



**COMMUTER CONNECTIONS SUBCOMMITTEE
MEETING MINUTES**

Tuesday, November 21, 2017

12 noon – 2:00 p.m.

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

Third Floor, COG Board Room

Chairperson: Janiece Timmons, WMATA

Vice Chairperson: George Clark, Southern Maryland

Staff Contact: Nicholas Ramfos 202/962-3313

Item #1 Introductions

The Subcommittee members were asked to introduce themselves and to sign the attendance sheet.

Item #2 Minutes of September 19, 2017 Meeting

Approval was sought for the September 19, 2017 Commuter Connections Subcommittee Meeting Minutes.

Janiece Timmons, WMATA requested a motion to approve the minutes of the previous Commuter Connections Subcommittee Meeting.

A motion was made by Nancy Huggins, MTA and her motion was seconded by Traci McPhail, North Bethesda TMD.

The Subcommittee unanimously voted to approve the meeting minutes of the September 19, 2017 Commuter Connections Subcommittee Meeting.

Item #3 FY2015 – FY2017 TERM Analysis Report

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the substantive changes to the draft FY2015-FY2017 Commuter Connections TERM Analysis Report. The initial draft was presented to the Subcommittee on July 18th and an August 15th deadline was established. The updated draft was presented to the Subcommittee on September 19th and an October 27th deadline was established. The Subcommittee will be asked to endorse the final draft report.

Nicholas Ramfos, COG/TPB staff shared that the draft TERM Analysis report had several edits made including substance, language and technical edits. For example, a language change was made when defining the strategy of supporting regional air quality goals vs. using the TERMS to determine whether TERM goals were met for air quality conformity purposes. 'Pool Rewards impacts from the Vanpool component were added. Employer Outreach surveys provided by jurisdictions and their associated impacts were less than one half percentage point and will be included in the next analysis period given the extent of having to re-run the COMMUTER model. Mr. Ramfos emphasized the importance of the document's appendices as how the report's quantitative findings need to be transparent and verifiable and that changes were made to allow

for report readers to easily go through the methodology of calculating impacts for each TDM measure. For example, changes were made to appendices 8 and 9 where explanations on the societal benefit impacts were expanded for the sake of transparency including further detail regarding the TRIMMS model and its relationship to the calculation of the stated societal benefits as a result of the program's overall impacts. Mr. Ramfos noted that once the report is endorsed for release, results will be available for performance based planning efforts.

Janiece Timmons, WMATA requested that a motion be made to endorse the FY2015 – FY2017 TERM Analysis Report with consideration of the technical corrections noted on Table B and on Table A-4 on Page 94, to be made prior to finalization and publication.

A motion was made by Mark Sofman, Montgomery County with the condition that technical corrections are to be made.

His motion was seconded by Nancy Huggins, MTA. The Subcommittee unanimously voted to endorse the FY2015 – FY2017 TERM Analysis Report for release.

Mr. Ramfos stated that the next steps will be to publish the final report which will be available on the Commuter Connections website, members will be notified once it is available and that hard copies will be provided upon request.

Item #4 2017 Bike to Work Day Draft Event Report

Mark Hersey, COG/TPB staff, briefed the Subcommittee on the 2017 Bike to Work Day draft report. The document has been reviewed by the Bike to Work Day Steering Committee on September 13th and November 8th. A comment period was established.

Mark Hersey, COG/TPB staff presented highlights from the 2017 Bike to Work Day Draft Event Report including where to find pit stops, the number of registrants per pit stop, and a growth by year chart since 2002 which reflects a significant increase in both participants and pit stops over the 17 years that the event has been taking place.

Nancy Huggins sought clarity as to why Baltimore data was not included in the report to which Mr. Hersey noted that the report only reflects outcomes of the event for the DC metropolitan region and not the Baltimore metropolitan region.

Mr. Hersey pointed out where pit stop recaps that include more detailed qualitative reporting can be found in addition to employer participation throughout the region. Employer participation includes Federal, State and local government employers as well as Private and Non-Profit Sector Employers in addition to universities and colleges. He then moved on to where advertisement efforts and marketing materials via radio, website and social media, printed media, banners can be found in the report in addition to Media coverage, minority media outreach and news media support for the event. The end of the report also contains photos and promotional items from different jurisdictions.

Fatemeh Allahdoust, VDOT, suggested that financial information be provided in the report detailing how much has been spent on the event since its beginning in terms of a regional investment, to which Mr. Hersey noted that the report does highlight sponsors and level of

sponsorship both cash and in kind and that funding for the event became a single line item in the CCWP budget after 2008 having first been funded through GRH marketing resources in years prior, but in order to include this type of detailed information, it would need to be identified and quantified and could possibly be considered for inclusion in next year's event report.

Sharron Affinito, Loudoun County, expressed a concern over how much information is being provided by pit stops for the recap section of the report and how to encourage more reporting from pit stop managers for completeness. Mr. Hersey acknowledged that this is one of the reports pitfalls in terms of reliance on pit stop managers to provide the requested information, however pit stop managers are contacted consistently after the event and have the prerogative to provide as much information as they choose.

Mr. Hersey concluded in sharing that the deadline for comment on the document will be December 15th and that the final version of the report will be presented during the January Commuter Connections Subcommittee meeting for endorsement and release. The current draft of the report will be posted to SharePoint for further review.

In response to Marina Budimir's question (DDOT) regarding the 2018 event participation goals, Douglas Franklin, COG/TPB staff, shared that 20,000 participants is the goal and the event website (<https://www.biketoworkmetrodc.org>) has detailed information regarding the 2018 event.

Item #5 Request for Input to TPB's 2018 CMP Technical Report

Daivamani Sivasailam, COG/TPB staff, discussed the preparation of the 2018 Congestion Management Process (CMP) Technical Report. This report is updated every two years, and Commuter Connections participants' assistance will be requested to ensure that COG/TPB staff have the most up-to-date information regarding on-going jurisdictional/agency Travel Demand Management strategies. Staff will brief the Subcommittee to kick off this request, with responses requested by January 5, 2018.

Daivamani Sivasailam, COG/TPB staff, via teleconference asked Commuter Connections Subcommittee members to provide feedback for their respective jurisdictions for the 2018 Congestion Management Plan (CMP). He shared a brief history of the CMP which is derived from federal legislation, specifically the 2005 Safe, Accountable, Flexible, Efficient Transportation Equity Act, which through revision is now the FAST Act as a mandate for regions throughout the country. He noted that 2008 was the first year that COG's DTP produced a CMP technical report and that the report is generated on a bi-annual basis. The current CMP technical report update is underway and it is anticipated to be finalized in March 2018 and will be part of the new Long-Range Transportation Plan dubbed: Visualize 2045 which the department staff are in the process of updating to reflect current conditions.

Mr. Sivasailam drew the Subcommittee's attention to the table where jurisdictional data is presented and asked that jurisdiction representatives review the information and verify if it is current or needs to be updated or included since the 2016 inputs. Mr. Sivasailam shared that the deadline for comments will be December 29th.

Mr. Ramfos, COG/TPB staff, reiterated Mr. Sivasailam's request noting that the CMP is an important document for TDM throughout the region and encouraged all members to review their respective sections. He noted that the item will be posted to the SharePoint site along with contact information for Mr. Sivasailam.

Item #6 2017 Car Free Day Results

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the results from Car Free Day held on September 22nd.

Douglas Franklin, COG/TPB staff, stated that this year's Car Free Day event was held on September 22nd and the total number of pledges received was 11,205 which was a 149% increase above the 2016 event total of 4,500 pledges. The pledge breakdown by percentage and mode were Bike at 29%, Rail at 22%, Bus at 17%, Walk At 16%, telework at 8%, carpool/vanpool at 8% and 12% were undecided. The greatest change in mode was Bike which grew 3% from 2016. VMT emissions savings for 2017 were 191,428. 64% of those who took the pledge already were using alternative modes and 36% of SOV drivers pledged to go car free or car-lite.

Regarding the distribution of pledges between VA, MD and DC the balances were virtually equal ranging from 29-31% of pledges. In DC, Bike and Walk were the most popular modes used. In both Maryland and Virginia, Bike and Rail were the most popular modes on the day of the event. Regarding pledges by jurisdiction, the top 3 jurisdictions were DC, Montgomery County, Arlington County followed closely by Fairfax County and all jurisdictions had over 100 pledges each.

Mr. Franklin then drew the Subcommittee's attention to the Memorandum as part of the agenda item regarding the event's impact calculation on emissions and greenhouse gases. He noted that the memo provides the methodology used to calculate these outcomes and that NOX, VOC and PM2.5 were measured as part of the TERM analysis included in the air quality analysis of the 2016 Constrained Long Rang Plan (CLRP). He then pointed out a table illustrating 2013 -2017 savings of VMT by year and a line graph of emissions savings by year.

Mr. Franklin then moved on to social media results and noted that the 2017 CFD Facebook page added 147 likes since the same time last year with a total of 4,300 likes over time. He noted an interesting finding in that CFD supporters prefer the Facebook medium over Twitter which is found to be the opposite for Bike to Work Day. Six boosted Facebook posts were also purchased which received nearly 3,000 user engagements (click comment reaction, or shared post). The CFD college campus challenge had over 2,000 .edu user visits which was double last year's numbers. Georgetown, UMD, American University and GW were the highest participating higher education institutions ranking in that order. The CFD website had 27,000 unique visitors 3 months prior to the event which is an increase from 14,000 in 2016 and represents an 89% increase. Finally, in 2010, 96% of CFD website visits were exclusively accessed from desktops, and in 2017 52% accessed the site via desktop and mobile device access was 45% while tablet user access was 3%.

Item #7 Regional TDM Evaluation Project Update

Nicholas Ramfos, COG/TPB staff briefed the Subcommittee on the status of the regional TDM Evaluation project.

Nicholas Ramfos, COG/TPB staff explained that since the TERM analysis report was endorsed there is a new 3-year data collection cycle for all Commuter Connections TDM measures beginning this year. Those measures include Telework, Employer Outreach, GRH, GRH Baltimore, the Commuter Operations Center, and Mass Marketing. He noted that the TERM impacts are no longer needed for air quality conformity purposes, but will continue to be collected and reported for other reasons, primarily for congestion management as it relates to the CMP.

As part of data collection activities, the SOC survey will be conducted as well as the Telework employer assistance survey in MD along with survey data from Virginia's Telework! VA program. The final program analysis report's name will change to the Regional TDM Analysis Report.

Regarding all the data collection activities Mr. Ramfos noted that there is a deadline and estimated cost for each through the 3-year data collection time frame. The Employer Outreach customer satisfaction survey will be conducted in FY2019 and the Employer Outreach ACT! database analysis will be conducted in FY2020. The GRH surveys will be conducted in FY2019 and the Retention Rate survey will be conducted in FY2021 and is conducted every 5 years. The GRH Baltimore in-depth applicant survey will be conducted in FY2019 and produced in FY20. The Placement Rate study is being conducted this fiscal year and preliminary results will be available in January with the final report slated to be released in March. The Bike to Work Day survey will be conducted in the fall of 2019 during FY2020.

The final 2018-2020 TDM analysis report will be produced in FY2019 and will be ready for release during FY2020. Also, the regional TDM Evaluation Framework Methodology report will be put together in FY2019 which outlines how data is collected, and how impacts for each measure are calculated. There may be changes to the methodology that will be revisited next year and will need input from the TDM Evaluation Group. Finally, the estimated costs are projected to be 1% - 6%. The largest data collection activity will include the SOC next year. The floor was then opened for questions.

Item #8 Regional TDM Software Project Update

Stephen Finafrock, COG/TPB staff, briefed the Subcommittee on the status of the Regional TDM software system and related mobile applications.

Stephen Finafrock, COG/TPB staff, began by noting that he will be providing an overview of technology updates for TDM and the CarpoolNow mobile apps. First, Mr. Finafrock stated that since 2013 Commuter Connections has been exploring new tools for engagement to attract more carpools and vanpools. The CarpoolNow (CPN) mobile app was derived from brainstorming efforts and addresses real time ridesharing needs. He noted that CPN differs from the TDM system for this reason given that the TDM system offers only preset origin and destination filters versus the dynamic app which is focused on where a user is located in real time. Mr. Finafrock also discussed Flextime Rewards where willing participants are to receive communications if congestion occurs along their route and better departure times are suggested which he described

as in the works and to launch soon. Additionally, IncenTrip, a multi-modal dynamic trip planner from UMD is a new incentive based application.

Mr. Finafrock then displayed the universal log in function for CarpoolNow and demonstrated the ability to create a profile in the app, the 'request a ride' and 'offer a ride' features, with a map showing origin and destination for drivers in either the list view or map view. Location services need to be enabled on mobile devices for those offering a ride and once a ride has been accepted a map can be launched from the smartphone's device navigator. Regarding requesting a ride, the app can detect location and the user provides a destination. Users can cancel a ride request at any time and the app does time out, but after 15 mins it will send a notification asking, "are you still looking for a ride?" Once a driver has arrived both driver and rider can confirm this through the app.

Mr. Finafrock then shared that in Howard County, an added Driver incentive is being provided through CarpoolNow at \$10 for each ride given that touches Howard County. The incentive aims to encourage participation with the goal of future expansion of the program to the Washington DC region. COG/TPB staff can run regular reports to determine who has given rides to receive the incentive. The CarpoolNow app currently does not provide the Car type nor can the driver be contacted by the ride requester.

Mr. Finafrock then discussed the Flextime Rewards program which offers real time traffic alerts in the region and there are 4 corridors of interest that will allow for monthly prize drawings include: I-270 spur (Inner Loop), I-495 b/w I-95 and MD-193 (Outer Loop), I-66 EB @ VA-267, and DC-295 SB @Benning Road. Interested users will be asked to fill in their profile for the program on the Commuter Connections website and once they are signed up they will begin to receive notifications. The prizes and rewards are to be determine.

Finally, Mr. Finafrock touched on IncenTrip, the multimodal trip planner which can suggest the best mode to use and users can track 'eco-scores', earn points for trips and received a grade for fuel efficiency. IncenTrip will be launched by the University of Maryland in January.

Heidi Mitter, VDOT suggested that packaging all TDM interfaces in an advertising campaign may be successful to which Mr. Ramfos, COG/TPB staff, noted that the overall goal is for a 'soft launch' initially, but joint marketing prospects and value-added advertising opportunities will be examined during the fiscal year.

Item #9 FY 2019 Work Program Development and Commuter Connections Strategic Plan

Nicholas Ramfos, COG/TPB staff briefed the Subcommittee on the Commuter Connections Work Program (CCWP) and the Commuter Connections Strategic Plan. A comment period was established.

Nicholas Ramfos, COG/TPB staff, discussed two documents associated with his presentation, including: the FY2019 draft Commuter Connections Work Program, and the 2016-2017 Strategic Plan. He noted that a lengthier version of the Commuter Connections Strategic Plan is posted on the Commuter Connections website.

Mr. Ramfos continued in defining Commuter Connections as it is documented in the strategic plan and the program's shared benefits including congestion reduction, goods movement, improving tourist travel, reduced emissions, assisting with efforts to attract and retain employers, and improving accessibility. However, with increased congestion, the role of TDM in economic development becomes more relevant in addition to contributing to employer and employee recruitment and retention for the region. Ultimately the program also helps to reduce stress, cost, commuting time, and overall quality of life for residents and commuters in the region.

Mr. Ramfos then displayed a map which illustrated the geographic coverage area of the program at different layers noting that the regions commuter shed includes not only the DMV but states like WV, DE and PA as well totaling over 10 million daily commuters. Using statistics from the Census Mr. Ramfos displayed how the DC Metro region is ranked high for the percent of carpoolers using transit and carpools comparatively with other major metro regions throughout the United States.

Mr. Ramfos then touched on daily program impacts including that every day over 130,000 vehicle trips are reduced along with 2.5 million vehicle miles of travel, 1 ton of NOx and ½ ton of VOCs by the program. Also, the program plays a significant role in the regions congestion management process (CMP) as part of the regional planning process where TDM is one of the primary solutions. The program also supports regional air quality goals of the CLRP and program measures are in the TIP and can assist with performance based planning requirements in the FAST Act.

Mr. Ramfos then discussed the cost effectiveness of the program noting that the programs annual budget ranges from between \$5-6 Million per year, that for every vehicle trip reduced the cost is 16 Cents, the cost per vehicle mile of travel reduced cost is 1 Cent, the cost per ton of NOX reduced \$20,000 and the cost per ton of VOC reduced is \$41,000. He concluded this section in stating that comparatively on a regional level, the programs are cost effective.

Regarding the FY 2019 budget cost comparison there will be a 6.5% increase in the budget where 32% goes to staff and overhead, just over half to private sector services, around 8% is pass-through to local jurisdictions and about 9% to direct costs. He shared that most of the increase is related to the TDM evaluation data collection program activities, marketing the addition of the Flextime incentive program, and expansion of the CarpoolNow driver incentive. VDOT's I-66 outside the beltway program has been included in the 'Pool Rewards project and the I-395 Express Lanes portion during construction which will total about \$20000 will also need to be added. This will be in the next version of the draft Work Program document.

Regarding the monitoring and evaluation program area, the regional TDM Framework Methodology document which is the blueprint for how data is collected will be updated and will include a discussion on revisiting the entire process including goals set for the program. Additional activities will include the implementation of the 2019 SOC survey and draft technical report, and both GRH applicant surveys for the Washington DC and Baltimore region's along with draft reports. State funding agencies have reviewed and commented on the current draft of the CCWP and Mr. Ramfos requested that the Subcommittee review and provide comments by December 8th.

The document will be posted to SharePoint for feedback and the state funding agencies will review and submit additional comments in January. The Subcommittee will be briefed on any

substantive changes to the document in January and will be asked to endorse the document for release. The TPB Technical Committee will be briefed in early February along with the TPB and the TPB's Citizens Advisory Committee in March, the TPB Technical Committee will be briefed again and the TPB will be asked for a final approval. Any adjustments will be made to the Transportation Improvement Plan (TIP) by the end of fiscal year and the program will begin on July 1st. The floor was then opened for questions.

Item #10 FY 2018 1st Quarter CCWP Budget Report and 1st Quarter Progress Report

Barbara Brennan, COG/TPB staff, briefed the Subcommittee on the status of the FY2018 1st Quarter Budget and Progress reports.

Barbara Brennan, COG/TPB staff stated that the first quarter budget report spending is low as the program prepares to have more contractors and consultant activity in later quarters, but overall operation rate of expenses is 21% which is underbudget with no big dips or peaks.

She moved on to the Quarterly Progress Report describing some of the detail during the first 3 months of the fiscal year. Additionally, the report contains jurisdictional tables of activity. Table 1 showing overall activity from July – September including rideshare applicants and other activity with comparisons to the last quarter. Subsequent tables also contain statistical information for each jurisdiction. Moving on to Table 2 on pg. 48 application activity summaries is shown for each jurisdiction. Regarding total input for Commuter Connections new applicants there were 1,147 with 1,830 reapplicants. The final page of the report reflects technical assistance to local agency activity for the TDM software system. The floor was then opened for questions.

Item #11 Other Business/Set Agenda for Next Meeting

This is an opportunity for Commuter Connections Subcommittee members to bring up other business and to request agenda items for the next meeting.

Regarding other business, Mr. Ramfos requested that for the Flextime incentive program if there were any Subcommittee members working with large employers or employers with robust alternative work schedule programs that could help promote the launch of the initiative to contact him with that information. The program will undergo a soft launch after Thanksgiving. Douglas Franklin made an announcement regarding the 2018 Employer Recognition Awards and that the call for nominations is opening where those interested can visit the website to access the nomination form. Nomination brochures will be sent to employers and Employer Outreach representative soon. He asked that if any one present had any employers in mind to please reach out to him and that nominations will be due the 1st Friday in February.

Janiece Timmons, WMATA reminded Subcommittee members of the comments periods established for the respective reports discussed during the meeting.

The meeting was subsequently adjourned.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, January 16, 2018 at 12 noon