

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116/6137
Month:	January 2004	FY04
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	February 27, 2003	

Background Activities

- Set up February Best Workplaces for Commuters Coalition kick off meeting.
- Attended Commuter Connections Subcommittee meeting Jan 20th. Presented update on Telework marketing.
- Prepared agenda and materials for February Regional TDM Marketing Group meeting.
- Conference call with MAYA and Dudnyk Advertising on Jan 29th to discuss WMATA translation service promotion.
- Met with WACOT steering Committee Jan 30th
- Staff began reviewing the logistics to update the regional Park & Ride map.

Products

- Various meetings, presentations and conference calls

Problems Encountered

None

Future Activities

- Meet with WMATA on Feb 2nd regarding funds to promote Limited English Translation service.
- Regional TDM Marketing Meeting Feb 3rd.
- Provide final edits for InfoExpress kiosk brochure and signage.
- Feb 17th Commuter Connections Meeting.
- Feb 19th Meet with Frederick Keys.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6131
Month:	January 2004 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	February 27, 2004

Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG mailed bi-weekly reports to all clients during the weeks of January 12, and 26. COG staff performed routine server and file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server. Additional assistance to clients is described as follows:

Alexandria – COG staff notified Alexandria’s rideshare staff on January 5th and 7th that they had left their ping connection to COG’s rideshare server going all day and that this could cause problems if the left the connection open all night. Both times the city’s rideshare staff said they had forgotten about the ping.

Baltimore Metropolitan Council – COG staff made a site visit on January 22nd to install the CCRS ridematching software on BMC’s rideshare staff’s main computer. COG staff also connected and set up BMC’s printer so matchletters could print to a local printer, modified the matchletters per the request of BMC, and set up FTP upload/download files. All tests were successful.

Fairfax County – On January 8th county staff reported receiving an “out of disk space” error message on the rideshare computer. COG staff followed up with the county on January 9th stating that this is not a rideshare software problem and to have their computer staff check the rideshare computer. COG staff also helped the county perform a manual download on January 5th and 12th.

Howard County – On January 21st COG sent the CCRS software with installation instructions. The software included the FTP upload/download files. Howard County staff installed the software on their rideshare staff’s main computer and on January 29th contacted COG staff and performed successful FTP upload and downloads.

North Bethesda Transportation Center – NBTC staff reported that they were experiencing problems with their matchletters. COG staff talked them through copying the backup matchletter files on their rideshare computer. This fixed the problem.

COG held Customer Service Training for COG's Commuter Connections staff and members on January 28th. Training was conducted by Fred Pryor Seminars/CareerTrack and covered how to provide exceptional customer service over the phone.

Invoices for matchletter and purge notice postage were sent to member clients on January 5th. Staff and the consultant began working on the production of the Winter Commuter Connections newsletter. Staff contacted potential selection committee members for Commuter Connections 2004 Employer Recognition Awards and sent follow up letters. Staff and the consultant began working on the methodology changes for the TDM Evaluation framework methodology and the State of the Commute survey. Work also continued on preparing the results from the FY04 Placement Rate Survey.

COG staff presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Website, at a transportation information fair held at the National Institutes of Health's Bethesda campus on January 21st.

COG staff attended the Association for Commuter Transportation Strategic Planning Session and Board meetings during TRB on January 10th and 11th and ACT's legislative reception on January 13th. Staff made a presentation during TRB on the Commuter Connections TDM Evaluation program project. Staff also presented information to congressional members and staffs on Commuter Connections during ACT's legislative presentations in partnership with AMPO on January 13th.

COG staff participated in the Regional Mobility Planning Session hosted by the Washington Metropolitan Area Transit Authority on January 9th. Staff participated in a Best Workplaces for Commuters Tele-Seminar on January 29th.

Products

January monthly performance report.
First quarter invoices to clients.

Problems Encountered

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

On January 11th COG experienced a building-wide power failure which caused the CCRS and FTP servers to go down. COG was able to get the FTP server up and running on January 12th and the CCRS server up and running on January 13th.

Future Activities

- Install the Commuter Connections Ridematching Software System software and updates

at member client sites as needed.

- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute 2nd quarter invoices.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for March 16, 2004.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections Website.
- Coordinate additional Federal ETC training workshops.
- Finalize the FY05 Commuter Connections Work Program
- Begin work on the regional TDM Evaluation project.
- Contact potential selection committee members for Commuter Connections 2004 Employer Recognition Awards.
- Contact Best Workplaces Coalition to set up February kick off meeting.
- Deadline for Employer Recognition Awards Feb 6th.
- Feb 11th Best Workplaces for Commuters meeting.

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

Commuter Connections Activity	This Month	Last Month	Since July 2003
Total applicants/info provided:	1,839	2,040	13,504
Rideshare applicants	1,755	1,973	12,854
Matchlists sent	1,657	1,538	7,863
Transit applicants/info sent	67	59	501
GRH applicants	842	1,017	5,104
Telework info requests	3	0	9
Kiosk users	3,428	3,852	21,778
Kiosk applicants	7	10	25
Internet users	8,076	6,087	56,887
Internet applicants	1,824	2,054	10,667
New employer clients	19	18	275
Employee applicants	1	0	464

Program Impact Performance Measure	This Month	Last Month	Since July 2003
Continued placements	515	571	3,781
Temporary/one-time placements	326	361	2,390
Daily vehicle trips reduced	307	340	2,251
Daily VMT reduced	10,475	11,620	76,917
Daily tons NOx reduced	0.0148	0.0165	0.1090
Daily tons VOC reduced	0.0070	0.0077	0.0513
Daily gallons of gas saved	485	538	3,561
Daily commuter costs saved	\$2,016	\$2,237	\$14,807

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.

Accesses

Total Accesses of MWCOG Web Site Pages

2,454,421

Total Accesses of Commuter Connections Home Page

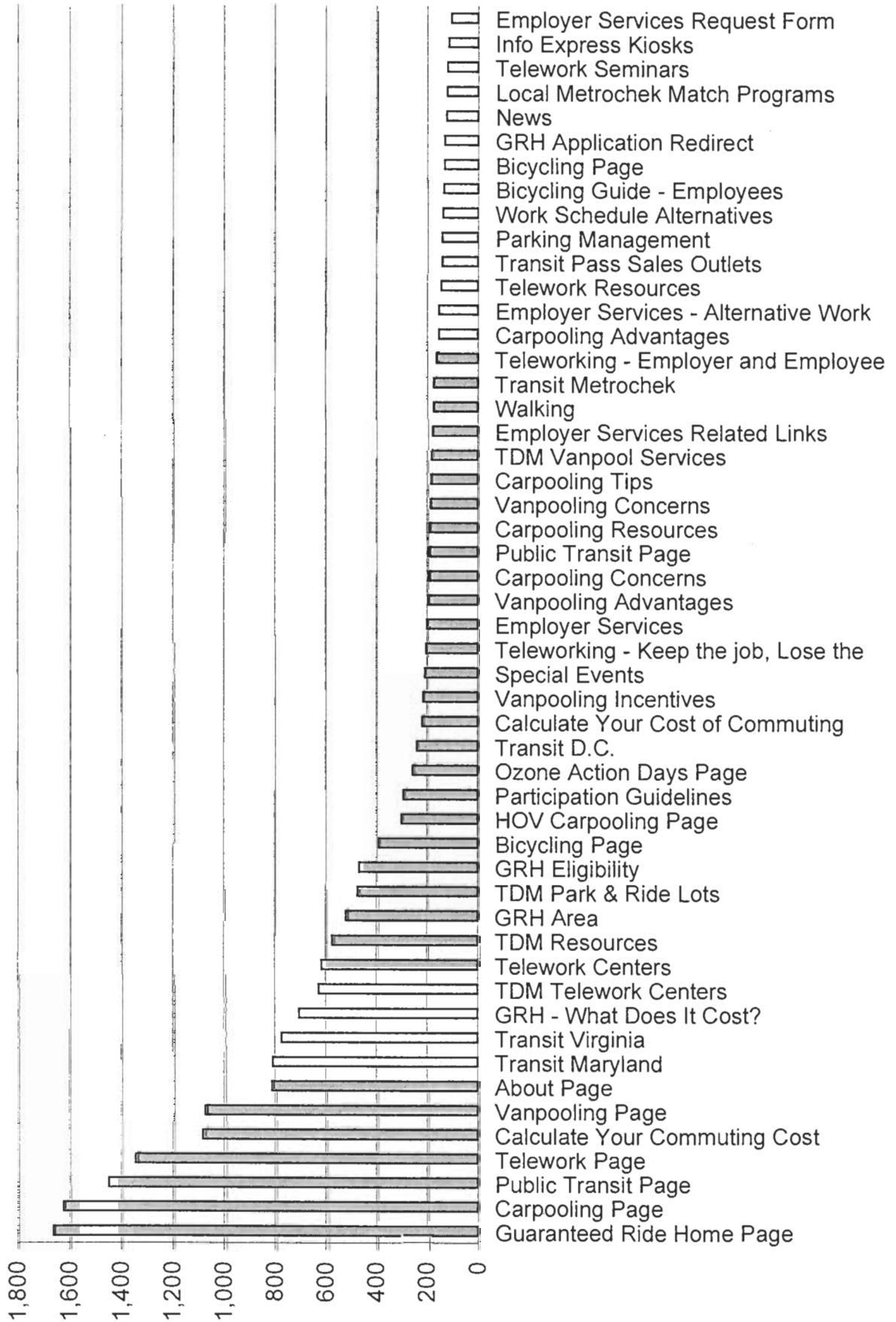
8,076

Breakdown of BDY Sub-page accesses

	<u>Accesses</u>	<u>% of Total</u>
Guaranteed Ride Home Page	1,661	7.91%
Carpooling Page	1,621	7.72%
Public Transit Page	1,447	6.89%
Telework Page	1,343	6.40%
Calculate Your Commuting Cost	1,081	5.15%
Vanpooling Page	1,071	5.10%
About Page	810	3.86%
Transit Maryland	807	3.84%
Transit Virginia	772	3.68%
GRH - What Does It Cost?	703	3.35%
TDM Telework Centers	627	2.99%
Telework Centers	615	2.93%
TDM Resources	574	2.73%
GRH Area	519	2.47%
TDM Park & Ride Lots	474	2.26%
GRH Eligibility	467	2.22%
Bicycling Page	390	1.86%
HOV Carpooling Page	300	1.43%
Participation Guidelines	292	1.39%
Ozone Action Days Page	256	1.22%
Transit D.C.	239	1.14%
Calculate Your Cost of Commuting	218	1.04%
Vanpooling Incentives	216	1.03%
Special Events	208	0.99%
Teleworking - Keep the job, Lose the Commute	204	0.97%
Employer Services	200	0.95%
Vanpooling Advantages	197	0.94%
Carpooling Concerns	193	0.92%
Public Transit Page	193	0.92%
Carpooling Resources	191	0.91%
Vanpooling Concerns	186	0.89%

Carpooling Tips	184	0.88%
TDM Vanpool Services	182	0.87%
Employer Services Related Links	178	0.85%
Walking	174	0.83%
Transit Metrochek	174	0.83%
Teleworking - Employer and Employee Benefits	164	0.78%
Carpooling Advantages	154	0.73%
Employer Services - Alternative Work Schedules	153	0.73%
Telework Resources	145	0.69%
Transit Pass Sales Outlets	141	0.67%
Parking Management	141	0.67%
Work Schedule Alternatives	138	0.66%
Bicycling Guide - Employees	135	0.64%
Bicycling Page	132	0.63%
GRH Application Redirect	132	0.63%
News	125	0.60%
Local Metrochek Match Programs	122	0.58%
Telework Seminars	121	0.58%
Info Express Kiosks	115	0.55%
Employer Services Request Form	105	0.50%
Total	20,990	100.00%

Commuter Connections Website Activity -- January 2004



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

JANUARY 2004



TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2

**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
JANUARY 2004**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	19	0	17	36
ARLINGTON (COG)	0	0	6	6
ARTMA	15	0	26	41
BALTIMORE CITY	2	0	0	2
BMC	33	0	8	41
COG - MD	250	0	93	343
COG - VA	302	4	96	402
COG - Other	10	0	5	15
DISTRICT OF COLUMBIA	14	0	10	24
DOD	0	0	0	0
FAIRFAX COUNTY	198	11	21	230
FREDERICK	5	0	5	10
HARFORD	6	1	3	10
HOWARD	39	0	3	42
LINK	0	0	7	7
LOUDOUN	52	0	78	130
MTA	0	0	2	2
MONTGOMERY COUNTY	334	67	807	1,208
Bethesda Transportation Solutions	31	29	66	126
Countywide	56	8	177	241
Friendship Heights/Rockville	18	2	0	20
North Bethesda TMD	228	28	118	374
Silver Spring	1	0	446	447
NIH	1	4	7	12
NORTHERN NECK	3	0	0	3
NORTHERN SHENANDOAH	0	1	10	11
PRINCE GEORGE'S	4	1	38	43
PRTC	144	2	224	370
RADCO	121	2	465	588
RAPPAHANNOCK-RAPIDAN	22	1	34	57
TRI - COUNTY	15	72	50	137
USDOE	0	0	0	0
TOTAL INPUT	1,589	166	2,015	3,770

TOTAL NEW & RE-APPLICANTS

1,755

COMMUTER CONNECTIONS CCRS

Applications Processed

FY1996 - FY2004

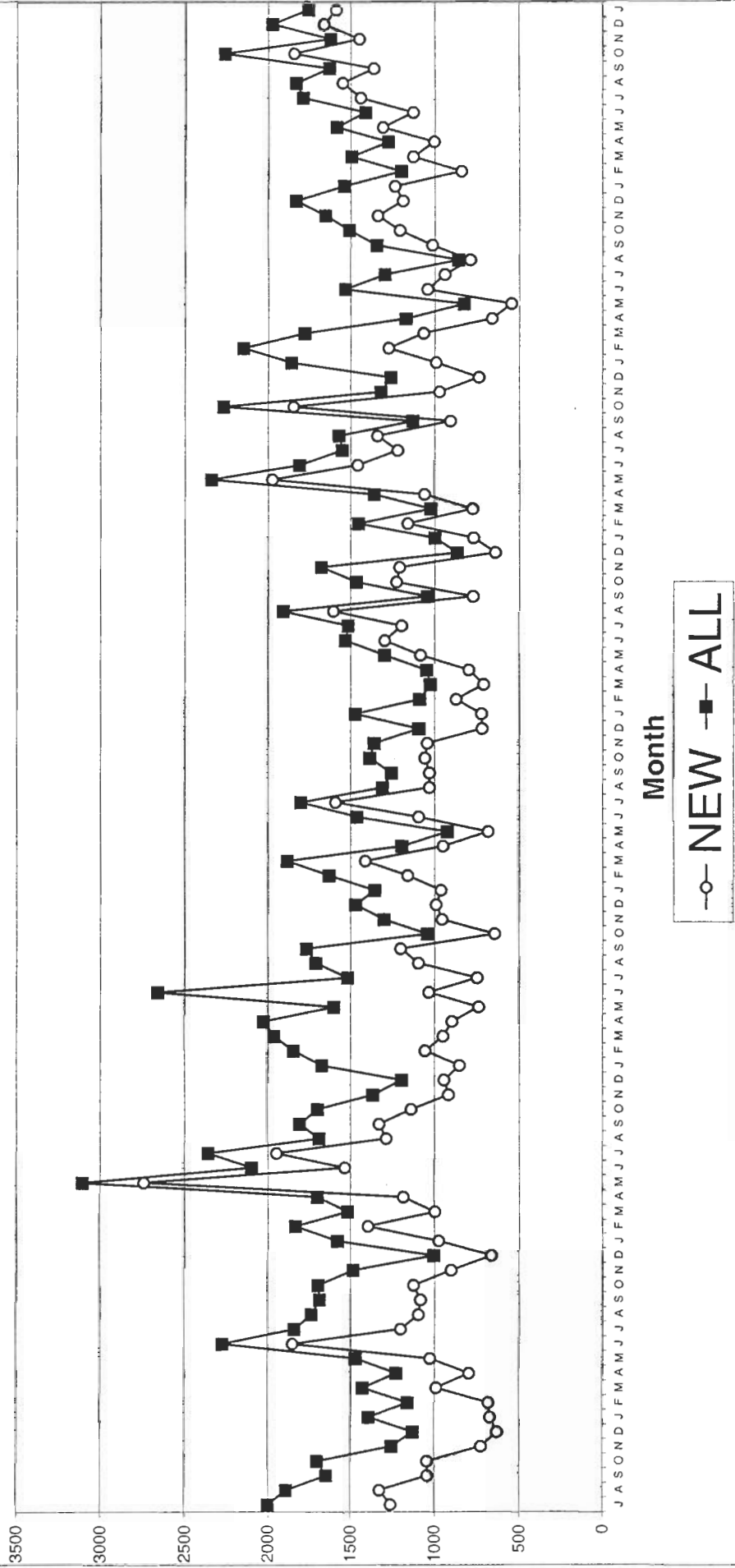


TABLE 3

COMMUTER CONNECTIONS
 APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY
 JUNE 2004

ALEXANDRIA	149
ARLINGTON (COG)	109
ARTMA	314
BALTIMORE CITY	19
BMC	178
COG	3,454
DISTRICT OF COLUMBIA	138
DOD	0
DOE	1
FAIRFAX COUNTY	1,492
FREDERICK	374
HARFORD COUNTY	126
HOWARD COUNTY	369
LINK/RESTON	26
LOUDOUN COUNTY	567
MONTGOMERY COUNTY	6,812
Bethesda Transportation Solutions	1,725
Countywide	1,138
Friendship Heights/Rockville	485
North Bethesda Transportation Ctr	2,406
Silver Spring	1,058
MTA	32
NIH	244
NORTHERN NECK	46
NORTHERN SHENANDOAH VALLEY	89
PRINCE GEORGE'S COUNTY	413
PRTC	1,422
RADCO	2,487
RAPPAHANNOCK-RAPIDAN	223
TRI - COUNTY	647
OTHER	
TOTAL	19,731

COMMUTER CONNECTIONS CCERS DATABASE FY1996 - FY2004

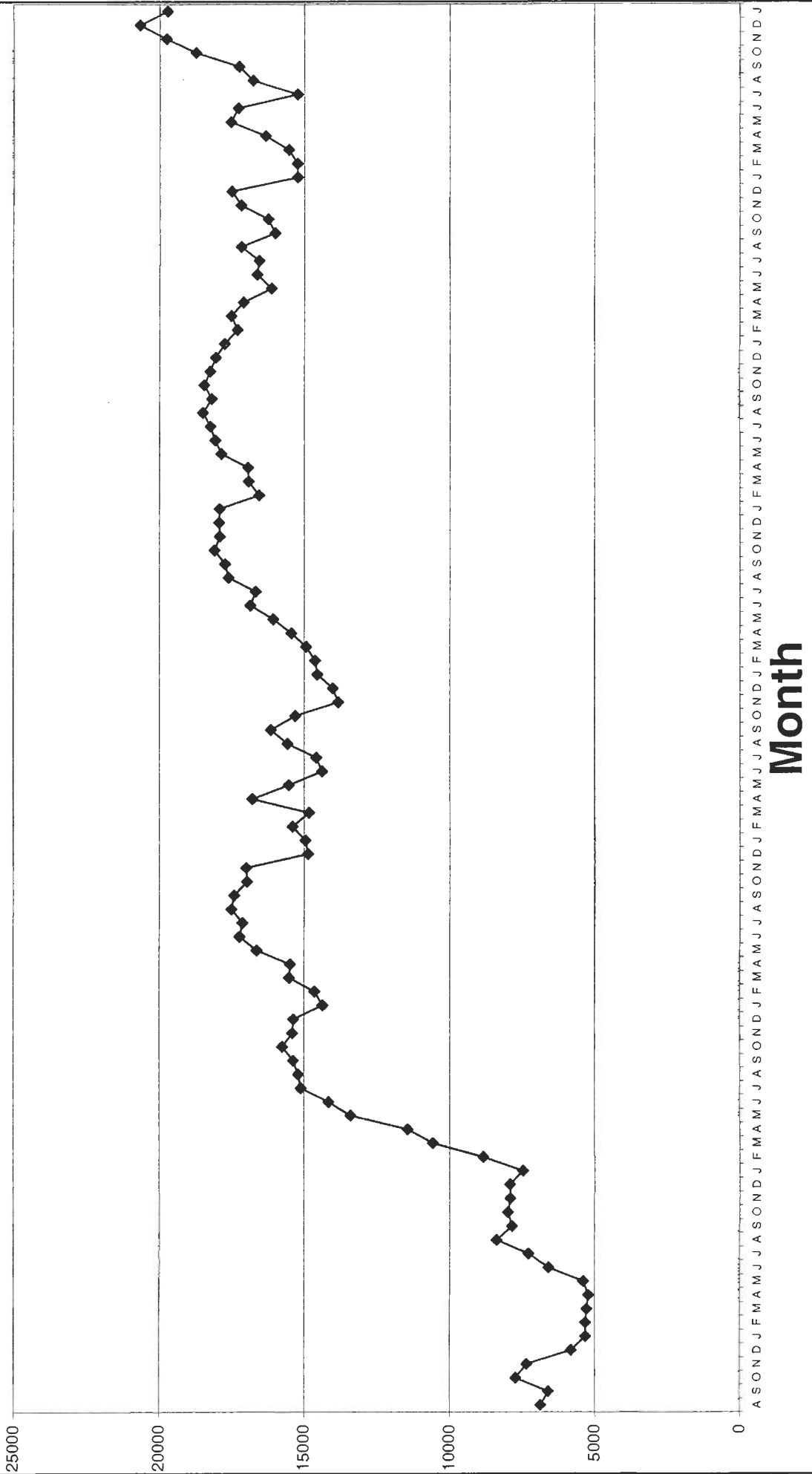


TABLE 4A

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

	HOME	WORK
ALEXANDRIA	268	467
ANNE ARUNDEL COUNTY	639	55
ARLINGTON COUNTY	264	2,419
BALTIMORE CITY	128	113
BALTIMORE COUNTY	285	97
CALVERT COUNTY	254	2
CARROLL COUNTY	8	0
CECIL COUNTY	16	5
CHARLES COUNTY	481	21
CLARKE COUNTY	14	0
CULPEPER COUNTY	59	0
DISTRICT OF COLUMBIA	711	7,257
FAIRFAX COUNTY *	2,134	1,362
FAUQUIER COUNTY	194	2
FREDERICK COUNTY, MD	888	41
FREDERICK COUNTY, VA	16	0
FREDERICKSBURG	218	12
HARFORD COUNTY	135	75
HOWARD COUNTY	730	59
KING GEORGE COUNTY	51	25
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	664	140
MADISON COUNTY	5	0
MONTGOMERY COUNTY	4,226	6,958
ORANGE COUNTY	73	0
PAGE COUNTY	2	0
PRINCE GEORGE'S COUNTY	1,736	368
PRINCE WILLIAM COUNTY **	2,020	90
RAPPAHANNOCK COUNTY	9	0
RICHMOND COUNTY	15	0
SHENANDOAH COUNTY	21	0
SPOTSYLVANIA COUNTY	1,021	8
STAFFORD COUNTY	1,548	25
ST. MARY'S COUNTY	107	27
WARREN COUNTY	61	1
WESTMORELAND COUNTY	33	0
WINCHESTER	42	0
OTHERS	655	102
TOTAL	19,731	19,731

* Fairfax County includes City of Fairfax and Falls Church.

** Prince William County includes Manassas and Manassas Park.

**TABLE 5
TERM/COMMUTE INFORMATION
JANUARY 2004**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mail	N/A	8	N/A	N/A	N/A	4	N/A	
Internet	N/A	833	N/A	N/A	N/A	991	N/A	
Kiosks	N/A	1	N/A	N/A	N/A	6	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	842	N/A	N/A	N/A	1001	N/A	
PHONE CALLS								TOTAL
Brochure/Promo Materials	1	7		3		8	1	20
Bus/Train Schedule		1		5		1		7
Bus/Train Sign		1		2				3
Direct Mail								0
Employer								0
Employer Survey								0
Fair/On Site Event								0
Government Office		1					1	2
Highway Sign		3		5		14	1	23
Information (411)								0
Internet		6		7		23	1	37
Library								0
Mobile Billboard								0
Newsletter		1						1
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org						3		3
Park-and-Ride Lot Sign		1		2				3
Post Card (COG)				2				2
Presentation								0
Radio	2	12		9		55	1	79
Real Estate/WelcomeWagon								0
Referral from Transit Org		2		1		2	2	7
Theatre Slide								0
TV		5		2		19	1	27
Van Sign						1		1
Was/Is Applicant		220		2		32	1	255
White Pages		6						6
Word of Mouth		16		18		29	3	66
Yellow Pages - Verizon						8		8
Yellow Pages - One Book								0
Yellow Pages - Local		1		1		2		4
Voice Mail Messages		30		5		29	2	66
Other/Unknown		3		3		4		10
TOTAL CALLS	3	316	0	67	0	230	14	630



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

	COG	ALX	ARTMA	BALTB	BETH	BMC	DOOD	DOE	FFX	FRED	HAR	HOW	LINK	LDN	MC	MTA	NH	NECK	NSHEN	PGC	PRTC	RADC	RAPP	SS	TAP	TRI	TOTAL
How they heard...																											
Brochure/Promo Matrix	61								1																		62
Bus/Train Schedule	35								1												4	1					48
Bus/Train Sign	34																										34
Direct Mail	26																										26
Employer	60							11			1	3										1					78
Employer Survey	2														1												3
Fair/On Site Event	6																										6
Government Office	30						1	12																			43
GRH Program	0	4					109	19			19	14	2								6	39	2	3			217
Highway Sign	11										1										1	1					14
Information (411)	2																										2
Internet	70	15					1				5	31	12								43	69	15				261
Library	0																										0
Mobile Billboard	1																										1
Newsletter	3																										3
Newspaper	2																										2
Newspaper (Local)	0																										0
Other Ridesharing Org	9						1	1			4										8						23
Park-and-Ride Sign	0																										0
Post Card (COG)	8																										8
Presentation	0																										0
Radio	234						1					1										1	1				238
Real Estate/WelcomeW	2																										2
Referral from Transit Org	0						74																				74
Theatre Slide	0																										0
TV	47						1																				48
Van Sign	5																										8
Was/Is Applicant	23							5			3		5								131		1	14			182
White Pages	0																										0
Word of Mouth	88						3				2	1									10	16		24			144
Yellow Pgs-Verizon	0																										0
Yellow Pgs-Yellow Bk	0																										0
Yellow Pages-Local	0																										0
Voice Mail Messages	1																										3
Other	42										7	4										11					32
Total	802	19	0	0	0	0	0	207	34	0	42	54	0	54	20	0	0	0	0	0	203	142	22	81	256	0	1882

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6132
Month: January 2004 FY05
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: February 27, 2004

Background Activities

Major activities in January included:

- Coordinating and attending the Telecommuting Ad-Hoc Meeting on January 7th.
- Continuing the 2003 Employer Telework Seminar Survey by following up with non-responsive seminar attendees.
- Attending a Telework Virginia Meeting with Number Six Software and selected consultant.
- Meeting with Virginia Department of Rail and Public Transportation to discuss online training for Telework Virginia participants.
- Participating in a conference call with the Telecommuting Advantage Group to discuss progress of the Expanded Telecommuting TERM.
- Attending the Commuter Connections Subcommittee meeting.
- Meeting with PBS to discuss Telework Virginia and the Telework Resource Center.
- Presenting Telework Virginia and Telework Resource Center information to ManTech.
- Conducting a conference call meeting with the Virginia Department of Rehabilitative Services and Service Source to plan the February Telework event in Fairfax, Virginia
- Participating in MATAC Board meeting, tabulating registration checks, and making bank deposits.
- Making necessary edits to UXB and National Headstart final reports.
- Meeting with GSA representatives and the Telecommuting Advantage Group to draft a letter from Congressional representatives in support of telework in the metropolitan Washington region.
- Meeting with National Institutes of Health to discuss participation in the Expanded Telework TERM.
- Meeting with Fairfax County Board Chairman Gerry Connolly Coordinating and attending a 2005 WACOT planning committee meeting.
- Jan 5th Telework Center Radio spot airs to promote 60-day free trial offer, along with WTOP.com telework banners.
- Printing and distributing Telework Workshop brochure & produced new radio spot for Spring Workshops; HTML version on the web. Bid out for email distribution list.
- Contacting and lining up several employers for Telework value-added interviews with radio stations (WTOP, WGMS & WBIG).

- Working on logistics for Feb 10th Telework Press Briefing with Greater Washington Board of Trade (BOT). Coordinated event logistics with BOT & General Services Administration, signage with Dudnyk, wrote speaker remarks, edited press release.

Products

- Draft letter from Congressional representatives to federal agency heads
 - Placed or responded to 69 calls regarding the Telework Resource Center
 - Telework Center utilization at 56%
 - Draft letter to federal agencies
 - Telecommuting Ad Hoc Committee meeting notes
 - WACOT planning committee meeting notes
 - Telework Center Radio spot
 - Employer Telework Seminar Brochure
-
- January 5 Meeting with VDRPT
 - January 7 Telecommuting Ad Hoc Meeting
 - January 8 MATAC Conference Call
Conference call with Telecommuting Advantage Group
 - January 9 Meeting with Number Six Software
 - January 14 Presentation at ManTech
 - January 16 Internal meeting to discuss final reports for UXB and National Headstart
 - January 20 Commuter Connections Subcommittee meeting
 - January 22 Meeting with GSA and TAG
 - January 23 Meeting with NIH and TAG
 - January 28 Meeting at Department of Rehabilitative Services

Problems Encountered

- Resignation of Telecommuting Specialist

Future Activities

- Finalize Employer Telework Workshops curriculum and conduct walk-through with consultant
- Telecommuting Ad-Hoc meeting notes
- Telework Center Utilization Survey
- Telework press event at KPMG on February 10th
- Montgomery County Government Telework event
- Fairfax County Department of Rehabilitative Services Telework event
- Meeting with Joint Venture to discuss telework opportunities in Prince George's County
- Workplace Excellence Awards at the University of Maryland
- Conference Call with Inova Healthcare and Telecommuting Advantage Group
- Kick-off meeting at ICPRB
- Email distribution for Telework Workshops to be sent first week of Feb.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6133	
Month:	January 2004	FY04
Staff Contact:	Owais Rafique	
Edited By:	Nicholas Ramfos	
Today's Date:	February 27, 2004	

Background Activities

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

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

Staff continued to sent out letters to various public and private facilities to identify a location for the InfoExpress kiosk previously located at the Wal Mart in Woodbridge. The kiosk was moved to a temporary location while the new site is identified. Staff is currently working with the Arlington County and the Employer Outreach representatives in Prince William County to identify the new site.

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

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

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

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

Products

- ▶ December monthly usage statistics for InfoExpress kiosks.

Problems Encountered

- ▶ Power failure problems were resolved at Ballston Common Mall.
- ▶ InfoExpress kiosk system was replaced at Fair Oaks Mall.

Future Activities

- ▶ Deploy the integrated CCRS & GRH web-based system.
- ▶ Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- ▶ Evaluate effectiveness of Integrated Rideshare measure.
- ▶ Continue negotiations with potential Commuter Connections InfoExpress mobile kiosk sites by sending a direct mail piece to employers located in Northern Virginia and the District of Columbia.
- ▶ Locate as new facility for the Wal-Mart kiosk in Prince William County.

INFOEXPRESS KIOSK USAGE RATES

Month: January 2004

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall #2	700	9458	Maps & Guides	694
			Tysons Mall	444
			Weather	302
			Traffic	205
			Commuter Connections	194
La Promenade	603	7914	La Promenade	867
			Weather	390
			Transit	220
			Maps & Guides	170
			Commuter Connections	168
Springfield Mall #1	482	3458	Springfield Mall	490
			Maps & Guides	251
			Commuter Connections	243
			Traffic	123
			Weather	98
Union Station	406	5279	Maps & Guides	319
			Weather	243
			Transit	219
			Commuter Connections	167
			Metro	136
Reston Town Center	374	5356	Weather	389
			Commuter Connections	325
			Maps & Guides	324
			VRE	297
			Reston Town Center	193
Springfield Mall #2	261	3458	Springfield Mall	263
			Maps & Guides	188
			Commuter Connections	175
			Weather	132
			Traffic	107

Tysons Mall #1	224	2620	Tysons Mall	293
			Maps & Guides	209
			Weather	146
			Commuter Connections	118
			Commuter News	103
Fair Oaks Mall	197	3158	Weather	197
			Fair Oaks Mall	173
			Maps & Guides	158
			Commuter Connections	127
			Traffic	91
Ballston Common Mall	120	2314	Weather	129
			Maps & Guides	88
			Commuter Connections	62
			Transit	43
			Ballston Common Mall	37
Pentagon	15	319	Commuter Connections	23
			Metro	19
			Weather	15
			Traffic	15
			Maps & Guides	11
USDA	3	39	Weather	7
			Transit	7
			Maps & Guides	6
			Ride Guide	4
			Commuter Connections	1
Reeves Center	N/A	N/A	N/A	N/A
Wal - Mart	N/A	N/A	N/A	N/A

Fairfax County Kiosks

Location	Users	Hits
Sherwood Library	1	4
George Mason Library	4	16
Chantilly	2	17
Kings Town	7	29
Mason Govt Center	1	2
Kings Park	1	5
Reston Library	0	0
Tysons Transit	3	9
Centreville	2	18
DolleyMadison	4	19
Inova	9	39
Pohick	2	9
John Marshall	1	4
Tysons Pimmit	0	0
Pennino	3	9
Govt. Center	1	2
Fairfax Library	0	0
Warranton	2	9

January 2004

**NUMBER OF APPLICATIONS RECIEVED
FROM KIOSKS**

Site	Total
Tysons Corner Center	1
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	0
Union Station	4
L'Enfant Plaza	2
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
USDA	0
Total	7

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6134
Month: January 2004 **FY04**
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: February 27, 2004

Background Activities

Monthly synchronizations from nine of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County has not submitted their January reports. Staff submitted the FY2003 Bike to Work Day report to the Commuter Connections Subcommittee for approval.

Staff attended and presented information to the Commuter Connections Subcommittee on Bike to Work Day 2004 and current Employer Outreach activities.

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

Staff completed preliminary findings for the quarterly conformity report.

Coordinated with the US Department of the Treasury for an informal ETC training event for an undetermined future date.

Collected information for Fairfax County on regional companies at TDM Levels 3 and 4.

Met with the DC Partners Outreach representative and Ms. Ellen Jones of the Downtown DC Business Improvement District to discuss TDM outreach for the District of Columbia.

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

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

Staff met with USGAO representatives on January 6th to discuss the federal Metrochek benefit program.

Products

December monthly sales activities
Draft Conformity Statement 2nd Quarter FY2003

Problems Encountered

Arlington County has not submitted their FY04 Budget worksheet for the FY04 Scope of Work

Future Activities

- Annual “COG to Locals” Regional Database Synchronization Process
- Continue maintenance of regional employer database
- Mid-Year sales support telephone calls.
- New CRM software application research and strategic implementation.

Month: December
2003

	City of Alexandria	Arlington County *	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (new)	2	0	0	1	0	3	10	2	0	1	0	2
Employers Contacted (follow-up)	6	0	0	1	0	32	192	300	0	1	0	69
Total Broadcast Contacts	14	0	0	0	0	0	1619	230	0	891	0	0
Total Sales Meetings	1	0	0	1	0	7	35	7	0	0	0	6
Total Employers Contacted	23	0	0	3	0	42	1586	539	0	893	0	77
New Level 1 TDM Programs	0	0	0	0	0	2	5	1	0	1	0	0
New Level 2 TDM Programs	0	0	0	0	0	1	8	0	0	0	0	0
New Level 3 TDM Programs	0	0	0	0	0	1	6	0	0	0	0	0
New Level 4 TDM Programs	0	0	0	0	0	0	2	0	0	0	0	0

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

* Did not submit a monthly report by deadline.

Year to Date FY04

	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles	Metro	Telework
Employers Contacted (New)	86	15	15	16	0	4	107	36	0	75	0	48
Employers Contacted (follow-up)	87	345	15	21	0	58	1599	2172	3	13	0	376
Total Broadcast Contacts	1035	1938	0	0	0	0	16355	1403	0	250	0	98
Total Sales Meetings	10	17	6	13	0	12	262	77	0	42	0	29
Total Employers Contacted	1218	2315	36	50	0	74	18323	3688	3	380	0	551
New Level 1 TDM Programs	0	9	14	3	0	2	88	35	1	73	0	0
New Level 2 TDM Programs	0	0	0	0	0	2	79	4	0	0	0	0
New Level 3 TDM Programs	2	6	0	4	0	1	51	10	0	0	0	0
New Level 4 TDM Programs	0	1	0	1	0	0	4	0	0	0	0	0

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

* Did not submit monthly report by deadline

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

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

LEVEL 2 (SILVER)

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

LEVEL 3 (GOLD)

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

LEVEL 4 (PLATINUM)

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

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Guaranteed Ride Home 6135
Month:	January 2004 FY04
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	February 26, 2004

Background Activities

During January, COG received 842 applications for the GRH program. A total of 529 new applicants were registered (517 new applicants and 12 previous "one-time exception" users) and 397 commuters were re-registered. The GRH program provided 224 GRH trips. Thirty (30) of these trips were "One-Time Exceptions" accounting for thirteen percent (13%) of the total number of GRH trips provided. Personal illness accounted for the largest portion of GRH trip reasons followed by child care/illness. A total of 29,893 commuters are currently registered for GRH.

COG held Customer Service Training for COG's GRH staff and the GRH staff of COG's operations/trip reservations contractor, Diamond Transportation Services, Inc. Training was conducted by Fred Pryor Seminars/CareerTrack and covered how to provide exceptional customer service over the phone.

Staff fulfilled requests for newly updated Guaranteed Ride Home brochures. Guaranteed Ride Home PSA bus and rail cards were printed and distributed to area transit providers.

Products

- Provided 224 GRH trips.
- Received 842 applications.
- Registered 517 new applicants, including 12 "one-time exceptions."
- Re-registered 397 commuters.
- Received 316 calls for GRH information.
- Contacted "expiring" registrants by telephone.
- Database management.
- GRH server maintenance.
- Processes invoices from transportation providers and reservations/dispatching contractor, and processed Transit Reimbursement Vouchers.
- January monthly performance report.
- Transit bus and rail cards printed and distributed

Problems Encountered

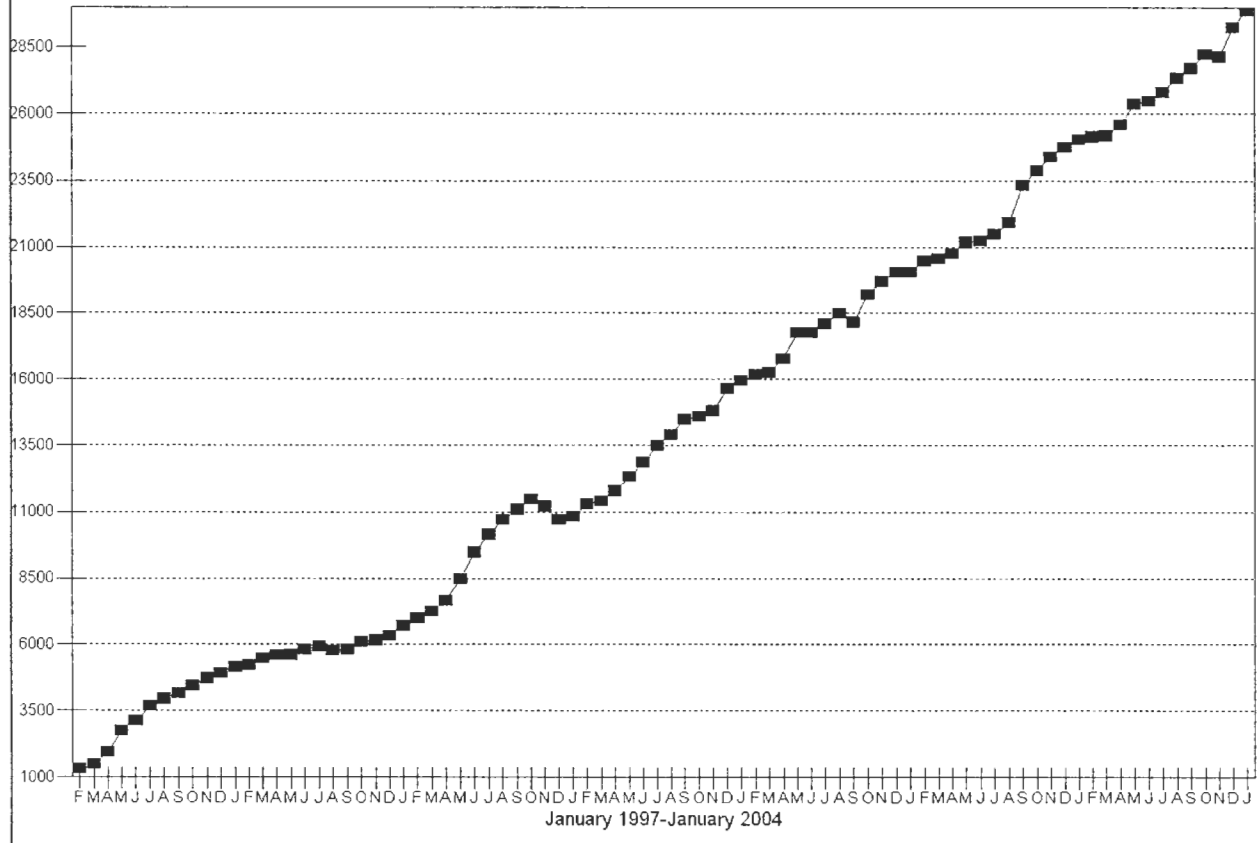
None.

Future Activities

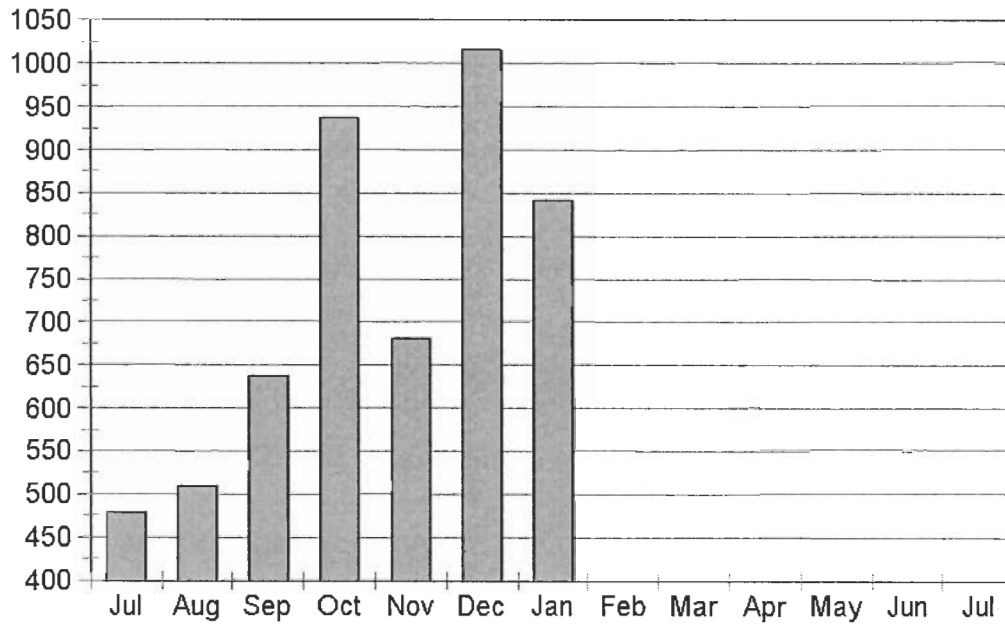
- COG staff will continue to work with their software contractor to update GRH software as needed.
- Continue surveying of GRH users.
- Continue to re-register GRH commuters that reached their one-year expiration date.
- Produce progress reports.
- Continue overall operations of GRH program.
- Distribute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

COMMUTER CONNECTIONS

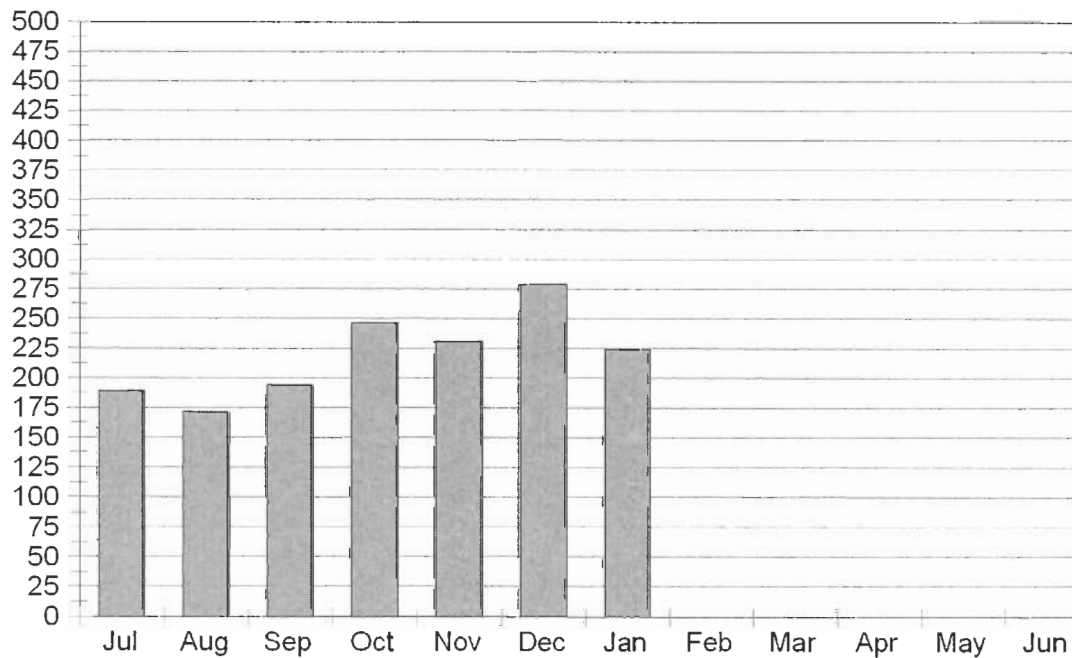
GRH Registrants



COMMUTER CONNECTIONS GRH Applications Received FY04

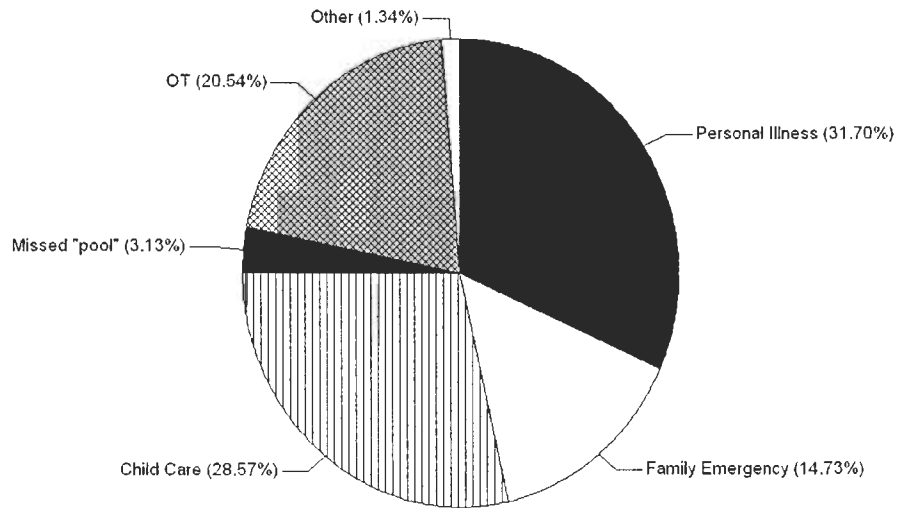


COMMUTER CONNECTIONS FY04 Trips Provided 1302 as of Jan. 04



COMMUTER CONNECTIONS

GRH Trip Reasons for January 2004



MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6136
Month: January 2004 FY04
Staff Contact: M. Hersey & M. Farrell
Edited By: N. Ramfos
Today's Date: February 27, 2004

Background Activities

Staff received Bike to Work Guides. Briefed the Commuter Connections Subcommittee on activities for the FY 2004 Street Smart Pedestrian and Bicycle Safety Program.

Presented the Bike to Work Day 2003 Draft Report for approval to the Commuter Connections Subcommittee.

Attended and led the Bike to Work Day 2004 Steering Committee meeting on January 8th.

Highlights from the meeting included:

- Preliminary printed materials (brochures and posters) for the event
- Free media opportunities to promote the event
- Coordination with sponsorships regionally and for local pit stops
- Next meeting to be held on February 20th

Staff Met with Dudnyk Advertising and Public relations and WABA representatives on Jan 8th to review poster / brochure concepts for 2004 Bike To Work Day. Presented to steering committee.

Products

More copies of the Bike to Work Guides.

Bike to Work 2003 Final Report

Bike to Work Day Steering Committee Agenda and Meeting Minutes.

Problems Encountered

None.

Future Activities

Distribute guides to WABA, DDOT, other users upon request.

Feb 20th Present marketing materials at BTWD.