

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Regional Mass Marketing Campaign	6116
Month:	May 2003	FY03
Staff Contact:	D. Franklin	
Edited By:	N. Ramfos	
Today's Date:	June 26, 2003	

Background Activities

COG staff met with State TDM Work Group on May 7th to discuss plans for qualitative research proposed by new marketing contractor, Dudnyk Advertising and Public Relations. It was stated that the extensive amount of research previously conducted was largely, quantitative in nature. Additional research proposed by the contractor was recommended prior to the mass marketing campaign in order to gather data pertaining to the behavioral and emotional aspects of commuting.

The marketing contractor formally presented to the State TDM Work Group the following week on the 13th to share the specifics regarding the methodologies and targeted respondent groups for the May 2003 research initiative.

The methodologies included the following:

Employer – A total of thirty employer telephone surveys were completed, ten each within Maryland, Virginia and the District of Columbia. District DOT representative Maurice Keys requested that 50% of employer surveys conducted within DC be with Federal Agencies and half with private sector.

Consumer – Four focus groups were held, two in Alexandria and two in Bethesda. Each venue hosted a separate group of approximately ten SOV commuters and a separate group of ten alternative mode commuters, for a grand total of about forty participants. An additional 30 in-depth telephone interviews were conducted between Maryland and Virginia to gain more consumer opinions.

Stakeholders – Stakeholders were solicited for feedback and included a number of local jurisdictions, TMA's, Transit Agencies, and Telework Groups etc. They were asked to comment on their expectations of the Commuter Connections role, and their views on the best ways to reduce SOV's. Stakeholder feedback was collected in the form of round tables, telephone interviews and written surveys.

COG staff updated the Commuter Connections Subcommittee members on May 20th regarding the Mass Marketing Campaign progress.

COG staff and contractor met on May 29th to review and prepare for upcoming presentations to the State TDM Work Group and the Regional TDM Marketing Group. The presentation recapped findings of research and outlined proposed advertising and Public Relation strategies and tactics to be included as part of the Integrated Marketing and Communications Plan.

Also on May 29th, COG staff and contractor provided an update of the Mass Marketing TERM to the Access for All Committee to communicate plans of incorporating non –English language and urban marketing into the IMC.

Products

Mass Marketing Campaign progress, notably the quantitative research and Integrated Marketing and Communications strategy / tactics.

Problems Encountered

Implementation for this TERM should have begun on July 1, 2003 in order to meet emission targets for June 2005. There is a four year build-up associated with the implementation of this TERM.

Future Activities

- ▶ Determine status of contractor extension.
- ▶ Contractor to present research findings and IMC to State TDM Work Group and the Regional TDM Marketing Group on June 3, 2003.
- ▶ Contractor to present to Technical Committee June 6th.
- ▶ COG to provide update to COG environmental staff on June 6th on the progress of implementing the Mass Marketing Campaign.
- ▶ COG staff to present TERM objectives and research findings to the Transportation Planning Board's Citizens Advisory Committee on June 12th
- ▶ Conference call with State TDM Work Group on June 16th to discuss preliminary radio concepts.
- ▶ Contractor to present research findings and IMC background to Commuter Connections Subcommittee on June 17th, this will also include preliminary radio concepts.
- ▶ COG Staff to present TERM progress to Transportation Planning Board on June 18th.
- ▶ Contractor to provide draft of final report by June 26th to staff and staff will distribute to interested parties by June 30th.

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Commuter Operations Center 6121
Month:	May 2003 FY03
Staff Contact:	C. Arabia
Edited By:	N. Ramfos
Today's Date:	June 26, 2003

Background Activities

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

Technical assistance through the Commuter Operations Center help line was provided to member clients. COG staff did not receive any retrieval requests. COG mailed bi-weekly reports to all clients during the weeks of May 5, and 19. COG staff performed routine file maintenance (removing old matchletter and associated matching files, and old upload files) on the CCRS server, including a server re-boot to clear any. There was a problem on May 19 with server used by COG's ISP. The ISP fixed the problem the next day, but the FTP Uploads did not work that day and two clients had to re-enter a few applications. Additional assistance to clients is described as follows:

- ▶ COG staff made a site visit to BMC to check their Upload connection. Client staff found the problem to be a loose modem line connection. The Upload and Download were successful. COG staff also fixed a problem resulting from client modification of the "no-match" letter and added "Member of" and the Commuter Connections logo to the regular and "no-match" letters.
- ▶ Contacted the Department of Energy to get the status of the rideshare computer connection problem. They are in the process of reconfiguring their office and will try to get a modem line or Internet connection for the rideshare computer and contact COG when the reconfiguration is completed.
- ▶ Harford County staff contacted COG and halted progress on installing the CCRS software on the existing computer used by the rideshare coordinator. According to county staff there were policy issues with doing this set up. COG has contacted MTA and the Harford County rideshare coordinator to figure out a resolution to this matter.
- ▶ COG staff contacted Loudoun County and provided technical assistance via telephone to change the folder location of the county's rideshare computer Upload. The Uploads were working without problem and the data was being incorporated into the master database, but the Upload files were not going to the Loudoun County Upload folder on the CCRS server. The files now Upload to the proper folder.

- ▶ COG staff contacted Northern Shenandoah Valley Rideshare a few times to see if they will send their computer to COG for testing of their Upload problem. COG is waiting on a response.
- ▶ COG contacted the Pentagon to find out the status of their rideshare program and is waiting for a response.
- ▶ Assistance provided to RADCO to Ping and Upload and Download.

During the last week of May, COG sent 3rd quarter invoice to clients.

The Commuter Operations Center Subcommittee met on May 20th. COG staff provided updates to the E-Communicator and CCRS transit and street file data projects. The Subcommittee members discussed recent and upcoming transportation fairs and COG staff provided an update on the revision of the TDM Resource Directory and client site status report.

The E-Communicator software contractor provided a new version of the E-Communicator software, however, during testing by COG staff several software bugs were found and the contractor is working to correct the problems.

COG staff participated in transportation fair at the National Science Foundation in Arlington on May 15. COG Commuter Connections sponsored a Potomac Canons baseball game on May 3rd and staff set up a display booth to register commuters for the Guaranteed Ride Home program. A COG staff member threw out the games ceremonial first pitch. PRTC staff assisted at the Commuter Connections display and provided OmniRide bus information. COG staff also provided Commuter Connections services information at employee orientations at the American Red Cross' new office in Washington, D.C. on May 21 and May 28.

The Spring Marketing Campaign continued with radio and television advertisements. The advertisements also carried the Found Time Contest message, which ended May 16. The contest judges met on May 27 to select the three top prizewinners and backup winners, if they are needed. Work continued on the production of the spring issue of the Commuter Connections newsletter.

A State TDM Work Group meeting was held on May 7, 2003. Staff presented information on Commuter Connections to the Engineer's Forum on Sustainability on May 9th at the National Academy of Sciences. Staff coordinated a Best Workplaces for Commuters coalition group meeting on May 12th.

Products

May monthly performance report.
 Spring Regional TDM Marketing Campaign.
 Found Time Contest.
 3rd quarter client invoices.

Problems Encountered

None, except those described above.

Future Activities

- Install the Commuter Connections Ridematching Software System software at member client sites as needed.
- Fix all software bugs on the Commuter Connections software system.
- Prepare and distribute 4th quarter member invoices.
- The next meeting of the Commuter Operations Center Subcommittee is July 15, 2003.
- Provide basic technical help to clients with the rideshare software, through the Commuter Connections web site.
- Produce and distribute the Commuter Connections Spring newsletter.
- Analyze results from the Spring TDM marketing Campaign.
- Customer Service training for data technicians
- Coordinate additional Federal ETC training workshops.
- Finalize and distribute FY03 Placement Rate Study report.
- Hold Employer Recognition Awards on June 25th.
- Prepare FY03 Annual Report.

Table 1
Metropolitan Washington Council of Governments
Commuter Connections Program
Monthly Activity and Impact Summary
Month of MAY 2003

Commuter Connections Activity	This Month	Last Month	Since July 2002
Total applicants/info provided:	1,661	1,357	15,212
Rideshare applicants	1,583	1,274	14,200
Matchlists sent	735	845	12,901
Transit applicants/info sent	66	68	816
GRH applicants	515	1,075	6,614
Telework info requests	2	1	15
Vanpool applicants	N/A	N/A	N/A
Kiosk users	1,737	1,660	17,543
Kiosk applicants	4	6	81
Internet users	6,087	5,549	57,706
Internet applicants	737	830	7,971
New employer clients	139	198	986
Employee applicants	10	0	14

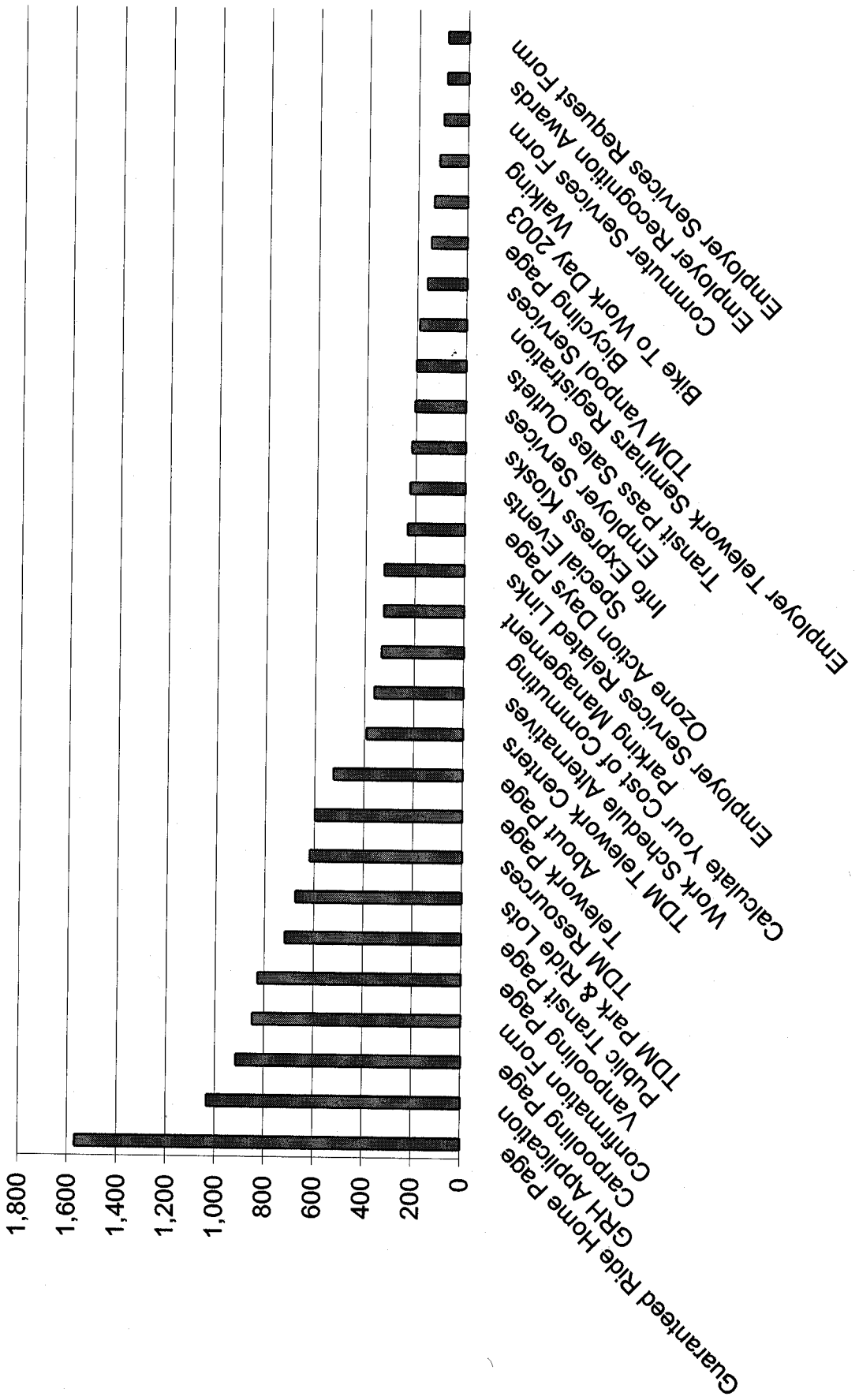
Program Impact Performance Measure	This Month	Last Month	Since July 2002
Continued placements	465	380	2,624
Temporary/one-time placements	294	240	4,018
Daily vehicle trips reduced	277	226	1,565
Daily VMT reduced	9,461	7,729	52,800
Daily tons NOx reduced	0.0134	0.0109	0.0735
Daily tons VOC reduced	0.0063	0.0052	0.0343
Daily gallons of gas saved	438	358	2,444
Daily commuter costs saved	\$1,821	\$1,488	\$10,164

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 2003

Total Accesses of MWCOG Web Site Pages	3,064,972	
Total Accesses of Commuter Connections Home Page	6,087	
<i>Breakdown of BDY Sub-page accesses</i>		
Guaranteed Ride Home Page	<u>1,494</u>	<u>12.27%</u>
Carpooling Page	1,203	9.88%
Vanpooling Page	1,007	8.27%
TDM Resources	832	6.84%
Confirmation Form	773	6.35%
GRH Application	718	5.90%
Public Transit Page	717	5.89%
TDM Park & Ride Lots	704	5.78%
Telework Page	540	4.44%
About Page	524	4.30%
Work Schedule Alternatives	395	3.25%
Employer Services Related Links	378	3.11%
TDM Telework Centers	364	2.99%
Calculate Your Cost of Commuting	345	2.83%
Parking Management	332	2.73%
Ozone Action Days Page	242	1.99%
Transit Pass Sales Outlets	220	1.81%
Info Express Kiosks	219	1.80%
TDM Vanpool Services	199	1.63%
Special Events	196	1.61%
Employer Services	192	1.58%
Bicycling Page	138	1.13%
Walking	117	0.96%
Employer Telework Seminars Registration	117	0.96%
Confirmation Form	110	0.90%
Bike To Work Day 2003	96	0.79%
Total	12,172	100.00%

Commuter Connections Website Activity May 2003



COMMUTER OPERATIONS CENTER

PERFORMANCE DATA

MAY 2003



**TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



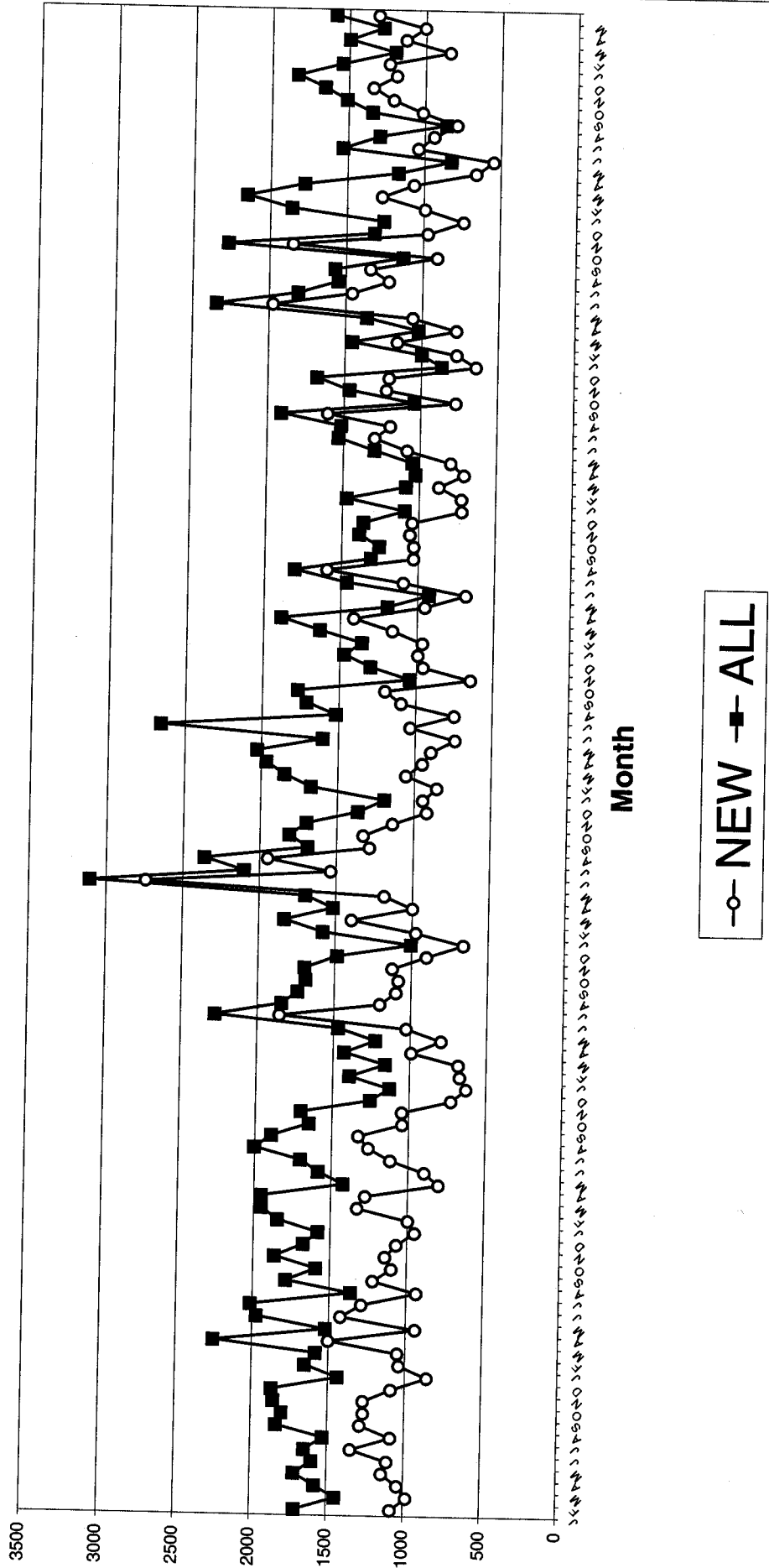
TABLE 2**COMMUTER CONNECTIONS APPLICATION ACTIVITY SUMMARY
MAY 2003**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	17	0	2	19
ARLINGTON (COG)	29	0	10	39
ARTMA	35	0	2	193
BETHESDA	131	0	25	156
BMC	12	0	31	43
COG - MD	7	0	6	13
COG - VA	19	0	7	26
COG - Other	17	0	12	29
DISTRICT OF COLUMBIA (COG)	6	0	17	23
DOD - PENTAGON	0	0	0	0
FAIRFAX COUNTY	162	23	291	476
FREDERICK	44	1	9	54
HARFORD	25	0	0	25
HOWARD	37	10	2	49
LINK	2	0	5	7
LORD FAIRFAX PDC	0	0	0	0
LOUDOUN	93	0	11	104
MTA (COG)	3	1	4	8
MONTGOMERY	85	19	135	239
NIH	3	0	4	7
NORTH BETHESDA TMD	43	2	238	283
NORTHERN NECK	13	0	0	13
PRINCE GEORGE'S	108	1	0	109
PRTC	104	2	15	121
RADCO	238	207	0	445
RAPPAHANNOCK-RAPIDAN	33	3	23	59
SILVER SPRING	4	1	5	10
TRI - COUNTY	37	6	18	61
USDOE (COG)	0	0	0	0
TOTAL INPUT	1,307	276	872	2,611

TOTAL NEW & RE-APPLICANTS**1,583**

COMMUTER CONNECTIONS CCRS

Applications Processed



**TABLE 3
 COMMUTER OPERATIONS CENTER
 APPLICANT DATABASE SORTED BY
 RESPONSIBLE AGENCY
 MAY 2003**

ALEXANDRIA	212
ARLINGTON	184
ARTMA	246
BALTIMORE CITY	28
BETHESDA	1,643
BMC	43
COG	666
DISTRICT OF COLUMBIA	268
DOD	0
DOE	2
FAIRFAX	1,709
FREDERICK	416
HARFORD	223
HOWARD	424
LINK/RESTON	54
LORD FAIRFAX PDC	174
LOUDOUN	595
MONTGOMERY	1,183
MTA	65
NIH	60
NORTH BETHESDA TRANS. CTR	2,932
NORTHERN NECK	21
PRINCE GEORGE'S	657
PRTC	1,697
RADCO	2,057
RAPPAHANNOCK-RAPIDAN	332
SILVER SPRING	1,053
TRI - COUNTY	578
OTHER	0
TOTAL	17,522

**TABLE 5
TERM/COMMUTE INFORMATION
MAY 2003**

	TELEWORK	GRH	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	
APPLICATIONS								
Mall	N/A	76	N/A	N/A	N/A	20	N/A	
Internet	N/A	430	N/A	N/A	N/A	307	N/A	
Kiosks	N/A	3	N/A	N/A	N/A	1	N/A	
Purge Letters	N/A	N/A	N/A	N/A	N/A	4	N/A	
Fax/Phone	N/A	6	N/A	N/A	N/A	5	N/A	
From Client	N/A		N/A	N/A	N/A	25	N/A	
Employer Survey	N/A		N/A	N/A	N/A		N/A	
TOTAL	N/A	515	N/A	N/A	N/A	362	N/A	
PHONE CALLS								
Brochure/Promo Materials		3		8	1	19		TOTAL 31
Bus/Train Schedule		5				1		6
Bus/Train Sign		2		4				6
Direct Mail		3		1		5		9
Employer		1						1
Employer Survey		0						0
Fair/On Site Event		1						1
Government Office		1						1
Highway Sign		3		11		9	2	25
Information (411)		11		3		2		16
Internet				8		56	1	65
Library						2		2
Mobile Billboard								0
Newsletter								0
Newspaper	1					4		5
Newspaper (Local)								0
Other Ridesharing Org						4		4
Park-and-Ride Lot Sign		1		1		2		4
Post Card (COG)		4		3		8	1	16
Presentation								0
Radio	1	2		1		16	1	21
Real Estate/WelcomeWagon								0
Referral from Transit Org		1		4		4		9
Theatre Slide						1		1
TV		3				1		5
Van Sign						1	1	1
Was/Is Applicant		94		2		44		140
White Pages		1				2		3
Word of Mouth		22		16	1	60	2	101
Yellow Pages - Verizon		1		1		5		7
Yellow Pages - Yellow Book				2		6		8
Yellow Pages - Local				1		5		18
Voice Mail Messages		12						8
Other/Unknown						8		8
TOTAL CALLS	2	171	0	66	2	265	8	514

**TABLE 6
CALLS RECEIVED AT CLIENT PROGRAMS
MAY 2003**

	T O C T C N	A O L G L G Y	A R L X	A R M A	A R T M A	B E T H	B M C D	D O D	D O E	F F X	F R E D	H A R	H O W	L I N K	L F F X	L D N	M T A	N I H	N E C K	P R T C	R A D C O	R A P S	T A P S	T R A N S	T O T A L		
	N/A	N/A	1	2	**	4	4	37	5	4	5	4	4	5	5	14			16	33	26	6	**	**	4	19	176
How they heard...																											
Brochure/Promo Matrix	31	23				8	4																				
Bus/Train Schedule	6	5					1																				
Bus/Train Sign	6	6																									
Direct Mail	9	7																									
Employer	1	1	1			6		3				4															
Employer Survey	0																										
Fair/On Site Event	1	1	2					2																			
Government Office	1	1						1																			
GRH Program																											
Highway Sign	25	17				27		2																			
Information (411)	16	2	1																								
Internet	65	40	1			14		7																			
Library	2																										
Mobile Billboard	0																										
Newsletter	0																										
Newspaper	5	2																									
Newspaper (Local)	0																										
Other Ridesharing Org	4	1																									
Park-and-Ride Sign	4	2				17		2																			
Post Card (COG)	16	7																									
Presentation	0		2																								
Radio	21	10																									
Real Estate/Welcomew	0																										
Referral from Transit Org	9	5				6																					
Theatre Slide	1																										
TV	5	4				18																					
Van Sign	1	1																									
Was/Is Applicant	140	107	1																								
White Pages	3																										
Word of Mouth	101	72																									
Yellow Pgs-Verizon	7	2																									
Yellow Pgs-Yellow Book	0																										
Yellow Pages-Local	8	3																									
Voice Mail Messages	18	18																									
Other	8	1																									
Total	514	338	8	0	0	108	14	226	14	0	36	0	0	232	146	0	0	0	1791	2006	0	63	78	37	0	19	51028

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).

MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Metropolitan Washington Telework Resource Center 6122
Month: May 2003 FY03
Staff Contact: Danette Campbell
Edited By: Nicholas Ramfos
Today's Date: June 13, 2003

Background Activities

Major activities in May included:

- ▶ Conducting Employer Seminars in conjunction with WorkLife Performance Inc. in Crystal City, Herndon, and at COG.
- ▶ Presenting Telework Resource Center information to representatives from Carr America.
- ▶ Participating in MATAC conference call.
- ▶ Attending Best Workplaces for Commuters meeting at COG.
- ▶ Conducting interviews for Marketing Intern position.
- ▶ Participating in ACT conference call.
- ▶ Working on logistics for Employer Recognition Awards Ceremony.
- ▶ Conducting Telework interview with WTOP.

May 6: Employer Seminar at Crystal City
OPM Federal Telework Coordinator's Meeting
May 7: Telework presentation at Carr America
May 8: MATAC conference call
May 12: Best Workplaces for Commuters meeting at COG
May 13: Internship interviews
May 16: Meeting with Potomac Consulting Group
May 20: Employer Telework Seminar at Washington Dulles Hilton
May 22: Employer Telework Seminar at COG
May 23: Employer Recognition Awards logistics meeting

Products

- ▶ Telecenter utilization at 56%; Including training classes - 63%
- ▶ Disbursed 6 Telework Resource Center packets
- ▶ Disbursed 7 TPE CDs
- ▶ Collateral materials and course curriculum for the Employer Telework Seminars
- ▶ Responded to or placed 99 calls regarding the Telework Resource Center, Telework Virginia, and/or the Telework Partnership with Employers Program.
- ▶ Bethesda Urban Partnership application and contract for Telework Partnership with

Employers Program

- ▶ Interstate Commission on the Potomac River Basin application and contract for Telework Partnership with Employers Program
- ▶ Employer Seminars in Crystal City, Herndon, and the District of Columbia
- ▶ Radio and e-mail marketing campaign promoting the Employer Telework Seminars

Problems Encountered

- ▶ Rockville Employer Seminar cancelled due to low registration

Future Activities

- ▶ MATAC Board meeting
- ▶ ACT Conference Call
- ▶ Prepare evaluation report on the FY03 Employer Telework Seminars
- ▶ Presentation to Montgomery County Interagency Training Team to promote Telework Resource Center and TPE
- ▶ Meeting with WorkLife Performance to discuss 2003 Employer Seminars and discuss FY 2004 Seminar Strategy
- ▶ Employer Awards ceremony on June 25 at the National Press Club
- ▶ The next Telecommuting Ad-Hoc Group meeting will be held on July 9, 2003.
- ▶ Coordinate all logistics for June 27 MATAC meeting at COG
- ▶ Schedule meetings with Employer Services representatives in all jurisdictions to promote Telework, the Telework Resource Center, the Telework Partnership with Employers Program, and Telework Virginia

MONTHLY PROGRESS REPORT

PROJECT ELEMENT	Integrated Ridesharing 6123	
Month:	May 2003	FY03
Staff Contact:	Owais Rafique	
Edited By:	Nicholas Ramfos	
Today's Date:	June 27, 2003	

Background Activities

Routine physical maintenance continued with each of the kiosk sites and the kiosk software design and content. InfoExpress kiosk system was replaced at Reeves Center.

Staff continued and finished updates to the street centerline data for Commuter Connections Ridematching System. The updates included all the jurisdictions in the COG membership and Northern Neck Planning District Commission. COG area jurisdictions were updated with 2000 and 2003 street centerline data obtained directly from the local jurisdiction via COG's GIS section. The Northern Neck jurisdiction street centerlines were updated to TIGER 2000 street files. Staff continued the documentation for all the procedures pertaining to the update process.

Staff finished updates to the MTA Bus Routes layer. Staff also updated bus routes from Frederick TransIT. Staff finished updates on the WMATA bus stop data layer. Staff started updates to the Park & Ride lots layer.

InfoExpress kiosk ambassador promotions were held at Ballston Common Mall on May 20, 2003, at La Promenade @ L'Enfant plaza on May 21, 2003, at Union Station on May 22, 2003, at Reston Town Center on May 23, 2003, at Springfield Mall, Fair Oaks Mall, and Wal-Mart in Woodbridge on May 24, 2003, and at Tysons Corner Center on May 30, 2003.

Staff continued to work with Dulles Town Center Mall management and Manassas Mall management for the new InfoExpress kiosk deployment at their respective locations. Staff is currently finalizing the new designs and developing software modules for these specific locations.

Staff made updates to the CCRS server side application. The updated will improve the processing of Match Letters.

Staff continued to work on the new InfoExpress kiosk engine design. Staff finalized the review of the Spanish version of the new kiosk software. A draft version of the new InfoExpress software was deployed at the Reeves Center for on site testing.

Staff continued work on adding new software modules to the current Ridematching system for the E-communicator system currently under development and in testing stage. Staff will continue with the extensive testing and prepare installation procedures to implement the new program.

Products

- < May monthly usage statistics for InfoExpress kiosks.
- < New Architecture for Guaranteed Ride Home and CCRS software system.
- < InfoExpress kiosk system was replaced at Reeves Center

Problems Encountered

- < InfoExpress kiosk system monitor was replaced at Ballston Common Mall
- < InfoExpress kiosk system was replaced at Reeves Center.

Future Activities

- C Continue to make updates to park and ride information onto the CCRS.
- C 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.
- C Deploy the integrated CCRS & GRH web-based system.
- C Develop and implement a new permanent InfoExpress kiosk at United States Department of State.
- C Evaluate effectiveness of Integrated Rideshare measure.

INFOEXPRESS KIOSK USAGE RATES

Month: May 2003

Kiosk Location	Number of Users	Number of Total Hits	Top Five Buttons	Number of Hits
Tysons Mall#2	310	3125	Tysons Mall	256
			Weather	208
			Maps & Guides	139
			Commuter Connections	68
			Metro	34
La Promenade	289	5326	LaPromenade	926
			Weather	298
			Transit	234
			Maps & Guides	178
			Commuter Connections	163
Tysons Mall#1	193	3005	Weather	163
			Tysons Mall	120
			Maps & Guides	101
			Commuter Connections	89
			Metro	74
Springfield Mall # 2	183	3945	Springfield Mall	263
			Weather	201
			Commuter Connections	196
			Maps & Guides	125
			Metro	89
Springfield Mall # 1	178	3569	Springfield Mall	261
			Weather	154
			Metro	128
			Commuter Connections	79
			Maps & Guides	67
Fair Oaks Mall	163	2689	Weather	134
			Fair Oaks Mall	125
			Commuter Connections	84
			Metro	63
			Maps & Guides	35

Reston Town Center	145	2135	Reston Town Center	183
			Commuter Connections	136
			Weather	128
			LINK	76
			Maps & Guides	49
Wal - Mart	110	1783	Weather	159
			Commuter Connections	133
			MARC	121
			VRE	95
			Metro	63
Union Station	43	956	Weather	82
			Commuter Connections	61
			Transit	46
			Metro	21
			Maps & Guides	14
Ballston Common Mall	37	2458	Weather	156
			Commuter Connections	121
			Maps & Guides	58
			Metro	42
			Transit	19
Reeves Center	27	1657	Weather	128
			Transit	123
			Commuter Connections	15
			Metro	14
			Maps & Guides	11
USDA	12	1258	Metro	101
			Weather	83
			VRE	41
			Commuter Connections	35
			Maps & Guides	31
Pentagon	9	532	Weather	43
			Metro	31
			Transit	25
			Commuter Connections	19
			MARC	14

Fairfax County Kiosks

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

May 2003

**NUMBER OF APPLICATIONS RECEIVED
FROM KIOSKS**

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

MONTHLY REPORT

PROJECT ELEMENT: Employer Outreach 6124
Month: May 2003 FY03
Staff Contact: M. Hersey
Edited By: N. Ramfos
Today's Date: June 26, 2003

Background Activities

Monthly synchronizations from the employer outreach jurisdictions were received from all of the jurisdictions without any problems

Staff attended and assisted in the Washington D.C. Metropolitan Area's Bike to Work Day 2003 event on May 2nd.

Attended the Best Work Places for Commuters meetings held on May 12th and on May 29th. Staff discussed impact of list and the upcoming Employer Recognitions Award Ceremony on June 25th. Coordinated mailing of employer mailing with staff assistant to promote the list and encourage employers to sign up for membership and to attend the June 25th event.

Staff assisted the Telework Virginia project by processing survey request forms and supporting the Virginia-based outreach representatives. Staff also processed employer commuter surveys.

Staff began work on the TMA Advisory Group meeting set for June. Discussed particulars with potential speakers on topics that could be discussed with the TMA Advisory Group members.

Products

May monthly sales activities
Best Work Places for Commuters Memo to employers

Problems Encountered

None to report at this time.

Future Activities

- ▶ Continue maintenance of regional employer database.
- ▶ Prepare and distribute the FY03 Employer Satisfaction Survey.
- ▶ Finalize sales incentive program demonstration project.
- ▶ Update ACT! Database templates for reporting and data input to capture new evaluation data.
- ▶ Follow up on commuter surveys that have not been completed through BMI
- ▶ The next Employer Outreach Ad-Hoc meeting will be held on July 15th, 2003.
- ▶ Finalize the FY03 Employer Outreach conformity verification.
- ▶ Renew local jurisdiction contracts for FY04.

Month: May 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)	11	2	0	2	0	0	103	20	0	1	0	13
Employers Contacted (Follow-up)	3	98	3	17	3	33	373	360	2	1	0	28
Total Broadcast Contacts	0	0	0	0	0	0	2744	190	0	16000	0	0
Total Sales Meetings	1	6	1	4	0	1	13	10	0	2	0	4
Total Employers Contacted	15	106	4	23	3	34	3233	580	2	16004	0	45
New Level 1 TDM Programs	8	5	0	1	2	0	6	13	0	1	0	0
New Level 2 TDM Programs	0	0	0	1	0	0	0	5	0	0	0	0
New Level 3 TDM Programs	5	1	0	2	0	1	0	2	0	1	8	0
New Level 4 TDM Programs	0	0	0	0	0	0	0	3	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.

Year to Date FY03

	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)	108	33	57	17	102	2	761	67	5	49	0	56
Employers Contacted (Follow-up)	26	1027	174	493	120	176	2973	2116	21	27	0	390
Total Broadcast Contacts	312	9667	0	0	0	0	26548	3226	0	200350	0	847
Total Sales Meetings	19	36	26	40	4	15	170	131	3	67	0	41
Total Employers Contacted	465	10763	257	550	226	193	30452	5540	29	200493	0	1334
New Level 1 TDM Programs	10	19	30	12	11	6	121	31	5	63	0	0
New Level 2 TDM Programs	0	3	0	24	0	2	49	26	0	0	0	0
New Level 3 TDM Programs	8	16	0	12	0	4	24	6	0	1	226	0
New Level 4 TDM Programs	0	4	1	2	0	0	0	6	0	0	0	0

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

EXPLANATION OF JURISDICTIONAL ACTIVITIES DATA

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

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

EMPLOYER SERVICES PARTICIPATION LEVELS

LEVEL 1 (BRONZE)

- < Expresses interest in telework, transit benefits, Metrochek, Ozone Action Days, or other TDM strategy, no program implemented
- < 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 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 6125	
Month:	May 2003	FY03
Staff Contact:	C. Arabia	
Edited By:	N. Ramfos	
Today's Date:	June 26 , 2003	

Background Activities

During May, COG staff received 515 applications and 214 GRH trips were provided. Thirty-three (33) of the May GRH trips were "One-Time-Exceptions." One-Time-Exceptions accounted for fifteen percent (15%) of the total number of GRH trips provided. Since the GRH program began in January 1997, 11,504 GRH trips have been provided and a total of 26,392 commuters are currently registered for GRH.

The Spring Marketing Campaign continued with radio and television advertisements that promoted GRH and the Found Time contest. The last day for commuters to enter the Found Time contest was May 16. COG received 170 entries and there were over 1,700 Web site hits on the promotional splash page. The contest selection committee met on May 21 and selected the top three prizewinners. Other prizewinners are being selected based on the selection committees ranking of entries. Staff continued to work on finalizing the FY02 GRH Customer Satisfaction Survey Report for final release in June.

Products

Provided 214 GRH trips.
Received 515 applications.
Registered 506 new applicants, including 17 "one-time exceptions."
Re-registered 475 commuters.
Received 171 calls for GRH information.
Contacted "expiring" registrants by telephone.
Database management.
May monthly performance report.
Spring marketing campaign.
Customer satisfaction surveys were mailed to February and March users.

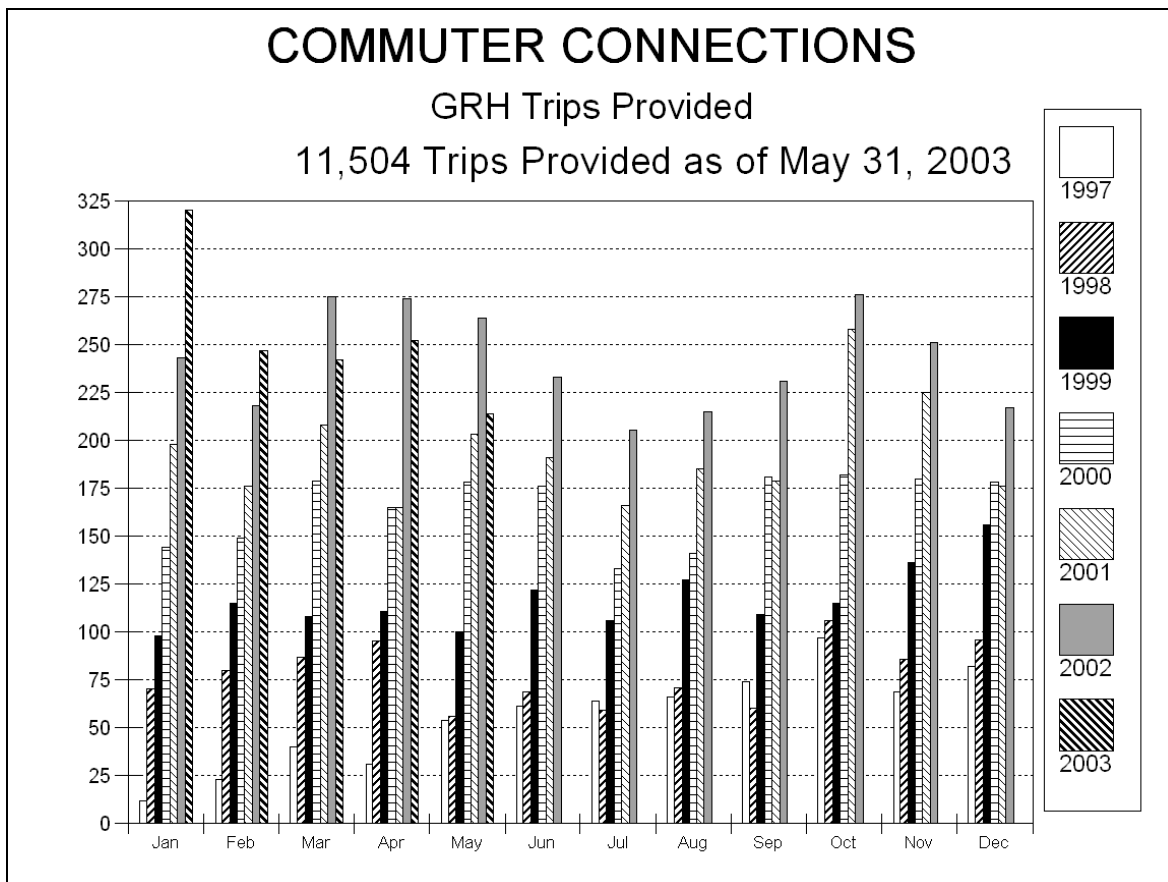
Problems Encountered

None.

Future Activities

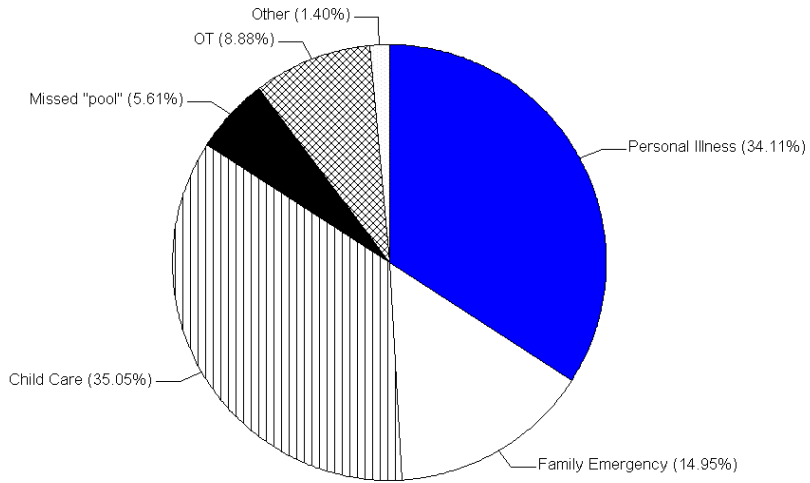
- ▶ COG staff will continue to work with their software contractor to update GRH software.
- ▶ Continue surveying of GRH users.

- ▶ 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.
- ▶ Make revisions to GRH software.
- ▶ Test E-Communicator application processing functions.
- ▶ Test new archive feature and archive “Expired” commuters and perform overall database maintenance.
- ▶ Integrate GRH database management software system with regional CCRS software system.
- ▶ Install a second network card for more secure access to GRH server from outside contractor.
- ▶ Evaluate Spring Regional TDM Marketing Campaign to promote GRH.
- ▶ Release FY02 GRH Customer Satisfaction Survey report.



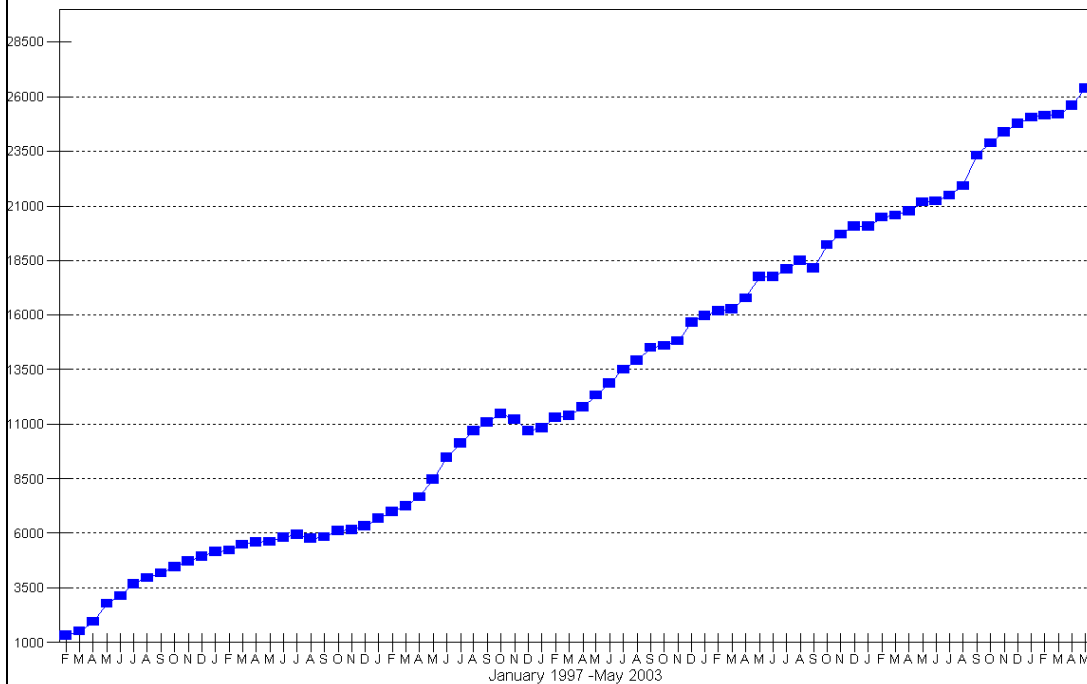
COMMUTER CONNECTIONS

GRH Trip Reasons for May 2003



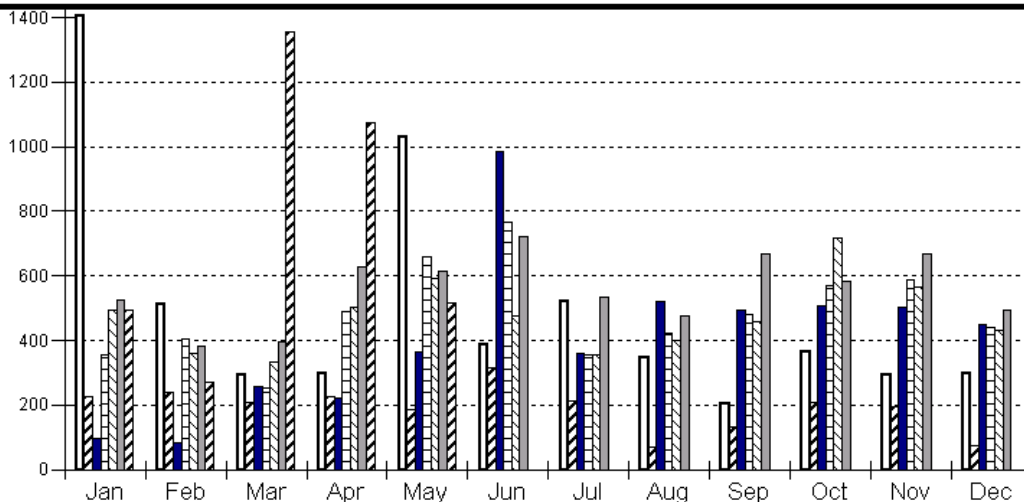
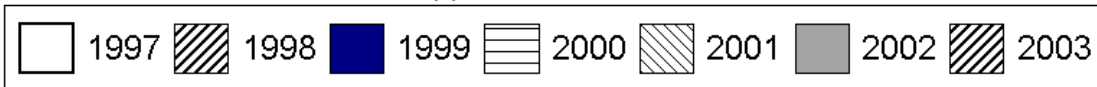
COMMUTER CONNECTIONS

GRH Registrants



COMMUTER CONNECTIONS

GRH Applications Processed



MONTHLY PROGRESS REPORT

PROJECT ELEMENT: Employer Outreach for Bicycling 6126
Month: May 2003 FY03
Staff Contact: Michael J. Farrell
Edited By: N. Ramfos
Today's Date: June 26, 2003

Background Activities

The goal of 3000 event participants was met and exceeded. The winner of the Employer Challenge (the employer who has the most amount of employees registered) was America On-Line (AOL). The number of pit stops for this year's event was 15, four more than last year's Bike to Work Day. With the additional pit stops the Employer Outreach effort was buoyed by three Employers (Charles E. Smith Companies, Whole Foods Market, and Fairfax County Government) hosting events at or near their worksites. Food, prizes, and local dignitaries were all to be had, won, or seen at all of the pit stops.

Staff was interviewed by Fairfax County Board Supervisor Catherine Hudgins on her weekly Comcast Cable show, "Connecting with Supervisor Hudgins" along with John Brunow, owner and proprietor of Bikes@Vienna (he was also a pit stop manager for the Vienna pit stop).

A wrap-up Bike To Work Day Steering Committee meeting was held on May 16th to discuss the event results.

Products

- Bike To Work Day Event was held on May 2, 2003.

Problems Encountered

None.

Future Activities

- Update current Guide
- Conduct employer-based seminars with WABA
- Prepare draft evaluation report on the FY03 Bike to Work Day