

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



Commuter Connections Subcommittee

MEETING MINUTES

Tuesday, September 14, 2004

CHAIR: Robin Briscoe, Tri-County Council for Southern Maryland

VICE CHAIR: Sharon Affinito, Loudoun County

STAFF CONTACT: Nicholas Ramfos (202) 962-3313

Item #1 Introductions

Ms. Briscoe began the meeting by introducing herself and affiliation and all who were in attendance did the same. Ms. Briscoe asked that everyone in attendance sign the attendance sheet. (*See attached attendance sheet*).

Item #2 Minutes of July 20, 2004

Ms. Briscoe proceeded with the review of the previous meeting minutes asking those in attendance if they had reviewed the minutes dated July 20, 2004 and if there were changes or additions. There were no changes to be made and the minutes were then approved by the Subcommittee.

Item #3 Announcement of New Vice Chair

Ms. Briscoe announced that Jane Taylor from WMATA will be the next Vice Chair of the Subcommittee. Ms. Briscoe then asked for the approval of Ms. Taylor for Vice Chair and that motion was approved by the Subcommittee. The nominating committee consisted of Ronald Mitchell, Robin Briscoe, and Sharon Affinito.

Item #4 Change of Chairpersons

The Commuter Connections Subcommittee appointed a new Chairperson.

Sharon Affinito presented Ms. Briscoe with a plaque of appreciation for being the Commuter Connections chairperson for the past year. Ms. Affinito is now the new chairperson for the Subcommittee.

Item #5 TDM Evaluation Project Update

Nicholas Ramfos gave an update on the status of the 2004 State of the Commute survey draft Technical Report.

Mr. Nicholas Ramfos advised the Subcommittee to give him any edits that need to be made to the 2004 draft of the State of the Commute Technical report. The Subcommittee was asked to approve the 2004 GRH Applicant Survey report, and the 2004 Telecenter Utilization and Teleworker Travel Behavior Survey reports that were reviewed at the June and July Subcommittee meetings. Ms. Affinito asked if there was a motion to approve. The surveys were then approved by the Subcommittee. Mr. Ramfos stated that the reports would be distributed in final form to the TDM Evaluation Group and would also be posted on the Commuter Connections web site. Anyone interested in receiving a hard copy should contact Mr. Ramfos.

Item #6 Update of Transportation Emission Reduction Measures (TERMs) for the 2004 Constrained Long Range Plan (CLRP) and FY2005-2010 Transportation Improvement Program (TIP).

Mr. Daivamani Sivasailam briefed the Subcommittee on the effectiveness of the current and proposed TERMS including Commuter Connections TERMS for the 2004 CLRP and FY2005-2010 TIP.

Mr. Daivamani Sivasailam distributed a memo to the Subcommittee explaining that as a part of the conformity determination of the 2004 constrained long range plan (CLRP) and FY 2005-FY 2010 transportation improvement program (TIP), a parallel effort is underway to update the effectiveness of previously implemented emissions reduction measures, including the telework TERM, whose effectiveness changed due to definitional change, and analyze potential TERMS which could be adopted as emissions reduction measures if needed. In spite of the change, there was still significant positive growth in telecommuting between 2001 and 2004. The list of Potential TERMS is also discussed in Attachment C in the mailout packet.

Item #7 Commuter Connections Ridematching Web Migration Project Update

Mr. Giovanni Balsamo updated the Subcommittee on the status of the Commuter Connections ridematching software web migration project.

Mr. Balsamo explained that with the help of the IT contractor, New World Apps, Inc., the project team has completed a major portion of gathering business and operational requirements for the Migration Project. These requirements have been compiled into a Requirements Specification Document. In this document, there is an outline of the goals of the web migration project and the requirements for the new web-based CCRS/GRH software. Mr. Balsamo further explained that the goal behind this project is to integrate

the system into one, easy to use system, at one location. With the new system, all of the users would have access to GRH and CCRS records.

Item #8 Clean Air Partners Update

Jenifer Desimone briefed the Subcommittee on the status of this year's ozone season and gave an update on Clean Air Partners activities.

Ms. Desimone went through several handouts to explain what the Clean Air Partners plan to do in upcoming months. Ms. Desimone then went in to a discussion of the new contract with the Virginia Commonwealth University to do a membership survey. The goal of this survey is to gather information from participants regarding satisfaction with the organization. This is a web-based survey and emails are going to be sent out in October to all of the members of Clean Air Partners. In the email, there will be a link directing members to the survey. Initial results are scheduled to come out in the beginning of November. The final report is due to come out in December.

Ms. Desimone went on to discuss that Clean Air Partners is going to be hosting the annual awards on Thursday, November 4 from 11-1 pm at the University of Maryland University College at Adelphi. Nominations for this event are currently being accepted and Ms. Desimone said that if anyone wanted to nominate an organization's Air Quality Initiative's Program or member, to please do so by September 22.

Ms. Desimone explained that the ozone season is scheduled to end this upcoming Saturday. She distributed Air Quality index calendars to all of the Subcommittee members. The calendar focused on 1-hour ozone concentrations, 8-hour ozone concentrations and 24-hour pm concentration.

Item #9 SmarTrip Update

Dick Siskind from WMATA gave an update on the status of SmarTrip cards and the installation of SmarTrip fareboxes on transit buses.

Mr. Siskind said that by 2005, WMATA hopes to start putting SmarTrip on other commuter options such as the VRE, commuter trains, etc. Mr. Siskind also explained that it is possible to transfer from bus to bus and from bus to Metro using a SmarTrip card. WMATA is working towards getting SmarTrip on MTA and then they feel that other partners will follow that lead. Sharon Affinito asked if SmarTrip card sales have gone up since the buses now have SmarTrip fareboxes. Mr. Siskind explained that SmarTrip cards took off exponentially in June because they were no longer being accepted at Metro parking lots. Mr. Siskind said that SmarTrip cards have almost run out and that 17 SmarTrip vending machines have been installed at Metro parking lots and these are each selling about 1,700 SmarTrip cards a day. Owais Rafique asked if it is possible to add value at the SmarTrip vending machines and Mr. Siskind said that the card cost is ten

dollars and five of that value is automatically put onto your card. Mr. Daivamani Sivasailam asked if one-time users can return their cards for value and Mr. Siskind said that they cannot.

Item #10 Regional TDM Marketing Update

Douglas Franklin gave an update on the upcoming regional TDM marketing campaign activities and the update of the Regional TDM Marketing Resource Guide and Strategic Marketing Plan.

Mr. Franklin also gave an update of the GRH direct mailer, saying that the self-mailers were 30% more expensive, but netted a 30% higher response rate. Mr. Franklin showed charts that explained that the people nearest to HOV lanes with families generated the highest response rate. The FY 2005 marketing campaign is going to consist of two new 60 second spots on the radio for mass marketing and two 60 second spots on the radio for GRH. Mr. Franklin briefly overviewed the broadcast budget costs for the Subcommittee and said the budget is \$300,000 for mass marketing and \$450,000 for GRH.

Item #11 Employer Outreach Update

Mark Hersey briefed the Subcommittee on the FY04 results from Employer Outreach conformity verification and updated the group on upcoming Employer Outreach activities.

Mr. Hersey briefly explained the results from the Employer Outreach conformity verification. Mr. Hersey stated that Employer Outreach has over 400 companies at level 3 or 4. There are also 2 jurisdictions that are almost at their goal. Prince William County has one company left and Frederick County has three companies left before obtaining a level 3 or 4 goal.

Mr. Hersey also announced that the upcoming Employer Outreach meeting will be held on October 19th at 10:00 am.

Item #12 FY06 Commuter Connections Work Program

Mr. Nicholas Ramfos gave an update on the preparation of the FY06 CCWP.

Mr. Ramfos gave a quick update on the preparation of the FY06 Commuter Connections Work program. A review of the program is planned and will possibly include a scope for a review panel to take a look at the overall program structure.

Item #13 FY04 Annual Report and Budget

Mr. Nicholas Ramfos distributed the FY04 Annual Progress Report along with the draft of the final budget summary.

Mr. Ramfos distributed the FY04 Annual Progress Report and the draft of the final budget summary. Mr. Ramfos explained that the progress report showed that we had a number of accomplishments in the previous fiscal year. Mr. Ramfos also pointed out that 95% of the allotted budget was spent.

Item #14 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.

Sharon Affinito suggested that the Subcommittee let jurisdictions know when they are not running on schedule due to inclement weather.

Douglas Franklin announced that he is in the midst of forming the Employer Recognition Awards Group and would like volunteers. Mr. Franklin explained that members of this group would have to review collateral materials for the awards events, such as conference calls. Ms. Robin Briscoe from Maryland, Ms. Kate Konrad with Arlington Transportation Partners and Mr. Damon Harvey from DDOT volunteered.

There were no other business or agenda items requested. The meeting adjourned at 2:00 p.m.

The next regularly scheduled Commuter Connections Subcommittee meeting will be held on Tuesday, November 16, 2004 at 12 noon.