



**COMMUTER CONNECTIONS SUBCOMMITTEE
MEETING MINUTES**

Tuesday, September 19, 2017

12 noon – 2:00 p.m.

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

Third Floor, COG Board Room

Chairperson: Fatemeh Allahdoust, VDOT

Vice Chairperson: Janiece Timmons, WMATA

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 July 18, 2017 Meeting

Approval was sought for the July 18, 2017 Commuter Connections Subcommittee Meeting Minutes.

A motion was sought by Subcommittee Chair Fatemeh Allahdoust to approve the minutes of the previous meeting.

A motion was made by Leigh Anderson, GW RideConnect, and seconded by Traci McPhail, North Bethesda TMD.

The Subcommittee unanimously approved the previous meeting's minutes.

Item #3 Announcement of New Vice Chair

Fatemeh Allahdoust, VDOT, announced the Commuter Connections Vice Chair Nominating Committee's selection of the next Subcommittee Vice Chairperson. The Subcommittee was asked to approve the Nomination.

Fatemeh Allahdoust, VDOT shared that the Commuter Connections Vice Chair Nominating Committee met and selected the new Vice Chair and that George Clark with the Tri-County Council for Southern Maryland was nominated and accepted the nomination. She then made a motion that Mr. Clark be appointed as the next Vice Chair of the CCSC.

The motion was seconded by Ms. Kendall Tiffany, Frederick County. The Subcommittee unanimously approved Mr. Clark's appointment. Ms. Allahdoust also announced that Mr. Clark would be representing Commuter Connections on the Clean Air Partners Board of Director's and thanked Janiece Timmons for having served on the Board.

Item #4 Change of Chairs

Ms. Janiece Timmons, WMATA, assumed chairmanship and presented a plaque in gratitude to Ms. Allahdoust and thanked her collectively for her contributions to the Subcommittee.

Item #5 TPB Long Range Plan Task Force

Lori Zeller, COG/TPB staff, briefed the Subcommittee on recent activities of the TPB's Long Range Task Force.

Ms. Zeller began by introducing herself and the scope of her work related to the TPB's Long Range Plan Task Force (LRPTF). She defined the (LRPTF) of the TPB and its Citizens Advisory Committee members as working to identify regionally significant projects, programs and policies that go beyond what is identified in the Constrained Long Range Plan (CLRP). These projects are unfunded and unplanned ideas to make better progress towards regional goals and address concerns that have arisen regarding the Visualize 2045 plan.

Ms. Zeller's presentation consisted of a recap on actives and actions along with the 10 identified initiatives and next steps. The (LRPTF) began meeting in April where they brainstormed 80 ideas for large scale projects, programs, and policies. In July 2017, the TPB passed a resolution to study ten initiatives however without an endorsement and no guarantee that initiatives will be in the Long Range Plan, or that action would need to be taken by jurisdictions.

The process of identifying projects consisted of generating ideas that go beyond the CLRP, that are deemed regional and would affect multiple districts. The political and financial viability of the initiatives has not been considered at this point given that the project is a study currently to engage outside the box thinking.

Ms. Zeller then identified the 10 initiatives adopted by the TPB for study as regional express travel network, regional congestion hotspot relief, an additional northern bridge crossing, regional high capacity transit ways, regional commuter rail enhancements, Metrorail regional core capacity improvements, transit rail extensions, optimizing regional land use balance, transit fare policy changes and amplified travel demand management for commute trips.

Regarding next steps there will be the analysis of assumptions and inputs, the selection of tools and methods for each initiative and the identification of performance measures all of which are to be reviewed by the Task Force during their September 20th meeting. Later this year, they will be determining a process to recommend initiatives to the TPB for final decision, generating status reports and results analyses, and discussing both financial and political feasibility. If measures are endorsed, initiatives could be included in the Visualize 2045 agenda and in the updated Long Range Plan. Additionally, Ms. Zeller noted that the initiatives may be studied by member jurisdictions, however the TPB cannot force jurisdictions to adopt initiatives and jurisdictions would have the freedom to modify strategies per their locality.

Nicholas Ramfos, COG/TPB staff, sought clarification as to whether funding would need to be in place for implementation of the identified initiatives and if there would be the opportunity for input by other committee groups. Ms. Zeller stated that there will be a presentation of the analysis to the TPB Technical Committee in November, where others will have the opportunity to see the report as the Task Force will request feedback from the Technical Committee. Performance measures are currently available to anyone to provide feedback.

Item #6 FY2015 – FY2017 TERM Analysis Report

Lori Diggins, LDA Consulting, briefed the Subcommittee on the substantive updates 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. A comment period was established for the updated report.

Ms. Diggins began by noting that her presentation is an update to the July presentation on the draft TERM Analysis Report which had a data collection and analysis cycle period that ended on June 30, 2017. The previous presentation only included data that had been collected through December of 2016 and that this update reflects the inclusion of the last 6 months of the 36-month evaluation period. The goal of today's presentation will be to review what is new in the updated draft report.

The report's focus is on the effectiveness of the four Commuter Connections TERMS and the Commuter Operations Center (COC). Telework VA! results were added to the report as part of the added data collection activity between January and June of 2017. A new component of the analysis is the societal benefit cost saving calculation. Ms. Diggins noted that regarding the impact for all TERMS and (COC) data, trips reduced was 8% over the goal and Vehicle Miles of Travel (VMT) was 9% over the goals. Empirically, 156,000 daily vehicle trips were reduced and 3 million daily VMT's were reduced. Regarding the fact that NOx and VOC impacts are in the negative range compared to the set goals, this is due to cleaner cars, gas price reductions, market competition with other ridesharing entities and the fact that emissions are calculated based on the EPA's MOVES air quality model.

Aggregately all TERMS met the set goals and the four Commuter Connections TERMS exceeded their goals by 14%. Additionally, telework and Employer Outreach greatly exceed their set goals. However, the COC and GRH programs were under target due to a shortfall in participation rates. Ms. Diggins displayed a bar graph that illustrated how the number of VT's decreased increased consistently since 2008 with the same pattern existing with VMT impacts.

Regarding the societal benefits calculations, Ms. Diggins noted that in using the TRIMMS model from the Center for Urban Transportation the analysis shows reduced delay on roads, fewer accident exposure, and less air pollution which can translate into dollar savings. In the model, there are 6 different benefits identified. These are air pollution reduction (NOX, VOC and PM 2.5), global climate change reduction (CO2), congestion reduction (reduced hours of travel delay), fuel consumption reduction, improved health and safety (# of accidents reduced) and noise pollution reduction. Combined these factors produce a daily cost saving of 1.2 million dollars. Congestion saved \$613,000/day in cost savings estimates and 24,399 hours of delay time multiplied by the average local wage rate of \$25.00/hr. Fuel savings are calculated by converting the VMT reduction into gallons of fuel saved (18 miles per gallon) and multiplying by an average fuel cost per gallon (\$2.51). The total daily VMT reduced by TERMS programs is 3 million miles divided by 18 miles per gallon (fuel economy) equals 167,000 gallons of fuel saved each day and a cost savings from reduction in fuel use of \$418,000 per day. Everything together provided daily cost saving benefits on an annual average of \$28 million based on 250 weekdays annually illustrating tremendous program value and yet there are still many other program benefits that are not incorporated including quality of life, for example.

Moving on to Telework, the data presented in the earlier version of the report has not changed. For Maryland telework the impacts are higher than the established goals. The Maryland Telework outcomes are divided into two categories including, when either an employer or commuter reaches out to Commuter Connections for information on the subject matter. This calculation only represents 5% of regional telework activity. Regarding Telework! VA, the goals may need to be updated, however the impact is also very high which consists of not only new teleworkers, but increased use of telework. All of the impacts for Telework! VA met or exceeded goals. Ms. Diggins noted that she will be working on an updated report in 2018 with a more in-depth analysis of the Telework! VA program.

Regarding GRH, the TERMS numbers increased since the preliminary report, but did not meet goals. These outcomes are due to less participation in the GRH program which based on previous State of the Commute surveys reflects reduced awareness since 2004 where 59% of respondents knew about GRH and in 2016 only 21% acknowledged awareness.

Regarding employer outreach, 1,281 employers were maintained, 188 had expanded programs and 577 are new employers. Ms. Diggins noted that employers that are being added now are different than in the past; for example, more schools, retail and small employers. The results indicate that a broader audience is being engaged. She suggested that a further analysis of this trend would be interesting. Both Mr. Ramfos and Ms. Diggins encouraged Subcommittee members to monitor and evaluate their data on employer outreach to verify validity and that Commuter Connections will be investing in a data cleaning process for these purposes in the upcoming cycle given that databases often have duplicates or incomplete employer profiles. Regarding trip reduction, overall there was a 9.4% reduction, an 8.7% reduction rate for the "maintained" category of employers, 3.2% reduction for expanded programs and most interestingly, a 10% reduction for new employers. 597 employers offered bike services, 260 were new or expanded programs representing 346,107 employees at bike worksites, translating into .1% of vehicle trip reduction from bicycling. Overall, the Employer Outreach TERM exceeded the goals with the exception of NOx reductions. The impacts for new and expanded Employer Outreach programs had a significantly higher impact due to the large number of employers in this category.

Regarding mass marketing, there are six components that are factors of impact analysis. These are direct influence, referred influence, 'Pool Rewards, Carpool/vanpool, Bike to Work Day and Car Free Day. As it pertains to impacts, 68% of the Mass Marketing TERM impact was from direct influence, 9% was from referred influence and 23% was from 'Pool Rewards, Bike to Work Day and Car Free Day.

Regarding the Commuter Operations Center, there are three components: Operations Center basic services, Integrated Rideshare - software upgrades and assisted telework for those excluded from the Maryland telework TERM. 77,662 commuters were assisted by the COC during the 36-month evaluation period. About half were new or reapplicants. 40% of these commuters were placed into a new alternative mode which is the equivalent of 30,953 new alternative mode users. New to this evaluation cycle is retained credit, which represents commuters who were still using a new alternative most since their contact with the program prior to FY 2015. 710 are retained alternative modes users. 36,109 teleworkers outside of Maryland received direct assistance. All basic services goals were not met due to lower than anticipated participation levels. Mr. Ramfos shared that demographic shifts like the mass retirement of the Baby Boomer generation, an increase in shared-use services such as TNC's and bike sharing, and SafeTrack

has impacted program participation. The Integrated Rideshare software upgrades also did not meet goals.

A comment period for the draft FY2015 – 2017 TERM Analysis Report was established for October 27th.

Item #7 I-395 Express Lanes Extension Project Briefing

Scott Crumley, RK&K, briefed the Subcommittee on the upcoming I-395 Express Lanes project.

Mr. Crumley began his presentation by introducing himself as the TMP task manager for the I-395 Express Lanes Extension project and stated he would be providing a brief overview and update for the Subcommittee on TDM and transit mitigations strategies in addition to next steps on the project. Mr. Crumley identified VDOT as project owner, Transurban as being responsible for implementing the I-395 Express Lanes and AECOM as the project designer and build team with a total construction cost of \$340 million. He shared that the project has been underway since the spring of this year and that construction is to begin in the fall with an anticipated completion date of fall 2019.

Mr. Crumley announced that the scope of the project will consist of converting the current HOV lanes to HOT Lanes, along with the rehabilitation of bridges, upgrading signage and installing a toll system, building sound walls, widening I-395 from Duke St. to Edsall Road, enhancing the Eads Street interchange and making multimodal improvements to the Pentagon transit system. The construction will take place in phases, but will have impacts and challenges including reduced incident management capabilities and high traffic volumes during peak congestion periods. However, there has been a transportation management plan that includes mitigation strategies including public outreach and traffic operations with the goal of reducing travel impacts through coordination, funding considerations, supplemental service on existing routes and \$2 million worth of other TDM strategies like incentivized carpooling, teleworking and employer outreach. Additionally, the Pentagon Commuter Store will be reopened.

Mr. Crumley noted that there will be an annual transit payment of at least \$15 million for services by the Commonwealth of Virginia, which will escalate each year. Buses will travel toll-free, and E-Z pass flex transponders will be required for those vehicles as well as vehicles with three or more passengers. Checks will be in place to verify travel for transit and carpool vehicles.

Item #8 2017 Car Free Day

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on Car free Day which occurred on September 22nd.

Mr. Franklin began by announcing that Car Free Day will be taking place on Friday, September 22nd. Car Free Day is designed to promote transportation alternatives and to encourage commuters to go car free or car-lite. Mr. Franklin reported that pledges at the time had exceeded the previous year's event total of 4,500 and there are currently 6,500 pledges.

Regarding marketing objectives and activities, Mr. Franklin related that outreach to employers, the general public, and universities has taken place. Outreach tools include the event website,

18,000 event posters, traditional internet and radio ads, donated transit space, both paid and unpaid social media, text messaging, direct mail, email notices, and press releases. Mr. Franklin presented the event website and corresponding videos promoting the event. Chipotle was recognized as the biggest in-kind event sponsor with a buy one get one free offer valid on the day of the event. Other sponsors include Capital Bikeshare, Tri-County Council for Southern Maryland who donated a Kindle Fire™, VRE, Kind Snacks™, WMATA, Mellow Mushroom of Adams Morgan, Giant food stores and several others. Mr. Franklin then played the event's radio ad. He then displayed Facebook boosted posts being used to promote the event. An influential blogger was also used to promote this year's event.

Mr. Franklin noted that there were 352,000 banner impressions, 450 transit signs, and over 2,000 text messages sent for those pledging and opting in to promote the event to family and coworkers. A partnership with the American Lung Association was also established to assist in the promotion of the event. Finally, Mr. Franklin referenced the Capital Area Car Free College Challenge where colleges and universities throughout the region were asked to engage their campus faculty and students to pledge for the event.

Item #9 Enhanced Mobility Briefing

Lynn Winchell-Mendy, COG/TPB staff, provided an overview of the TPB's current Enhanced Mobility solicitation for transportation projects that improve mobility for seniors and individuals with disabilities.

Mrs. Winchell-Mendy introduced herself as the staff person responsible for managing the region's Enhanced Mobility program and earlier JARC/New Freedom grant programs. She shared that the goal of the program is to improve mobility for seniors and individuals with disabilities by removing barriers to transportation service and expanding the transportation mobility options available. The program incentivizes coordination among jurisdictions and entities with matching grant funds from the Federal Transit Administration (FTA) and is intended to go beyond typical public paratransit offerings.

This year's Enhanced Mobility solicitation process will be the third for COG. Though 2014-2015, over 34 projects were funded through grant resources of over \$10 million. This year's solicitation is currently open. Examples of funded past projects included vehicles for human service agencies, volunteer driver programs and mobility managers. Eligibility requires program services to be within the Washington Metropolitan urban area. She then reviewed the service catchment area.

Mrs. Winchell-Mendy shared that the current solicitation has a total of \$5.5 million in funding and COG is the FTA Designated Recipient for the region. Mrs. Winchell-Mendy explained that grant matching is either 50/50 or 80/20 and projects are designated over a 2-3year time frame and must have a minimum budget of \$150,000. There is an online application where there are priority projects for the competitive selection process. This year's application deadline is Nov. 3rd and matching funds must be secured by the time of the application. An independent selection committee will be established and chaired by a TPB member who will use six selection criteria to evaluate applications. The selection committee will finalize recommendations in December 2017 and TPB approval will take place in January or February of 2018. FTA approval can take up to 9 months, but grantees are anticipated to begin projects by spring of 2019.

Item #10 FY2019 Work Program Development and Commuter Connections Strategic Plan

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the timeline of the development of the FY 2019 Commuter Connections Work Program (CCWP). Highlights of the program were reviewed. The Subcommittee was also briefed on the Commuter Connections Strategic Plan.

Mr. Ramfos began by identifying and drawing the Subcommittee's attention to the materials associated with the agenda item.

Regarding the timeline Mr. Ramfos noted that draft bullet points for review have been created and a draft work plan will be generated for state funding agencies. A comment period will be established and the draft will be presented to the Subcommittee for review in November where a subsequent comment period will be established. Edits will be made in order to present the work program to the Subcommittee in January 2018 for approval prior to presenting the document to the TPB Technical Committee and TPB and it will be released for public comment. Final review and approval by both the TPB Technical Committee and TPB will be sought in March 2018. In May and June funding commitments will be worked out with state funders.

He then drew the subcommittee's attention to the draft proposed work activities where he acknowledged that not much has changed save for on page 7 where the flextime incentive program was added as a placeholder and it's budget is anticipated to be added to the program from Mass Marketing program resources. Also, on page 8 additions include the updating of the of the TERMS framework methodology and data collection for the 2019 State of the Commute. Also, in-depth surveys will be taking place for GRH. Finally, Mr. Ramfos encouraged members to review the 2016-2017 Strategic plan because a comment period will be established for the document in November.

Item #11 4th Quarter CCWP Budget Report, FY 2017 4th Quarter Progress Report, and FY 2017 CCWP Annual Report

Barbara Brennan, COG/TPB staff, briefed the Subcommittee on the FY2017 CCWP 4th quarter final budget report, the FY2017 CCWP 4th Quarter Progress Report and the FY2017 CCWP Annual Progress Report.

Ms. Brennan noted that the overall spend rate for the FY2017 CCWP is at 92% and that everything appears to have been spent down appropriately. Monitoring and evaluation is at 98%, Marketing is at 95%, GRH is at 78% and Commuter Operations is at 98%. She then provided a brief outline of the CCWP 4th Quarter Progress report and the Annual Progress Reports contents. Mr. Ramfos noted that regarding the budget 92% spend rate is good given that the program can never exceed the budget and regarding the reports he encouraged members to look at where their jurisdictions stand from the data provided.

Item #12 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.

No other business was discussed and the Subcommittee meeting was adjourned.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, November 21, 2017 at 12 noon