

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Regional Mass Marketing Campaign</b>	<b>6116/6137</b>
<b>Month:</b>	May 2004	<b>FY04</b>
<b>Staff Contact:</b>	D. Franklin	
<b>Edited By:</b>	N. Ramfos	
<b>Today's Date:</b>	July 6, 2004	

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### Background Activities

- TV spot aired during three weeks in May.
- Radio spots (English and Spanish) aired during three weeks in May.
- Commuter Connections trade show booth at Frederick Marathon, May 1<sup>st</sup>.
- Frederick Keys minor league baseball game promotion May 19<sup>th</sup>.
- Post-It note giveaways with the Commuter Connections logo were ordered .
- Assisted WMATA with Hispanic translation of transit schedules.

### Products

- Various meetings, presentations, promotions and conference calls.
- Radio / TV advertising / Direct mail and public relations activities.

### Problems Encountered

None

### Future Activities

- Regional TDM Marketing meeting June 1<sup>st</sup>.
- Radio spots (English and Spanish) to continue aired through mid June.
- Finalize Bilingual Park & Ride Map.
- Completion of WMATA Hispanic Postcard mailer.

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Commuter Operations Center 6131</b>
<b>Month:</b>	May 2004 <b>FY04</b>
<b>Staff Contact:</b>	C. Arabia
<b>Edited By:</b>	N. Ramfos
<b>Today's Date:</b>	July 6, 2004

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### Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG mailed bi-weekly reports to all clients during the weeks of May 3<sup>rd</sup>, 17<sup>th</sup>, and 19<sup>th</sup>. 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:

Howard County – Howard County rideshare staff is still waiting for their IT staff to fix an operating system problem with the computer that the rideshare staff person uses for their daily work. This delay has prevented the installation of the rideshare software on that computer so that upload and download data can be transferred using the much faster FTP rather than the current dial-up modem.

North Bethesda Transportation Center – NBTC staff reported that they received a “fail error in recovery” message when exiting the CCRS software program. NBTC staff reported that they did not receive the message again after opening the CCRS program and no other problems were reported.

RADCO – RADCO’s rideshare staff reported a problem with the CCRS program. Through COG’s telephone technical support it was revealed that the main CCRS program file was copied over. COG staff e-mailed this file to RADCO who copied it on their rideshare computer, and the problem was fixed.

Tri-County Council – COG staff made a site visit on May 24<sup>th</sup> to install the CCRS software on Tri-County’s rideshare staff’s daily computer. The CCRS system was set up to use FTP for the uploads and downloads. Tri-County no longer uses a stand alone computer.

The Commuter Operations Center Subcommittee met on May 18<sup>th</sup>. At the meeting the Subcommittee agreed to meet quarterly during FY05 with the first meeting held in September. The subcommittee discussed recent and upcoming transportation fairs and promotions. COG staff presented information on problems reported by CCRS software clients and the fixes for these problems, and the status of updating Virginia’s street file data. COG staff also providing

information on application processing, including the number of applications received through the Commuter Connections Web site that before FY04 were forwarded to the respective home jurisdiction members and are now processed by COG through COG's Web site. Also, COG staff demonstrated how to create basic reports using the CCRS software system.

COG staff participated in employee transportation fairs at National Institutes of Health in Montgomery County on May 4<sup>th</sup>, Microstrategy in Fairfax County on May 12<sup>th</sup>, and National Science Foundation in Arlington on May 13<sup>th</sup>. Staff also participated in the Bike to Work Day "pit stop" in Washington, DC on May 7<sup>th</sup>. COG staffed a tabletop display and presented information about Commuter Connections services, including ridematching, Guaranteed Ride Home, and the Commuter Connections Web site at these events.

COG staff participated in the May 25<sup>th</sup> meeting at NCPC to develop the curriculum for the upcoming Federal ETC training workshop. Also participating in the meeting were representatives from DOT, EPA, GSA, NCPC, and WMATA.

The Spring issue of the Commuter Connections newsletter was printed and distributed. Planning work continued for the 2004 Employer Recognition Awards including preparation of the event invitations, winner trophies, signage, and giveaways. Staff attended a Best Workplaces for Commuters Coalition meeting on May 20<sup>th</sup>. Staff met with GSA representatives to discuss the Commuter Connections program on May 3<sup>rd</sup>. Work continued on the 2004 State of the Commute survey.

## **Products**

May monthly performance report.  
Spring issue of the Commuter Connections newsletter.

## **Problems Encountered**

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

## **Future Activities**

- Install the Commuter Connections Ridematching Software System software and updates at member client sites, as needed.
- Fix software bugs on the Commuter Connections software system, as needed.
- Prepare and mail third quarter client invoices.
- The next Commuter Connections Subcommittee meeting is scheduled for May 18, 2004.
- The next meeting of the Commuter Operations Center Subcommittee is scheduled for September 14, 2004.
- Provide basic technical assistance to clients with the rideshare software, through the Commuter Connections Web site.
- Coordinate additional Federal ETC training workshops. The next workshop is scheduled for June 8, 2004.
- Complete the 2004 State of the Commute Survey

- Complete and distribute Spring Commuter Connections newsletter.
- Finalize preparations for Employer Recognition Awards, including video, program booklet, award ribbons, letters to winners and presenters, speaking remarks etc. The 2004 Employer Recognition Awards Program will be held June 24, 2004.
- Best Workplaces for Commuters campaign mailout, week of June 21st.
- Best Workplaces for Commuter Coalition meeting June 30<sup>th</sup> .

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

Commuter Connections Activity	This Month	Last Month	Since July 2003
<b>Total applicants/info provided:</b>	2,057	1,925	22,843
Rideshare applicants	1,985	1,840	21,900
Matchlists sent	1,861	1,787	14,681
Transit applicants/info sent	54	68	680
GRH applicants	697	732	8,236
Telework info requests	0	1	17
<b>Kiosk users</b>	3,483	2,129	33,121
Kiosk applicants	31	0	56
<b>Internet users</b>	8,229	7,532	88,189
Internet applicants	1,539	1,596	17,486
<b>New employer clients</b>	287	73	711
Employee applicants	55	16	535

Program Impact Performance Measure	This Month	Last Month	Since July 2003
<b>Continued placements</b>	576	539	6,396
<b>Temporary/one-time placements</b>	364	341	4,043
<b>Daily vehicle trips reduced</b>	343	321	3,807
<b>Daily VMT reduced</b>	11,716	10,965	130,111
<b>Daily tons NOx reduced</b>	0.0166	0.0155	0.1843
<b>Daily tons VOC reduced</b>	0.0078	0.0073	0.0867
<b>Daily gallons of gas saved</b>	542	508	6,024
<b>Daily commuter costs saved</b>	\$2,255	\$2,111	\$25,046

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

## Commuter Connections Website Activity -- May 2004

### Accesses

Total Accesses of MWCOCG Web Site Pages

2,624,391

Total Accesses of Commuter Connections Home Page

8,229

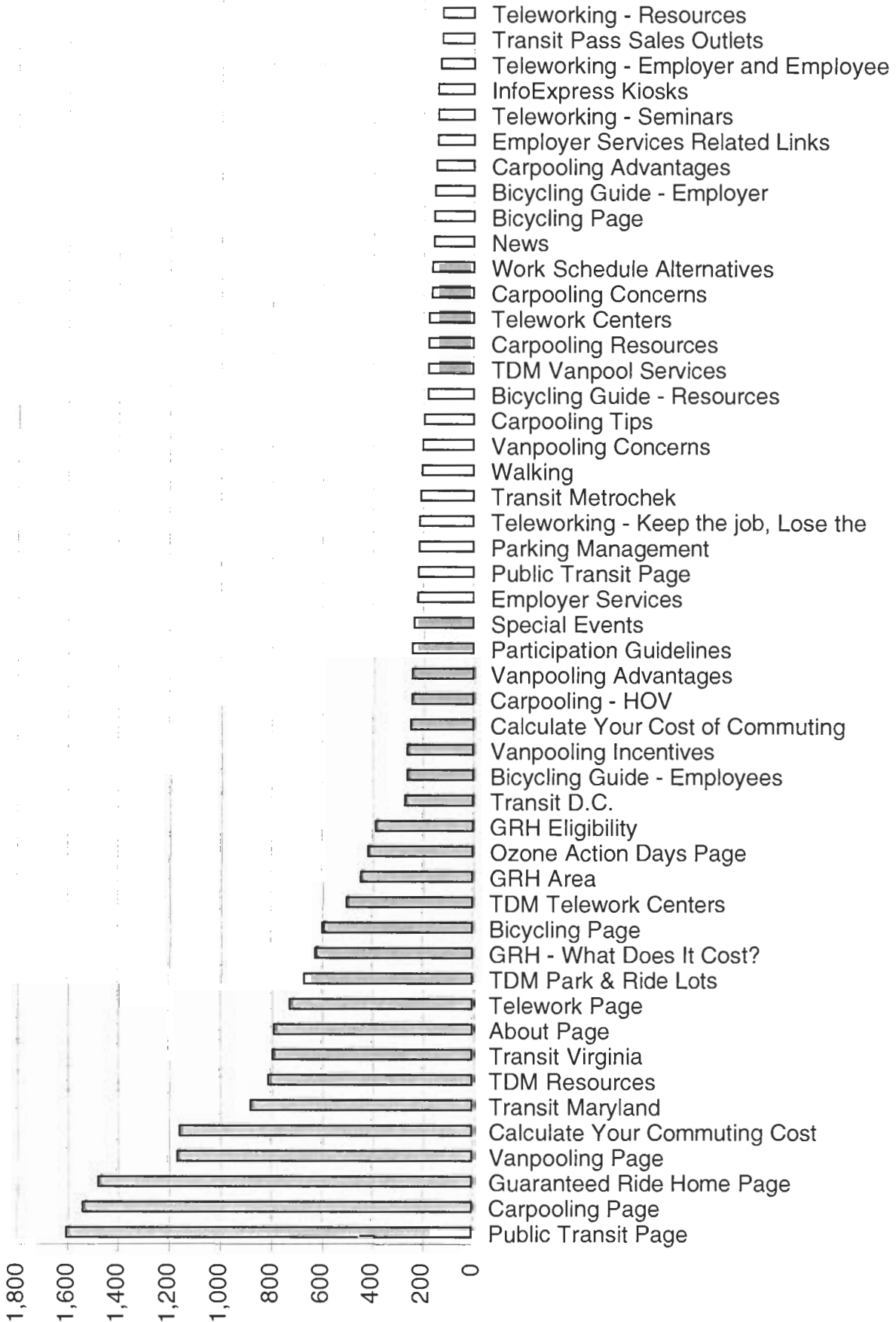
### *Breakdown of BDY Sub-page accesses*

	<u>Accesses</u>	<u>% of Total</u>
Public Transit Page	1,600	7.72%
Carpooling Page	1,534	7.40%
Guaranteed Ride Home Page	1,473	7.10%
Vanpooling Page	1,164	5.61%
Calculate Your Commuting Cost	1,154	5.57%
Transit Maryland	878	4.23%
TDM Resources	808	3.90%
Transit Virginia	791	3.81%
About Page	786	3.79%
Telework Page	724	3.49%
TDM Park & Ride Lots	668	3.22%
GRH - What Does It Cost?	625	3.01%
Bicycling Page	596	2.87%
TDM Telework Centers	500	2.41%
GRH Area	445	2.15%
Ozone Action Days Page	416	2.01%
GRH Eligibility	386	1.86%
Transit D.C.	271	1.31%
Bicycling Guide - Employees	262	1.26%
Vanpooling Incentives	262	1.26%
Calculate Your Cost of Commuting	249	1.20%
Carpooling - HOV	244	1.18%
Vanpooling Advantages	243	1.17%
Participation Guidelines	243	1.17%
Special Events	236	1.14%
Employer Services	222	1.07%
Public Transit Page	219	1.06%
Parking Management	216	1.04%
Teleworking - Keep the job, Lose the Commute	214	1.03%
Transit Metrochek	210	1.01%
Walking	206	0.99%

Commuter Connections Website Activity -- May 2004

Vanpooling Concerns	203	0.98%
Carpooling Tips	197	0.95%
Bicycling Guide - Resources	182	0.88%
TDM Vanpool Services	181	0.87%
Carpooling Resources	179	0.86%
Telework Centers	178	0.86%
Carpooling Concerns	167	0.81%
Work Schedule Alternatives	165	0.80%
News	160	0.77%
Bicycling Page	159	0.77%
Bicycling Guide - Employer	156	0.75%
Carpooling Advantages	150	0.72%
Employer Services Related Links	144	0.69%
Teleworking - Seminars	143	0.69%
InfoExpress Kiosks	143	0.69%
Teleworking - Employer and Employee Benefits	133	0.64%
Transit Pass Sales Outlets	126	0.61%
Teleworking - Resources	125	0.60%
Total	20,736	100.00%

Commuter Connections Website Activity -- May 2004





# COMMUTER OPERATIONS CENTER

## PERFORMANCE DATA

MAY 2004



TRANSPORTATION PLANNING BOARD  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



TABLE 2

COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY  
MAY 2004

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	13	3	32	48
ARLINGTON (COG)	0	0	2	2
ARTMA	31	2	25	58
BALTIMORE CITY	2	0	2	4
BMC	0	0	9	9
COG - MD	273	1	196	470
COG - VA	322	6	268	596
COG - Other	20	0	10	30
DISTRICT OF COLUMBIA	18	0	19	37
DOD	0	0	0	0
FAIRFAX COUNTY	176	59	176	411
FREDERICK	28	5	0	33
HARFORD	1	1	0	2
HOWARD	7	3	65	75
LINK	5	0	3	8
LOUDOUN	55	1	103	159
MTA	2	0	1	3
MONTGOMERY COUNTY	445	19	481	945
Bethesda Transportation Solutions	97	6	177	280
Countywide	143	4	197	344
Friendship Heights/Rockville	75	0	0	75
North Bethesda TMD	62	7	107	176
Silver Spring	68	2	0	70
NIH	0	3	16	19
NORTHERN NECK	3	4	0	7
NORTHERN SHENANDOAH	0	0	0	0
PRINCE GEORGE'S	33	1	97	131
PRTC	51	1	326	378
RADCO	151	181	181	513
RAPPAHANNOCK-RAPIDAN	14	1	40	55
TRI - COUNTY	10	34	20	64
USDOE	0	0	0	0
TOTAL INPUT	1,660	325	2,072	4,057
TOTAL NEW & RE-APPLICANTS		1,985		

# COMMUTER CONNECTIONS CCRS

## Applications Processed

### FY1996 - FY2004

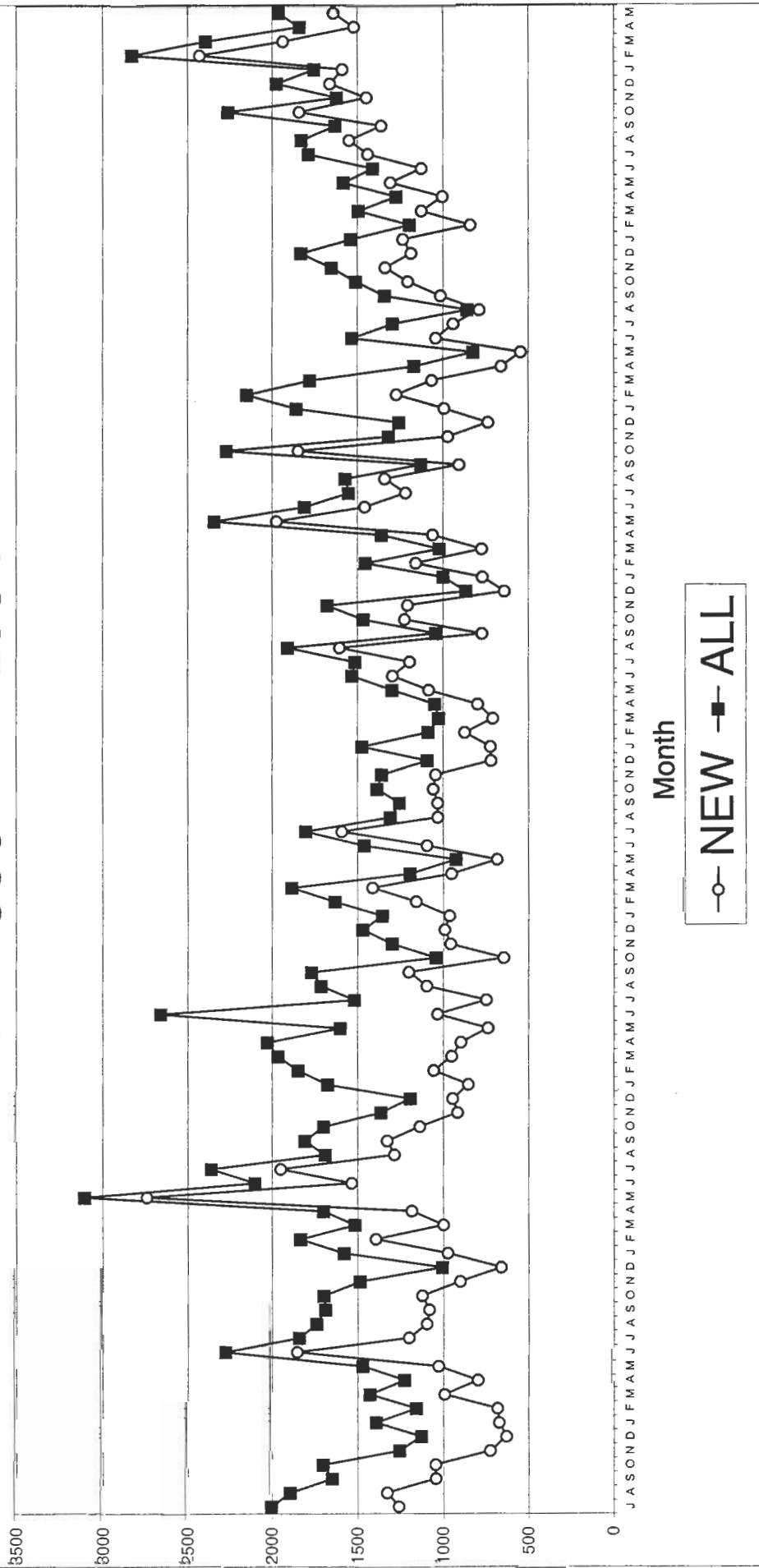


TABLE 3

COMMUTER CONNECTIONS  
APPLICANT DATABASE SORTED BY RESPONSIBLE AGENCY  
MAY 2004

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ALEXANDRIA	167
ARLINGTON (COG)	52
ARTMA	476
BALTIMORE CITY	22
BMC	136
COG	5,055
DISTRICT OF COLUMBIA	64
DOD	0
DOE	1
FAIRFAX COUNTY	1,496
FREDERICK	290
HARFORD COUNTY	64
HOWARD COUNTY	311
LINK/RESTON	27
LOUDOUN COUNTY	586
MONTGOMERY COUNTY	7,335
Bethesda Transportation Solutions	1,787
Countywide	1,245
Friendship Heights/Rockville	571
North Bethesda Transportation Ctr	2,521
Silver Spring	1,211
MTA	16
NIH	135
NORTHERN NECK	43
NORTHERN SHENANDOAH VALLEY	20
PRINCE GEORGE'S COUNTY	447
PRTC	1,091
RADCO	2,339
RAPPAHANNOCK-RAPIDAN	175
TRI - COUNTY	605
OTHER	
<b>TOTAL</b>	<b>20,953</b>

# COMMUTER CONNECTIONS CCRS DATABASE FY1996 - FY2004

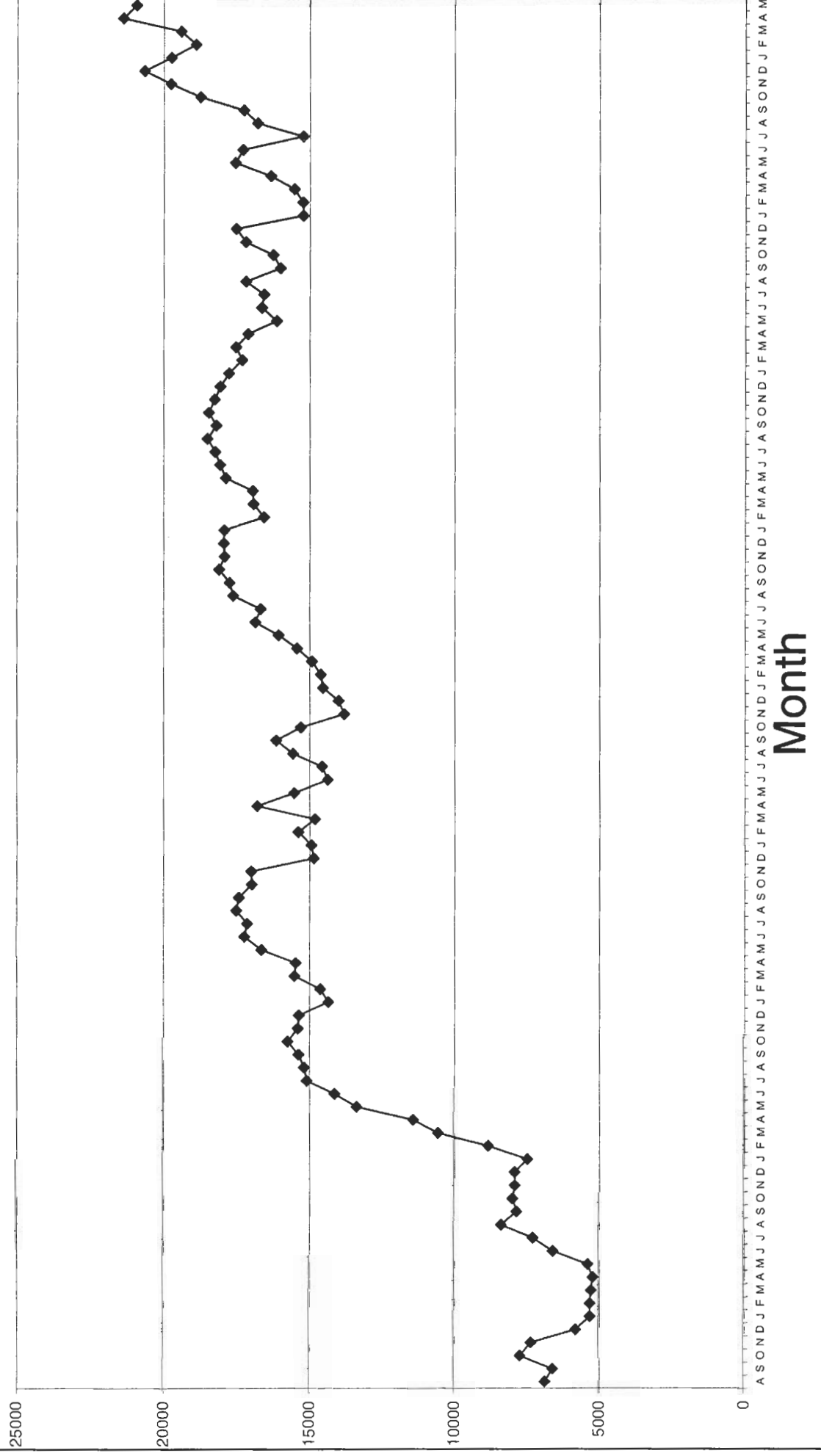


TABLE 4A

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

	HOME	WORK
ALEXANDRIA	283	499
ANNE ARUNDEL COUNTY	760	83
ARLINGTON COUNTY	269	2,539
BALTIMORE CITY	157	123
BALTIMORE COUNTY	290	88
CALVERT COUNTY	58	2
CARROLL COUNTY	10	3
CECIL COUNTY	21	4
CHARLES COUNTY	513	18
CLARKE COUNTY	9	0
CULPEPER COUNTY	69	0
DISTRICT OF COLUMBIA	743	7,486
FAIRFAX COUNTY *	2,205	1,482
FAUQUIER COUNTY	192	3
FREDERICK COUNTY, MD	898	56
FREDERICK COUNTY, VA	0	0
FREDERICKSBURG	213	11
HARFORD COUNTY	93	44
HOWARD COUNTY	782	70
KING GEORGE COUNTY	52	20
LANCASTER COUNTY	0	0
LOUDOUN COUNTY	709	162
MADISON COUNTY	7	0
MONTGOMERY COUNTY	4,493	7,552
ORANGE COUNTY	68	0
PAGE COUNTY	5	1
PRINCE GEORGE'S COUNTY	2,051	409
PRINCE WILLIAM COUNTY **	2,166	88
RAPPAHANNOCK COUNTY	11	0
RICHMOND COUNTY	21	0
SHENANDOAH COUNTY	18	0
SPOTSYLVANIA COUNTY	1,066	6
STAFFORD COUNTY	1,490	21
ST. MARY'S COUNTY	101	34
WARREN COUNTY	56	0
WESTMORELAND COUNTY	33	1
WINCHESTER	32	0
OTHERS	1,009	148
<b>TOTAL</b>	<b>20,953</b>	<b>20,953</b>

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

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

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

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
<b>APPLICATIONS</b>								
Mail	N/A	26	N/A	N/A	N/A	7	N/A	
Internet	N/A	661	N/A	N/A	N/A	878	N/A	
Kiosks	N/A	10	N/A	N/A	N/A	21	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A		N/A	
Fax/Phone	N/A		N/A	N/A	N/A		N/A	
From Client	N/A		N/A	N/A	N/A		N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
<b>TOTAL</b>	N/A	697	N/A	N/A	17*	906	N/A	
<b>PHONE CALLS</b>								
<b>Brochure/Promo Materials</b>		10	1	7		24		<b>TOTAL</b> 42
Bus/Train Schedule		1		2		1		4
Bus/Train Sign								0
Direct Mail				1		3		4
Employer						1		1
Employer Survey			1					1
Fair/On Site Event								0
Government Office						1		1
Highway Sign				13		13	1	27
Information (411)		10						10
Internet		9		2		26	5	42
Library								0
Mobile Billboard								0
Newsletter								0
Newspaper								0
Newspaper (Local)								0
Other Ridesharing Org		2				3		5
Park-and-Ride Lot Sign				1				1
Post Card (COG)						1		1
Presentation								0
Radio		11		3		34	1	49
Real Estate/WelcomeWagon								0
Referral from Transit Org						2		2
Theatre Slide								0
TV		4		4		13	1	22
Van Sign		1				3		4
Was/Is Applicant		164		1		36	1	202
White Pages								0
Word of Mouth		22		14		51	3	90
Yellow Pages - Verizon		1		1		5	1	8
Yellow Pages - Yellow Book						1		1
Yellow Pages - Local				1		1		2
Voice Mail Messages		40		2		3	1	46
Other/Unknown		3		2		6	2	13
<b>TOTAL CALLS</b>	0	278	2	54	0	228	16	578

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

TABLE 6  
 CALLS RECEIVED AT CLIENT PROGRAMS  
 MAY 2004

	T O C T O N A L N A	O A G L X 2	A R M A 1	A R T M A 1	B E T H **	B M C 3	D O D 3	D O E	F F X 9	F R E D 4	H A R	H O W 7	L I N K	L F F X 1	L D N 4	M T A 1	N I H	N E C K	P G C 1	P R T C 6	R A D C O 17	R A P 3	S S **	T A P **	T R I 2	T R A N S 16	T O T A L 85	
How they heard...																												
Brochure/Promo Matrix	42	39										1			9	3				1				6			1	60
Bus/Train Schedule	4	1											63	1						307			6	12			390	
Bus/Train Sign	0	1											12	2						2							17	
Direct Mail	4	3	1									1			4								3				8	
Employer	1	0	2	4																							10	
Employer Survey	1	1	2																								3	
Fair/On Site Event	0	0	1												7												8	
Government Office	1	1							3																		4	
GRH Program	0	0											1							1							2	
Highway Sign	27	17	3									10															2	
Information (411)	10	1	1								2		40														5	
Internet	42	33	3	4					3		1		30											4		1	91	
Library	0	0																									0	
Mobile Billboard	0	0																									0	
Newsletter	0	0																									0	
Newspaper	0	0							1				4														5	
Newspaper (Local)	0	0																									0	
Other Rideshare Org	5	5	1							1		25															0	
Park-and-Ride Sign	1	1																									1	
Post Card (COG)	1	0																									0	
Presentation	0	0																									0	
Radio	49	34	1	2																						1	38	
Real Estate/WelcomeW	0	0																									0	
Referral from Transit Org	2	1	2						1				31											1			0	
Theatre Slide	0	0																									0	
TV	22	8																									8	
Van Sign	4	0																									1	
Was/Is Applicant	202	188							45		4									228							492	
White Pages	0	0																									0	
Word of Mouth	90	70	1						1		2																0	
Yellow Pgs-Verizon	8	5	6																	2							13	
Yellow Pgs-Yellow Book	1	0							1																		1	
Yellow Pages-Local	2	1																		2							6	
Voice Mail Messages	46	46							58																		128	
Other	13	7							53	12	7		22		3					709	333	2	10			2	1160	
Total	578	463	9	0	25	0	0	0	166	13	0	53	0	0	396	12	0	0	0	1252	333	33	64	47	0	162882		

NOTE: Table 6 client data is provided by clients and includes calls received at COG and transferred to clients.  
 \*\* Calls from commuters living in Bethesda and Silver Spring are recorded under Montgomery County (MC).



TABLE 6B  
 APPLICATIONS RECEIVED AT CLIENT PROGRAMS  
 MAY 2004

How they heard...	C O G	A L X	A R T M A	B A L T	B E T H	B M C	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L D N	M C	M T A	N I H	N E C K	N S H E N	P G C	P R T C	R A D C O	R A P	S S	T A P	T R I	T O T A L
Brochure/Promo Matrls	69									2																	71
Bus/Train Schedule	22																				2						24
Bus/Train Sign	15																										15
Direct Mail	3													2													3
Employer	45																										47
Employer Survey	2																										2
Fair/On Site Event	1		2							20					74												124
Government Office	23								2	26																	51
GRH Program	0	1	6					74	10	10			20	1							3	38					163
Highway Sign	19									1												4	6				30
Information (411)	3																										3
Internet	77	15							9				24								30	65	12				232
Library	0																										0
Mobile Billboard	0																										0
Newsletter	2																										2
Newspaper	6								1																		7
Newspaper (Local)	2																										2
Other Ridesharing Org	8		1						1	3		7									5	2					27
Park-and-Ride Sign	0																										0
Post Card (COG)	2																										2
Presentation	0																										0
Radio	197	1																				1					199
Real Estate/WelcomeW	1																										1
Referral from Transit Org	0		1						85																		86
Theatre Slide	1																										1
TV	49																										49
Van Sign	2																										2
Was/Is Applicant	16																										16
White Pages	1																										1
Word of Mouth	94	1							1												11	36					143
Yellow Pgs-Verizon	1								1																		2
Yellow Pgs-Yellow Bk	0																										0
Yellow Pages-Local	0																										0
Voice Mail Messages	0																										0
Other	48									2		5		10								8	1	41	69		184
Total	709	18	10	0	0	0	0	0	176	64	0	30	0	56	75	0	0	0	0	0	83	152	27	70	69	0	1539

## MONTHLY PROGRESS REPORT

**PROJECT ELEMENT:** Metropolitan Washington Telework Resource Center 6132  
**Month:** May 2004 FY04  
**Staff Contact:** Danette Campbell  
**Edited By:** Nicholas Ramfos  
**Today's Date:** July 6, 2004

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### Background Activities

Major activities in May included:

- Planning meeting with Joint Venture and the Telecommuting Advantage Group (TAG) to discuss marketing via CD for Expanded Telework TERM
- Telework Resource Center Presentation at Clean Air Partners
- Employer Workshop "Training Your Teleworkers for Anywhere, Anytime Performance"
- Conference call meetings with TAG to discuss Expanded Telework TERM progress
- Conference call meetings with VDRPT and STI, Inc. to discuss Telework Virginia Training for TDM Professionals in May
- ACT Telework Council conference call
- Attending the Commuter Connections Subcommittee meeting
- Attending the Employer Outreach meeting to discuss the Expanded Telework TERM
- Attending Clean Commute kick-off event in Baltimore in conjunction with the Mid Atlantic Telework Advisory Council and the Baltimore Metropolitan Council
- Coordinating Telework! Virginia training in Virginia Beach
- WACOT Executive's Forum Steering Committee meeting

### Expanded Telework TERM activities:

#### Background Activities:

- The goal for this project is 113,000 new teleworkers.
- Foundation II training was held with the City of Alexandria, Arlington County, and Northrop Grumman in attendance.
- Dr. Michelle Heelan's role with TAG and the Expanded-TERM program was increased. She will be spending more time doing outreach and consulting. Dr. Heelan also did her first Foundation II training and will be doing future trainings as well.

#### Employers Contacted by TAG

- Ongoing discussions with Arnold and Porter, Exxon/Mobil, INOVA hospitals, KPMG,

- Verizon Wireless, Washington Gas, and Marriott International.
- The Federal Department of Transportation, the Equal Employment Opportunity Commission and Hewlett-Packard are new to the list of active organizations that are interested in the program and attending the training.
- May was heavily concentrated on Federal agencies. Those contacted included; Commodity Futures Trading Commission, the Departments of Commerce, Defense, Energy, Housing and Urban Development, Justice, Labor, State, and the Interior. The EPA, FEMA, the Institute for Defense Analysis, the International Trade Commission, NASA, the National Institute of Standards and Technology, the National Labor Relations Board, the National Science Foundation, the Small Business Administration, and the USDA.
- Security and access to data have been the top issues raised. The Telecommuting Advantage's strategy is to work with the DEA, the DOD or another agency that has overcome the security issue to prove a solution to the other agencies. If this strategy does not prove effective, TAG will put less effort into these agencies and move back to the private sector and those federal agencies that have been responsive in the past.

**TAG On-Site Meetings:**

- On-site meetings were held at Arnold & Porter, KPMG and Marriott International.

**TAG Products:**

- The CD-ROM content, letter and mailer and were developed.

**TAG Future Activities:**

- Finalization of CD, mailer and letter of introduction for employers.
- Mailing of marketing CD
- Follow up calls to employers, who received the marketing CD, begin in July
- Presentation at July Telecommuting Ad Hoc meeting
- TAG training will be held during the week of June 28<sup>th</sup>. NIH is attending with 10 – 12 people on the 29<sup>th</sup>. Other organizations interested, but yet to confirm, are Northrop Grumman, INOVA and Marriott International.

➤ **Telework Resource Center:**

- May 3           Conference call meeting with Joint Venture and Telecommuting Advantage Group
- May 4           “Training Your Teleworkers for Anywhere, Anytime Performance”
- May 5           WACOT Executive's Forum Steering Committee meeting
- May 7           Conference call with Telecommuting Advantage Group
- May 10          Conference call with COG and VDRPT to discuss Telework Training at Virginia Beach TDM conference

- May 12 ACT Telework Council conference call
- May 18 Commuter Connections Subcommittee meeting
- May 18 Employer Outreach meeting
- May 20 Quarterly Team Meeting
- May 21 Clean Commute event at Baltimore Inner Harbor
- May 26 Virginia Beach TDM Conference

### **Products**

- Placed or responded to 68 calls regarding the Telework Resource Center
- Telework Center utilization at 54%
- Disbursed 25 Telework Resource Center kits

### **Problems Encountered**

None at this time.

### **Future Activities**

- WACOT meeting on June 1<sup>st</sup>
- Conference calls with Telecommuting Advantage Group to discuss progress of the Expanded Telecommuting TERM
- Meeting with WorkLife Performance, Inc. to discuss results of FY 04 Employer Workshops and strategize for the FY 05 workshops and preparation of the Scope of Work
- Meeting with Joint Venture to review marketing CD and mailer
- Draft of FY 04 Employer Workshops Final Report
- Telecommuting Ad Hoc meeting July 7<sup>th</sup>
- Draft report of the 2004 Telecenter Utilization and Teleworker Travel Behavior Survey

## MONTHLY PROGRESS REPORT

<b>PROJECT ELEMENT</b>	<b>Integrated Ridesharing 6133</b>	
<b>Month:</b>	<b>May 2004</b>	<b>FY04</b>
<b>Staff Contact:</b>	Owais Rafique	
<b>Edited By:</b>	Nicholas Ramfos	
<b>Today's Date:</b>	July 6, 2004	

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### Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. Power problems were reported at Tysons Corner Center. InfoExpress hardware systems were replaced at Reston Town Center, and La Promenade @ L'Enfant Plaza. InfoExpress kiosk system monitors were replaced at USDA and Ballston Common Mall. Communication problems were reported at USDA.

A kick off ceremony was held at Manassas Mall to unveil the InfoExpress kiosk on May 6<sup>th</sup> 2004. Local jurisdiction transit provider representatives, state funding agency officials, and local area elected officials participated in the event. InfoExpress kiosk promotions were held after the unveiling of the kiosk. The kiosk ambassador described the functionality of the InfoExpress to local public and took surveys during the promotion. A post card was also mailed within the local area to market the kiosk prior to the kick off event. Promotions were held at the kiosk location on May 8<sup>th</sup> , May 15<sup>th</sup> , and May 21<sup>st</sup> 2004 at Manassas Mall.

A kick off ceremony was held at Dulles Town Center to unveil the InfoExpress kiosk on May 6<sup>th</sup> 2004. Local jurisdiction transit provider representatives, state funding agency officials, and local area elected officials participated in the event. InfoExpress kiosk promotions were held after the unveiling of the kiosk. The kiosk ambassador described the functionality of the InfoExpress to local public and took surveys during the promotion. A post card was also mailed within the local area to market the kiosk prior to the kick off event. Promotions were held at the kiosk location on May 8<sup>th</sup> and May 15<sup>th</sup> 2004 at Dulles Town Center.

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

Staff continued to work with the Fashion Centre at Pentagon City Mall management to deploy the InfoExpress kiosk unit at the mall. Staff is currently working with the local area vendors to arrange for logistical components that includes communication set up, power setup and refurbishing the kiosk unit before its deployment.

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

Staff continued its effort to analyze the integration effort of current Commuter Connections Software System and Guaranteed Ride Home Software System. Staff worked with the consultant to further analyze the systems and provide System Specification Document and System Functional Document. Further milestones are established to design the integration plan.

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**

- ▶ April monthly usage statistics for InfoExpress kiosks.
- ▶ InfoExpress kiosk at Manassas Mall.
- ▶ InfoExpress kiosk at Dulles Town Center.

### **Problems Encountered**

- ▶ InfoExpress kiosk system was replaced at Reston Town Center.
- ▶ InfoExpress kiosk system monitor was replaced at USDA
- ▶ Communication problems were resolved at USDA.

### **Future Activities**

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

**INFOEXPRESS KIOSK USAGE RATES**  
**Month: May 2004**

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Springfield Mall #1	815	7450	Springfield Mall	653
			Maps & Guides	562
			Weather	327
			Traffic	253
			Commuter Connections	185
Springfield Mall #2	657	6248	Springfield Mall	667
			Commuter Connections	324
			Weather	319
			Maps & Guides	263
			Traffic	151
Ballston Common Mall	408	5941	Metro	160
			Commuter Connections	152
			Transit	143
			Ballston Common Mall	143
			Maps & Guides	127
Manassas Mall	324	10530	Commuter Connections	257
			Manassas Mall	248
			VRE	177
			Maps & Guides	156
			Weather	150
Reston Town Center	277	7328	Traffic	270
			Reston Town Center	191
			Commuter Connections	189
			Weather	189
			Maps & Guides	183
Fair Oaks Mall	203	5522	Fair Oaks Mall	232
			Maps & Guides	195
			Weather	172
			Commuter Connections	162
			Metro	160

La Promenade	198	5138	La Promenade Transit Maps & Guides Weather Commuter Connections	443 228 183 161 97
Union Station	172	4128	Transit Weather Maps & Guides Metro Commuter Connections	283 192 183 131 84
Tysons Mall #2	145	3685	Tysons Mall Weather Maps & Guides Commuter Connections News	159 136 103 82 73
Dulles Town Center	135	4396	Dulles Town Center Weather Commuter Connections Loudoun Transit Traffic	107 97 83 76 64
Tysons Mall #1	98	2211	Tysons Mall Maps & Guides Commuter Connections Weather VRE	197 157 147 41 30
USDA	11	348	Metro Traffic Maps & Guides Weather Commuter Connections	39 23 19 11 11
Pentagon	7	131	Metro OmniRide Commuter Connections Transit Maps & Guides	19 17 8 8 6



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	2
George Mason Library	3	17
Chantilly	1	9
Kings Town	2	8
Mason Govt Center	1	9
Kings Park	4	19
Reston Library	1	3
Tysons Transit	0	0
Centreville	1	8
DolleyMadison	4	29
Inova	3	17
Pohick	0	0
John Marshall	1	8
Tysons Pimmit	1	5
Pennino	3	18
Govt. Center	4	17
Fairfax Library	1	2
Warranton	2	17

May 2004

**NUMBER OF APPLICATIONS RECEIVED  
FROM KIOSKS**

Site	Total
Tysons Corner Center	0
Fair Oaks Mall	0
Springfield Mall	0
Woodbridge Walmart	0
Union Station	0
L'Enfant Plaza	0
Pentagon	0
Reston Town Center	0
Reeves Center	0
Ballston	0
USDA	0
Manassas Mall	21
Dulles Town Center	10
<b>Total</b>	<b>31</b>

## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach 6134  
**Month:** May 2004 FY04  
**Staff Contact:** M. Hersey  
**Edited By:** N. Ramfos  
**Today's Date:** July 6, 2004

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### Background Activities

The monthly synchronizations from seven of the employer outreach jurisdictions were received from the jurisdictions without any problems. Arlington County, the District of Columbia, Frederick County, and Prince William County did not submit monthly reports by the deadline.

Staff participated, assisted, and attended the regional Bike to Work Day 2004. Staff visited the Rosslyn Gateway Park pit stop and the Freedom Plaza pit stop. The goal of 4,000 registrants was surpassed by 466 with a total of 4,466 for the event.

Staff attended and presented information to the Commuter Connections Subcommittee on May 18<sup>th</sup>, 2004 that covered the Bike to Work Day 2004 regional event and recent Employer Outreach activities.

Coordinated and presented to the Employer Outreach Ad Hoc Group on May 18<sup>th</sup>, 2004. Topics covered were the 3<sup>rd</sup> Quarter Conformity Statement, software upgrade, Ozone Action Days update, and the Expanded Telework TERM.

Staff finalized research on new CRM software application for the Employer Outreach effort. The software will be an upgrade to ACT! 6.0 with possible web capabilities.

Staff completed the initial draft quarterly conformity report for 3rd Quarter FY04. Staff also began coordinating the TMA Advisory group meeting for FY04.

Staff coordinated with the US Department of the Treasury for an informal ETC training event for June 10, 2004. Staff presented information to small business employers in DC on May 18<sup>th</sup> at the Martin Luther King Library on behalf of restoreDC.

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

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

### Products

May monthly sales activities

## Draft Conformity Statement 3rd Quarter FY2004

### **Problems Encountered**

Arlington County has not submitted their January, February, March, April, or May monthly reports.

DC, Frederick County, and PRTC also have not submitted their monthly reports.

### **Future Activities**

- Customer Satisfaction Survey FY04.
- Continue maintenance of regional employer database.
- New CRM software application research and strategic implementation.
- Complete draft analysis on FY04 Conformity verification.
- TMA Advisory Group meeting and training session.

## EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

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## EMPLOYER SERVICES PARTICIPATION LEVELS

### LEVEL 1 (BRONZE)

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

### LEVEL 2 (SILVER)

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

### LEVEL 3 (GOLD)

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

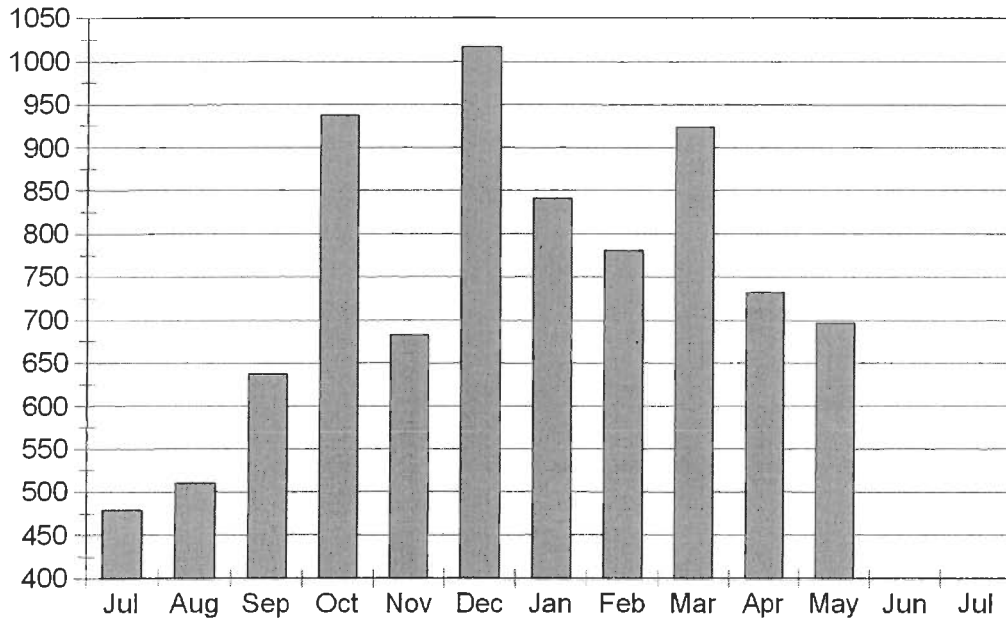
### LEVEL 4 (PLATINUM)

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

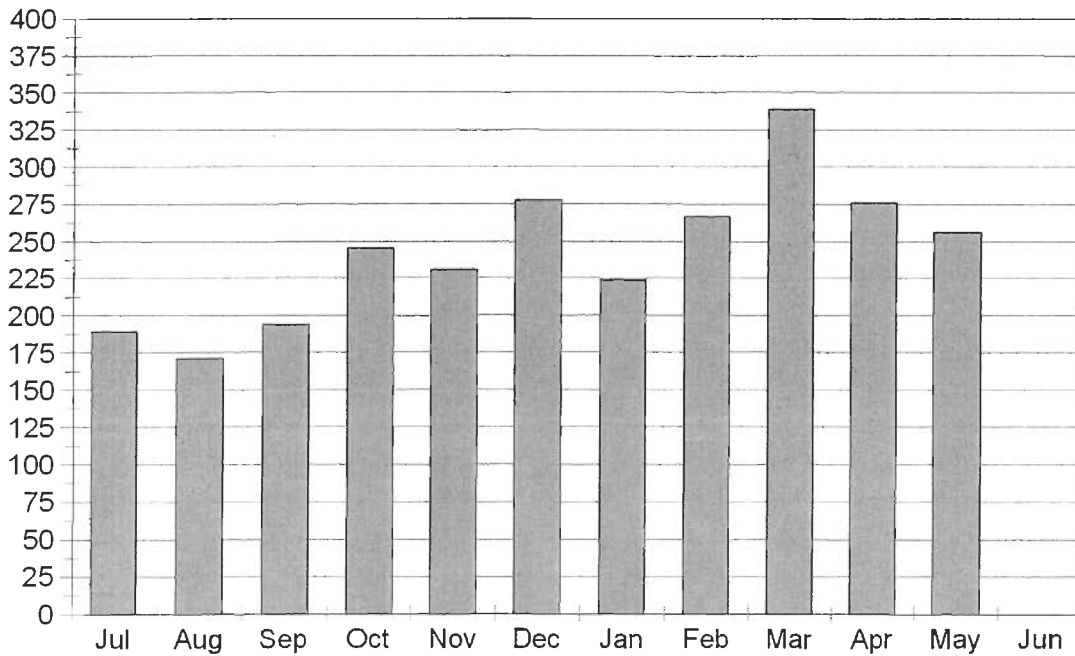
## **Future Activities**

- 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.
- Finalize and distribute GRH participant survey report.
- Evaluate GRH regional marketing campaign.
- GRH mailout of postcard and self-mailer applications to approximately 450,000 households in the region base on PRIZM list.

## COMMUTER CONNECTIONS GRH Applications Received FY04

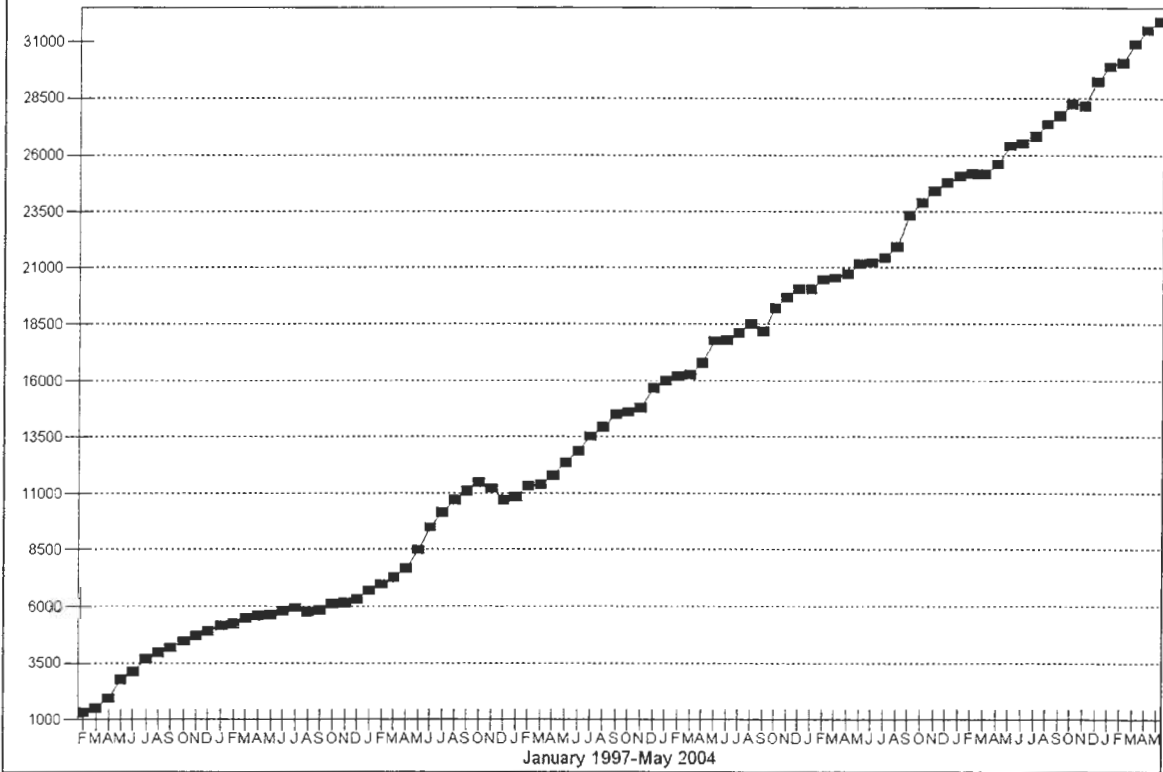


## COMMUTER CONNECTIONS FY04 Trips Provided 2440 as of May. 04



# COMMUTER CONNECTIONS

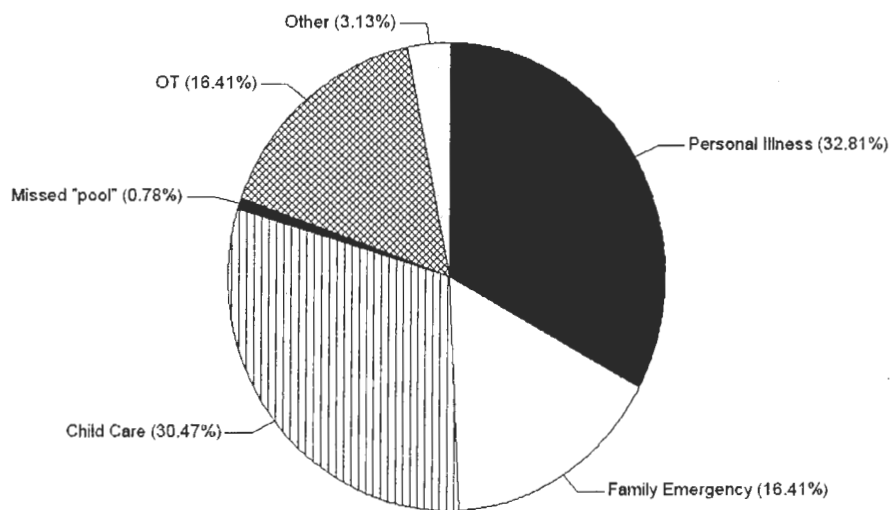
## GRH Registrants





# COMMUTER CONNECTIONS

GRH Trip Reasons for May 2004



## MONTHLY REPORT

**PROJECT ELEMENT:** Employer Outreach for Bicycling 6136  
**Month:** May 2004 FY04  
**Staff Contact:** M. Hersey & M. Farrell  
**Edited By:** N. Ramfos  
**Today's Date:** July 6, 2004

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### Background Activities

Staff participated, assisted, and attended the regional Bike to Work Day 2004 event on May 7<sup>th</sup>. The goal of 4,000 registrants was surpassed by over 400, the exact total being 4,466 for the event. Local and regional dignitaries visited various pit stops and participated in the event. Mayor Williams of DC, Montgomery County Executive Douglass Duncan, COG Executive Director Dave Robertson, COG Assistant Executive Director George Rice, COG Board Chair and DC Council member Phil Mendelson, Fairfax County Board of Supervisors Chair Gerry Connolly, and other notables attended various pit stops within their respective jurisdictions.

Distributed 500 copies of Bike to Work Guide. Worked with commuter connections staff to improve the links to the on-line version of the Bike to Work Guide.

Staff coordinated and facilitated the Bike to Work Day 2004 Steering Committee wrap-up meeting on May 21<sup>st</sup>. The group reviewed the May 7<sup>th</sup> event and discussed plans for next year. The kick-off meeting for the 2005 event will be in the early Fall.

### Products

The Sixth Edition of the ADC Bike Map of the Washington region was published. COG staff and the bicycle and pedestrian subcommittee have worked with the ADC Company over the last year to update this map.

### Problems Encountered

None.

### Future Activities

- Distribute bike to work guides to WABA, DDOT, other users upon request. Conduct employer-based Bike to Work Seminars in cooperation with WABA during May and June.
- Bike to Work post mortem Steering Committee meeting May 21<sup>st</sup>
- Bike to Work Day draft report
- Bike To Work Day employer challenge luncheon at EPA on June 25<sup>th</sup>
- Distribution of Bike to Work sponsor thank-you letters and employer challenge certificates.