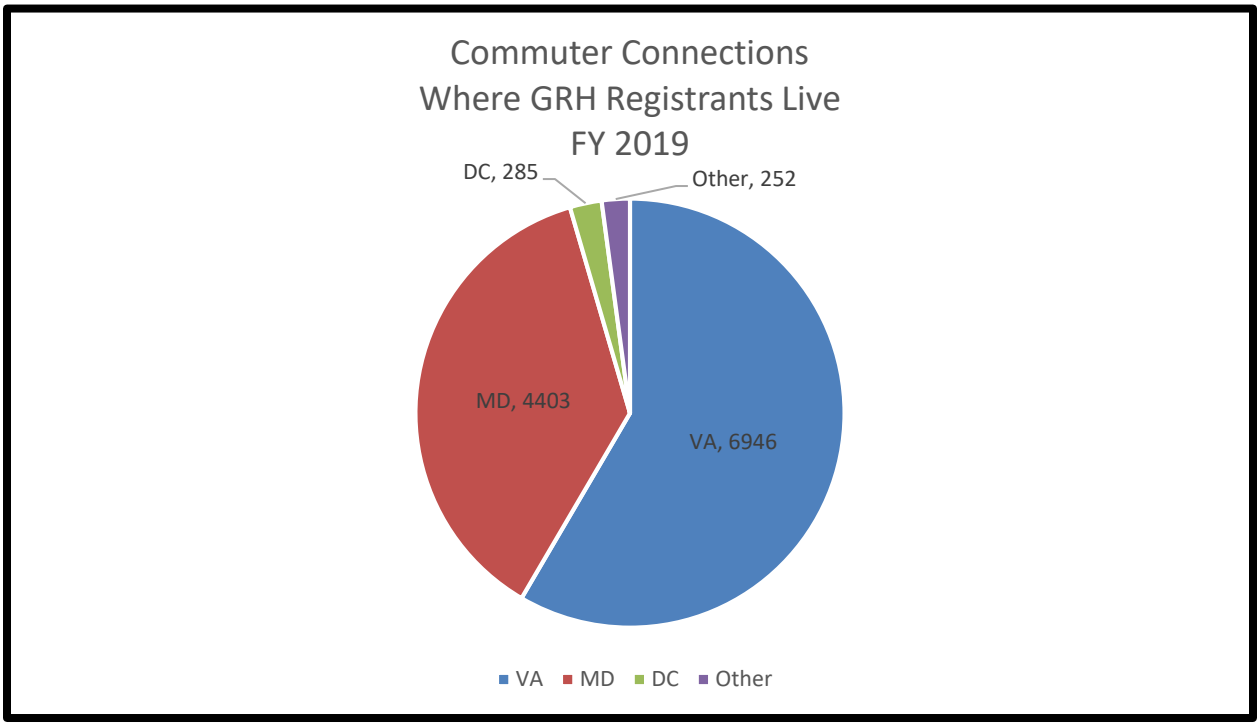


FIGURE 4

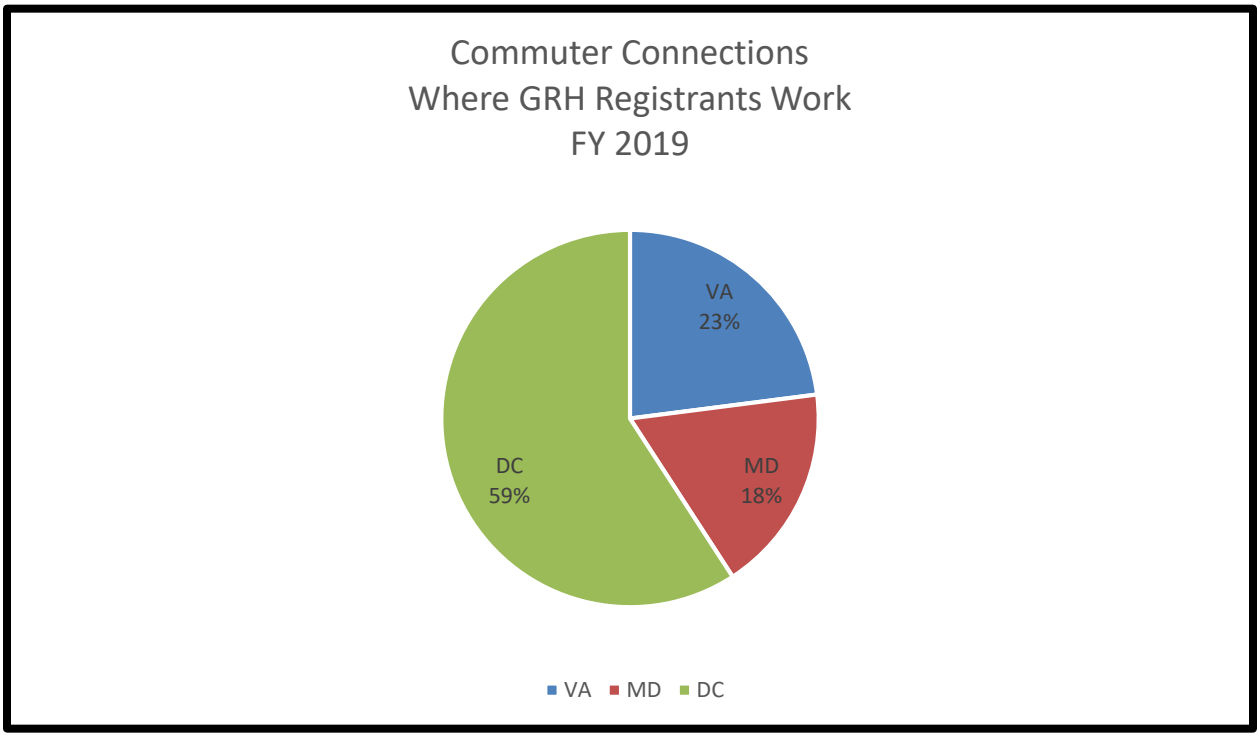


FIGURE 5

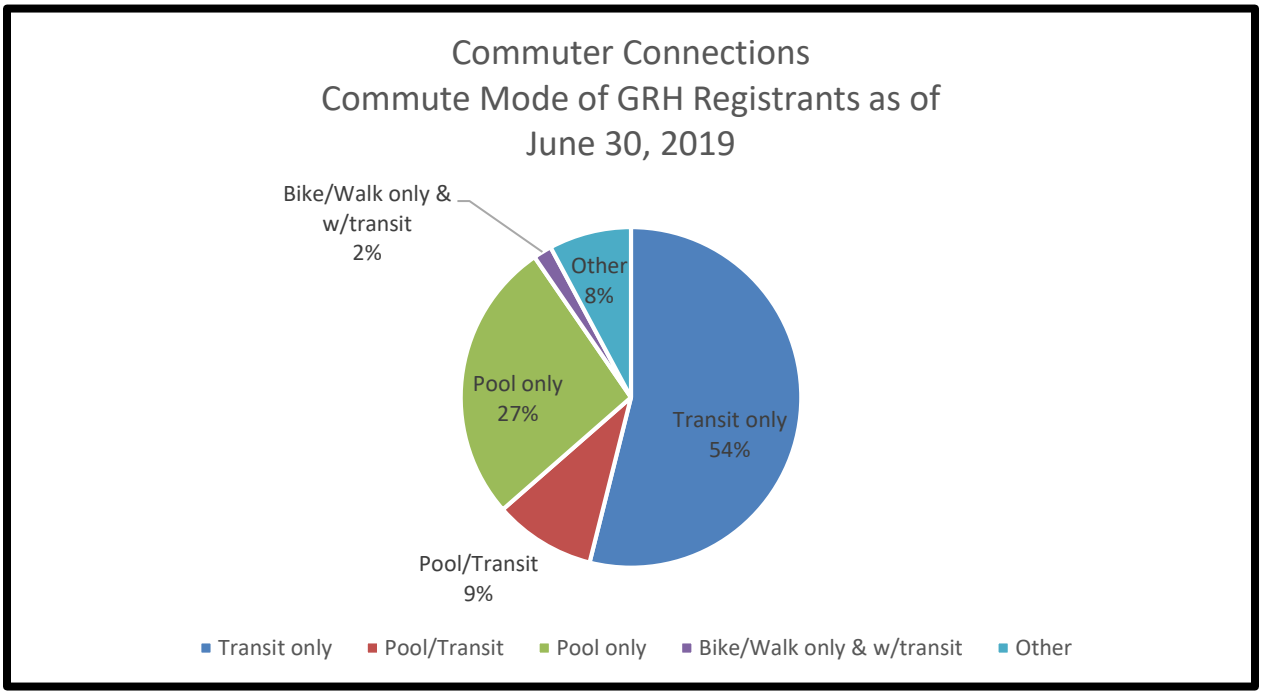


FIGURE 6

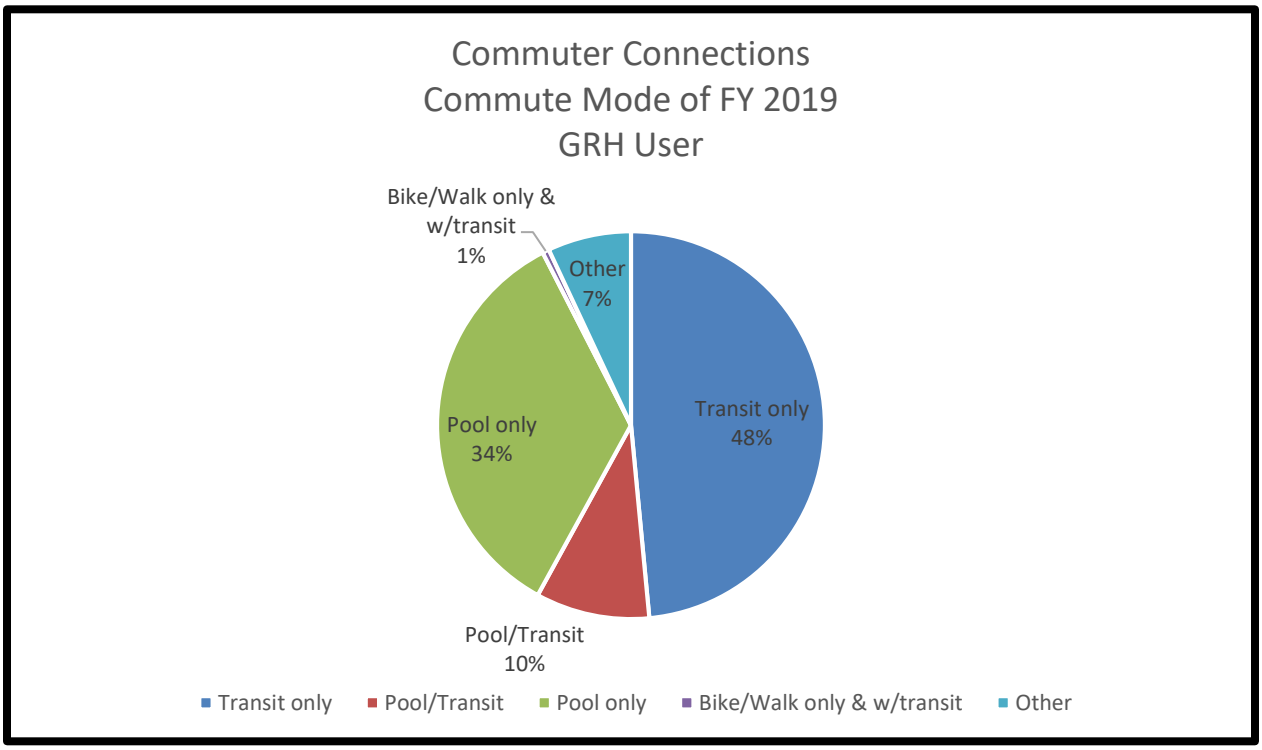


FIGURE 7

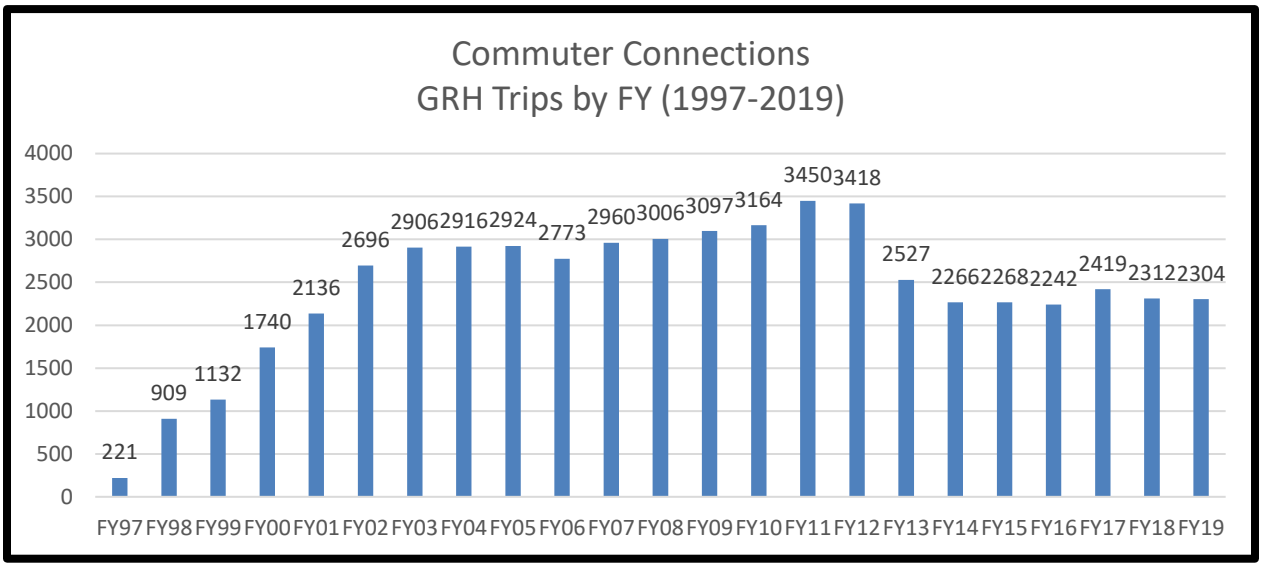
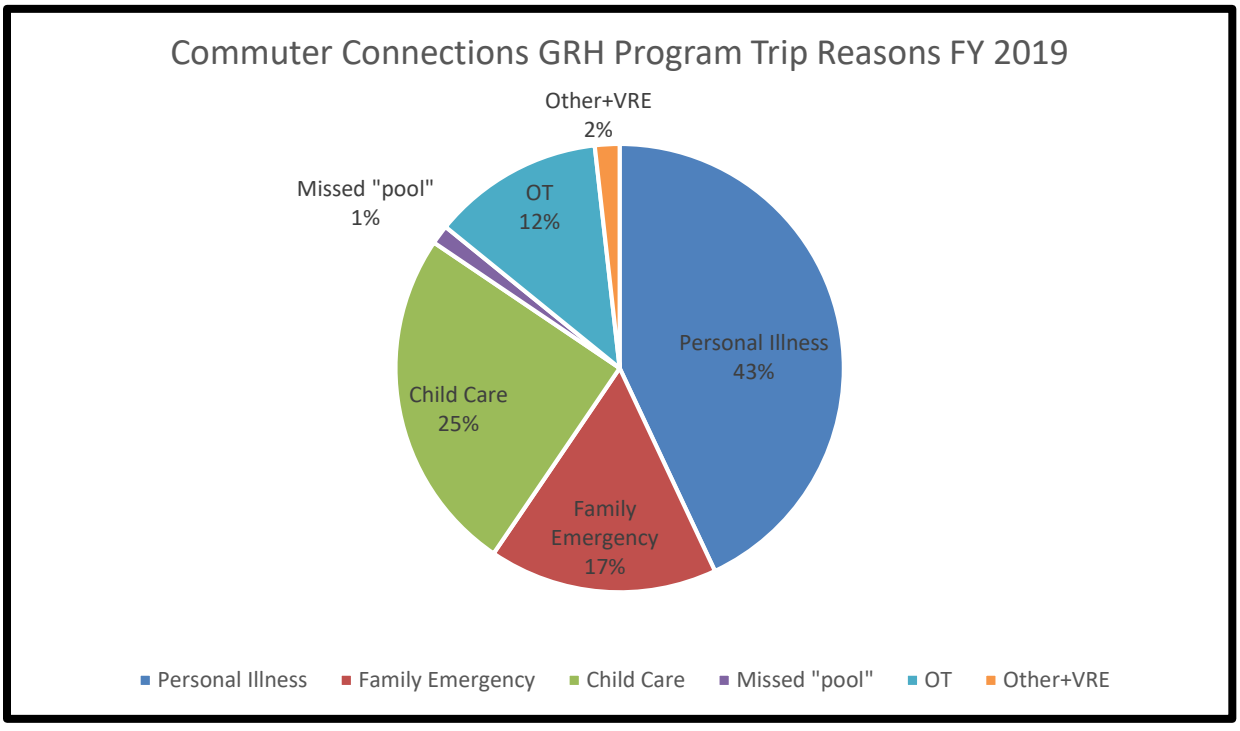
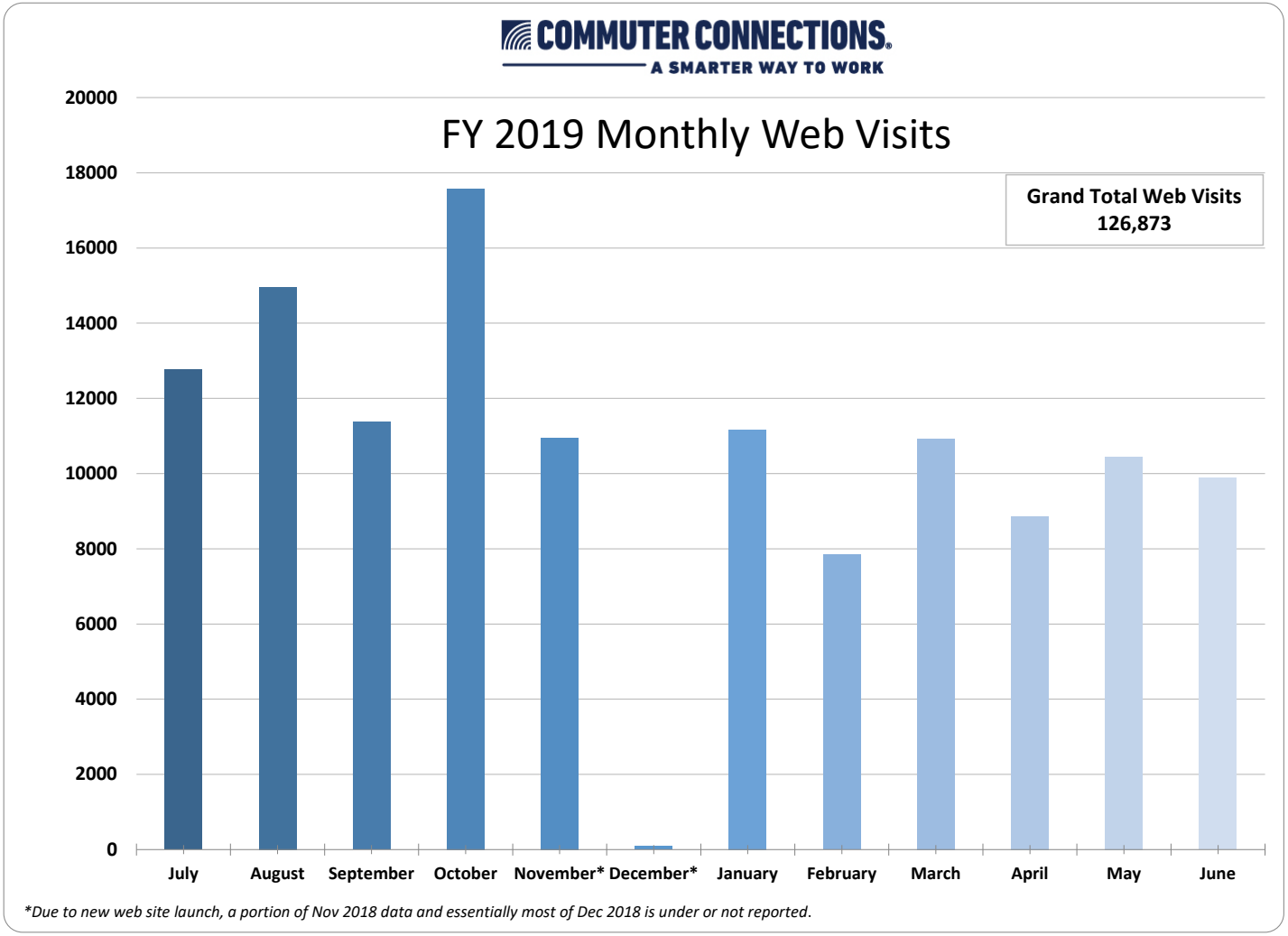


FIGURE 8



FY2019

Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro
Employers Contacted (new) Site Visits (prospects)	47	38	103	151	53	16	249	149	59	29	0
Telework Contacted (new)	0	0	0	0	0	0	60	0	0	13	0
Employers Contacted (follow-up)	369	9398	273	1021	119	501	7735	182	0	41	0
Telework Contacted (follow-up)	0	0	0	0	0	0	0	4	0	23	0
Total Broadcast Contacts Letters, Flyers, Newsletter	0	32259	25278	800	2	836	86349	316	13	157	0
Total Sales Meetings	38	263	51	204	34	22	356	5	14	18	0
Total Employers Contacted	454	41958	25705	2176	208	1375	94749	656	86	281	0
New Level 1 TDM Programs	0	21	105	64	13	8	18	0	0	21	0
New Level 2 TDM Programs	0	14	37	32	3	4	33	0	0	5	0
New Level 3 TDM Programs	0	3	24	21	3	0	27	0	0	3	11
New Level 4 TDM Programs	0	4	10	9	0	0	0	0	0	0	0
New Telework Programs	0	0	0	0	0	0	2	0	0	4	0
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0	0


COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
FY 2019 Monthly Web Visits
Grand Total Web Visits
126,873
20000
18000
16000
14000
12000
10000
8000
6000
4000
2000
0
July
August
September
October
November*
December*
January
February
March
April
May
June
*Due to new web site launch, a portion of Nov 2018 data and essentially most of Dec 2018 is under or not reported.