



FY 2015

Annual Progress Report

**NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**



**777 NORTH CAPITOL STREET, NE - SUITE 300
WASHINGTON, DC 20002-4226
(202) 962-3200**



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FY 2015 COMMUTER CONNECTIONS ANNUAL PROGRESS REPORT

This report summarizes the program highlights of the Metropolitan Washington Council of Governments (MWCOCG) fiscal year 2015 Commuter Connections Work Program. (July 1, 2015 – June 30, 2015.)

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

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PROGRAM HIGHLIGHTS

I. COMMUTER OPERATIONS CENTER

A. Ridematching Coordination and Technical Assistance

Work Accomplished on all Products and Services:

The following work was accomplished during the first quarter:

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in July 2014, August 2014 and September 2014) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from NBTMD; Frederick County, MD; Montgomery County, MD; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware.

COG/TPB staff had three meetings with staff from the DATA and met internally to discuss changes to the TDM software system to incorporate the TMA's Commute Challenge project.

COG/TPB staff secured a new vice chair for the Ridematching Committee in August.

State TDM Work Group meetings were coordinated by COG/TPB staff and held on July 8th and September 9th.

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on July 15th. Highlights from the meeting include:

The appointment of a Subcommittee Vice Chair Nomination Committee

An endorsement for release of the FY 2014 Employer Outreach Customer Satisfaction Survey

A presentation of the draft FY 2012 – 2014 TERM Analysis Report and the establishment of a comment period

A briefing on Clean Air Partners activities

A briefing on the upcoming Employer Recognition Awards event

An update on Commuter Connections 40th Anniversary activities

A presentation of the 4th Quarter FY 2015 CCWP budget report

COG/TPB staff presented information on Shared Use Mobility Apps to the COG Attorney's Committee on July 17th.

COG/TPB staff launched the Blackberry (BB World) version the Commuter Connections APP in August.

COG/TPB staff coordinated and participated in a TDMI Board meeting on August 3rd during the ACT Conference in San Francisco, CA

COG/TPB staff participated in a TRB-TDM Committee meeting on August 3rd during the ACT Conference in San Francisco, CA. COG/TPB staff attended and made presentations on the results from the 'Pool Rewards survey and Shared Use Mobility issues during the ACT Conference held in San Francisco.

COG/TPB staff participated and made a presentation on the results from the 'Pool Rewards survey at the ITE Annual Conference in Seattle, WA.

A Commuter Connections vice Chair Nomination Committee conference call meeting was held on August 18th.

COG/TPB staff briefed the International Municipal Lawyers Association on August 18th on Shared Use Mobility issues.

COG/TPB staff hosted and participated in an MPO TDM Peer Exchange Group meeting on August 20th.

COG/TPB staff continued reviewing the updated Federal ETC Handbook along with NCPC and GSA staff representatives.

COG/TPB staff continued work on updating the Regional TDM Resource Directory and issued it in September.

COG/TPB staff began preliminary work on the FY 2016 CCWP timeline and overall outline. The information was presented to the STDM Work Group and to the Commuter Connections Subcommittee in September.

COG/TPB made a presentation on September 4th to the Transportation Techies Meet-Up Group in Arlington on the new Commuter Connections Rideshare App.

A Ridematching Committee meeting was coordinated and held by COG/TPB staff on September 16, 2014. Highlights from the meeting included:

Announcement of change of Chair/Vice Chair

Upcoming Fairs and Promotions

Updates on the TDM System

Updates on the TDM Mobile Application

Client Site Status/Roundtable

July 2014 Commuter Connections Resource Directory

A Commuter Connections Subcommittee meeting was coordinated and held by COG/TPB staff on September 16th. Highlights from the meeting included the following:

Announcement and approval of a new Subcommittee Vice Chair

Recognition of current chair and change of chairs

Presentation of substantive changes to the FY 2012-2014 draft TERM Analysis Report and establishment of a comment period

A presentation from the City of Alexandria on their Employer Challenge

An update on the 2014 regional Car Free Day Event

A review of the timeline and highlights of the FY 2016 Commuter Connections Work Program

A presentation on the FY 2015 – 2017 Regional Data Collection Schedule

Presentations of the 4th Quarter CCWP budget, 4th Quarter Progress and FY 2014 CCWP Annual Reports

COG/TPB staff participated in a conference call on September 19th regarding a TDM panel for the SE Alternative Fuels Conference.

The following was accomplished during the second quarter:

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in October 2014, November 2014 and December 2014) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as “deleted” for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; Montgomery County, MD; Loudoun County, VA; PRTC; DATA; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. State TDM Work Group meetings were coordinated and held by COG/TPB staff on October 14th, November 10th, and December 9th.

COG/TPB staff met with City of Alexandria staff on October 21st to discuss the technical aspects of the Employer Challenge software module. COG/TPB staff attended and made a presentation on a TDM panel at the SE Alternative Fuels Conference in Raleigh, NC from October 22 – 24. COG/TPB staff attended in a regional Safe Routes to School meeting on October 28th. COG/TPB staff attended and participated in the MPO federal certification meeting on October 28th.

A customer service training session was held for Commuter Connections network members and Commuter Operations Center call center agents on October 31st

COG/TPB staff provided Commuter Connections TDM Software System Ridematching Training to DATA on November 4th.

A Commuter Connections Subcommittee meeting was coordinated and held on November 18th. Highlights from the meeting included: A final presentation on the substantive changes made to the FY 2012 – 2014 TERM Analysis Report and an endorsement for release, the presentation of the draft FY2014 Bike to Work Day event report and establishment of a comment

period, a presentation of the results from the 2014 Car Free Day regional event, a presentation of survey results from the 'Pool Rewards carpool incentive program, an update on the Regional TDM Evaluation project and status on recent data collection efforts, a presentation of highlights from the draft FY 2016 Commuter Connections Work Program and request for review of the current Commuter Connections Strategic Plan by Subcommittee members, the presentation of the 1st quarter budget report and Quarterly Progress Report.

COG/TPB staff attended an I-66 Transit/TDM plan meeting on Reston on November 19th.

COG/TPB staff facilitated an MPO TDM Peer Exchange Group meeting on November 19th.

COG/TPB staff tested the TDM Software System User Group site and ensured the RSS feed was working. Staff emailed instructions to Ridematching Committee Members on how to subscribe to the feed, which is used to publish technical service bulletins and system status.

COG/TPB staff participated in an MWAA meeting on December 2nd on the Silver Line TMP.

COG/TPB staff attended the COG Annual Meeting on December 10th.

A Ridematching Committee meeting was held on December 16, 2014. Highlights from the meeting included:

Upcoming Fairs and Promotions

Presentation on the DATA Commuter Challenge

Updates on the TDM System

GIS Mapping Update/TDM System RSS Feed

Client Site Status/Roundtable

January 2015 Commuter Connections Resource Directory

Discussion of the Quarterly and Annual Progress Reports

The following was accomplished during the third quarter:

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in January 2015, February 2015 and March 2015) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency. COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff responded to technical support requests from Frederick County, MD; Montgomery County, MD; Alexandria, VA; the Rideshare

Program of Charlottesville, VA; and Rideshare Delaware. COG/TPB staff held a conference call with ATP staff on January 15th to discuss SchoolPool.

COG/TPB staff attended an I-66 Transit/TDM coordination meeting in Reston on January 7th.

COG/TPB staff participated and presented at a TRB TDM committee-sponsored workshop on January 11th entitled "Measuring the Performance of Vehicle Trip Reduction and Mode Shift Strategies" on January 11th.

COG/TPB staff participated and presented in a TRB workshop entitled "Trends: The Shift to Mobile" on January 11th.

COG/TPB staff hosted and participated in a Transportation Demand Management Institute Board meeting on January 13th.

COG/TPB staff hosted and attended a Ridesharing Institute meeting on January 14th.

COG/TPB staff held a TDM Training session for ARTMA and NSVRC staff on January 22nd.

A Commuter Connections Subcommittee meeting was coordinated and held on January 20th. Highlights from the meeting included: an endorsement for release of the 2014 Bike to Work Day Event Report and the FY 2016 Commuter Connections Work Program, and the 2014-2015 Strategic Plan, a presentation of the draft FY 2014 GRH Customer Satisfaction Survey reports for both the Baltimore and Washington DC metropolitan regions, a briefing on the highlights from the FY 2015 Applicant Placement Rate survey, an update on TDM software system updates for FY 2015, an update on shared use mobility operations in the region, and a presentation of the second quarter CCWP budget report.

COG/TPB staff attended and participated on a Gov. Partners panel discussion on Transportation Network Companies in Tysons Corner on February 4th.

COG/TPB staff participated in an update conference call with Alexandria staff regarding the Alexandria Commuter Challenge on February 20th.

A Ridematching Committee meeting was held on March 17th. Highlights from the meeting included:

- Upcoming Fairs and Promotions
- TDM System Update/SchoolPool
- TDM System RSS Feed/Park N'Ride Map Update
- Client Site Status/Roundtable
- January 2015 Commuter Connections Resource Directory
- Discussion of the Quarterly Progress Reports

STDM Work Group meetings were coordinated and held on January 13th, February 10th, and March 10th.

A Commuter Connections Subcommittee meeting was coordinated and held on March 17th. Highlights from the meeting included: an endorsement for release of both the Baltimore and Washington DC 2014 GRH Customer Satisfaction survey reports, a presentation of the draft FY 2015 Applicant Placement Rate Study, a briefing on the Transportation Sector Group of the COG Multi-Sector Working Group to examine Greenhouse Gas Reductions, a

briefing on a study to examine high impact Complete Streets access improvements for rail station areas in the region, an update on the status of shared use mobility operations in the region, a briefing on the 2015 Bike to Work Day event, and a presentation of the 2nd Quarter CCWP progress report.

The draft FY 2016 CCWP was presented to the STWG on February 3rd, to the TPB Tech Committee on February 6th and to the TPB on February 18th. The draft document was also released for public comment on February 12th. COG/TPB staff then presented the final draft version of the FY2016 CCWP to the TPB Technical Committee and TPB Steering Committee on March 6th and to the TPB for final review and approval on March 18th.

The following was completed during the fourth quarter:

COG/TPB staff continued to provide, on a bi-weekly basis, the End User Report and the Suspicious App-Code Report to all client sites.

COG/TPB staff followed up with new applicants from the District of Columbia, Arlington, VA and the rural locations in Maryland (for MTA) and Virginia. Electronic matchletters were sent whenever possible and paper matchletters were sent otherwise.

COG/TPB staff distributed the follow-up reports: (Commuters whose records expire in April 2015, May 2015 and June 2015) on the first business day of the preceding month and commenced with the purge process at that time. Commuters may first be contacted by telephone by the local ridematching agency.

COG/TPB staff then contacts them via electronic or paper purge letter. If the commuter remains unresponsive their record is marked as "deleted" for one year and in the following year will be expunged from the database.

COG/TPB staff published the final version of the adopted FY 2016 CCWP and sent funding commitment letters to the state funding agencies.

COG/TPB staff completed mobile-friendliness testing of the Federal ETC website

COG/TPB staff responded to technical support requests from Frederick County, MD; NBTMD; PRTC; the Rideshare Program of Charlottesville, VA; and Rideshare Delaware. COG/TPB staff attended and participated in a panel discussion at the International TDM Symposium held in Tucson, AZ from April 12th to the 15th.

An STDM Work Group meeting was coordinated and held on April 21st.

COG/TPB staff continued to work along with the state funding agencies on the review of the Commuter Connections Master Agreement for any possible updates.

COG/TPB staff participated in an I-66 Transit/TDM Working Group meeting on April 29th.

COG/TPB staff coordinated and held a Commuter Connections Subcommittee meeting on May 19th. Highlights from the meeting included: An endorsement for release of the FY 2015 Applicant Placement Rate Survey, a demonstration of the "quick match" ridematching teaser application on the Commuter Connections web site, an update on Clean Air Partners activities, a presentation on preliminary results from the 2015 Bike to Work Day event,

an update on the I-66 construction project, an update on Shared Use Mobility services in the region, a briefing on the 2015 Car Free Day event, and a presentation of the 3rd quarter CCWP Progress and budget reports.

COG/TPB staff coordinated and presented at an MPO TDM Peer Exchange Group meeting on May 2th.

An STDM Work Group meeting was coordinated and held on June 9th.

A Ridematching Committee meeting was held on June 16, 2015. Highlights from the meeting included:

Upcoming Fairs and Promotions

Updates on the TDM System

Updates on the TDM Mobile Application

Client Site Status/Roundtable

July 2015 Commuter Connections Resource Directory

COG/TPB staff attended an I-66 transit/TDM TMP meeting and Northern Virginia TDM study meeting on June 18th at VDOT Northern Virginia offices.

COG/TPB staff attended and participated in a FHWA Shared Use Mobility Workshop on June 30th at USDOT.

B. Transportation Information Services

Work Accomplished on all Products and Services:

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

C. Transportation Information Software, Hardware, and Database Maintenance

Work Accomplished on all Services Provided:

COG/TPB staff performed daily maintenance processes for the Commuter Connections TDM Software System. This included monitoring the web and database servers, making backups, moving accounts from one servicing agency to another, ensuring newly hired ridematching coordinators could view reports and correcting errors in data. This was ongoing throughout the year.

COG/TPB staff developed some custom reports for local ridematching coordinators. One report showed Marriott employees in Bethesda. Another report produced was MITRE Corporation's annual TDM report, which is required by Fairfax County. That report details the activities implemented by MITRE to reduce vehicle trips to and from the MITRE offices. Staff developed a custom commuter detail report for Delaware RideShare that, in addition to the usual columns found in the Commuter Detail List Report, also contains commute preferences, mode of travel, and distance from home to work for each commuter who furnished enough information to complete all the calculations. Since this is a spreadsheet, a user can apply filters and sort

records to suit. Staff also produced email addresses and mailing labels for the Frederick County (MD) FASTNotes periodical.

In order to support contact with stakeholders, COG/TPB staff maintains an RSS feed using Microsoft's SharePoint technology. This feed comes from the TDM Software System User Group site. Staff tested the feed and ensured it was working. Staff created accounts and emailed instructions to Ridematching Committee Members on how to subscribe to the feed, which is used to publish technical service bulletins and system status. Staff wrote and published announcements about system status, workarounds, and tech tips via the feed throughout the year.

COG/TPB staff did an analysis of the TDM database and decided to delete accounts that had not been accessed for at least three years. Staff archived and then deleted approximately 39,000 commuter accounts and 18,000 employer records used by those commuters.

COG/TPB staff met with Mediabeef representatives twenty-four times during the fiscal year. During the first quarter, we met four times, on July 28th, August 18th, September 8th, and September 22nd. COG/TPB staff met with Mediabeef representatives six times during the second quarter. We met twice in October, on the 8th and 27th, twice in November, on the 10th and 24th, and twice in December, on the 8th and 22nd. During the third quarter, COG/TPB staff met with Mediabeef representatives seven times. We met three times in January. Meetings were held on the 5th, 12th, and 26th. We met twice in February; meetings were held on the 9th and the 23rd. COG/TPB staff met with Media Beef representatives twice in March. Meetings were held on the 11th and the 23rd. In the last quarter, COG/TPB staff met with Mediabeef representatives seven times. In April, we met on the 6th and 20th. In May, we met on the 4th and 18th. Our last meetings of the fiscal year were held June 8th, 15th, and 29th. The purpose of the meetings was to discuss the status of the upgrades of the regional TDM Software system and SchoolPool. Topics included creating a better user experience when searching for employers and improving the accuracy of the search results, enhancements and fixes related to customizing the application's web pages for employers, the new SchoolPool web server and database, logging commutes using mobile devices, providing the number of possible pool matches by zip code to other web applications, the Alexandria Commuter Challenge, the DATA LiveMore Challenge, changes to business logic for RideShare Delaware, the Placement Rate Survey, and improving ride matching algorithms.

COG/TPB staff and Mediabeef continued work on porting SchoolPool from JBoss4 and the TDM System from JBoss6 to the new web server. Staff began testing the application code for both programs. This is a major overhaul that requires work on the application code, the database, and the server, especially in the area of encryption and security. The new server uses Wildfly (formerly JBoss) Version 8. COG/TPB staff overhauled the software for the monthly purge process. Staff developed, tested, and debugged application and database code to streamline the purge. COG/TPB staff made changes to the TDM software to update the purge letters generated for Loudoun County commuters. Staff continued to run the purge process at the beginning of each month. This process has expanded beyond removing inactive accounts from the database. The software generates electronic and traditional paper correspondence to commuters whose accounts are near their expiration date to ask whether they want to keep their accounts active.

The software produces reports that list commuters with whom local ridematching coordinators might want to follow up. Staff also audits the software's output. A spreadsheet that stores snapshots of commuter records is produced before processing and after processing. If someone discovers an account that has been mishandled, these snapshots help eliminate guesswork if it becomes necessary to track down and fix errors in the software.

COG/TPB staff and the development contractor, Media Beef, continued to work concurrently on the TDM software code. Staff fixed bugs in the TDM system when needed. Staff maintained a complete development and testing environment, including a web and database server for development and a web and database server for testing. COG/TPB staff integrated the changes into the program and then built and tested the software. Once approved, staff deployed the new versions for public use and monitored the server logs for any signs of trouble.

TDM System software bug counts have declined in the last two years. We addressed a number of nagging problems this fiscal year. COG/TPB staff and Media Beef worked together to fix a bug that appeared sporadically and caused the appcode to be overwritten when a new employer was chosen for a commuter. Staff fixed a bug in the Commuter Connections web site that caused the mobile app links not to appear. Staff and Media Beef corrected some bugs and made some enhancements to the software for Delaware RideShare. Work on a problem with copies of email messages not reaching ridematching coordinators in Delaware and Charlottesville continues.

COG/TPB staff made changes to the TDM System software to address some security concerns. Some customers complained about the system sending their passwords in plain text email messages that are not secure. Staff made some changes to the software so that if the customer creates his own account, the password will show up in the email as a string of asterisks "*****". If an administrator creates the account, usually from paper forms the commuter mailed to Commuter Connections, the system assigns "changeme4" as the password, and since it's only supposed to be temporary, it shows up in the email. The email message asks the customer to log in and change it.

Local ride matching agencies wanted to be able to send customized match letters to commuters whose accounts they manage. COG/TPB staff worked with Media Beef to design ways to customize text styles and graphics on the match and no match letters produced by the TDM System. Once the design was accepted, COG/TPB staff received, built, and tested the software code for this enhancement. Staff loaded custom content into the Oracle database. This set of changes to the software enables each agency to put its logo on its match letters alongside the Commuter Connections logo. Finally, staff worked with the software development contractor to resolve the last few errors in the code for the customized match letters. COG/TPB staff then performed the final build and deployed new software code to the public web site.

The TDM system's commute logging functionality was the focus of much attention this year. COG/TPB staff worked with Media Beef to revamp the commute log calendar. Some parts of the TDM system that use trip logging were developed months and even years apart. As a consequence, the software contains a number of different dedicated logging calendars. Each has its own specialized functionality for gathering input and its own data tables for storage. Our goal is to reduce complexity by redesigning the user

interface and data tables so there is no repetition of common elements. This will reduce maintenance costs and make it easier to implement enhancements, such as enabling users of mobile devices to input logs. Improvements were also made to the logic behind the commute logging for Delaware administrators and commuters, and a display issue was resolved where the decimal part of the numbers that comprise the Trip Summary statistics was not being displayed.

COG/TPB staff and Media Beef implemented new functionality for two promotions known as commuter challenges. The goal of these programs is to encourage people to use carpools, bicycling, public transportation, walking, and other alternative commute methods to travel to work. The hope is that commuters will be able to live more by commuting less as a result of changing the way they commute. One was operated by the City of Alexandria (Local Motion) and one by the Dulles Area Transportation Association. DATA's challenge was to live more (and commute less).

Media Beef began designing a generic way to implement programs like the Alexandria Commuter Challenge. COG/TPB staff sent documentation of the code and a database dump for the Challenge for Media Beef to study. Media Beef will use these materials to implement the DATA 2015 Live More Commuter Challenge.

COG/TPB staff worked with DATA to design the DATA 2014 Live More Commuter Challenge. Commuters sign up for the Challenge using the TDM web site, take a short survey about their commuting habits, and then log their commuting trips in the system using customized web pages. The Challenge functions much like the Alexandria Commuter Challenge produced during the winter of 2014. Implementation of custom software code finished in September 2014, and staff worked with DATA to test it. The Challenge pages were hosted on the Commuter Connections web site October 1-17, 2014. Custom reports were developed at the end of the Challenge. Among the reports were name, address, email address, and commute logs for all participants; the commuter who logged the greatest number of trips, and the company whose employees logged the greatest number of trips.

COG/TPB staff aided Media Beef in developing web pages and program logic for the 2015 Alexandria Commuter Challenge. We worked with Media Beef to test and debug program code. Staff updated and produced custom reports and performed maintenance on the Oracle database in order to prepare for running the Challenge. COG/TPB staff fixed some small bugs, added new employer participants to the user interface, and wrote and produced reports for the Challenge. After the Challenge ended, staff produced final reports. Staff then modified the TDM web application code and performed maintenance on the Oracle database in order to shut down the Challenge functionality.

Enhancements and fixes were made to the 'Pool Rewards software code. COG/TPB staff enabled 'Pool Rewards to handle the new I-95 Express Lanes incentives. COG/TPB staff developed a new report for the Vanpool Incentives Program that aggregates commuters' trip logs per pool by month. The output is a CSV file that is easily converted to a spreadsheet for additional calculations and analysis. Also noteworthy, some commuters in the van and car pool incentives programs have gotten behind in logging their commute trips. These programs require completing trip logs as a condition of receiving incentive payments. COG/TPB staff developed, tested, and

debugged application and database code that emails reminders that encourage people who are behind in logging to try and catch up. These email messages also contain instructions about how to use the software to keep logs up to date.

Administrators often encounter difficulty running reports by specific employer. The reason is that we have large numbers of duplicate employer records in the database. During registration, commuters are asked where they work. The program provides functionality that enables the user to search the database for his employer, and then choose his employer from a list generated by the program. For reasons that remain unclear, registrants often ignore the list the software presents. Rather than choosing from the list, they simply proceed to type in all their information and the program creates a new record. The result is unnecessary duplication of data. There is no adverse effect until someone wants to run a report showing commuters who work, for example, at the U.S. Department of Justice or some other big employer. With a large number of commuters linked to many different records, neither the ride matching coordinator nor the software can sort them all out to produce a meaningful report. During FY 2014, COG/TPB staff and Media Beef implemented a refined employer search facility, and while that helped to reduce the number of duplicates, it is not able to eliminate them all. During FY 2015, COG/TPB staff worked with Media Beef to enhance the search by creating a dedicated index of employers for the software to use when searching. COG/TPB staff wrote database code to analyze the current store of data to determine ways to increase its optimization. Adding this new logic and data has alleviated the duplicates situation, but refining this process will be an ongoing task.

Several of the region's employers asked whether it would be practical to display TDM pages on the TDM system site customized with graphics. These customizations have no effect on program logic. In other words, the TDM site would be the same as ever but with the employer's colors, logo and artwork. COG/TPB staff and Media Beef designed, coded, and tested a solution. Staff loaded graphics and employer location data into the Oracle database for these pages. Staff also upgraded the Java library the web server uses to communicate with the Oracle database in order to support the new customized employer pages functionality. The first organizations to take advantage of this new feature are the University of Maryland and Arlington Public Schools. These employers get custom URLs for their employees to use. The enhancement was designed from the ground up to prevent commuters from creating duplicate employer records. Implementing it required changes to the logic that creates the list of employers during registration. That list is typically restricted to a maximum of 25 entries. If a registering commuter works for an employer who has customized pages, on the other hand, the program determined the employer when the commuter first logged in to the account (or is visiting using the custom URL). That means there is a limited number of known locations and they all must be displayed. The logic is to display all locations for commuters whose visit uses customized employer pages, otherwise, display a maximum of 25 choices.

SchoolPool is a web application to help parents connect with one another to form carpools, walking groups or biking groups for traveling to and from school. COG/TPB staff and the development contractor collaborated to move the SchoolPool web application from JBoss4 to Wildfly, and to move the SchoolPool database from Postgres to Oracle. During development, COG/TPB

staff previewed some of the web pages that will become part of the new version of SchoolPool and made changes. Testing is ongoing, and the new application should be deployed for public use by the end of September 2015.

COG/TPB staff set up a new database server, planned a new installation of the latest version of Oracle Database, and installed Oracle 12c Database on it. Staff created test accounts and data for Media Beef to use while developing new versions of the TDM System and SchoolPool. COG/TPB staff oversaw testing on the new Oracle 12c Database server.

COG/TPB staff and Media Beef designed and implemented a new web service that will help spur interest in Commuter Connections. COG/TPB staff met with representatives of Conveyal on November 13, 2014 about providing the number of possible pool matches by zip code. This web service takes a commuter's origin and destination zip codes as input. It sends back the number of car pools in the TDM system the commuter might be able to join. The functionality can be made available to any web site that wishes to use it. The current users are Commuter Connections and CarFreeAtoZ, a multi-modal trip planner for the Washington DC region.

COG/TPB staff reviewed the technical documentation for the TDM System Users Training Manual. Staff updated some sections, completely rewrote some others, and replaced old illustrations with up to date graphics.

D. Commuter Information System

Work Accomplished on all Services Provided:

The 2015 fiscal year witnessed an overhaul of the Commute Options interactive web map, known informally as the Park and Ride Lots map. COG/TPB staff created new data for the next revision of the map. Throughout the year, COG/TPB staff received new NAVTEQ Streets data and made updates to the map and web application. Staff built and published a new map service using ArcGIS Server 10, and built a new web mapping application on ArcGIS online. This new version is a mashup of data supplied by ESRI servers and data supplied by the Commuter Connections ArcGIS server. COG/TPB staff deployed the new map service and web mapping application in January 2015. To view the latest version, visit <http://maps.mwco.org>.

COG/TPB staff produced an updated map of the Washington region's HOV and Express Lanes for the Commuter Connections web site.

Throughout the fiscal year, COG/TPB staff continued to maintain and monitor the ArcGIS server that provides the data for the park and ride lot map to the public.

II. REGIONAL GUARANTEED RIDE HOME PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

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

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

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

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

B. Process Trip Requests and Provide Trips

Work Accomplished on all Services Provided:

Between the months of July 2014 and June 2015, there were 4,081 GRH applications received. 6,401 commuters were re-registered and 3,936 commuters were newly registered in the regional GRH program. These new registrants included 37 previous “one-time exceptions.” A total of 9,060 registrants were registered for GRH at the end of FY 2015. The GRH program provided 2,268 GRH trips in FY 2015. Seventy-Nine (4%) of these trips were “one-time” exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (41%) followed by Child Care trip reasons (24%) and Family Emergency trip reasons (20%) as the top three reasons cited for GRH trips during FY 2015. Missed “pool” accounted for 2% and Unscheduled Overtime accounted for 13% of the trips taken during the fiscal year. .05% of the GRH trips taken during FY 2015 were categorized as “Other.” The average cost of a GRH trip in FY 2015 was \$69.41. This was slightly less than last fiscal year’s average cost of a trip.

The majority of registered commuters live in Virginia (56%), with 39% residing in Maryland and 3% in the District. Registered commuters residing in Delaware, Pennsylvania and West Virginia account 2% of all registrants (see Figure 3). 60% of the GRH registrants work in the District of Columbia, with 25% working in Virginia and 15% working in Maryland (see Figure 4).

Of the commuters who were registered for the GRH service in FY 2015, Fifty percent (50%) of all GRH registrants use transit to travel to work, Twenty-four (24%) carpool or vanpool, and two percent (2%) either bike or walk to work. Figure 5 separates transit only and “pool” only registrants from those that combine transit and pooling (17%) as their commute mode. Seven percent (7%) GRH registrants indicated that “Other” was their primary commute method.

Of the commuters who used the GRH service in FY 2015, 53% use transit to commute to work, 31% carpool or vanpool, and 10% combine transit and pooling. Five percent (5%) indicated “Other” was their primary commute mode and one percent (1%) indicated their commute mode of preference was “Bike/Walk Only w/transit.” Figure 6 separates transit only and “pool” only users (10%) from those users that combine transit and pooling as their commute mode.

Meetings were held three times during the course of the fiscal year with the daily operations contractor Diamond Transportation Services to discuss trip coordination and service provider issues. The meetings were held on September 24, 2014, January 28, 2015, and May 27, 2015.

III. MARKETING

A. TDM Marketing and Advertising

Work Accomplished on all Products and Services:

An event was held on July 16, 2014 to recognize Commuter Connections' 40th Year Anniversary. Network members and stakeholders from across the region gathered at COG to celebrate the milestone. The list of guest speakers was Emcee Patrick Wojahn – TPB Chair and City of College Park Councilmember; Bob Marbourg - WTOP Traffic Reporter; Kelley Coyner - Northern Virginia Transportation Commission Executive Director; former MWCOG employees Phil Shapiro and Simela Triandos and current Commuter Connections Director Nicholas Ramfos. The festivities included Commuter Connections Trivia, a digital timeline and video. The board room was filled with nostalgia, decorated with posters and pictures from past marketing campaigns. A cake shaped into the number 40 topped off the commemoration. COG/TPB staff coordinated logistics for the event including e-invites, speaking remarks and media outreach.

The 2013 State of the Commute report was printed along with several special pull out sections. Rideshare and GRH brochures were replenished. COG/TPB staff worked with AAA Mid-Atlantic on the Terrible Traffic Tuesday press release prior to Labor Day.

The FY 2015 Marketing Communications Brief and Schedule was posted to SharePoint for committee feedback. The Marketing Brief outlined a proposed strategy for Commuter Connections for the fiscal year, based on review of regional data and market research, as well as previous campaign experience. The document outlined proposed marketing plans and communication programs which targeted specific audience groups likely to adopt alternative transportation practices in order to reduce traffic congestion and auto emissions. The brief and schedule also outlined proposed tactics and media allocations for Ridesharing, GRH, 'Pool Rewards, Special Events (Bike to Work Day, Car Free Day, Employer Recognition Awards) and Employer Outreach. Committee feedback was incorporated into the Marketing Brief and Schedule and was finalized.

Volunteers were solicited from each state to serve on the FY 2015 Commuter Connections Marketing Workgroup. Members of the Workgroup helped provide feedback on radio scripts and creative concepts developed for the FY 2015 regional TDM marketing campaign. Feedback helped shape the direction and refine the marketing materials. FY15 workgroup members included Meredyth Jensen - D.C.; Adrienne Moretz - Frederick, MD; and Sharon Affinito - Loudoun, VA.

Bi-weekly conference calls were held between the marketing contractor and its sub-contractors throughout the fiscal year to discuss the planning and status of FY15 regional TDM marketing project activities. The marketing and public relations contractors were managed throughout the year to implement the regional TDM marketing campaign and earned media plan.

The Commuter Connections newsletter and Federal ETC insert was issued on a quarterly basis. The newsletters were drafted, revised and mailed to the regional ACT! employer database, Committee members and other stakeholders; an online version was also made available. The newsletter with

insert was distributed in PDF form to the Federal ETC community through GSA.

The fall media buy and earned media plan were executed beginning October 2014 and ran through the end of the quarter, using ads developed in the previous fiscal year. In addition to radio for both GRH and Rideshare, the Rideshare campaign also included TV snipes and squeezebacks, and web and mobile friendly ads on Pandora.

A draft report was issued of the regional stakeholder discussion groups held in November. The report summarized stakeholder ideas, opinions and concerns on issues regarding TDM and programs and services of Commuter Connections. An online commuter survey was initiated through Facebook. Survey participation was incentivized through a \$100 Amazon gift card raffle.

The FY15 Regional TDM Strategic Marketing Plan and Resource Guide was approved at the December 2014 Regional TDM Marketing Group meeting. The final report was printed in a spiral bound publication, and also made available online. This regional annual guide serves as a resource for current TDM products & services, and provides a snapshot of current and planned marketing activity occurring within the region for Commuter Connections and its various network members. It also contains summaries of TDM research from the last five years.

Direct mail campaigns were sent out twice during FY2015 to 500,000 residents per mailing, in December and in June. Mailers were sent to targeted zip codes within jurisdictions that have shown a higher propensity to rideshare, based on an analysis of the applicants already in the regional TDM software system. The list of zip codes by jurisdiction that received the mailers was posted to SharePoint. For each mailing, two unique brochures were created with images that provided emphasis on ridesharing or GRH. Key messages for the new FY2015 campaign were "Ride Happy" for Rideshare and "Just in Case" for GRH. Each of the mailer versions cross promoted both services and also the 'Pool Rewards program. Additionally, the December mailer promoted E-ZPass Flex for use on the new I-95 Express Lanes. A tear off application was included, allowing recipients to apply for programs offered by Commuter Connections, or to request additional information. Mailers included a postage paid reply application form to mail back, and commuters were also encouraged to go online.

The spring FY15 regional marketing campaign media buy and earned media plan were finalized in January. Rideshare was promoted on a variety of radio stations. Television squeezeback advertising ran on WJLA news (ABC News 7), and television snipes ran on Comcast during Capitals, Wizards, and Redskins programming. GRH was promoted through a variety of radio, and on donated transit advertising space. The transit signage included exteriors on PRTC and Fairfax Connector buses; interiors on ART buses and MARC trains, and bus shelter ads in Prince George's County. Complimentary display ads were also provided for several printed publications, within VRE's newsletter, and in DATA's Livemore tabloid style periodical. Staff also participated in public affairs radio show interviews on WPGC and WLZL.

Commuter Connections provided a sponsorship toward the Clean Air Partners marketing campaign for FY2015. The campaign is looking to meet or exceed last year's regional in-kind monetary donation for transit advertising. The marketing campaign will include radio, online advertising, transit, media outreach, and

social media. The radio spots will feature AirAlert subscribers speaking about how Clean Air Partners benefits their lives.

Discount coupons for area attractions were provided to commuters who renewed their GRH membership. A Facebook contest was coordinated with Comcast Sportsnet, featuring Washington Capitals player Karl Alzner. The winner's carpool will ride to work in a limo with the professional hockey player.

COG/TPB staff participated in a quarterly Earned Media conference calls with ODonnell Company and Archstreet Communications.

COG/TPB staff also participated in a conference calls with Metropia regarding flex-time and flex-routing technology in May and June.

Regional TDM Marketing Group meetings were held throughout the year on a quarterly basis. The agenda, meeting notes, and meeting handouts were prepared. The following are highlights from those meetings:

September 16, 2014 – Commuter Connections' FY 2015 planned fall regional TDM Marketing Activities; Final FY14 Second Half Marketing Campaign Summary report; change of Chairpersons; FY 2015 Marketing Workgroup; FY15 Marketing Communications Plan and Schedule, and draft FY15 Washington Metropolitan Resource Guide and Strategic Marketing Plan.

December 16, 2014 - Commuter Connections' FY 2015 regional TDM Marketing Activities; Mike McGurk 95 Express Lanes marketing; FY15 First Half Regional TDM Marketing Campaign summary draft report; and the Washington Metropolitan Regional TDM Resource Guide and Strategic Marketing Plan FY 2015 final draft.

March 17, 2015 – Commuter Connections' FY 2015 regional TDM Marketing Activities; The FY15 First Half Marketing Campaign Summary final report and the FY15 Second Half Marketing Campaign Summary draft report were distributed. 2015 Street Smart marketing campaign. Potomac and Rappahannock Transportation Commission marketing activities.

June 16, 2015 - FY 2015 Regional TDM Marketing Activities; call for FY 2016 Marketing Workgroup volunteers; Metropia presented an incentive-based system that uses traffic prediction technology; FY15 2nd half regional TDM Marketing Campaign summary revised draft document.

Commuter Connections participated in the following events in FY15:

- United Nations Foundation - September 10
- University of Maryland Transportation Fair - September 23
- DATA Livemore Block Party, Reston – October 1
- Transportation Safety Administration, Arlington, VA – October 22
- Mark Center Alexandria - December 10
- NAVSEA at Buzzard's Point - January 15
- Navy Yard - January 28
- Defense Health Headquarters, Falls Church - February 11
- Worldgate Center, Herndon - February 25
- USPTO, Alexandria - April 16

- HHS, D.C. - April 21
- Freddie Mac, D.C. - April 22
- United States Geological Survey, Reston - April 22
- US Department of Commerce, D.C. - April 22
- KPMG, D.C. - April 22
- Food & Drug Administration, White Oak - April 23
- DOD Pentagon - May 5
- NoMa D.C. (Bike to Work Day) - May 15
- Fort Belvoir, VA - June 2
- Aerospace, Chantilly - June 3
- Mark Center, Alexandria - June 24

Listings were placed in both print and electronic versions of Hibu directories throughout the Washington region under the carpool and vanpool services category. Directory listings were also placed into military base guides. Commuter Connections brochures were revised and replenished as needed.

The rotating flash file images on the Commuter Connections home page were updated to reflect visuals of the new FY15 marketing campaign. COG/TPB staff monitored Google Analytics website traffic reports and compiled reports for review. COG/TPB staff monitored website activity and computer code to maintain accurate website functionality. The commuter Bulletin Board and social networking sites were managed and maintained. SharePoint was utilized for posting of marketing and advertising materials for review by Commuter Connections Committee members.

B. Bike to Work Day

Work Accomplished on all Products and Services:

Adrienne Moretz, Frederick County TransIT Services was secured to serve as the FY 2015 Chair of the Bike to Work Day Steering Committee.

Commuter Connections conducted its annual sponsorship drive from October to January with letters and phone calls to past and prospective sponsors. Discussions were held with sponsors regarding Bike to Work Day opportunities for 2015. The fund raising drive netted a total of \$47,100 in cash donations, an increase of 5% from 2014. General Dynamics and KIND Healthy Snacks became first time cash sponsors, and Earth Justice returned as a sponsor after many years. Sponsor logos were obtained for the event web site and marketing materials. Invoices were created for signed sponsor declaration forms and incoming checks were processed. Sponsors with outstanding invoices were contacted as a reminder to make overdue payments.

Steering Committee meetings were held every other month from September 2014 through May 2015. Topics included the 2014 slideshow, employer challenge, and event report and the setting of the 2015 goal at 19,000 registrants. Subsequent meeting discussions surrounding the 2015 event included items such as the event T-Shirt, flyers and rack cards, radio, proclamation, banners, press releases, and registration reports. At each

meeting pit stop managers updated the Committee on plans and progress for their individual events.

Posters and rack cards were developed and printed, including a small quantity printed in Spanish. The materials were color coordinated to coincide with the T-Shirts. Posters were distributed to pit stop managers and Bike to Work Day stakeholders, and mailed to employers with a cover letter and tips on "How to Organize a Bike to Work Day."

A Bike to Work Day presentation was given by staff at the Transportation Planning Board Technical Committee meeting on April 3rd. A presentation was also made by the Committee Chair at the Transportation Planning Board's April 15th meeting, where the regional Bike to Work Day Proclamation was adopted. The proclamation was enlarged and signed by DC Council Chairman and TPB Chair Phil Mendelson. Photos were taken and posted onto the Bike to Work Day web site.

The radio buy was finalized and a 60-second spot was recorded and aired on DC 101, WPGC, and Hot 99.5 radio stations over a three week period. Gold level sponsors ICF International and Marriott International were mentioned.

The Bike to Work Day web site was designed and managed in-house, and social media pages were customized with relevant graphics and information to reflect the marketing look and feel of the 2015 campaign. The 2015 event T-shirts were finalized, printed, and distributed. A group of volunteers were formed to sort the T-shirts for pick up by the pit stop managers. T-Shirts were offered to gold and silver sponsors as a thank you for supporting the event.

Vinyl banners were created and delivered to pit stop managers for use as promotional tools leading up to Bike to Work Day 2015, and to use as a backdrop at the events. The eight foot wide banners were bright orange in color and reflected 2015 event graphics. Each banner was customized with specific pit stop locations and times.

The earned media strategy was developed for Bike to Work Day and media interviews were coordinated. The pre-event press release and calendar posting were sent in April, and a two other pre-event press releases were sent in early May. The Committee Chair participated in a promotional video for Bike to Work Day was produced by COG for distribution on social media. Media outlets were pitched and interviews took place with Nicholas Ramfos on Total Traffic Network. Bike to Work Day had an above the fold story in the Washington Post Metro Page, entitled "The wheels are in motion for Bike to Work Day". A final press release was sent on the day of the event. Over 100 media placements across print, internet, radio and television were seen both pre and post event.

Throughout the planning and implementation process leading up to the event, support was provided to pit stop managers and Committee members. Local law enforcement agencies in the region were informed regarding the size, scope, and localities of the pit stop events.

The Bike to Work Day event was held on Friday, May 15th at 79 simultaneous locations throughout the Washington metropolitan region. The number of Bike to Work Day registrants reached nearly 17,500, a 4% increase over the prior year. COG Executive Director Chuck Bean gave remarks at the Columbia Pike pit stop event in Arlington and Commuter Connections Director Nicholas Ramfos spoke at the NoMa pit stop.

Letters of invitation to attend the pit stops were sent by WABA to elected officials and other key stakeholders. COG reviewed and provided edits to the letter and gave a list of TPB members for the letter's distribution.

Over fifty elected officials and dignitaries either bicycled to and/or spoke at one of the local pit stop events, including the youngest mayor in Maryland state history, 19 year old Brandon Paulin, mayor of Indian Head; U.S. Secretary of Labor Tom Perez attended the Mt. Vernon Triangle pit stop; and District Council and TPB Chairman Phil Mendelson spoke at the Freedom Plaza pit stop.

An analysis was conducted of final registration data to determine the number of bicyclists by pit stop and by employer. The top five pit stops were VA, Arlington Rosslyn - 953; DC, Freedom Plaza - 932; MD, Bethesda - 708; DC, National Geographic - 650; and VA, Arlington Crystal City Water Park - 571. The University of Maryland was chosen as the winner of the Employer Challenge luncheon which took place on June 23rd. A plaque was presented by COG and WABA staff to Department of Transportation Services Executive Director J. David Allen. Other top five employers included NIH, and the U.S. Department of Defense, U.S. Department of Justice and U.S. Department of State.

BTWD 2015 Media Coverage		
Print/Online Coverage - 112		
March	WABA Blog	WHAT IS BIKE TO WORK DAY?
3/15/2015	NIH Bikes	Bike to Work 2015
3/18/2015	Bethesda Magazine	Register Now For Bike To Work Day In Bethesda, White Flint
3/18/2015	Bike Arlington	Bike to Work Day 2015
3/18/2015	Dcist	Bike To Work Day Is Coming, Registration Now Open
3/20/2015	Hill Now	'Bike to Work Day' Pit Stops Announced for Capitol Hill, NoMa
3/24/2015	Mass Transit	Montgomery County Bike to Work Day May 15

April	About Travel	Bike to Work Day 2015 in Washington, DC
April	Arlington Transportation Partners Blog	Bike to Work Day
April	Capitol Hill	Bike to Work Day is May 15; Register for Our Pit Stop at Eastern Market Metro Plaza
April	REI	Bike to Work Day - NoMA Pit Stop (DC)
April	NoMa BID	Bike to Work Day 2015
4/1/2015	Washington City Paper	Gear Prudence: How Can I Become a Consistent Bike Commuter?
4/4/2015	Alexandria's Red Brick Town	Registration for Bike to Work Day 2015 is NOW Open!
4/6/2015	District Chronicles	Metro Brief: Registration is open for Bike to Work Day
4/9/2015	Reston Now	Thursday Morning Rundown
4/13/2015	Greater Greater Washington	Events roundup: Get up and go!
4/14/2015	WABA Blog	WANTED: VOLUNTEER PHOTOGRAPHERS FOR BIKE TO WORK DAY
4/15/2015	Downtown DC	Bike to Work Day 2015

4/15/2015	Georgetown BID	Celebrate Bike to Work Day in Georgetown May 15
4/15/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day: The Best Thing on Two Wheel
4/15/2015	Golden Triangle BID	Start your morning with a leisurely bike ride to Farragut Park.
4/20/2015	Arlington Transportation Partners Blog	Bike to Work Day is Less Than a Month Away
4/22/2015	Gazette.net	'A great time' to focus on bikes in Montgomery County
4/23/2015	goDCgo E-Newsletter - District Department of Transportation	SmartBenefitsSM Employer Seminars
4/24/2015	Gazette.net	Rockville events will celebrate Bike Month
4/27/2015	District Chronicles	Metro Brief: Register for Bike to Work Day 2015
4/28/2015	goDCgo E-Newsletter - District Department of Transportation	Walk This Way: Tomorrow is National Walk@Lunch Day
4/29/2015	Falls Church News - Press	City supports Two Bike to Work Day Pit Stops
4/30/2015	Bike and Roll Blog	5 Things to do in DC in May
4/30/2015	MWCOG E-Newsletter	Video: Bike to Work Day 2015

May	About Travel	Bike Events 2015 in Washington DC
May	Georgetown BID	CELEBRATE BIKE TO WORK DAY IN GEORGETOWN MAY 15
5/1/2015	The Washington Post_Going Out Guide	The Hotlist: 13 things to see, eat, drink and do in May 2015
5/4/2015	goDCgo E-Newsletter - District Department of Transportation	Celebrate National Bike Month
5/4/2015	The Georgetown Dish	Celebrate Bike To Work Day in Georgetown May 15th
5/6/2015	Falls Church News - Press	'Bike to Work' Day on May 15 Highlights Falls Church Bike Plan
5/6/2015	Capital Bikeshare	Cycle With Class - Learn from WABA
5/8/2015	Momentum Mag	Five Bike to Work Week Events Around the US
5/11/2015	Dcist	Bike To Work Day Is Happening Friday
5/11/2015	Rockville Patch	Beat Frederick, Participate in Rockville Bike to Work Day
5/11/2015	The Fredrick News Post	6 Things to Know This Week — May 11
5/11/2015	The Georgetownner	Friday Is Bike-to-Work Day
5/11/2015	Washingtonian	See How Four Washingtonians Bike to Work

5/12/2015	Investor Place	Bike to Work Day 2015: What to Know
5/12/2015	Time Magazine	These Are the 9 Best Cities for Biking to Work
5/13/2015	Afro American	Comptroller to Promote Bethesda Bike to Work Day, Tour Laurel School and Present WDS Award
5/13/2015	Alexandria's Red Brick Town	Bike to Work Day is This Friday in Alexandria and the DMV
5/13/2015	Arlington Now	Bike to Work Day is This Friday
5/13/2015	Gazette.net	Bike to Work Day is Friday
5/13/2015	Greater Greater Washington	Friday is Bike to Work Day. Here's where to find a pit stop
5/13/2015	Reston Now	Friday is Bike to Work Day 2015
5/13/2015	The Washington Post_Going Out Guide	Bike to Work Day
5/13/2015	WABA Blog	HOW TO PREPARE FOR BIKE TO WORK DAY
5/13/2015	Washington Post - Local VA	Alexandria-Arlington community calendar, May 14-20, 2015
5/14/2015	Arlington Now	AAA to Roll Out Local Roadside Bicycle Assistance

5/14/2015	Dcist	D.C.'s Bikeability Ranking Drops, But Still One Of The Most Bikeable Cities
5/14/2015	Fairfax Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	Manassas Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	Maryland Transit Administration	MTA Celebrates Bike to Work Day
5/14/2015	PlanItMetro blog	Metro Pitstops on Bike to Work Day – Friday!
5/14/2015	Popville DC Neighborhood Blog	Bike to Work Day is Tomorrow – Get a Free U Lock from Metro and Free Coffee from Bike Rack
5/14/2015	Smithsonian	Smithsonian Rolls Out Bicycle History for Bike-to-Work Day
5/14/2015	The Washington Post	“Bike to Work Day” forecast: No rain, hurrah!
5/14/2015	The Washington Post_Dr. Gridlock	Bike to Work Day is Friday and the weather forecast is...
5/14/2015	The Washington Post_Going Out Guide	The long-running USDA Farmers Market is adding night hours on Friday
5/14/2015	USDA	Walk, Run, Ride to the First USDA Farmers Market at Night

5/14/2015	Washington Business Journal	AAA Mid-Atlantic has expanded its roadside coverage to include bicycles, including Capital Bikeshare
5/14/2015	Washington Business Journal	Washington, D.C., is a top 10 bike-friendly city
5/14/2015	Washington Post - Metro	The Wheels are in motion for Bike to Work Day
5/14/2015	Washingtonian	17 Biking Apparel Pieces to Improve Your Ride on Bike to Work Day
5/14/2015	Washingtonian	Get Ready for Bike to Work Day 2015
5/14/2015	Washingtonian	How Capital Bikeshare Stacks Up Against Other Forms of Transportation
5/14/2015	Washingtonian	10 Creative, Design-Friendly Ways to Store a Bike
5/14/2015	Woodbridge Patch	Bike to Work Day Pit Stops Near You on Friday
5/14/2015	NoMa BID Newsletter	Bike to Work Friday, May 15
5/15/2015	Alexandria's Red Brick Town	Carlyle Council Donates \$100,000 to Alexandria's Capital Bikeshare Operating Fund
5/15/2015	Dcist	DDOT Adds More Wheel Stops To Pennsylvania Avenue, Cyclists Rejoice
5/15/2015	Falls Church News - Press	Bike to Work Day

5/15/2015	Greater Greater Washington	Breakfast links: Keep rollin'
5/15/2015	Hill Now	Morning Rundown
5/15/2015	Kabir Cares.org	Bike to Work Day – This Friday
5/15/2015	League of American Cyclists	HAPPY NATIONAL BIKE TO WORK DAY!
5/15/2015	Mass Transit	Metro Supports Bike to Work Day
5/15/2015	MD Magazine	2015's Best Cities for Bikers
5/15/2015	Rep. Don Beyer	Happy Bike to Work Day!
5/15/2015	The City Fix	Friday Fun: 2015's Top Bike Stories So Far
5/15/2015	The Fredrick News Post	Bike to Work Day rolls out the fun
5/15/2015	The Triangle	Bike to Work Today in the Triangle
5/15/2015	The Washington Post	Six cities that do biking better than D.C.
5/15/2015	The Washington Post_Capital Weather Gang	D.C. area forecast: Pleasant and variably cloudy today; Muggier and warmer this weekend
5/15/2015	USA Today	3. National Bike to Work Day encourages commuting on two wheels
5/15/2015	Washington Business Journal	Commuters hit the road for Bike to Work Day (Video)

5/15/2015	Washington Business Journal	What does it take to become a bike commuter? (Video)
5/15/2015	Washington Business Journal	Results: Did you participate in Bike to Work Day?
5/15/2015	Washington City Paper	On Bike to Work Day, New Protections, Same Ol' Crashes
5/15/2015	Washingtonian	What to Do This Weekend: May 15 to 18
5/15/2015	White House Council on Environmental Quality Blog	Celebrating National Bike to Work Day
5/16/2015	The Wash Cycle	BTWD at Eastern Market
5/17/2015	Alexandria's Red Brick Town	Bike to Work Day 2015 in the Carlyle Neighborhood
5/18/2015	Falls Church Patch	Express Lanes Team Supports Local Pit Stop at Bike to Work Day 2015
5/18/2015	Gazette.net	Thousands use pedal power to get around Montgomery County
5/18/2015	BicycleSPACE Blog	Bike to Work Day 2015: One for the history books
5/19/2015	Potomac Local	150 commuters participated in Bike to Work Day
5/19/2015	The Wash Cycle	Bike to Work Day Wrap-Up

5/20/2015	The Connection	More Area Residents Bike To Work
5/21/2015	Arlington Transportation Partners Blog	Bike to Work Day Recap: Waterview
5/28/2015	Arlington Now	Progressive Voice: Happy Bike Month!
5/28/2015	goDCgo E-Newsletter - District Department of Transportation	Bike to Work Day Breaks Record Ridership
6/1/2015	The Fredrick News Post	On the Move: Frederick wins Bike to Work Day challenge
6/2/2015	Capital Bikeshare	Working Hard on #BTWDC 2015
6/5/2015	NIH Record Newsletter	NIH'ers Leave Cars at Home for Bike to Work Day
Television Coverage - 7		
5/14/2015	CBS DC	More Than 75 D.C. Area Pit Stops Planned for 'Bike to Work Day'
5/15/2015	ABC 7	Thousands of D.C. area cyclists prepare to hit the road for 'Bike to Work Day'
5/15/2015	ABC 7	D.C. area cyclists will hit the road for 'Bike to Work Day'
5/15/2015	ABC 7	Bike to Work' Day kicks off in D.C. area
5/15/2015	Fox DC	Officials highlight Bike to Work day in Maryland

5/15/2015	4 NBC Washington	Bike to Work Day Is Back! Hit the Road May 15
5/15/2015	9 WUSA	It's Bike to Work Day!
Radio Coverage - 4		
April	HOT 99.5	Enter to win a Single Speed Hudson Bike
5/6/2015	WTOP	Illegal U-turns across Pennsylvania Avenue bike lanes growing safety concern
5/14/2015	Total Traffic	Tom Roberts Interview with Nick Ramfos
5/15/2015	WAMU	Better Bicycling Information May Be On The Way From D.C. DMV

C. Employer Recognition Awards

Work Accomplished on all Products and Services:

A task schedule was developed which outlined all associated deliverables involved with planning the 2015 Employer Recognition Awards event.

The 2015 awards application brochure and nomination form was created, finalized and distributed to Level 3 & 4 employers throughout the region. A version of the awards nomination form was also made available online. Additional distribution channels for the nomination brochure included a mailing to top level executives, Chamber of Commerce's, and the Employer Outreach Sales Representatives. Email blasts were sent to employers and links were placed on the Commuter Connections and Council of Governments home pages.

After a competitive bidding process, the Grand Hyatt Washington was retained as the venue for the June 2015 Employer Recognition Awards ceremony. Employer nominations were reviewed and qualified. Employers were contacted and interviewed regarding any questionable or missing information on the nomination forms. One-page summary reports were created of each nominee for the Selection Committee. The Awards Selection Committee was formed and the meeting took place on March 19th and was chaired by TPB First Vice Chair and City of Alexandria Council Member, Timothy Lovain.

Marketing and advertising materials for the Employer Recognition Awards were coordinated with the marketing contractor and reviewed by the FY2015 Awards Workgroup. Workgroup members included Shawntea Smith, Prince George's County; Meredyth Jensen, goDCgo; and Katy Nicholson, PRTC.

Winners were contacted by phone and followed up with letters of confirmation. Notification letters also went out to inform non-winning award nominees of their status. The Employer Recognition Awards workgroup was coordinated with regarding the giveaway item for the awards ceremony; the item selected was a stainless steel coffee decanter. The giveaways were ordered and made available to attendees along with a commemorative program booklet. Coordination occurred with the winners to gather content for the awards program booklet. Booklet highlights included introductory letters from Commuter Connections Subcommittee and TPB Chairs; and profiles and photos of each of five the award winners.

Estimates were solicited of video services through a competitive bidding process. Questions were provided to the interviewees and filming logistic were coordinated.

Feedback was provided for editing of the video and the final version was presented at the Grand Hyatt Washington ceremony. The event video encompassed two minute segments of each award winning program.

Glass trophies were ordered for the five award recipients, and podium signage was created. Invitations were created and mailed within a customized theme envelope. Name tags of attendees were created. Catering arrangements were made with the venue, materials were delivered and a walk thru was conducted prior to the event.

Event speakers were secured, remarks were written, confirmation letters were sent, an agenda was created, instructions were provided and thank you letters were sent to speakers after the event.

The eighteenth annual Commuter Connections Employer Recognition Awards event was hosted on June 30, 2015. The event's emcee was City of Alexandria Councilmember, and TPB First Vice Chair, Tim Lovain. The Incentives award was presented by Michael McGurk, Senior Corporate Relations Associate Transurban, and given to Opower, Arlington County. The Marketing award was presented by Peggy Schwartz, Executive Director, Transportation Action Partnership, and was given to Wedding Wire, Montgomery County. The Telework award was presented by Caroline Hull, Director, Salesforce Automation comScore, and was awarded to the Southern Maryland Electric Cooperative, Charles County. The Employer Services Awards were presented by Charles Allen, Council Member, District of Columbia and member, Transportation Planning Board. The Sales Team Achievement went to the District Department of Transportation, and the Organization Achievement went to the Fairfax County Department of Transportation.

A media advisory was sent prior to the event and a press release was sent out to the media the day of the awards ceremony. A display ad appeared in the Wall Street Journal to recognize employer award recipients. Following the event, thank you letters were sent to the speakers. Awards photos, winner logos and seals, the program booklet and video were placed onto the

Commuter Connections web site, and photos were placed onto the social media sites.

For promotional use, media kits were sent to each of the three employer winners, which included a customized press release, specific for each employer and featured a quote from each company's spokesperson; the winners seal; and suggested social media posts.

Secured media impressions include:

Date	Outlet	Headline
7/1/2015	Transportation and Infrastructure Daily	3 D.C. Area Employers Honored for Reducing Workers' Commuter Pollution
7/2/2015	St. Mary's County Times	SMECO Receives Award for Telework Program
7/3/2015	Maryland Community News	SMECO Receives Commuter Connections Telework Award
7/5/2015	Ride Smart	D.C. Area Employers Recognized for Reducing Traffic Congestion and Carbon Footprint Through Innovative Commuter Programs
7/20/2015	Southern Maryland Online	SMECO Receives Commuter Connections Telework Award

D. Pool Rewards

Work Accomplished on all Products and Services:

A survey analysis was assembled based on data collected from past program participants. Results will be used to make any necessary program adjustments. COG/TPB staff finalized the survey results from the 'Pool Rewards survey and developed and gave presentations at both the ACT and ITE Annual conferences.

COG/TPB staff worked with the vanpool provider services on contract amendments for FY 2015.

COG/TPB staff participated in an NTD Safety and Security Webinar on September 30th.

Live radio reads for 'Pool Rewards were edited and approved for airing as part of the fall media plan's value-added advertising. A photo contest was promoted on social media to help promote the 95 Express Lanes E-ZPass Flex. The mass mailer sent in December 2015 and again in June 2015 contained the 'Pool Rewards logo and a brief write up. It also touted a special

'Pool Rewards bonus for commuters who start or join a new carpool and use an E-ZPass Flex while driving on the Express Lanes. A press release was sent out in December regarding the 95 Express Lanes opening and the 'Pool Rewards bonus offer. A targeted email blast was sent to select commuters in the Commuter Connections database to promote use of the 95 Express Lanes and 'Pool Rewards.

Commuter Connections and Trans Urban 95 Express Lanes teamed up during the fall to reward a \$500 gas gift card to Washington region commuters who posted the phrase #95carpoolcontest to the Commuter Connections Facebook page along with a photo of themselves and carpool members with the E-ZPass Flex between October 1 – 31st. Entries were collected from Twitter, Facebook, and Instagram, and had to include the hashtag #95carpoolcontest with a photo.

COG/TPB staff participated in an FTA NTD safety and security webinar on October 2nd. COG/TPB staff met with vRide representatives on October 16th to discuss the status of the 'Pool Rewards program. COG/TPB staff participated in an NTD webinar regarding its updated web site on October 24th.

A media buy ran during the month of January for 'Pool Rewards which focused on federal workers, Hispanics, and military base personnel. Paid radio spots aired during consecutive weeks on Federal News Radio and Spanish ads on El Zol. Print ads appeared in the Fort Detrick and Joint Base Andrews Gazette newspapers to encourage commuters driving to those military installations to find a fellow military or civilian employee to start a carpool/vanpool with and save.

A meeting was held on February 10th with VDOT and Transurban to discuss various marketing and promotional ideas for the 'Pool Rewards/95 Express Lanes bonus offer. Subsequent to that meeting a 'Pool Rewards/95 Express Lanes online banner ad was created for the GWRideConnect web site and a Facebook ad ran in March to promote the added Express Lanes 'Pool Rewards incentive.

Paid Facebook ads promoting 'Pool Rewards began April 1st and ran through mid-June. Over 5,000 click-thrus were generated. A 30 second television ad was developed to promote the 'Pool Rewards program on NBC4 for approximately two months.

Messaging for 'Pool Rewards was coordinated with VDOT for placement onto five traveler information display units at Tysons Corner Center, to run for a three month period.

'Pool Rewards applicants for both carpools and vanpools were reviewed for eligibility and if qualified were processed, and registered.

COG/TPB staff also worked on submitting data on the vanpool portion of the project to the Federal Transit Administration's National Transit Database.

COG/TPB staff met with vRide representatives on June 10th to discuss the 'Pool Rewards Vanpool incentive program.

E. Car-Free Day

Work Accomplished on all Products and Services:

An all new Car Free Day poster was created, printed and delivered to network members. The poster depicted a car placed on a coat hanger with

the headline “Put it Away”. The call to action directed people to carfreemetrodc.org to take the pledge.

A Car Free Day 2014 proclamation signing took place on July 16th at the TPB meeting. Patrick Wojahn, TPB Chair, and City of College Park Councilmember signed an enlarged proclamation. A photo of the signing was placed onto the Car Free Day web site and several jurisdictions adopted Car Free Day proclamations of their own.

The Car Free Day website was updated to include elements from the new creative, unifying the campaign’s digital presence. More obvious and noticeable ways to reach the pledge page were added in 2014 to make it easier to find.

A total of three press releases were sent out in August and September 2014 to build momentum for Car Free Day. The contractor pitched the following press releases to news outlets: Car Free Day Free Registration is Now Open, Capital Area Car Free College Campus Challenge, and Drivers in the Metro DC Area Are Asked to Pledge to Go Car Free. Stories appeared on NBC4 TV, the Washington Post, WAMU, and COG Transportation Director Kanti Srikanth was interviewed on WUSA9 TV.

Draft radio scripts were developed and presented to the Steering Committee and revised, based on feedback. Voiceover talent was selected for the radio ad and a 60 second commercial was produced and aired several weeks leading up to the event. The radio spot aired on WTOP, DC101 and Hispanic station, El Zol.

Bus signage was secured for Car Free Day from several jurisdictions; artwork was created reflecting the poster and then printed, shipped, and installed at the various transit properties. Signage appeared on Fairfax Connector, Montgomery County Ride On, Metro, and Arlington Transit. A free internet banner ad was also created for placement onto the Metro website.

The Capital Area Car Free College Campus Challenge was created as a friendly competition to generate a buzz about Car Free Day on college campuses in the region. Six universities were asked to encourage their students, faculty and administration to take the Car Free pledge. They included Georgetown University, George Washington University, University of Maryland, George Mason University, American University, and University of the District of Columbia. Georgetown just edged out GW for total number of pledges.

Emails blasts were sent out to past Car Free Day participants and employers. Text messages were sent to those who opted in, prompting them to encourage friends to pledge.

Social media accounts were updated to reflect graphics from the 2014 poster. Facebook postings and tweets were placed on a regular basis to keep the Car Free Day event relevant and to garner more friends and followers. Nearly 3,900 people liked the Car Free Day Facebook page, up 8 percent since last year’s event; and the number of followers on the Car Free Day Twitter page increased almost 19% to 475.

Car Free Day Steering Committee meetings were held on July 10th and September 12th. Highlights from the meetings included discussion and updates on the event web site, poster, radio script, transit signage, press

releases, proclamation and a roundtable discussion on the various events and activities planned throughout the region.

Donated prizes were offered as incentives to people pledging to go car free or car-lite. Businesses and organizations who donated goods or services gained exposure and were associated with a cause that contributed to the betterment of the region's traffic congestion and air quality. New sponsors for 2014 included Sole' Bicycles, SEE eyewear, sweetgreen, Walking Role Models, and Six Flags America.

The marketing campaign consisted of radio, text messaging, posters, transit signage, email blasts, online banner ads, social media and an earned media effort. A mailing was also sent to employers in the regional ACT! Employer Outreach database that consisted of a cover letter and the event poster. Car Free Day was promoted at a special event in conjunction with El Zol radio at Festival Salvadorenisimo, which took place at the Montgomery County Fairgrounds. The efforts created awareness of Car Free Day and drove the public to the event website to take the pledge to go car free or car-lite on September 22nd.

Commuter Connections' network members hosted numerous events and promotions to celebrate the trial and use of car-free alternatives. The Tri County Council for Southern Maryland attended the North Beach Farmers Market; Montgomery County Commuter Services celebrated Car Free Day at Metro stations, and Transit Centers; and goDCgo appeared at Union Station with stickers.

Special promotions on Car Free Day included 24-hour Capital Bikeshare memberships for a \$1, and free rides on Frederick County TransIT Connectors and shuttle buses.

Nearly 4,656 took the pledge to go Car Free or Car-Lite on September 22, nearly an 11% increase over 2013. The majority of those who pledged indicated more than one mode of travel, typically transit coupled with walking. The breakdown by mode is as follows: Transit 84%, walking 39%, bicycle 38%, carpool/vanpool 10%, and telework 6.5%. The SOV group was made up of 1,322 people (28%) who pledged. Of the SOV group 36,577 miles were reduced. Pledges were made by residents of Virginia 36%, Maryland 35%, and the District at 29%.

A Steering Committee meeting was held on March 11th. Topics included background on Car Free Day, a recap summary and analysis of the 2014 event, plus discussions on the 2015 pledge goal and marketing materials. The Committee agreed to keep the pledge goal at 10,000, the same as it was the prior year. A team concept will be adopted for 2015.

A new responsive Word Press web site began development by COG/TPB staff for the 2015 event, which will also be friendly for mobile devices. The web site will provide more dynamic features and connectivity to social media.

A Car Free Day Steering Committee meeting was held on May 6th. The focus of discussion for this year's approach to Car Free Day was to establish a team approach to the event. Social media will be used more as a tool to generate a mutual commitment among participants. Hashtags were conceived to correspond with each mode such as #TEAMBUS and #TEAMRAIL.

The Commuter Connections Subcommittee was updated on the planning progress of the regional Car Free Day event at their May 19th meeting. In

June, the Car Free Day proclamation was drafted for use at the July TPB meeting.

Article Coverage - 22		
	Outlet	Topic linked to URL
8/9/2014	Connected Communities	Car Free Day Free Registration is Now Open!
8/12/2014	Connected Communities	Drivers in the Metro DC Area Are Asked to Pledge to Go Car Free or Car-Lite on September 22nd
8/16/2014	City of Alexandria, Virginia	Pledge for Car Free Day
8/18/2014	Car-Free Diet	World Car Free Day 2014
8/19/2014	Baltimore Metropolitan Council	Car Free Day Pledge
8/25/2014	Frederick News Post	Car Free Day registration opens
8/27/2014	Southern Maryland News Net	Millions Worldwide to Go Car-Free or "Car-Lite" on Monday, Sept. 22
9/3/2014	WUSA 9	Parking becomes parks on Annual Park(ing) Day
9/4/2014	The Bay Net	Car Free Day - Free registration is now open!
9/4/2014	Connected Communities	Public Invited to Participate in Car Free Day
9/4/2014	WUSA 9	Car Free Day: Ditch the ride or go car light!
9/5/2014	Bethesda Now	County Urging Locals to Bike, Walk Or Take Public Transit On 'Car Free Day'

9/9/2014	Connected Communities	Capital Area Car Free College Campus Challenge
9/12/2014	Greater Greater Washington	88% of new DC households are car-free
9/18/2014	Montgomery County	Car Free Day
9/19/2014	Georgetown University	Car Free Day
9/19/2014	My MC Media	MoCo Celebrates Car Free Day on Sept. 22
9/19/2014	University of Maryland	Car Free Day
9/19/2014	Washington Post	Commuter Connections program has spent 40 years helping people go car-free
9/20/2014	Capital Bikeshare	Capital Bikeshare offering 24 hour memberships for \$1 on Car Free Day
9/22/2014	Frederick News Post	Car Free day encourages alternative transportation
9/22/2014	Loudoun County Traffic	Car Free Day
Newsletters & Calendar Listings - 8		
Date	Outlet	Topic linked to URL
8/1/2014	NoMa BID Newsletter	PARK(ing) Day and Car Free Monday
8/14/2014	Adams Morgan BID Newsletter	Car Free Day - September 22, 2014
8/20/2014	Capitol Hill BID Newsletter	Commuter Connections Seeks Business Participation for Car Free Day in September
8/20/2014	Georgetown BID Newsletter	Car Free Day is September 22
9/2/2014	DDOT	Car Free Day 2014
9/8/2014	Now-Events	World Car Free Day 2014

9/17/2014	goDCgo	Free Coffee for Commuters: Car Free Day with goDCgo
9/22/2014	Frederick News Post	Annual Car Free Day 2014

Television Coverage - 2

Date	Outlet	Topic linked to URL
9/22/2014	NBC 4 Washington	Commuters Encouraged to Have a Car Free Day
9/22/2014	WUSA 9	Some DC residents go car-free everyday

Radio Coverage - 2

Date	Outlet	Topic linked to URL
9/22/2014	WAMU	For Some D.C. Residents, Every Day Is Car Free Day
9/22/2014	WMAL	Interview with Commuter Connections (Sound bite above)

Blog Coverage - 6

Date	Outlet	Topic Linked to URL
8/8/2014	Wash Cycle	Car Free Day – Free Registration is Now Open!
8/21/2014	ATP Blog	Practice Your Emergency Commute on Car-Free Day
9/19/2014	Washington Post - Dr. Gridlock	Will you go car free on Monday?
9/20/2014	PlanItMetro Blog	Metrorail Riders Go Car Free... Every Day!
9/20/2014	Urbanful	Car Free Day is coming up — and we're giving away a lot of free stuff to celebrate
9/22/2014	ATP Blog	Car Free Day is TODAY!

Social Media Highlights - 30

Date	Outlet	Topic linked to URL
8/22/2014	goDCgo Facebook	Have you planned your car-free commute for Monday, September 22? Check out <u>www.godcgo.com</u> to find your route for Car Free Day. Comment below and let us know how you'll get around, sans car.
9/8/2014	Tri-County Council for Southern Maryland Facebook	Put the car away on Car Free Day, September 22 and go car free or car-lite. Visit <u>www.carfreemetrodc.org</u> and pledge today!
9/17/2014	Beyond DC Twitter	Car Free Day is Sept 22. Take the pledge and see how it goes. <u>http://carfreemetrodc.org</u> <u>pic.twitter.com/W17Ybv11U</u>
9/18/2014	Capital Bikeshare Facebook	We're getting ready for Car Free Day on September 22nd in a big way! On Monday, visit any station and get a 24 hour membership for just \$1! Get all the details here: <u>gdcg.co/1r4UU2H</u>
9/18/2014	ART Alert Twitter	Going #carfree this weekend? Tell us your story on our FB page & be entered to win a bike bag. <u>http://ow.ly/oZVQH</u> #CarFreeMetroDC
9/18/2014	Clean Air Partners Twitter	@CarFreeMetroDC Here's the link to the Air Quality Index. <u>http://bit.ly/gADJli</u> #CarFreeMetroDC
9/19/2014	Bike and Roll Twitter	Celebrating @CarFreeMetroDC this Monday? Get discount for

		full day #BikeandRoll rentals here: http://bit.ly/ZuQdfK
9/19/2014	Capital Bikeshare Twitter	ICYMI - We're offering \$1 24 hour memberships at every station on @CarFreeMetroDC Day 2014. http://gdcg.co/1r4UU2H
9/19/2014	Car-Free Diet Facebook	We're getting ready for Car Free Day on September 22nd in a big way! On Monday, visit any station and get a 24 hour membership for just \$1! Get all the details here: gdcg.co/1r4UU2H
9/19/2014	George Mason Parking Twitter	@CarFreeMetroDC: We're taking free pledges thru Mon Sept 22. To see the awesome prize raffle assortment visit http://www.carfreemetrodc.org
9/19/2014	Golden Triangle BID Twitter	Put it away. Uncar for a day. 9/22 @CarFreeMetroDC http://ow.ly/A2STg
9/19/2014	NeoNiche Strategies Twitter	Did you know you could win great prizes when you pledge to go #carfree on Monday 9/22? http://goo.gl/O75dKv @CarFreeMetroDC #carfreeday
9/19/2014	Bike Arlington Twitter	It's about time you had a serious talk about your relationship, with your car http://bit.ly/1gDqeOi #CarFreeMetroDC #CarFreeDay

9/21/2014	Fairfax Advocates for Better Bicycling Twitter	Celebrate #CarFreeDay tomorrow by #biking or taking #transit! http://fabb-bikes.blogspot.com/2014/09/celebrate-car-free-day-on-september-22.html ... #takethepledge
9/21/2014	Sustainability at GW Twitter	Don't forget Car-Free Day tomorrow! Walk, Bike, Metro! Be #Sustainable! @CarFreeMetroDC http://ow.ly/AnaPD http://ow.ly/i/6OxWf
9/21/2014	WTOP Freebies Twitter	Where to get FREE bus rides and FREE coffee on Car Free Day Monday: http://wtop.com/?nid=893&sid=3152520 ... @WTOP @WTOPLiving @CarFreeMetroDC
9/22/2014	DC Circulator Facebook	Come celebrate #carfreeday with us at Union Station. Tell us how you're commuting without a car and get #freecoffee and other goodies. Ask about a free ride pass!
9/22/2014	Dr. Gridlock Twitter	Not too late to participate in Car-Free Day. (You can even go "car-lite.") http://wapo.st/1qmm0P4
9/22/2014	Georgetown University Office of Sustainability Facebook	Happy #carfreeday! Don't forget to take the @carfreemetrodc pledge with your @georgetown.edu email address through 5pm today at www.carfreemetrodc.org for a chance to win a Kindle Fire

		and show your sustainable #hoya spirit! With GUWellness: Mind, Body.
9/22/2014	goDCgo Twitter	It's #CarFreeDay! Visit us @UnionStation DC west carriage port for free coffee and stickers! pic.twitter.com/T0aLVq41dy
9/22/2014	RideScout Twitter	What can \$1 get you these days? Well today it can get you a 24-hour @bikeshare membership: http://bit.ly/1ukqKbO @CarFreeMetroDC
9/22/2014	Tyson's Partnership Twitter	Our friends @TheTysonsCorner and we want to know how #CarFreeMetroDC is going. Tweet us your pics, or discuss here: http://ow.ly/BLSAG
9/22/2014	WUSA 9 Twitter	It's Car Free Day! Anyone ditching their ride or going "car light" today? http://www.wusa9.com/story/news/2014/09/22/car-free-day-dc-metro-area/16036823/...
9/22/2014	Uber Twitter	Are you participating in #CarFreeMetroDC today? Commute home by carpooling with your coworkers and using the fare split feature in the app!
9/22/2014	AAA Mid-Atlantic Twitter	@MartinDiCaro Yup! we are encouraging drivers to un-car and celebrate more sustainable forms of travel for

		Car Free Day. #CarFreeMetroDC
9/22/2014	AU Public Safety Twitter	Celebrate the autumnal equinox by going #carfreemetrodc. It's a beautiful day to try a new transit mode!
9/22/2014	National Capital Planning Commission Twitter	Approximately 90% of NCPC staff walk, bike, or take public transportation to work. #CarFreeMetroDC
9/22/2014	Sustainable GW Instagram	Happy #carfreeday at @georgetownuniversity! Come take the #metrodc #carfree pledge and enter to win prizes... And pick up healthy breakfast courtesy of @guwellness!
9/23/2014	Wash Cycle Twitter	Some DC residents go car-free everyday http://on.wusa9.com/1sjp4Tt via @wusa9
9/24/2014	Greater Greater Washington Twitter	On #CarFreeDay, residents yearn for the @PurpleLineMD @purplelinenow: http://ggwash.org/24300

IV. MONITORING AND EVALUATION

A. TERM Data Collection and Analysis

Work Accomplished on all Products and Services:

In July, The FY 2012 – 2014 draft TERM Analysis Report was presented to the Commuter Connections Subcommittee on July 15th and a comment period was established.

COG/TPB staff continued work on the final design and review of the 2013 State of the Commute general public report along with five “At a Glance” sections.

COG/TPB staff prepared the final and draft Employer Outreach conformity verification reports for the third and fourth quarters of FY2014 and presented them during the July 15th Employer Outreach Committee meeting.

Monthly Employer Outreach sales activity reports were received from Arlington and Montgomery Counties, and the District of Columbia.

COG/TPB staff worked on a contractor amendment for the Regional TDM Evaluation project for FY 2015.

In August, COG/TPB staff continued reviewing and finalized the FY 2013 State of the Commute general public report for printing. COG/TPB staff continued reviewing the draft FY 2012 – FY 2014 TERM Analysis Report.

COG/TPB staff held a meeting with LDA Consulting and Media Beef to discuss logistics for the upcoming FY 2015 Placement Rate Study. COG/TPB staff and the contractor began reviewing and updating the Placement Rate Survey questionnaire.

COG/TPB staff continued to prepare the final Employer Outreach conformity verification statement for the fourth quarter of FY2014. Monthly Employer Outreach sales activity reports were received from Arlington and the District of Columbia.

COG/TPB staff finalized its regional TDM Evaluation project contract for FY 2015.

In September, the 2013 State of the Commute Report was finalized, printed and distributed along with five “At A Glance” sections. The draft FY 2012-2014 TERM Analysis Report was updated and presented during the September 16th Commuter Connections Subcommittee. A comment period was established.

Every three years, Commuter Connections conducts the Placement Rate Survey, and it came due in 2014. The FY 2015 Applicant Placement Rate Survey questionnaire was updated and finalized for programming. COG/TPB staff held a conference call with the contractors on September 26th regarding next steps. The purpose of the meeting was to specify how to select survey candidates from the pool of Commuter Connections members.

COG/TPB staff completed the draft Employer Outreach conformity verification statement for the fourth quarter of FY2014 and began preparing the draft 1st quarter FY 2015 draft verification statement.

Monthly Employer Outreach sales activity reports were received from the District of Columbia. Reports are still outstanding from the Maryland and Virginia jurisdictions.

COG/TPB staff, Media Beef, CIC Research, and LDA Consulting worked to produce the FY 2015 Placement Rate Survey. This survey gathers data about commute habits and measures the effects of marketing, incentives, and free services provided to commuters to determine which programs are effective. LDA Consulting did most of the work to design the survey. Media Beef designed and implemented the software. COG/TPB staff handled generating the list of survey candidates from the database, building and testing the application code, monitoring the software for bugs, and producing reports. After COG/TPB staff produced the final reports, LDA and CIC handled writing the final report. The sample data was produced early in October. COG/TPB

staff and Media Beef then made a team effort to produce and test new survey code. Once the code had been tested and passed, COG/TPB staff received, built, and deployed the software code for the survey. The survey went live November 7. In December, COG/TPB staff shut down the FY 2015 Placement Rate Survey and wrote reports to gather the data. That data gathered was sent to CIC Research for analysis and production of the final reports.

The draft FY 2012-2014 TERM Analysis Report was completed by LDA Consulting and reviewed by COG/TPB staff and presented to the Commuter Connections Subcommittee on November 18th. The document was endorsed for release and was published.

During the quarter, COG/TPB Staff prepared the final and draft Employer Outreach conformity verification statements for the fourth quarter of FY2014 and first quarter of FY2015. The statements were presented during the October Employer Outreach Committee meeting. Monthly Employer Outreach sales activity reports were received from the City of Alexandria, Arlington, Frederick, Loudoun, and Montgomery Counties, and the District of Columbia.

COG/TPB staff presented the Commuter Connections TERM Analysis report results to the TPB Technical Committee on December 5th. COG/TPB staff presented 2013 State of the Commute results to the Silver Spring Transportation Management District Advisory (TMD) Board on December 11th.

In January, COG/TPB staff worked with the consultant to present highlights from the FY 2014 Applicant Placement Rate survey to the Commuter Connections Subcommittee. COG/TPB staff began work on calculating the transportation and emission impacts of the TERMS as well as cost effectiveness to be presented in a collective format, and the final conformity verification statement for the first quarter and the draft conformity verification statement for the second quarter of FY2015 was completed and presented to the Employer Outreach Committee on January 20th. Monthly Employer Outreach sales activity reports were received from the District of Columbia, Arlington County, and Montgomery County. COG/TPB staff gave a presentation on the results from the 2013 State of the Commute survey report to the Friendship Heights Transportation Management District Advisory Board on January 13th. COG/TPB staff presented data from the FY 2012 - 2014 TERM Analysis report to COG's MWAQC Technical Advisory Committee on January 13th.

In February, LDA Consulting worked on preparing the draft report for the FY 2015 Placement Rate survey. COG/TPB staff completed work on calculating the transportation and emission impacts of the TERMS as well as cost effectiveness to be presented in a collective format. COG/TPB staff continued to work on the conformity verification statement for the second quarter of FY2015 and began collecting data for the third quarter. Monthly sales activity reports were received from the District of Columbia, Arlington County, and Montgomery County. Outstanding reports are due from Fairfax, Loudoun, Prince George's, Prince William, and Frederick Counties as well as the City of Alexandria and Tri-County Council.

In March, The draft report of the FY 2015 Applicant Placement Rate Study was presented to the Commuter Connections Subcommittee on March 17th and a comment period was established. COG/TPB staff met with COG/DEP staff and Lori Diggins from LDA Consulting on March 11th to discuss

evaluating electric car charging stations at work sites for inclusion as an Employer Outreach level of participation strategy. COG/TPB staff completed the final Employer Outreach conformity verification statement for the second quarter of FY2015 and continued collecting data for the 3rd quarter... Monthly sales activity reports were received from the District of Columbia, Arlington County, and Montgomery County. Outstanding reports are due from Fairfax, Loudoun, Prince George's, Prince William, and Frederick Counties as well as the City of Alexandria and Tri-County Council.

In April, COG/TPB staff and LDA Consulting made continued to make edits and updates to the FY 2015 draft Applicant Placement Rate Survey Report. COG/TPB staff and LDA Consulting also prepared an outline on how Electric Car Charging stations would be evaluated as part of the Employer Outreach TERM. The information was presented to the Employer Outreach Committee on April 21st.

COG/TPB staff completed and distributed the final Employer Outreach conformity Verification Statement for the second quarter of FY2015 and the draft statement for the third quarter during the April 21st Employer Outreach Committee meeting.

Monthly sales activity reports were received from the District of Columbia, and Arlington County. Outstanding reports are expected from Montgomery, Prince William, Prince George's, Frederick, Loudoun, and Fairfax Counties as well as the City of Alexandria and Tri-County Council.

In May, the final draft of the FY 2015 Applicant Placement Rate Study was presented to the Commuter Connections Subcommittee on May 19th and was endorsed for release. COG/TPB Staff continued work on finalizing documentation from the Employer Outreach third quarter conformity verification statement and began work on the report for the fourth quarter of FY2015.

The Regional TDM Evaluation RFP was released and a pre-bid meeting was held on May 21st.

COG/TPB Staff completed the final conformity report for the third quarter of FY2015. Employer Outreach monthly sales activity reports were received from the District of Columbia, and Arlington County. Outstanding reports are expected from Montgomery, Prince William, Prince George's, Frederick, Loudoun, and Fairfax counties as well as the City of Alexandria and Tri-County Council.

In June, the final draft of the FY 2015 Applicant Placement Rate Study was published and distributed through the Commuter Connections web site. Hard copies of the report were made for distribution to those interested in receiving a copy. COG/TPB staff continued work on finalizing documentation from the Employer Outreach third quarter conformity verification statement and continued work on the report for the fourth quarter of FY2015.

The consultant completed the update of the formulas for Table 1 used in the CCWP data progress reports.

The consultant completed the update of the Employer Outreach master list being used for TERM analysis counts.

COG/TPB staff worked on the review of proposals received for the regional TDM Evaluation project and the Technical Selection Committee met to choose a contractor.

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

B. Program Monitoring and Tracking Activities

Work Accomplished on all Products and Services:

During the first quarter of the fiscal year, the effectiveness of advertising campaigns were tracked through call volumes and internet visits. This information was made available as part of the FY14 Second Half Marketing Campaign Summary final report issued at the September 16th Regional TDM Marketing Group meeting.

The GRH Customer Satisfaction Survey was sent via email link to commuters who used GRH from July through September 2014. Commuters without an email address were sent a hard copy version of the survey.

In July, COG/TPB staff prepared and completed the June 2014 CCWP monthly Executive Summary report. COG/TPB staff began to prepare the FY 2014 4th Quarter CCWP Progress Report.

Employer Outreach data collection was completed for the fourth quarter of FY2014 and preliminary Employer Outreach data was collected for the first quarter of FY2015. COG/TPB staff worked with VHB on the commuter survey application archive.

COG/TPB staff worked on a contract amendment with the Employer Survey contractor for FY 2015.

In August, COG/TPB staff completed the Bike to Work Day 2014 draft event report.

COG/TPB staff prepared and completed the July 2014 CCWP monthly Executive Summary report. COG/TPB staff finalized the FY 2014 4th Quarter Progress Report. COG/TPB staff also finalized the FY 2014 Annual Progress Report.

COG/TPB staff continued making updates to the FY14 2nd Half Marketing Campaign Summary.

COG/TPB staff finalized its contract for the Employer Survey data tabulation project.

In September, COG/TPB staff prepared the 2014 Bike to Work Day Draft event report for presentation at the September 12th Bike to Work Day Steering Committee meeting. A comment period was established.

COG/TPB staff prepared and completed the August 2014 CCWP monthly Executive Summary report. The FY 2014 CCWP 4th Quarter and Annual Reports were both finalized presented at the Commuter Connections Subcommittee meeting on September 16th.

Preliminary Employer Outreach data was collected for the first quarter of FY2015.

COG/TPB staff completed the bike to work day 2014 draft report.

In the 2nd quarter of the fiscal year, advertising campaign effectiveness was tracked through call volumes and internet visits. This information was made available as part of the FY15 First Half Marketing Campaign Summary draft report issued at the December 16th Regional TDM Marketing Group meeting.

A Customer Satisfaction survey was sent via email to commuters who used the GRH service between October - December 2014, and physical survey cards were sent for September - November trips. The FY14 Guaranteed Ride Home Customer Satisfaction Survey preliminary findings for both Washington and Baltimore regions was presented at the December 16th Regional TDM Marketing Group meeting.

COG/TPB staff prepared and completed the September, October and November CCWP monthly Executive Summary report. COG/TPB staff prepared and distributed the FY 2015 CCWP 1st Quarter Progress Report.

COG/TPB staff worked on the preliminary FY14 GRH Customer Satisfaction Survey results.

During the quarter, COG/TPB staff collected and reviewed comments and prepared and presented the Bike to Work Day 2014 draft report to the Bike to Work Day Steering Committee and to the Commuter Connections Subcommittee in November. A comment period was established.

COG/TPB staff coordinated an employee survey with Prince William County Employer Outreach staff for Stratford University.

During the quarter, Employer Outreach data was collected and finalized for the first quarter of 2015 and preliminary data was collected and analyzed for the second quarter.

In the third quarter of the fiscal year, COG/TPB staff prepared and completed CCWP monthly Executive Summary Reports for December, January and February. COG/TPB also worked on and released the 2nd quarter CCWP Progress Report. Preliminary Employer Outreach data was collected for the third quarter of FY2015. COG/TPB staff completed and presented the Bike to Work Day 2014 Report to the Commuter Connections Subcommittee and it was endorsed for release at the January 20th Subcommittee meeting..

COG/TPB staff met with VHB representatives on February 24th to discuss the Employer Outreach employer survey database archive upgrades. COG/TPB staff reviewed recommendations on how to upgrade the Employer Survey database

The GRH Customer Satisfaction survey was emailed to commuters who used the service between January and March and mailed to those who used the service between December and February. Collected data was analyzed. The FY14 GRH Customer Satisfaction Survey report for the Washington region was presented at the Commuter Connections Subcommittee meeting on January 20th. After an open comment period, the final version was adopted for release at the March 17th meeting. Of the 2,276 surveys distributed in fiscal year 2014 for the Washington region, 369 or nearly 16 percent of surveys were completed. The vast majority, 94 percent of the survey respondents were pleased with the overall GRH service. Written responses were entered on more than two-thirds (72%) of the returned surveys, the overwhelming majority of which (77%) contained compliments. Compliments outweighed criticism more than 5 to 1. For every category,

good or above ratings were given by 87% or more of the respondents. Average response wait was 17 minutes and 88% waited 30 minutes or less.

The final FY15 First Half Regional Marketing Campaign Summary report, and the first draft of the FY15 Second Half Regional Marketing Campaign Summary reports were distributed at the March 17th Regional TDM Marketing Group meeting. Each contained data showing the degree of effectiveness of the marketing campaigns through call volumes, internet visits and GRH and Rideshare applications.

In the last quarter of the fiscal year, the Customer Satisfaction Survey was sent to commuters who used the Guaranteed Ride Home service for trips occurring during the quarter. Data was collected and analyzed. Advertising campaign effectiveness was tracked through call volumes, internet visits and by measuring the volume of GRH and Rideshare applications.

Employer Outreach data continued to be collected from the local jurisdictions for the third quarter of FY2015. Preliminary Employer Outreach data was collected for the fourth quarter of FY2015. COG/TPB staff began working on the update to the scope of work for FY 2016 for the Employer Commute Survey contract.

COG/TPB staff published the FY 2014 GRH Customer Satisfaction survey on the Commuter Connections web site's publications page.

COG/TPB staff prepared and completed the 2015 CCWP monthly Executive Summary Reports for March, April, and May. COG/TPB staff prepared and distributed the 3rd Quarter CCWP Progress Report.

COG/TPB staff prepared and distributed the FY2015 2nd Half Draft Regional TDM Marketing Campaign Summary report.

V. EMPLOYER OUTREACH

Regional Component Project Tasks

A. Regional Employer Database Management and Training

For the 1st quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT database software. COG/TPB staff conducted and completed a data sweep of the ACT database in July, August, and September. An upgrade to ACT 16 was completed on September 25.

For the 2nd quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT database software. COG/TPB staff conducted and completed a data sweep of the ACT database in October, November, and December. COG/TPB staff gave a training session for ACT in November for Fairfax County.

For the 3rd quarter, COG/TPB staff coordinated with COG/ITS staff on upgrades for the ACT database software. COG/TPB staff conducted and completed a data sweep of the ACT database in January, February, and March. In February, COG/TPB staff worked with Montgomery County on availability of ACT! user licenses. COG/TPB staff conducted a training session for the Prince William/Frederick outreach representative on February 20th. COG/TPB staff gave a training session for ACT in March for the City of Alexandria.

COG/TPB staff coordinated with the COG/ITS staff on ACT! server issues and updated the field names to reflect current TERM analysis period. A data sweep was conducted during the weeks of April 13, May 11, and June 8.

COG/TPB staff coordinated with COG/ITS staff on a new ACT! maintenance and support contract for FY 2016 with Stewart Technologies.

B. Employer Outreach for Bicycling

Work Accomplished on all Products and Services:

Edits to the regional Bicycling to Work in the Washington Metropolitan Region Guide for Employers and Employees were received from the COG Bicycle and Pedestrian Subcommittee. Text and photo updates were made to both the interior and covers of the guides to make them more current. The online version was also revised to reflect the changes.

During the fiscal year COG/TPB staff distributed bicycle guides at various events. In February, COG/TPB staff coordinated with the Employer Outreach Representative on the Pedestrian Safety initiative in Montgomery County. COG/TPB staff presented information to the Employer Outreach Committee on April 21st about the possibility of creating a Bicycling and Pedestrian safety education presentation for employers. In May, COG/TPB staff met with the NBTMD staff as well as the Montgomery County bicycle pedestrian coordinator for the Walkwise presentation.

Jurisdictional Component Project Tasks

A. MD Local Agency Funding and Support

Work Accomplished on all Services:

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

B. DC, MD, and VA Program Administration

Work Accomplished on all Products and Services:

In July, COG/TPB staff continued work on the case studies for FY15. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff coordinated and moderated the Employer Outreach Committee meeting held on July 15th. Topics covered in the meeting were: third and fourth quarter FY14 conformity; Employer Satisfaction Survey; ACT database upgrade; Fairfax County's Smart Benefits Plus 50 incentive; Employer Case studies; and a training update. In August, COG/TPB staff continued work on the case studies for FY15. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff began work on the Employer outreach training survey for FY15 sessions. COG/TPB staff worked with Maryland jurisdictions on contract amendments for FY 2015. COG/TPB staff began reviewing changes to the Telework brochure. In September, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff continued work on the case studies for FY15. The FY14 case studies were completed and will be presented to the Employer Outreach Committee on October 21st. COG/TPB staff began work on the remaining Employer Outreach FY15 training sessions. The TDM

training was held on September 29th on Vanpool formation and employee shuttles.

In October, COG/TPB staff continued work on the case studies for FY15. COG/TPB staff also continued worked on edits and updates to the Telework brochure. The FY14 case studies were presented to the Employer Outreach Committee on October 21st. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff began work on the remaining Employer outreach training survey for FY15 sessions. The Employer Outreach meeting was held on October 21st. Topics covered in the meeting were:

Final conformity verification statement for FY14 and first quarter conformity verification statement draft report for FY15; ACT database upgrade; District of Columbia's Transit Benefit ordinance; Training review and update; and, Employer Case Studies. In November, COG/TPB staff continued work on the case studies for FY15. COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff attended the November 6th session at Busboys and Poets for the new Transit Benefit ordinance enacted by the District for employers in DC. In December, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff continued work on the case studies for FY15. COG/TPB staff coordinated the December 10th training session on Social Media and selling TDM.

In January, COG/TPB staff updated and printed the Employer Telework brochure. COG/TPB staff participated in a conference call meeting with COG/DEP staff, Department of Energy and Clean City Coalition representative on January 16th to discuss electric vehicle charging stations. Work continued on the possibility of including this as a strategy in the future as part of the Employer Outreach Levels of Participation. COG/TPB staff continued to process requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff continued work on the remaining Employer Outreach FY15 training sessions. COG/TPB staff coordinated the January 20th Employer Outreach Committee meeting. Topics covered in the meeting were: first and second quarter conformity verification statement review; Employer Recognition Awards; Electric Car charging stations; Bike sharing in the DC region; Training update; TERM Goals review; Employer case studies; and, the roundtable discussion. In February, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff continued work on the remaining Employer Outreach FY15 training sessions, coordinating for the March 23rd session on Telework/Flexible/Compressed Work week. COG/TPB staff compiled email lists for outreach to employers highlighting the GRH program. In March, COG/TPB staff completed a case study profiling Southern Maryland Electric Company (SMECO). Work continued on other case studies to be completed in March for the District of Columbia and Virginia. COG/TPB staff continued to process requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff facilitated the remaining Employer outreach training FY15 sessions, coordinating for the March 23rd session on Telework/Flexible/Compressed Work week.

In April, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff facilitated the April 21st Employer Outreach committee meeting. Topics covered were: Conformity Verification statements for 2nd and 3rd Quarter FY2015; Employer case

studies; Training update; TERM Goals review; Pedestrian and bicycle employer outreach safety training initiative; using social media for outreach; and, Work site electric car charging stations. In May, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff coordinated with the professional trainer for the June session. The case study for SMECO was completed and preliminary information on the Mitre case study was collected. In June, COG/TPB staff processed requests for information and forwarded them to the appropriate jurisdictions. COG/TPB staff facilitated the remaining Employer Outreach FY15 training sessions that included the June 22nd session on reselling a Client. The session was well received. COG/TPB staff reviewed updates for the LEED and Carbon Footprint brochures. The sales call write-up was completed for the spring teleconference. COG/TPB staff attended the Employer Awards event on June 30th at the Grand Hyatt.

VI. GUARANTEED RIDE HOME BALTIMORE PROGRAM

A. General Operations and Maintenance

Work Accomplished on all Products and Services:

The GRH Baltimore program continued to enroll new applicants during FY 2015. The program has now been operational for four years and nine months.

COG/TPB staff continued collecting information from all of the GRH ride providers for FY 2015 contract amendments.

COG/TPB staff worked with the daily operations contractor on a contract amendment for FY 2015.

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

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

COG/TPB staff monitored and maintained the GRH database and server.

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

COG/TPB staff sent the Customer Satisfaction Survey to commuters who used the GRH service each month for the previous month.

A customer service training session was held for GRH call center agents on October 31st.

COG/TPB staff finalized the Impact Analysis for the FY 2013 GRH Applicant Survey and released the report to MTA and MDOT. COG/TPB staff presented the FY14 GRH Customer Satisfaction Survey draft report for the Baltimore metropolitan region at the Commuter Connections Subcommittee meeting on January 20th. The final draft of the FY 2014 GRH Baltimore Customer Satisfaction Survey was presented to the Commuter Connections Subcommittee on March 17th for endorsement. Of the 198 surveys distributed in fiscal year 2014 within the Baltimore region, 30 surveys were completed, 15 percent. The vast majority, 93 percent of survey respondents were pleased with the overall GRH service. Written responses were provided by 73 percent of the respondents (22) and 64 percent of the

written responses contained compliments (14). The level of compliments (14) and complaints (13) were about equal. For every category, good or above ratings were given by at least 70 percent of respondents. The average wait time was 44 minutes. Half waited 30 minutes or less; and half waited a greater length of time. At 37 percent, personal illness was the most stated reason for using the GRH service. Unscheduled Overtime was the second most reason. COG/TPB staff published the FY 2014 GRH Customer Satisfaction survey on the Commuter Connections web site's publications page during the fourth quarter.

B. Process Trip Requests and Provide Trips

Work Accomplished on all Services Provided:

COG/TPB staff reports between the months of July 2014 and June 2015, there were 388 GRH applications received. 368 commuters were newly registered in the Baltimore GRH program. These new registrants included 5 previous "one-time exceptions." A total of 418 commuters had a GRH status of "re-registrant." A total of 707 registrants were registered for the Baltimore GRH program at the end of FY 2015. The Baltimore GRH program provided 159 GRH trips in FY 2015. Five percent of these trips were "one-time" exceptions. Personal Illness accounted for the largest portion of the GRH trip reasons (35%) followed by Overtime (29%). Family Emergency (16%), Child Care (12%) and Missed "Pool" (3%) accounted for the remainder of specific reasons. Five percent (5%) of trips taken during FY 2015 were classified as "Other." The average cost of a GRH trip in FY 2015 was \$64.68. This was five dollars lower than last fiscal year.

COG/TPB staff continued to work on identifying a GRH Ride provider in Southern Maryland.

Meetings were held three times during the course of the fiscal year with the daily operations contractor Diamond Transportation Services to discuss trip coordination and service provider issues. The meetings were held on September 24, 2014, January 28, 2015, and May 27, 2015.

Table 1

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

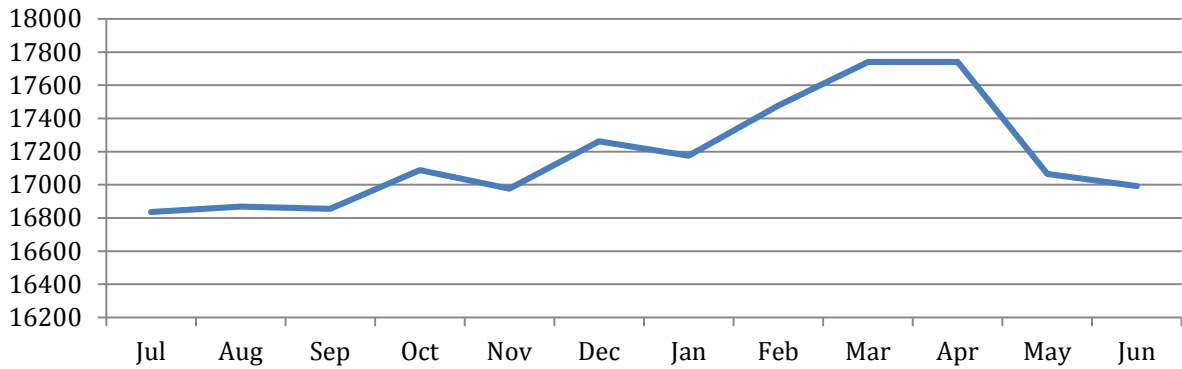
FY 2015 Totals

Commuter Connections Activity	July 1, 2014- June 30, 2015
Total applicants/info provided:	27,946
Rideshare applicants	11,114
Matchlists sent	12,280
Transit applicants/info sent	461
GRH applicants	10,314
Bike to Work Info Requests	41
Telework info requests	47
Vanpool applicants	N/A
Internet users	156,143
Internet applicants	20,644
New employer clients	1,203
Employee applicants	0

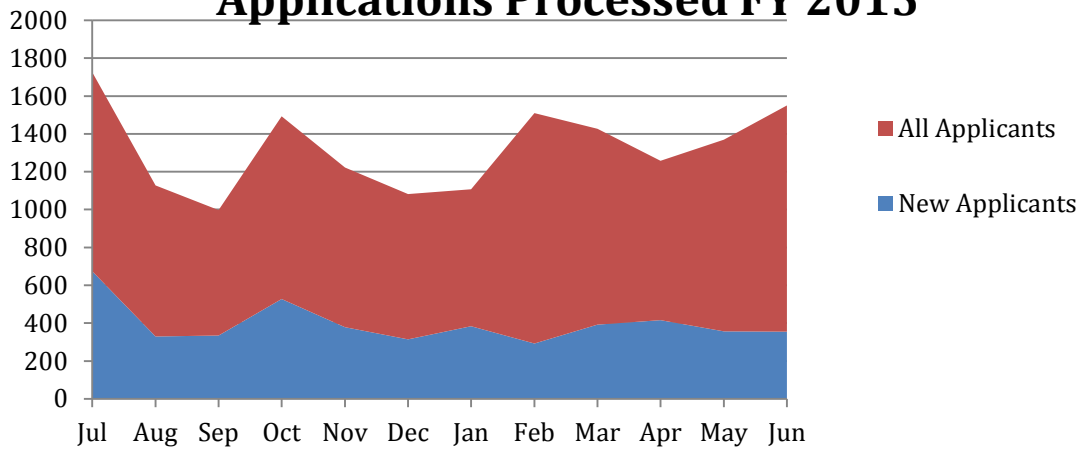
Program Impact Performance Measure	July 1, 2014 - June 30, 2015
Continued placements	3,929
Temporary/one-time placements	569
Daily vehicle trips reduced	2,176
Daily VMT reduced	59,655
Daily tons NOx reduced	0.0228
Daily tons VOC reduced	0.0121
Daily tons PM2.5 reduced	0.0007
Daily tons PM2.5 NOx reduced	0.0248
Daily tons GHG reduced	29.5683
Daily gallons of gas saved	2,998
Daily commuter costs saved	\$10,141

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

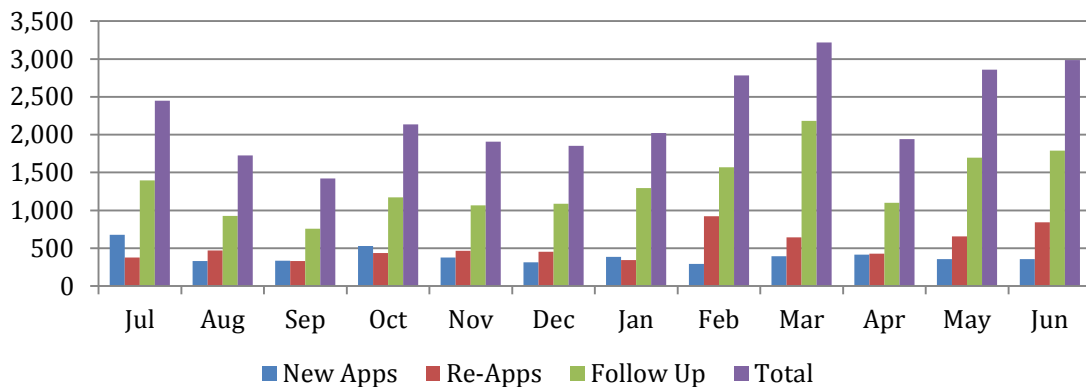
Commuter Connections Ridematching Database FY 2015



Commuter Connections Applications Processed FY 2015



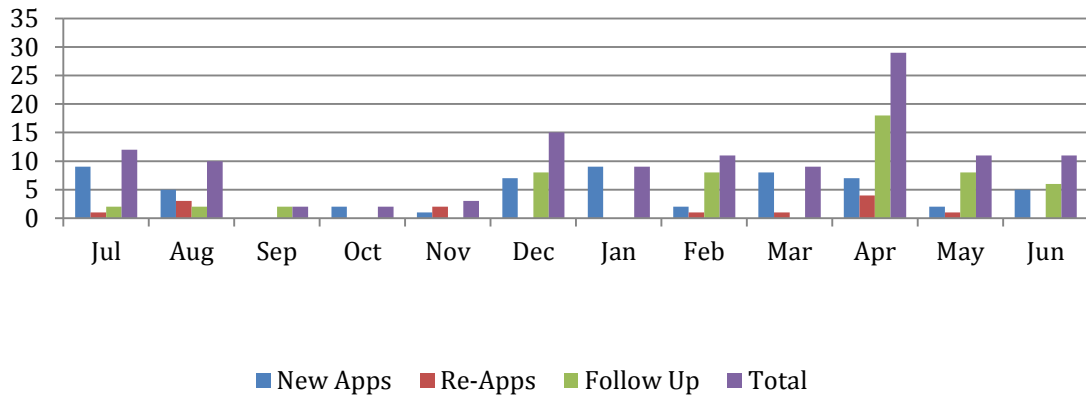
Commuter Connections Total Activity FY 2015



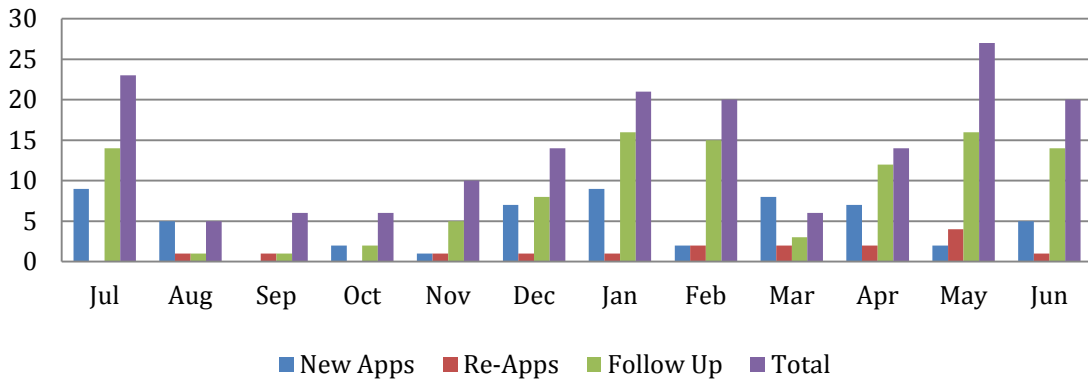
**TABLE 2
 COMMUTER CONNECTIONS
 APPLICATION ACTIVITY SUMMARY
 FY2015**

	New Apps	Re-Apps	Follow Up	Total
ALEXANDRIA	57	13	54	124
ARLINGTON (COG)	49	16	107	172
ARTMA	64	22	45	131
BALTIMORE CITY	24	3	21	48
BMC	31	11	32	74
BWI BUSINESS PARTNERSHIP	21	15	39	75
COG	294	76	359	729
DATA	22	1	0	23
DISTRICT OF COLUMBIA	111	17	202	330
FDA	69	21	39	129
FAIRFAX COUNTY	449	129	887	1,465
FREDERICK	157	118	506	781
GW RIDE CONNECT	1,092	3,585	7,101	11,778
HARFORD	19	8	13	40
HOWARD	52	17	23	92
LINK	2	0	1	3
LOUDOUN	219	49	273	541
MTA	17	3	6	26
MONTGOMERY COUNTY				
Bethesda Transportation Solutions	73	81	298	452
Countywide	241	140	1,781	2,162
Friendship Heights/Rockville	17	9	140	166
North Bethesda TMD	366	212	1,177	1,755
Shady Grove	169	25	940	1,134
Silver Spring	36	138	588	762
NIH	17	6	2	25
NATIONAL GUARD REDINESS CENTER	4	10	12	26
NORTHERN NECK	1	1	2	4
NORTHERN SHENANDOAH	72	34	11	117
PRINCE GEORGE'S	218	1,105	67	1,390
PRTC	619	222	702	1,543
RAPPAHANNOCK-RAPIDAN	63	39	22	124
TRI - COUNTY	109	234	585	928
TDM NETWORK MEMBERS				
CHARLOTTESVILLE	171	0	82	253
RIDESHARE DELAWARE	1,929	0	0	1,929
TOTAL INPUT COMMUTER CONNECTIONS	4,754	6,360	16,035	27,149
TOTAL INPUT TDM NETWORK MEMBERS	2,100	0	82	2,182
TOTAL INPUT (CC + NETWORK)	6,854	6,360	16,117	29,331
COMMUTER CONNECTIONS TOTAL NEW & RE-APPLICANTS		11,114		

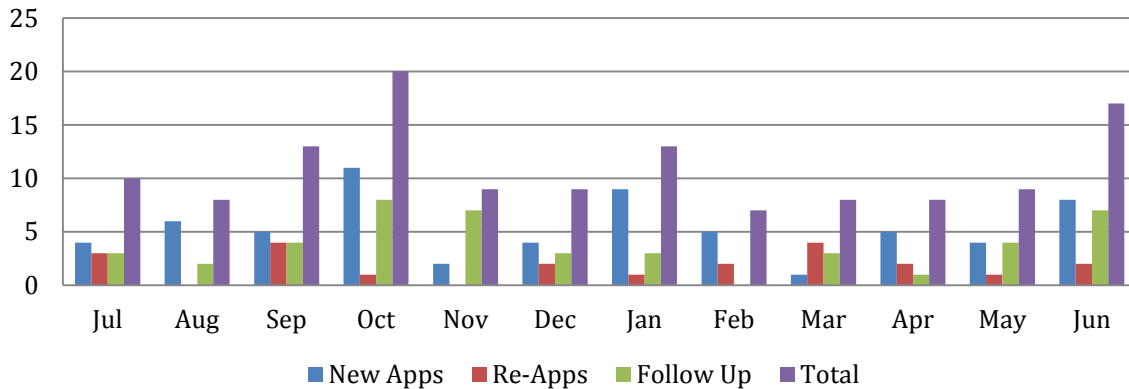
Applications Processed FY 2015 Alexandria



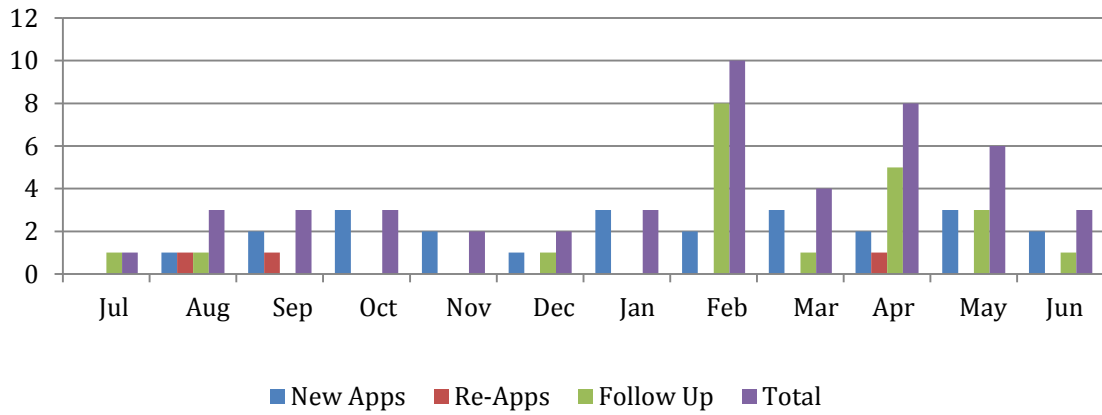
Applications Processed FY 2015 COG for Arlington



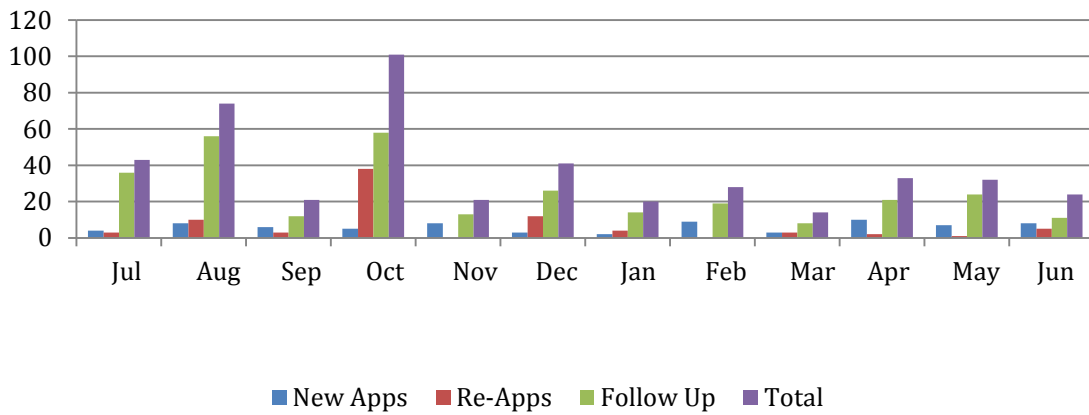
Applications Processed FY 2015 ARTMA



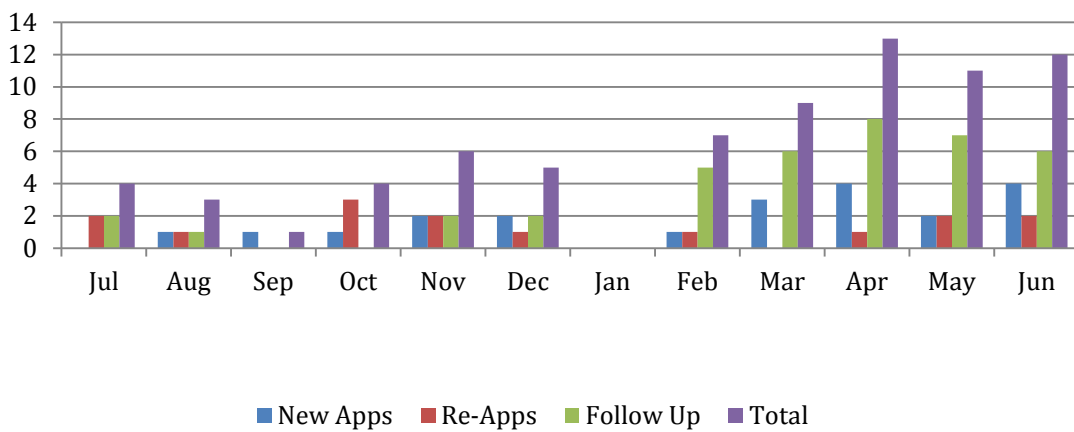
Applications Processed FY 2015 Baltimore City



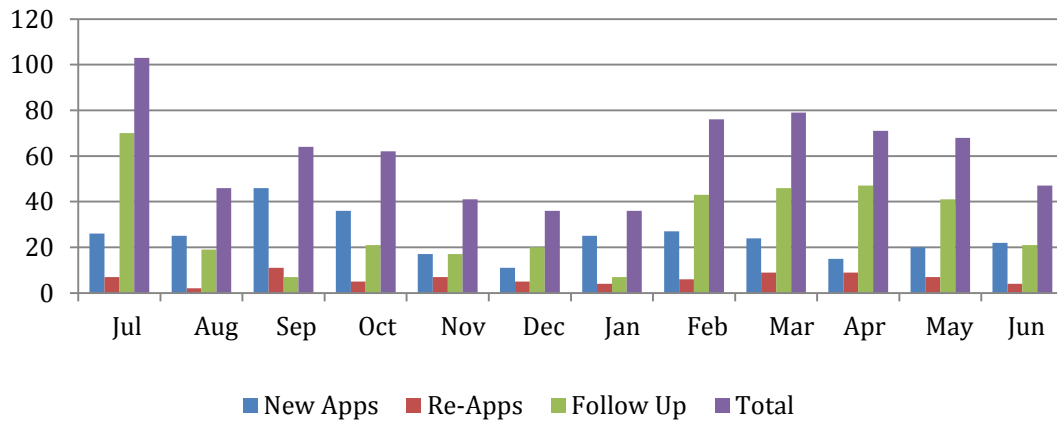
Applications Processed FY 2015 Bethesda Transportation Solutions



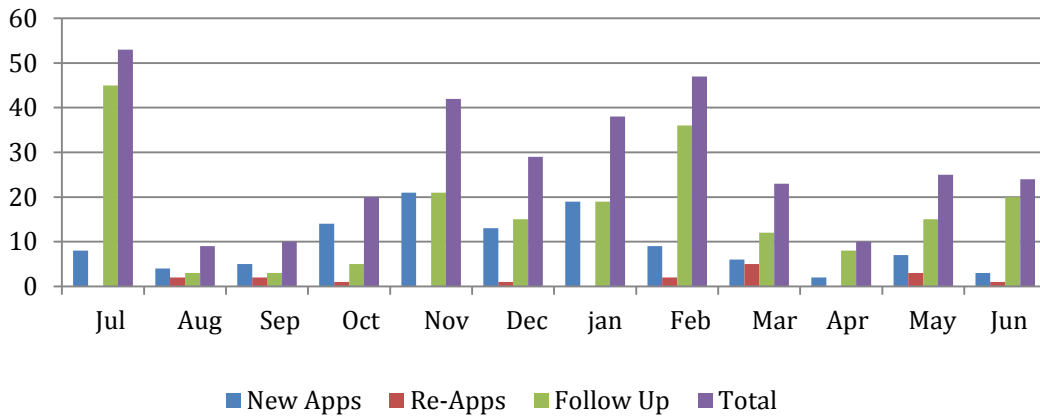
Applications Processed FY 2015 BWI Business Partnership



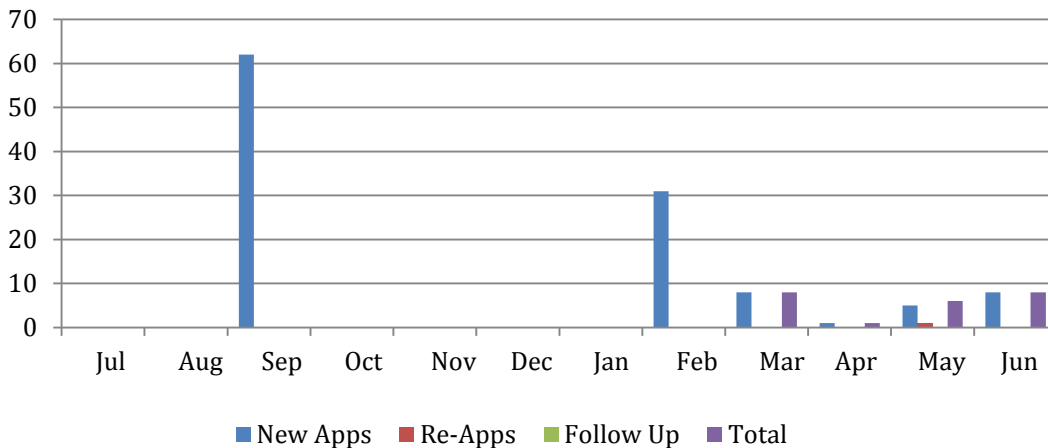
Applications Processed FY 2015 COG



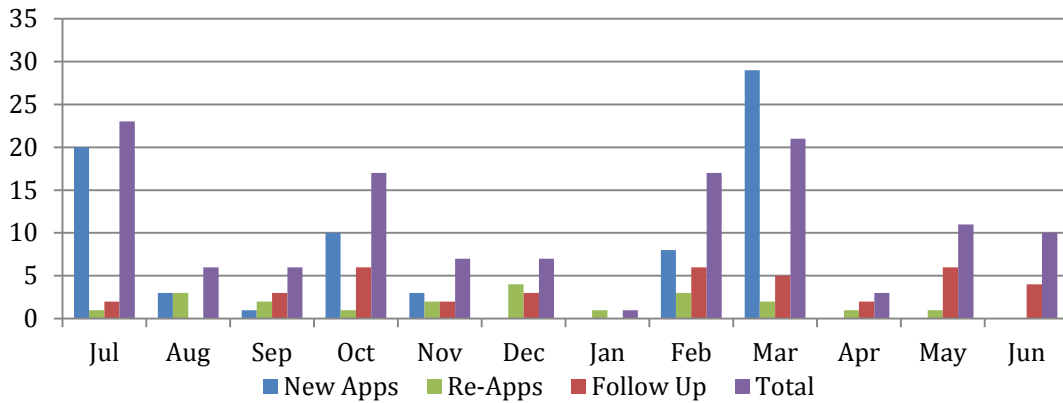
Applications Processed FY 2015 COG for District of Columbia



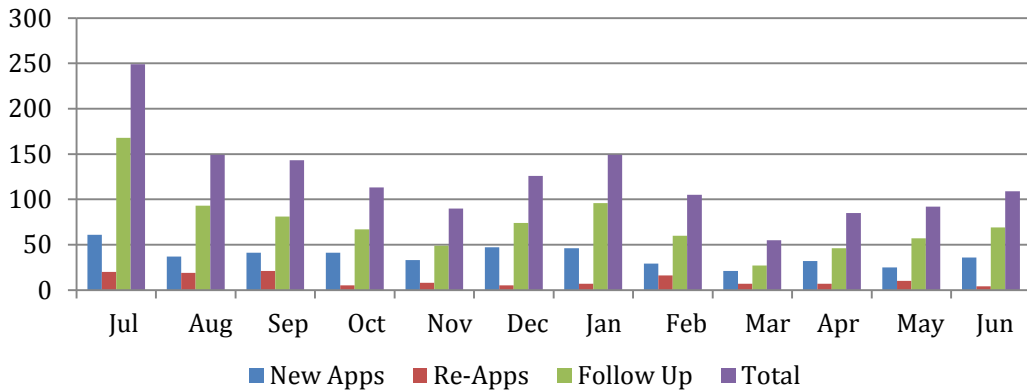
Applications Processed FY 2015 DATA



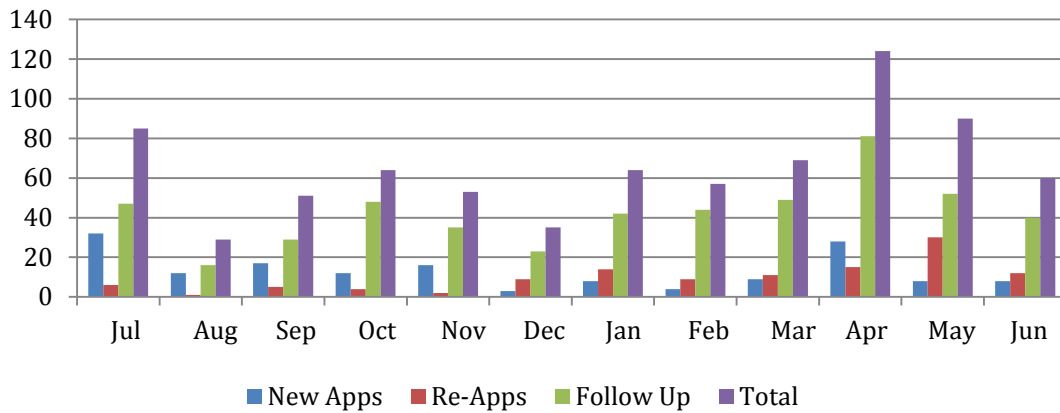
Applications Processed FY 2015 FDA



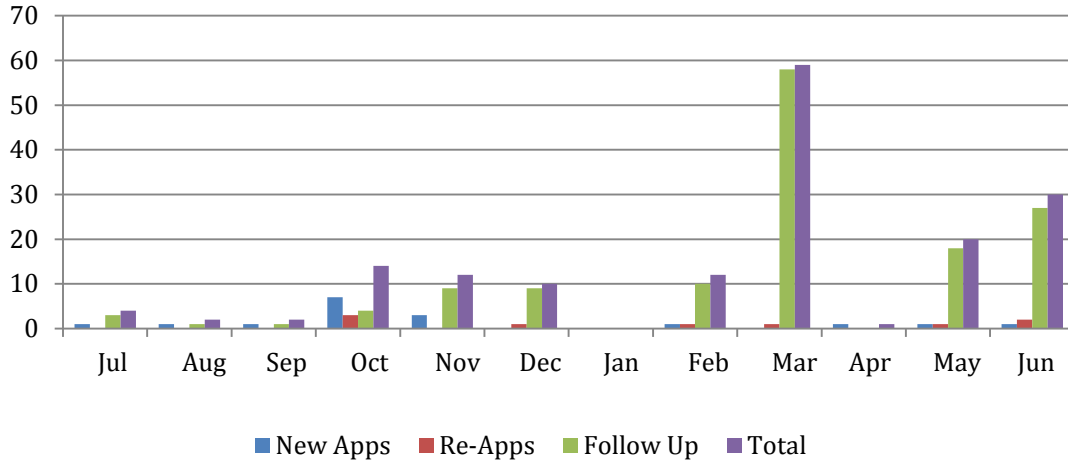
Applications Processed FY 2015 Fairfax County



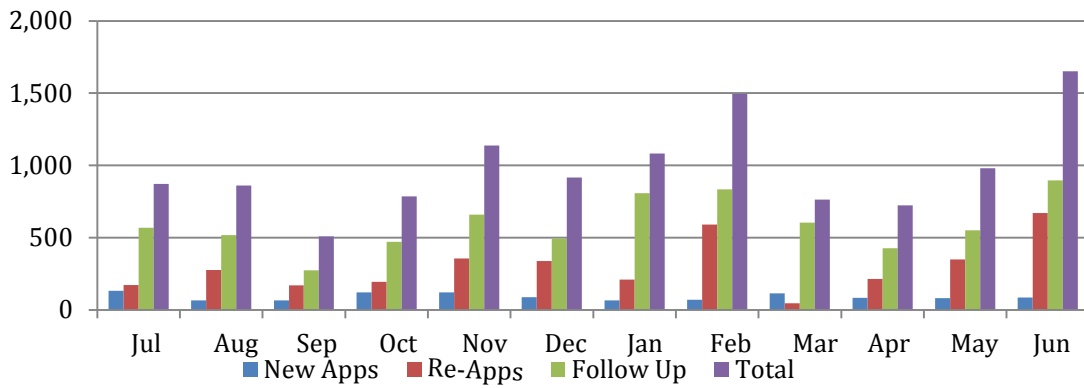
Applications Processed FY 2015 Transit Services of Frederick County



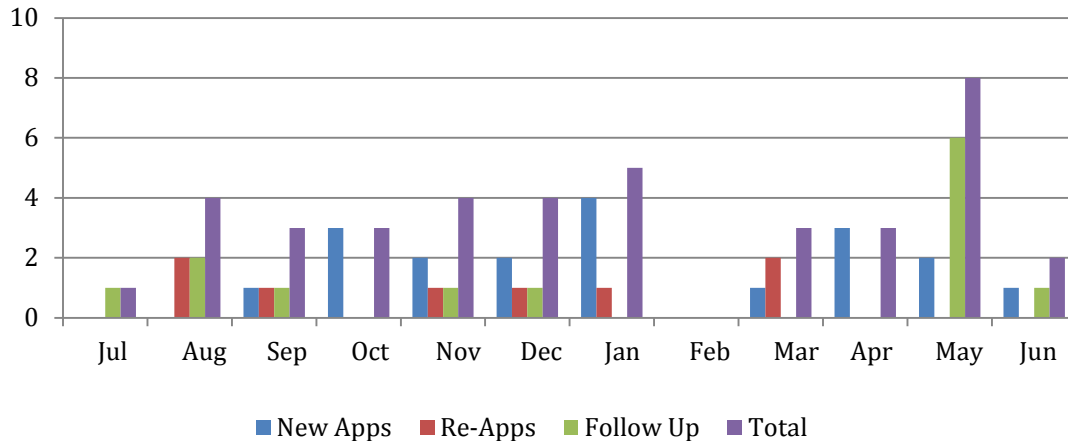
**Applications Processed FY 2015
Friendship Heights/Rockville**

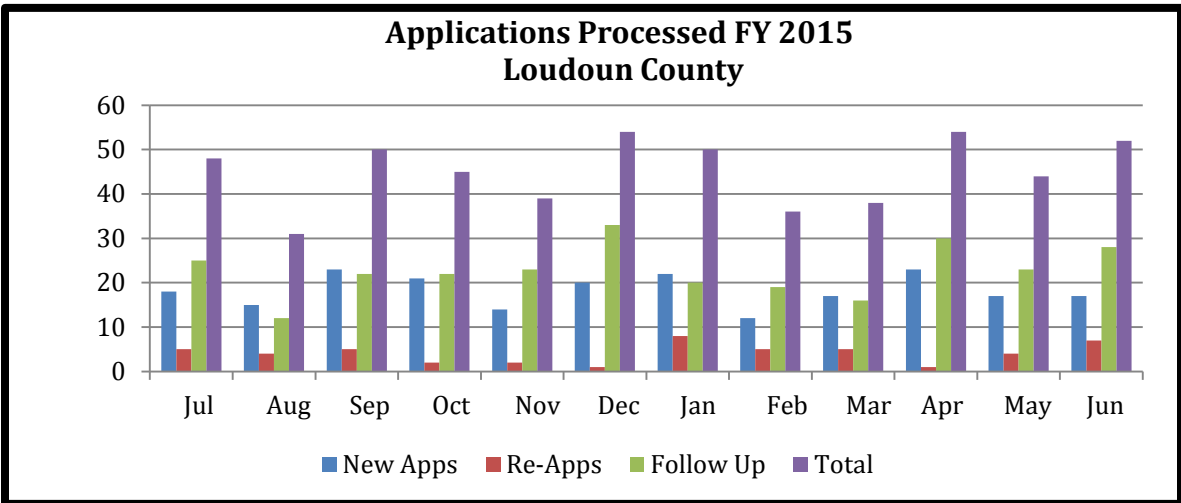
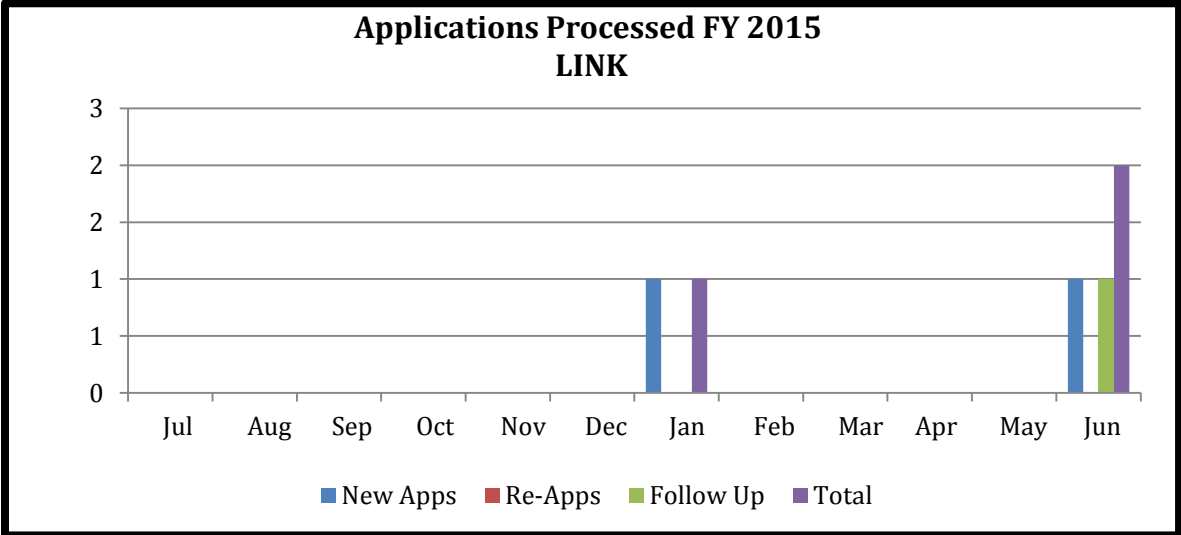
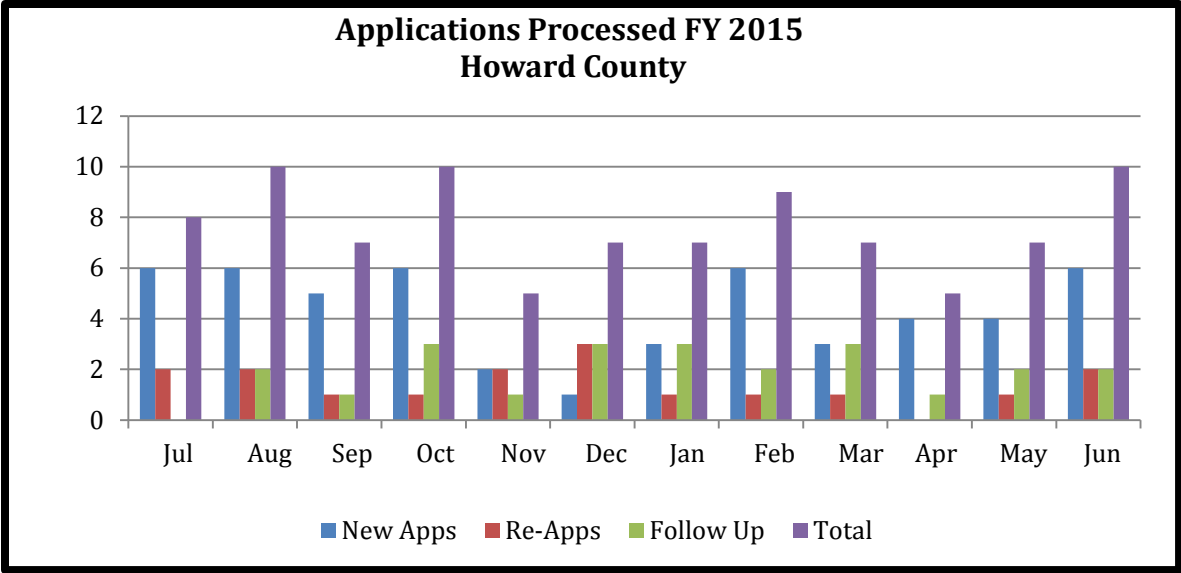


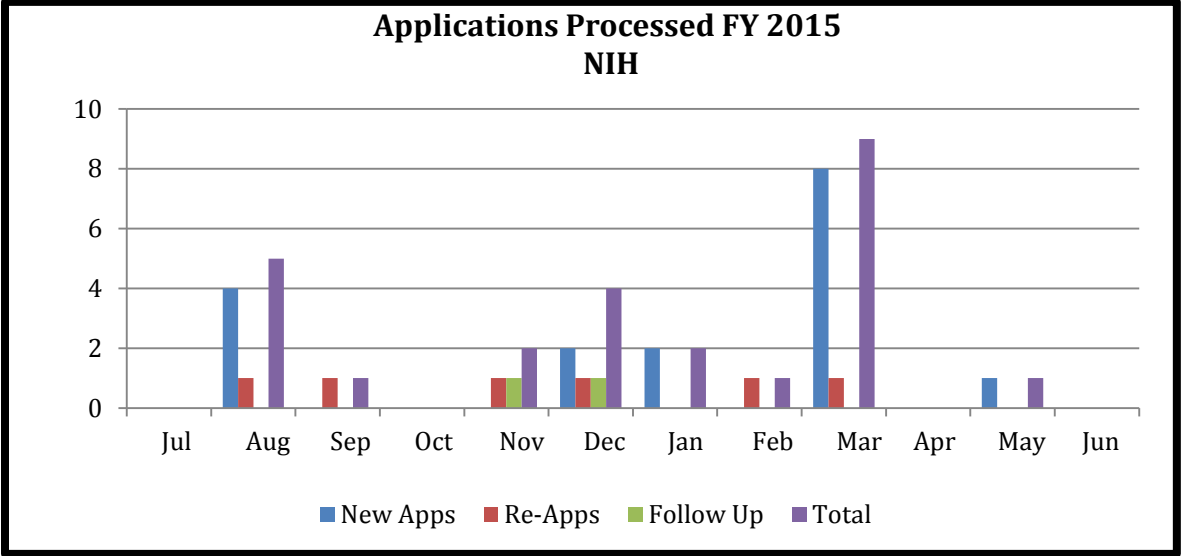
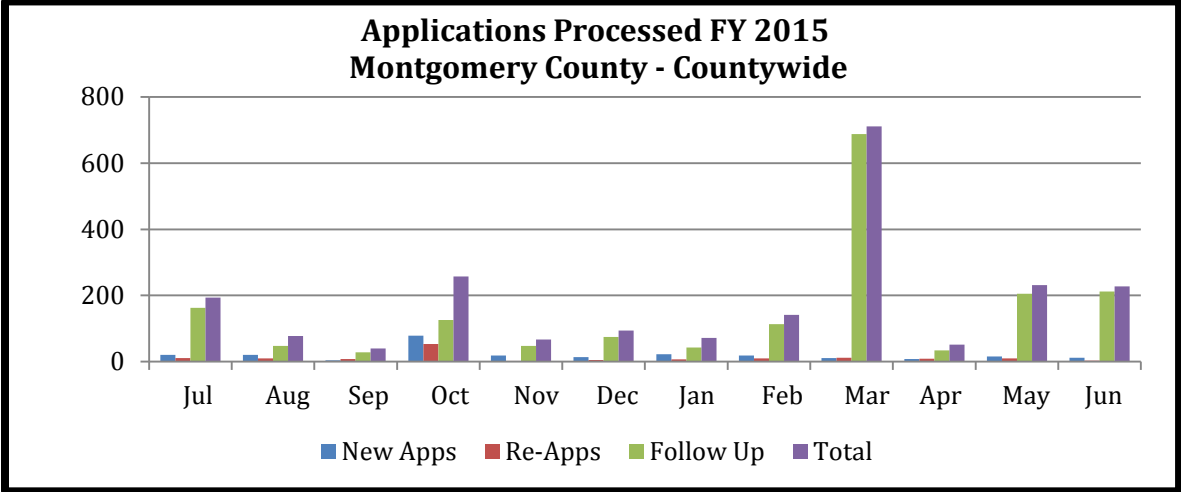
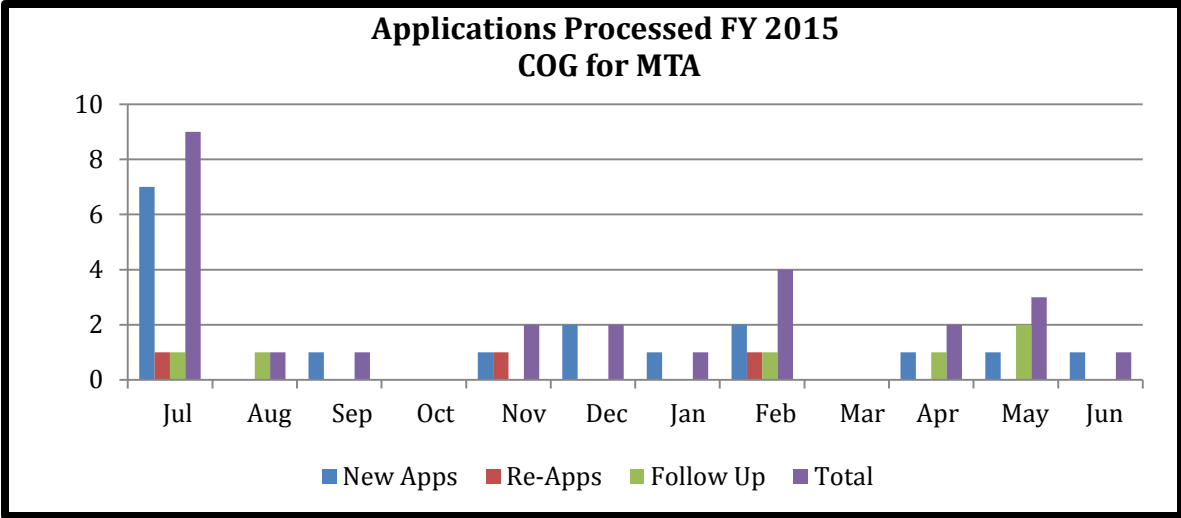
**Applications Processed FY 2015
GW RIDE CONNECT**



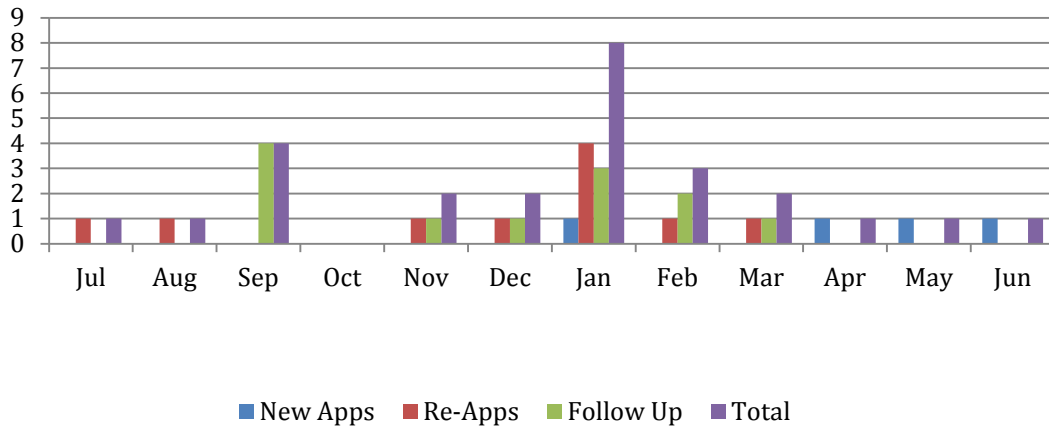
**Applications Processed FY 2015
Harford County**



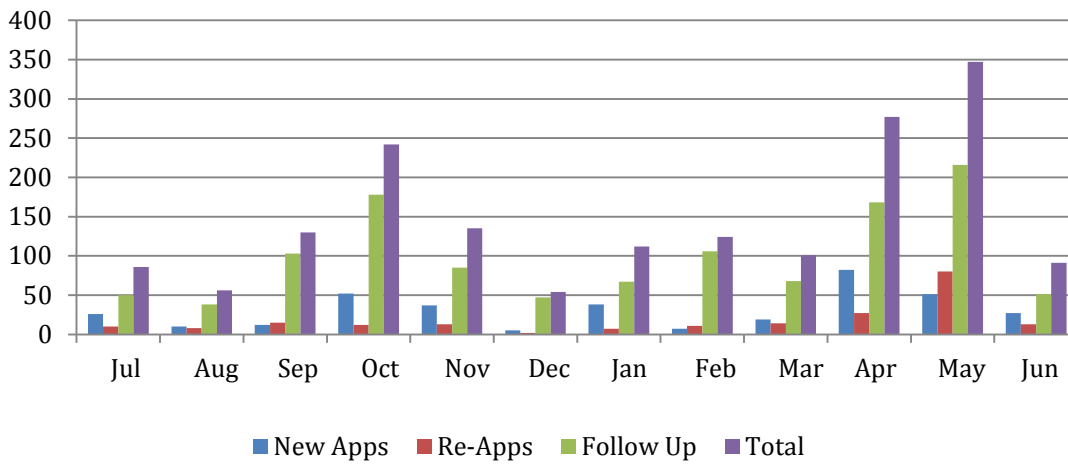




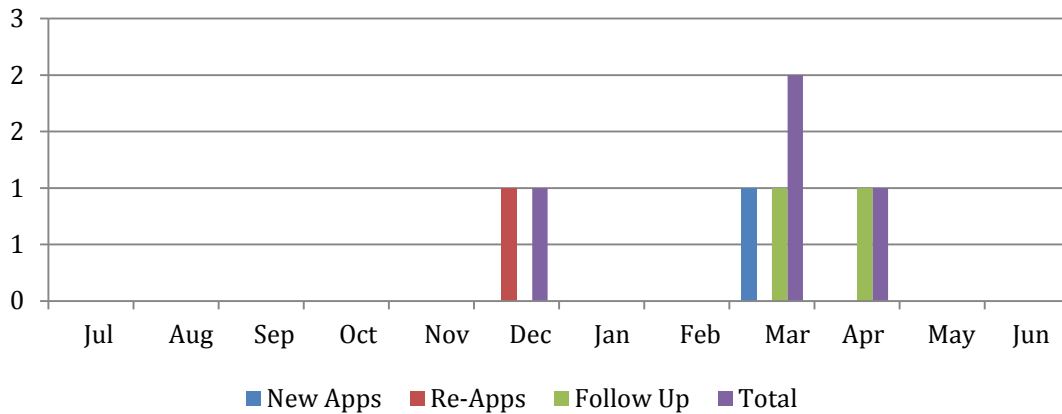
**Applications Processed FY 2015
(Army) National Guard Rediness Center**



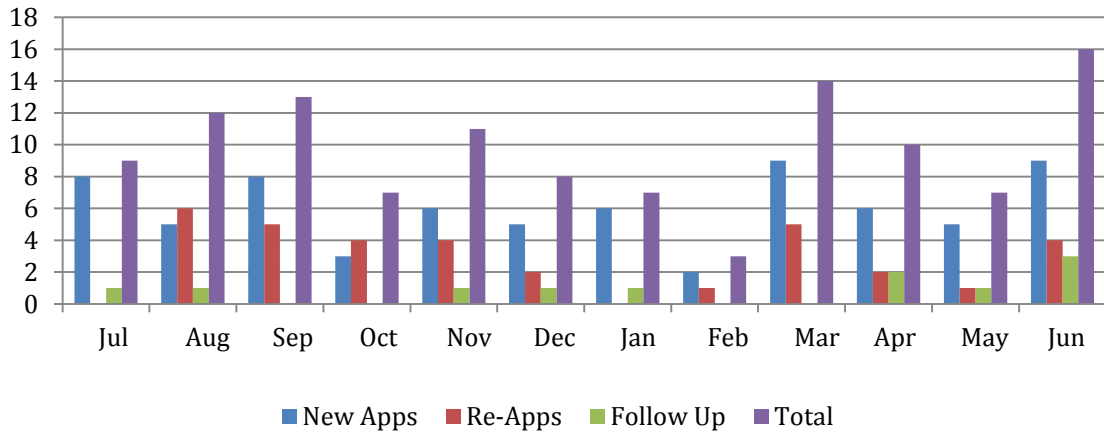
**Applications Processed FY 2015
North Bethesda Transportation Center**



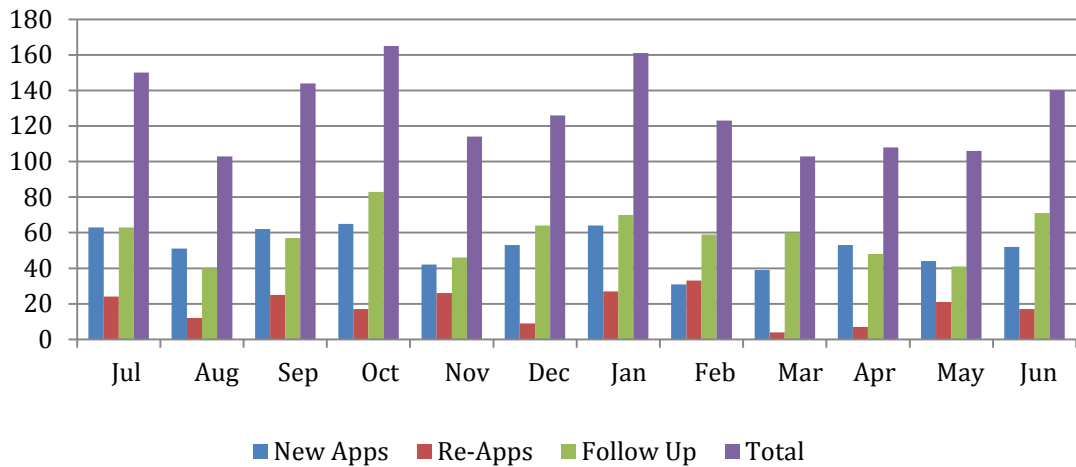
**Applications Processed FY 2015
Northern Neck PDC**



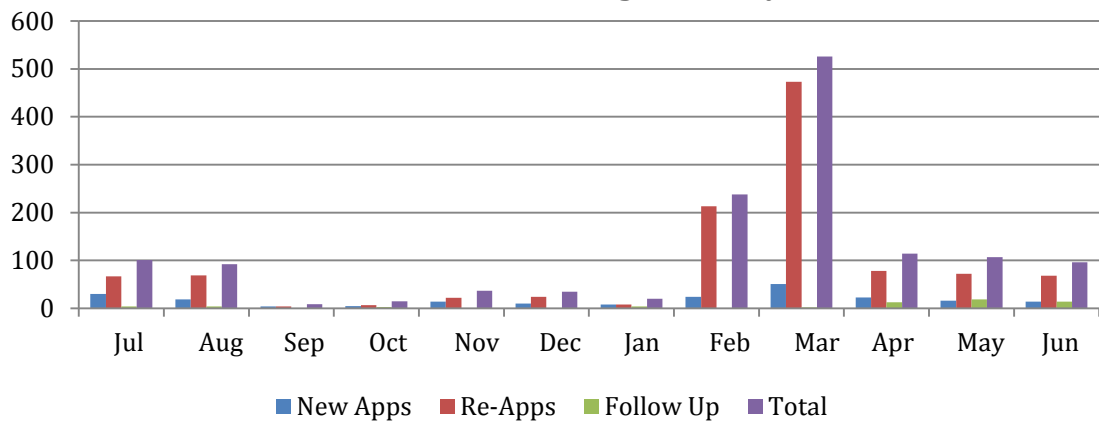
Applications Processed FY 2015 Northern Shenandoah Valley



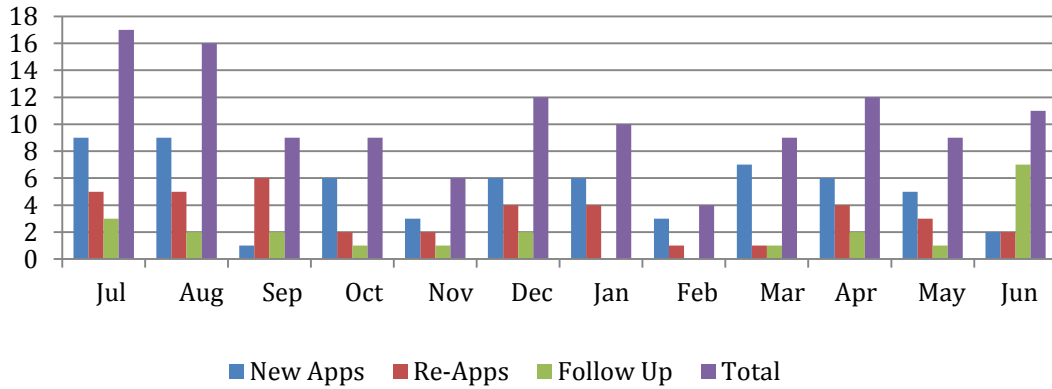
Applications Processed FY 2015 PRTC



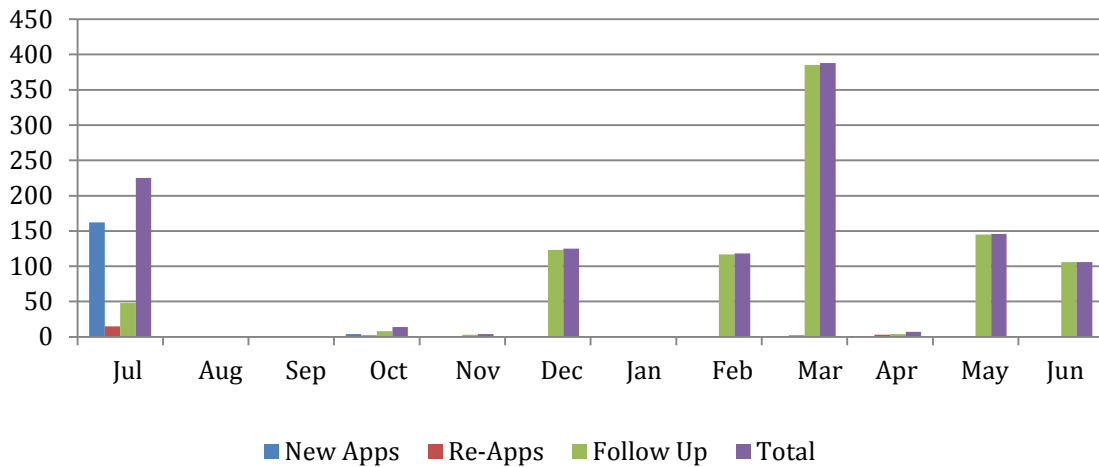
Applications Processed FY 2015 Prince George's County



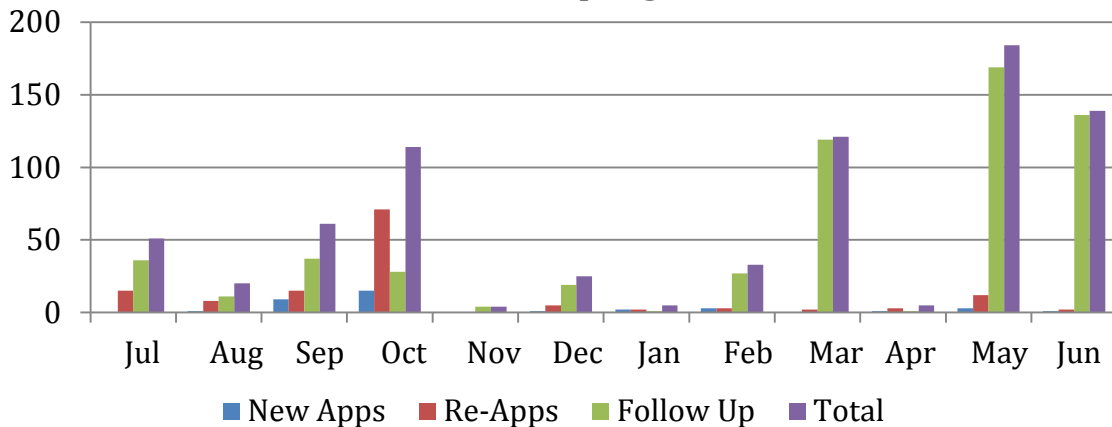
**Applications Processed FY 2015
Rappahannock-Rapidan RC**



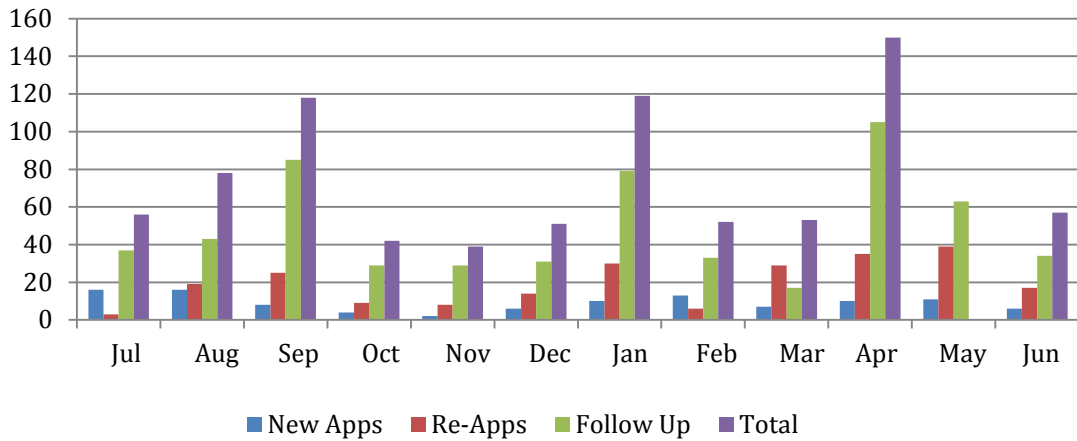
**Applications Processed FY 2015
Shady Grove**



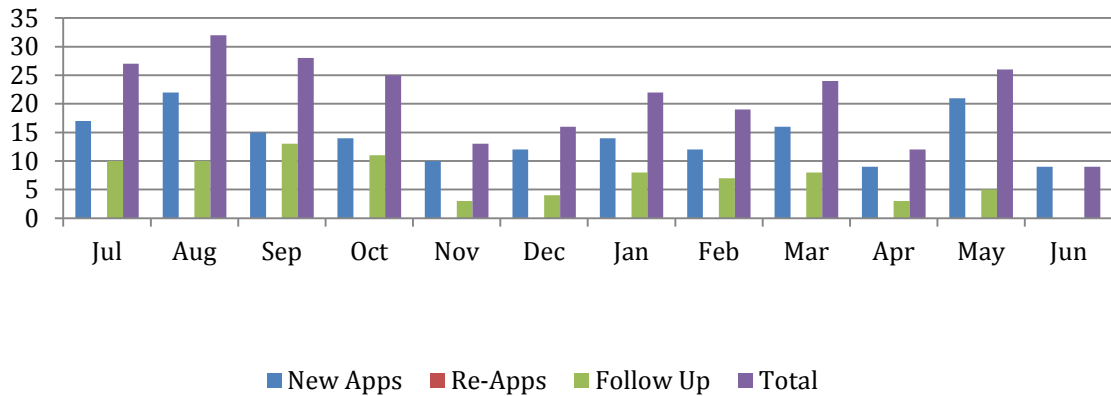
**Applications Processed FY 2015
Silver Spring**



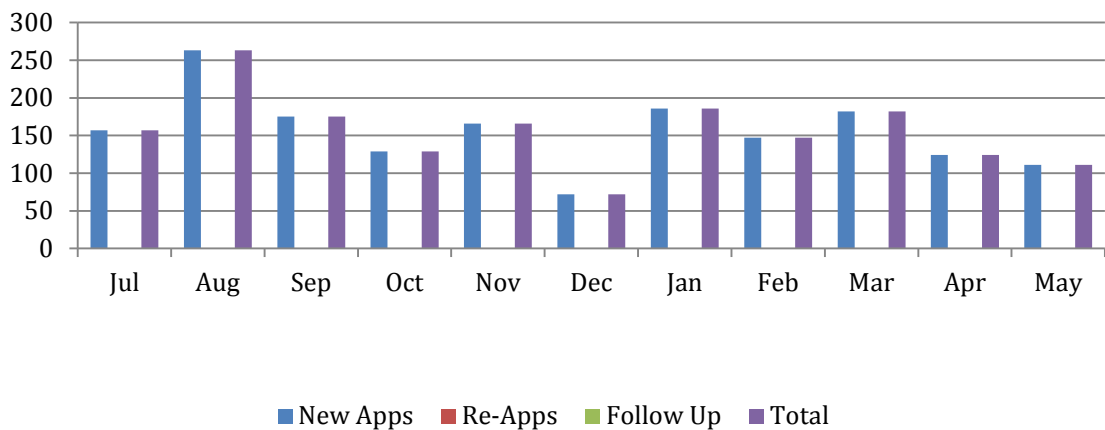
Applications Processed FY 2015 Tri-County Council for Southern Maryland



Applications Processed FY 2015 Charlottesville - Rideshare



Applications Processed FY 2015 Rideshare Delaware



**TABLE 5
TERM/COMMUTE INFORMATION
FY 2015**

APPLICATIONS	TELEWORK	GRH WASH	GRH BALT	EMPLOYER OUTREACH	TRANSIT	BIKE	CARPOOL VANPOOL	OTHER	TOTAL
Mail	N/A	165	0	N/A	N/A	N/A	26	N/A	24
Internet	N/A	9786	777	N/A	N/A	N/A	10680	N/A	52
Kiosks	N/A	0	0	N/A	N/A	N/A	0	N/A	97
Purge Letters	N/A	0	0	N/A	N/A	N/A	348	N/A	38
Fax/Phone	N/A	1	0	N/A	N/A	N/A	2	N/A	11
From Client	N/A	0	0	N/A	N/A	N/A	5	N/A	39
Employer Survey	N/A	0	0	N/A	N/A	N/A	0	N/A	1
Direct Mail	N/A	362	0	N/A	N/A	N/A	171	N/A	3
TOTAL	N/A	10314	777	N/A	N/A	41	11232	N/A	6
PHONE CALLS									
Brochure/Promo Materials	0	11	0	0	1	0	8	4	146
Bus/Train Schedule	0	13	0	0	35	0	3	1	2
Bus/Train Sign	0	12	0	0	75	0	2	8	272
Direct Mail	0	8	0	0	2	0	10	18	2
Employer	0	16	0	2	2	0	8	11	2
Employer Survey	0	0	0	0	0	0	0	1	2
Fair/On Site Event	0	2	0	0	0	0	0	1	3
Government Office	0	4	0	0	1	0	1	0	6
Highway Sign	0	4	0	0	51	0	12	79	1
Information (411)	0	0	0	0	1	0	0	0	1
Internet	1	58	0	0	75	2	66	70	2
Library	0	1	0	0	1	0	0	0	2
Mobile Billboard	0	1	0	0	0	0	1	0	2
Newsletter	0	1	0	0	0	0	0	2	3
Newspaper	0	0	0	0	0	0	1	0	1
Newspaper (Local)	0	1	0	0	0	0	0	0	1
Other Ridesharing Org	0	8	0	0	0	0	2	0	10
Park-and-Ride Lot Sign	0	1	0	0	2	0	3	4	10
Post Card (COG)	0	0	0	0	0	0	0	0	0
Presentation	0	0	0	0	0	0	0	0	0
Radio	0	5	0	0	2	0	9	1	17
Real Estate/WelcomeWagon	0	0	0	0	0	0	0	0	0
Referral from Transit Org	0	2	0	0	4	0	2	7	15
Theatre Slide	0	0	0	0	0	0	0	0	0
TV	0	0	0	0	0	0	1	0	1
Van Sign	0	2	0	0	0	0	1	0	3
Was/Is Applicant	0	2734	8	1	8	0	635	38	3424
White Pages	0	8	0	0	2	0	3	0	13
Word of Mouth	1	199	0	0	150	0	102	118	570
Yellow Pages - Verizon	0	0	0	0	1	0	1	0	2
Yellow Pages - Yellow Book	0	0	0	0	0	0	0	1	1
Yellow Pages - Local/Other	0	1	0	0	6	0	1	0	8
Voice Mail Messages	0	71	0	0	31	2	69	88	261
Other/Unknown	0	28	0	0	14	1	8	18	69
TOTAL CALLS	2	3191	8	3	464	5	950	470	5093

**TABLE 6A
CALLS RECEIVED AT CLIENT PROGRAMS
FY 2015**

	T O C T O B E R	A R I L	M A Y	J U N E	J U L Y	A U G U S T	S E P T E M B E R	O C T O B E R	N O V E M B E R	D E C E M B E R	J A N U A R Y	F E B R U A R Y	M A R C H	A P R I L	M A Y	J U N E	J U L Y	A U G U S T	S E P T E M B E R	O C T O B E R	N O V E M B E R	D E C E M B E R	T O T A L											
Calls Transf'd by COG	N/A	4	0	15	3	**	3	1	1	0	11	1	14	2	32	0	22	10	34	0	1	2	0	20	18	2	**	9	**	17	73	284		
How they heard...																																		
Brochure/Promo Matrix	23	19	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	367	
Bus/Train Schedule	47	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1607	
Bus/Train Sign	94	42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	301	0	0	0	0	0	0	0	0	0	0	0	0	0	0	349	
Direct Mail	39	37	0	0	2	0	0	1	0	0	4	1	5	0	4	0	1	2	0	1	0	0	0	6	0	0	0	0	0	0	0	0	77	
Employer	39	34	0	0	1	1	0	8	8	0	0	2	0	0	1	0	17	1	3	0	0	2	0	2	1	1	0	0	0	0	0	0	89	
Employer Survey	1	1	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	
Fair/On Site Event	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	
Government Office	12	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	
GRH Program	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	38	0	0	0	0	0	0	0	0	0	0	0	0	0	69	
Highway Sign	145	115	0	0	0	0	0	12	8	0	0	4	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	148	
Information (411)	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	62	
Internet	249	189	0	0	0	0	3	15	11	0	0	163	0	0	0	0	464	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0	907	
Library	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	
Mobile Billboard	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Newsletter	3	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Newspaper	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	
Newspaper (Local)	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	
Other Ridesharing Org	7	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	550	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	558	
Park-and-Ride Sign	9	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
Post Card (COG)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Presentation	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Radio	16	34	0	0	0	0	0	5	5	0	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	59	
Real Estate/Welcomer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Referral from Transit Org	16	18	0	0	0	0	0	3	1	0	0	0	0	0	0	0	203	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	225
Theatre Slide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TV	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	77
Van Sign	3	13	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24
Was/s Applicant	3362	3048	0	0	0	0	0	243	243	0	0	0	0	0	0	25	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3571
White Pages	10	10	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14
Word of Mouth	562	443	0	0	0	0	1	18	8	0	0	4791	0	0	0	0	282	191	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5748
Yellow Pgs-Bell Atlantic	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
Yellow Pgs-One Book	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Yellow Pgs-Local	8	4	0	0	0	0	0	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Voice Mail Messages	262	229	0	0	0	0	2	15	14	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	280
Other	71	60	0	0	0	0	8	7	7	0	0	10	0	0	0	0	127	330	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1377	
Total	4994	4356	0	N/A	3	1	17	343	314	0	4	4987	5	0	5	0	3872	675	3	1	0	2	0	8	1	2	762	60	2	268	13	15724		

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

FIGURE 1

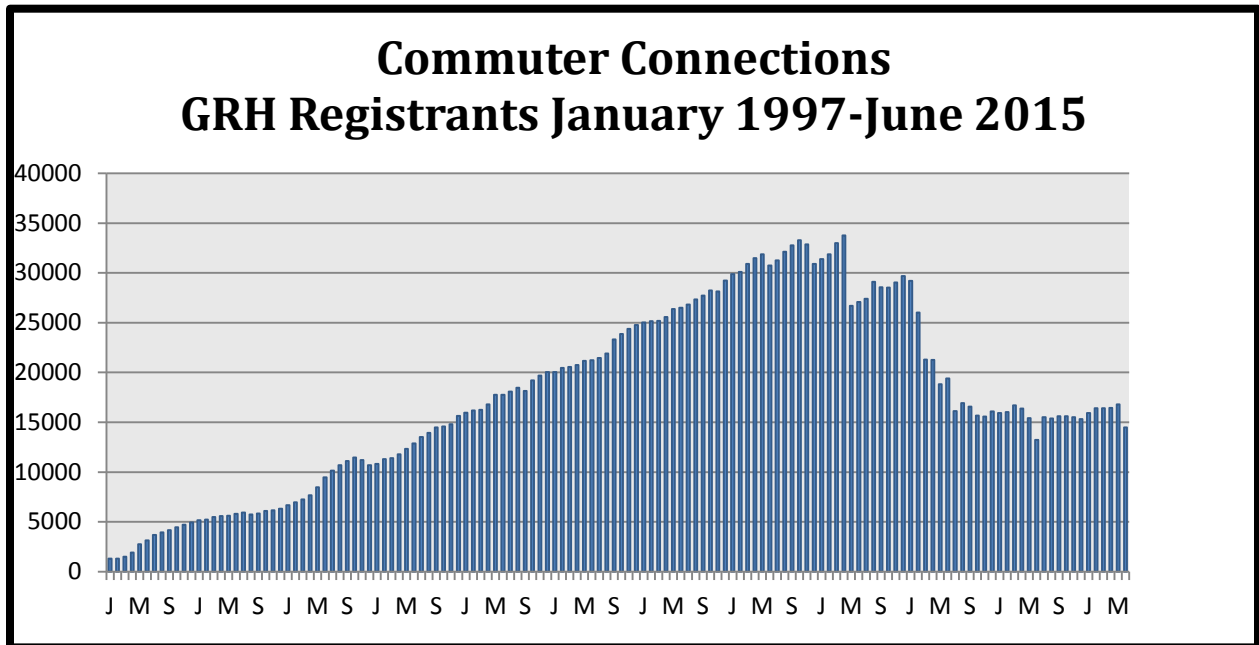


FIGURE 2

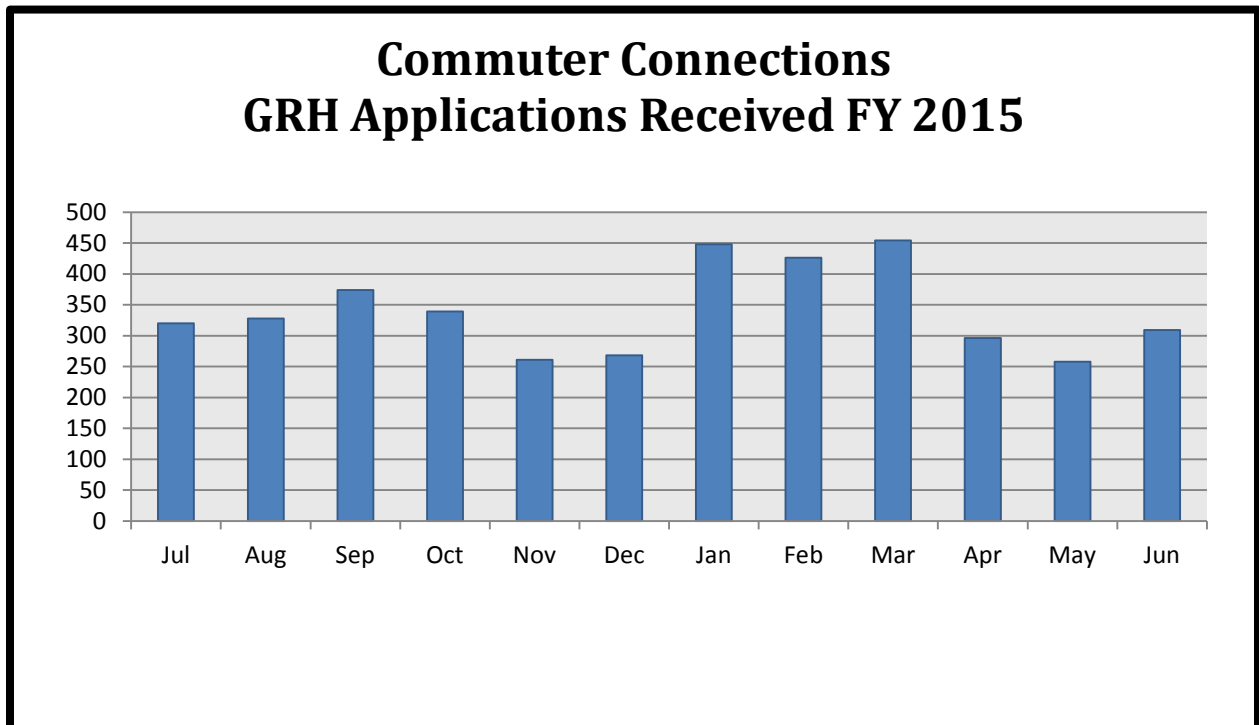


FIGURE 3

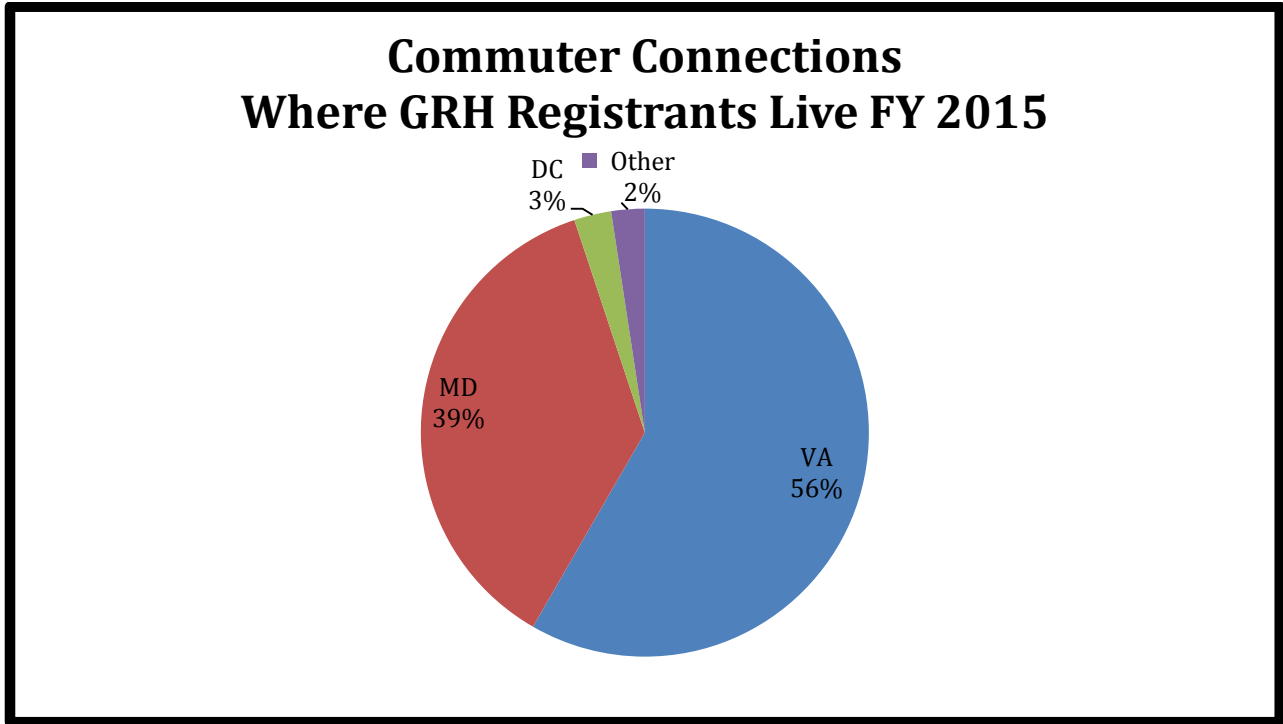


FIGURE 4

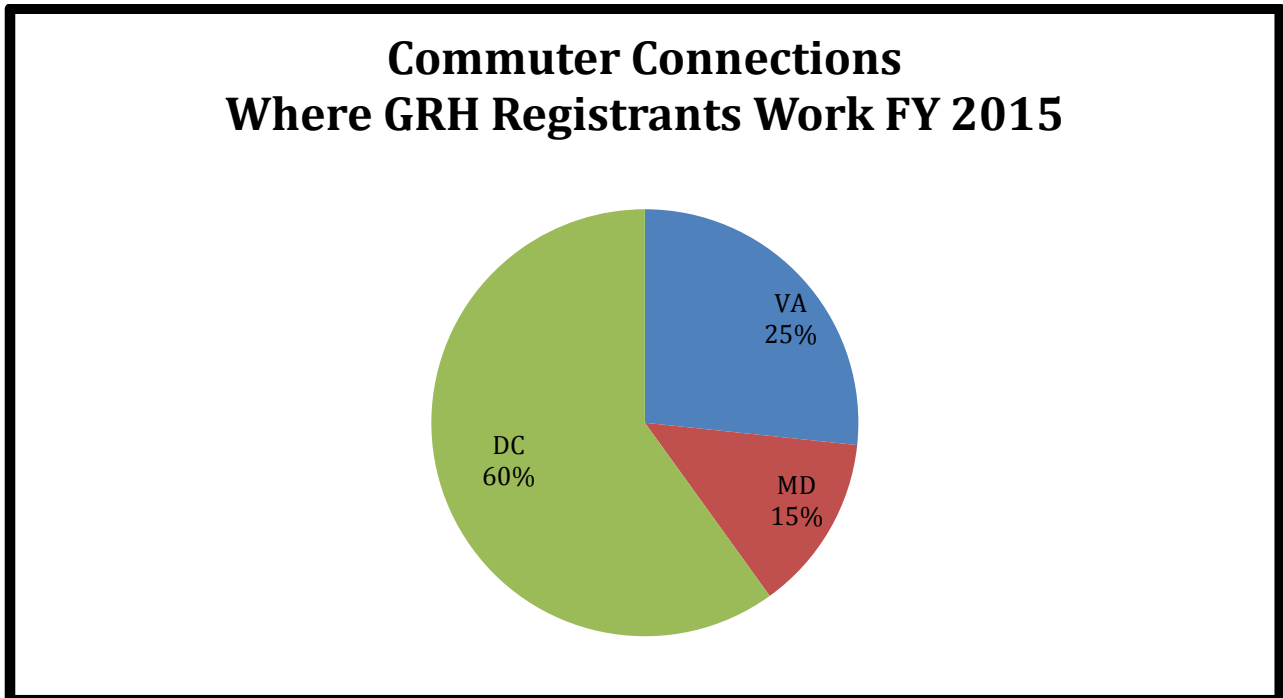


FIGURE 5

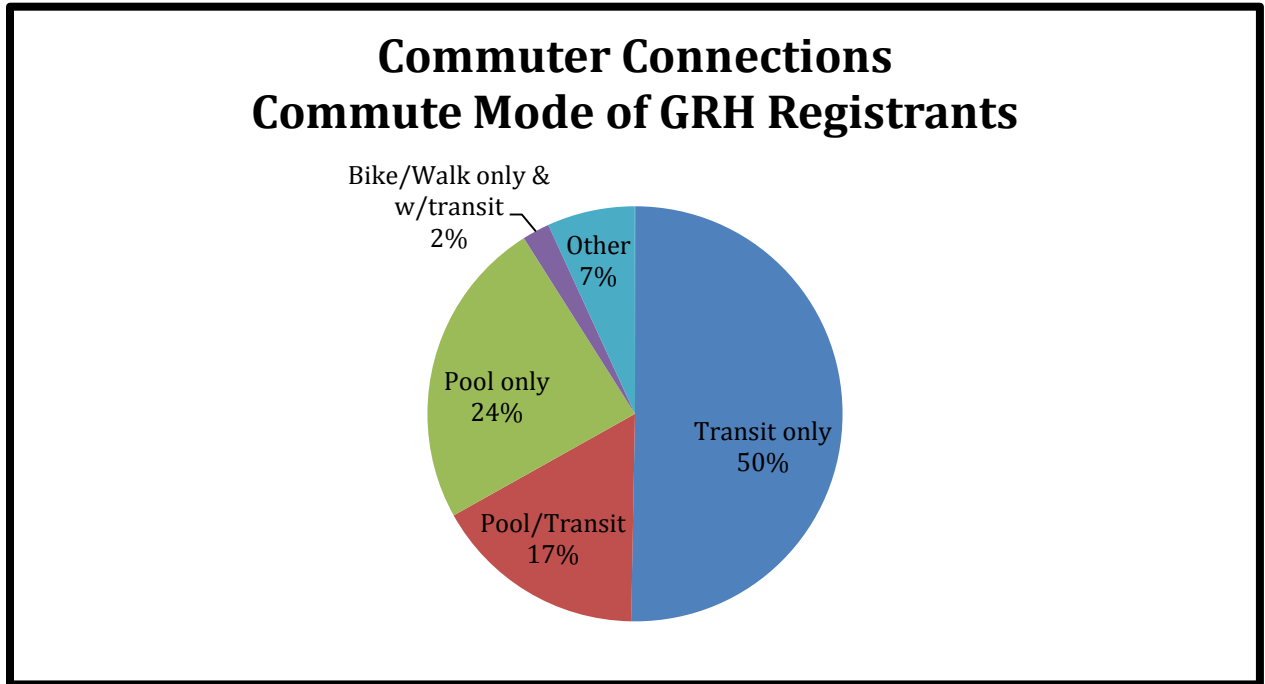


FIGURE 6

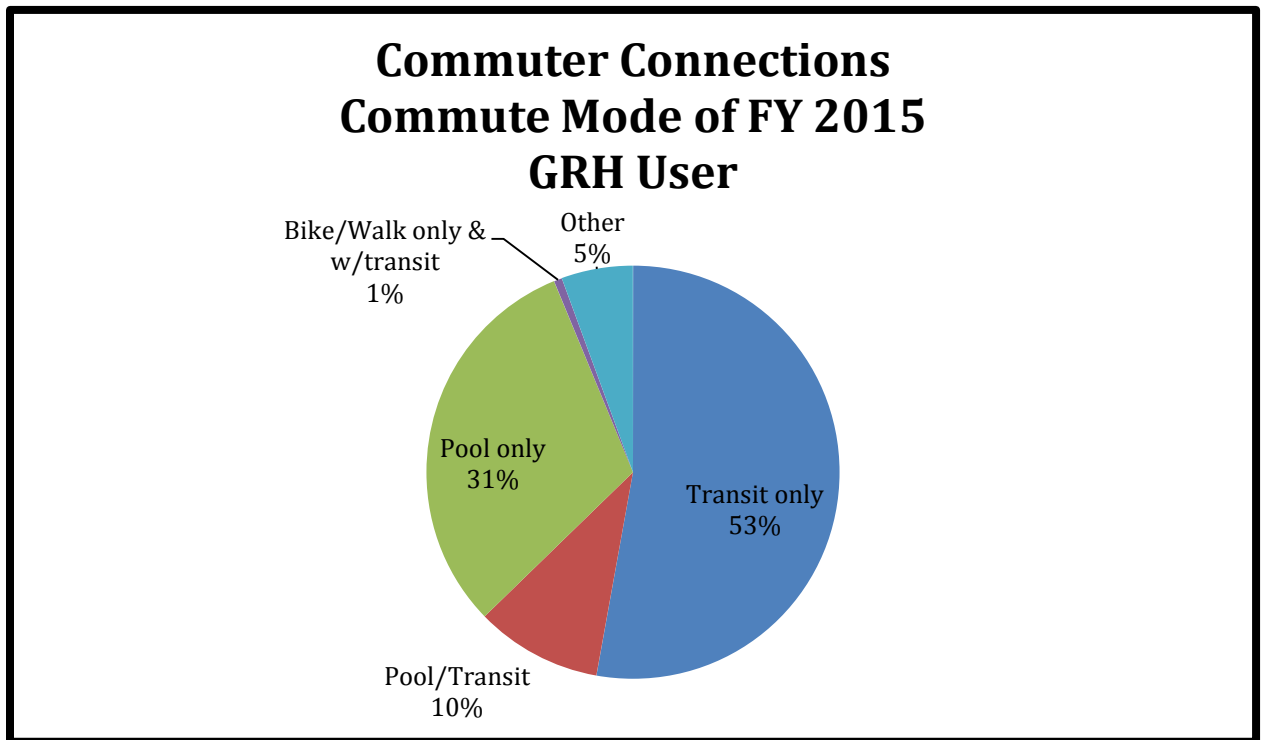


FIGURE 7

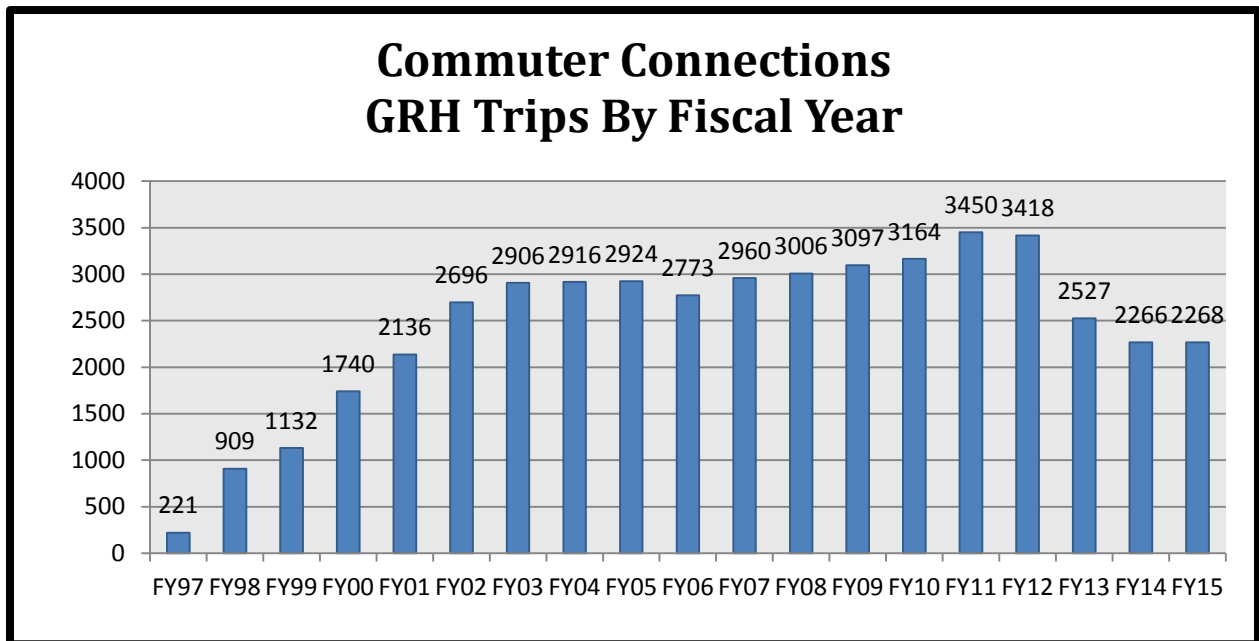
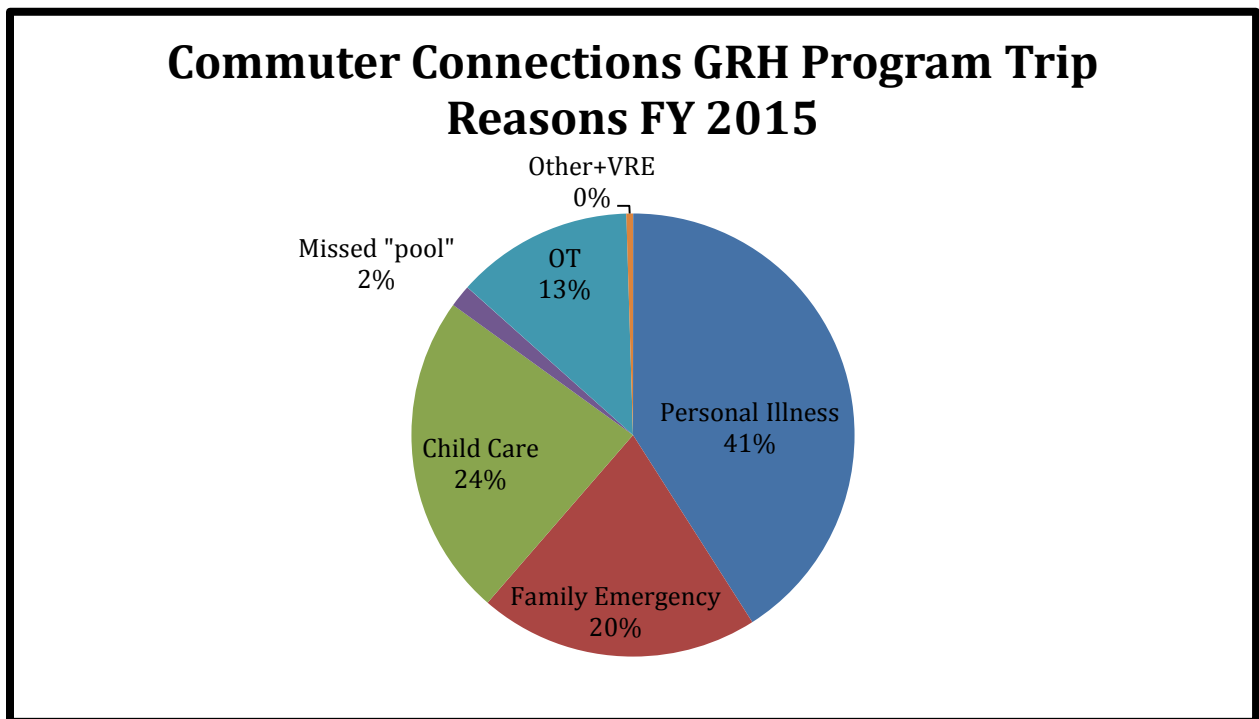


FIGURE 8



FY 2015

Annual	City of Alexandria	Arlington County	District of Columbia	Fairfax County	Frederick County	Loudoun County	Montgomery County	Prince George's	Prince William	Calvert/ St. Charles
Employers Contacted (new) Site Visits (prospects)	20	74	135	67	39	23	606	6	201	43
Telework Contacted (new)	0	0	0	0	0	0	2	4	0	11
Employers Contacted (follow-up)	294	6891	1919	1283	76	311	5095	295	159	70
Telework Contacted (follow-up)	0	0	0	0	0	0	15	0	0	10
Total Broadcast Contacts Letters, Flyers, Newsletter	4625	32230	9102	23428	223	889	114858	3079	329	707
Total Sales Meetings	12	359	39	94	16	39	393	4	3	19
Total Employers Contacted	4951	39554	11195	24872	354	1262	120969	3388	692	860
New Level 1 TDM Programs	4	28	10	21	1	18	27	0	4	18
New Level 2 TDM Programs	2	8	7	2	1	1	115	0	1	1
New Level 3 TDM Programs	12	33	17	8	3	0	5	0	0	0
New Level 4 TDM Programs	1	5	7	3	0	0	9	0	1	0
New Telework Programs	0	0	0	0	0	0	0	0	0	1
Expanded Telework Programs	0	0	0	0	0	0	0	0	0	0

Number of Total Views: 156,145
Average Monthly Views: 13,012

FY 2015 Web Visits

