



**Commuter Connections Subcommittee
Meeting Minutes**

Tuesday, May 21, 2013

Chairperson: Sandra Brecher, Montgomery County

Vice Chairperson: Holly Morello, PRTC

Staff Contact: Nicholas Ramfos (202) 962-3313

Item #1 Introductions

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

Sandra Brecher, called the meeting to order by introducing herself and asking the rest of the attendees to do so.

Item #2 March 19, 2013

Approval was sought for the March 19, 2013 Commuter Connections Meeting Minutes.

There was a motion and a second to approve the minutes of the meeting as written.

**Item #3 FY 2012-2014 Transportation Emission Reduction Measures (TERMs)
Revised Evaluation Framework Draft Report**

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the substantive changes made to the TERMS Draft Report.

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on substantive changes made to the FY 2012- 2014 TERMS Evaluation Framework Methodology Draft Report. The draft document was presented to the Subcommittee on January 15th for review and comment and a February 21st comment period deadline was established. The revised document was presented again at the March 19th Subcommittee meeting and an April 18th comment period deadline was established. Pages 45 and 46 were changed to enhance the packaging of data for reporting purposes. Mr. Ramfos met with 5 jurisdictions in regards to input on how data from the Commuter Connections TERMS could be packaged in a more suitable manner for both internal and external audiences. The document was updated to outline the process and a more specific approach will be adopted once the data is available and how these methods align with available funding. This document is an overview of the TERMS and how data is collected and analyzed for each. Results are shown in the final TERM analysis report.

Ms. Brecher asked if there were any jurisdictions that COG/TPB staff did not meet with and whether or not there was a process for them to provide input.

Mr. Ramfos responded that more information can be found on page 46 and the counties that he met with were, District of Columbia, Montgomery County, Fairfax County, Prince George's and Loudoun County. These particular jurisdictions had requested data from the regional TERMS for their jurisdictions; however, if other jurisdictions have further input on how they would like to see the data packaged for internal and external use, they are more than welcomed to contact Mr. Ramfos with their recommendations and input.

The Subcommittee endorsed the document for release. Mr. Ramfos stated that the final document would be published in hard copy format and also posted to the Commuter Connections web site and a notification will be sent to Subcommittee members.

Item #4 Regional TDM Evaluation Project Update

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the Regional TDM Evaluation Project Activities.

Mr. Ramfos briefed the Subcommittee on regional TDM Evaluation Project activities including the 2013 State of the Commute Report and GRH Applicant Surveys for both the Baltimore and Washington Metropolitan regions. The State of Commute data collection has been completed and there were a little over 6,300 surveys completed both via cell phone and land line. LDA Consulting is in the process of analyzing the report, which should be ready by the end of the fiscal year (June 30th). The highlights of the survey will be presented during the TDM Evaluation Group meeting on June 18th. A draft technical report will be presented at the next Commuter Connections Subcommittee on July 16th; which will be released for review and comment and then presented again at the September 17th Subcommittee and another comment period will be set.

Ms. Brecher asked over the past numbers of years what types of changes have been made based on the results from the survey.

Mr. Ramfos responded that changes have been made to the GRH program through the adjustment of the number of days commuters had to utilize an alternative mode in order to obtain a ride, the Telework program was streamlined and changes have also been made to Marketing initiatives.

Item #5 Briefing on Changes in Regional Commuter Patterns since 2007.

Robert Griffiths, COG/TPB staff, presented the Subcommittee with the changes in regional commuting patterns.

Mr. Griffiths briefed the Subcommittee on changes in regional commuting Patterns and shifts in SOV, carpool, transit and biking commuting modal shares since the 2007/2008 TPB Household Survey. The survey was based on analysis of more recent journey to work data collected in the American Community Surveys conducted by the US Census Bureau. The Periodic Census and TPB Household Travel Surveys can be used to examine how commuter patterns in the region are changing over time. The last region-wide TPB Household Travel Survey was conducted in 2007/2008. The analysis of Census American Communities Survey (ACS) Data provides an opportunity to examine how commuting patterns in the region have changed since 2007 as well as since the 2000 Census.

The number of workers residing in areas outside the region commuting to jobs inside the region increased by about 40% between 2000 and 2007, but has remained about constant since then, reducing the growth in long-distance commutes from external areas. All jurisdictions added a significant number of workers between 2000 and 2011. The Drive Alone/SOV commutes have declined slightly, but steadily since 2000. Carpool mode share has declined significantly since 2000 and transit mode share increased in every jurisdiction from 2000 to 2011, and increased regionally by 30%. The bike mode share has increased significantly in DC, Arlington, Alexandria, and Montgomery since 2000 and the walk mode share has remained about the same. The percentage of workers who work from home has increased in every jurisdiction, but most significantly in Loudoun County. Federal workers showed the greatest increase in the transit commute mode share and the greatest decrease in the carpool mode share since 2000.

Item #6 2013 Bike to Work Day Event

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the Bike to Work Day Event (BTWD) held on Friday, May 17th.

Mr. Franklin briefed the Subcommittee on the Bike to Work Day Event that occurred on Friday May 17th, which celebrated bicycling as a clean, fun and healthy way to get to work. Marketing materials included a flyer and rack card distributed through employers, pit stop managers, and other stakeholders. A radio ad was produced by Commuter Connections and aired on WJFK and DC101 for three weeks leading up to the event. Outdoor vinyl banners, 8' x 4' in size were created for all pit stops by request. Nearly 100 percent of all pit stops received a banner from Commuter Connections. This marketing tool was a bonus item for the gold and silver level sponsors to gain increased exposure of their logos.

At its April meeting, a Bike to Work Day proclamation was signed by the National Capital Region Transportation Planning Board, recognizing May 17th as Bike to Work Day throughout the Washington Metropolitan Region. The proclamation was signed by Patrick Wojahn, City of College Park Councilmember. Nicholas Ramfos, COG/TPB staff and Greg Billing of the Washington Area Bicyclist Association were on hand at the Board meeting. Many of the local Bike to Work Day pit stops added creative methods of promoting their local events this year with electronic, human held, and over the street signage.

At least forty elected officials and other dignitaries were listed in a press release and attended Bike to Work Day events. In addition, U.S. Secretary of Transportation Ray LaHood participated as well and blogged about Bike to Work Day. The event web site which went live in March received a total of 14,600 registrants, 15 percent more than last year. The number of pit stops increased from 58 in 2012 to 72 in 2013, and the top three pit stops in terms of total registered bicyclists were Rosslyn, Freedom Plaza and downtown Bethesda.

Item #7 Clean Air Partners Update

Holly Morello, Clean Air Partners, briefed the Subcommittee on upcoming Clean Air Partner Activities.

Ms. Morello gave a presentation on the major accomplishments for Clean Air Partners in 2012-2013. In 2012 there was \$82,500 in cash sponsorships and nearly \$39,000 worth of in-kind

support for a total of \$121,500. The marketing campaign included a unique mix of radio, online, and in-kind transit advertising.

The local events and fairs included the Walter Reed Commuter Fair, DATA Sustainability Summit, Howard County Green Festival, Ft. Meade Earth Day, National Sustainability Fair, Aberdeen Earth Day Celebration, Green Living Expo, Green Drinks Baltimore, Loudoun Earth Day Festival, Towson Town Fest and the Potomac River Run. The Slogan Contest experienced a 1,000 percentage increase and the Poster Contest had an 67 percentage increase. The Marketing and Communications Plan Core Vision is to be a recognized regional leader in providing air quality information and motivating actions to improve air quality. In addition, program goals are to offer effective resources, tools, and technology as well as to inform residents about air quality and ways to improve regional air quality and public health. Overall, Clean Air Partners is a catalyst of people and organizations to improve air quality.

Item #8 WMATA Update

Lorraine Taylor, WMATA staff, briefed the Subcommittee with the recent WMATA activities and SmartBenefits programs.

Ms. Taylor briefed the Subcommittee on the SmarTrip card, the marketing approach, and SmartBenefits enhancements. There has been a completed paper pass migration to SmarTrip; 7-Day Regional Bus Pass 7-Day Rail Fast Pass, One Day Rail Pass, 28-Day Rail Fast Pass, and the 7-Day Short Trip Pass. One day passes are now preloaded to the SmartTrip Cards. SmarTrip has now launched auto reload for value and pass loads. There are now installed SmarTrip[®] dispensers in all Metro stations, and an added \$10 value SmarTrip card for online purchases. The goals for SmarTrip are to increase online value and pass loads using auto reload, to launch new web enhancements, targets at Exit Fare vendors, increase card registration and to reduce paper farecard sales.

Item #9 Car Free Day

Douglas Franklin COG/TPB staff, briefed the Subcommittee on the upcoming Car Free Day Event.

Mr. Franklin briefed the Subcommittee on the upcoming Car Free Day (CFD) Event. Last year September 22nd fell on a Saturday, which resulted in a significant drop in participation. This year; "World Car Free Day" falls on a Sunday, September 22nd. The Committee debated the merits of celebrating Car Free Day 2013 on a weekend again vs. a weekday and agreed to stretch the event over a several day period from Friday-Sunday and call it Car Free Days. Participants will have the option to make a car free or car lite pledge for one or all three days. Marketing funds for Car Free Days 2013 will be available upon the start of COG's new fiscal year beginning July 2013. At that time work will be initiated on marketing related materials for the promotional campaign. Main components will include the event poster, and developing a new radio spot. Prize donations are being accepted for the 2013 event. In return, sponsors will receive logo placement on the Car Free Days web site.

Item #10 3rd Quarter CCWP Progress and Budget Reports

Barbara Brennan COG/DTP staff, briefed the Subcommittee on the CCWP Progress & Budget Reports.

Ms. Brennan discussed the 3rd Quarter Commuter Connections Work Program report for January –March 2013 and reviewed the 3rd quarter FY 2013 budget report and asked if there were any questions or comments.

Item #11 Other Business/Set Agenda for Next Meeting

Subcommittee members are encouraged to contact Nicholas Ramfos with any particular agenda items they may be interested in seeing on the next agenda.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, July 16, 2013 at 12 noon.