

**Commuter Connections Subcommittee
Meeting Minutes**

Tuesday, February 19, 2008

Chairperson: Christopher Hamilton, Arlington County

**Vice Chairperson: Anna McLaughlin, District of Columbia Department of
Transportation**

Staff Contact: Nicholas Ramfos (202) 962-3313

Item #1 Introductions

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

Chair, Chris Hamilton called the meeting to order by introducing himself and asking the rest of the attendees to do so (*See attached attendance sheet*).

Item #2 Minutes of January 15, 2008

Approval was sought for the January 15, 2008 Commuter Connections Meeting Minutes.

There was a motion and a second to approve the minutes of the January 15th meeting as written.

Item #3 FY200 Draft Commuter Connections Work Program

Mr. Nicholas Ramfos, COG/TPB Staff briefed the subcommittee on the substantive changes made to the draft FY2009 CCWP, issued on January 3^d with a comment period received through February 4th. The subcommittee will be asked to approve the draft document.

Mr. Ramfos discussed the updates on the CCWP FY09 draft document. The Commuter Operations Center section had text changes to reflect new-web based TDM System and annual software fees. These changes are reflected on pages 11, 12 and 14.

In the Regional TDM Marketing section, there were a number of comments in regards to the marketing campaign briefs, branding and positioning, and the schedule and implementation plan. In early August of this fiscal year a very detailed communications brief was issued for the regional TDM Marketing campaign outlining the approach marketing and some of the logistics of getting this message out to the general public. Substantive comments were received that led to changes to reflect how the campaign would be launched and implemented in March. The overall comments received for the Employer Recognition Awards were good, but there possibly needs to be a reexamination of the awards process and the logistics. Mr. Ramfos commented on the overall intent of the awards; which is to recognize those employers who implemented a significant program and in an aggressive manner. The awards categories have a direct tie back into the evaluation process, in regards to incentives, telework and marketing.

There were some comments received on the Carpool Incentive Project in terms of turning this into a consultant study. The purpose of this project during FY 2009 is to assess the feasibility of implementing a carpool incentive program. If the group concludes that we do want to move forward with this type of demonstration program then we would give consideration to

addressing some of the specific implementation issues including marketing and long term operation costs. The Carpool Incentive Project will now become a study. The completion of the Carpool Incentive Demonstration project proposal is scheduled for November 2008. Car Free day has been added in to the Work Plan. The regional Car Free Day Marketing campaign will encourage residents to leave their cars behind or to take alternative forms of transportation such as, public transit, carpools, vanpools, bicycling or walking.

The Monitoring and Evaluation section will not include the Employer Outreach levels of participation of activities because any changes would require a Work Plan Amendment. The same budget for Monitoring and Evaluation is in place due to the number of activities that will be conducted. Activities include the Applicant Placement Rate Study, the printing and distribution of the State of Commute Report, and the Employer Outreach Customer Satisfaction Survey and report in which there will be a significant amount of additional resources allocated. In addition to that report a consultant will assist to reformulate that whole survey at the request of the State TDM funding agencies as well as feedback received from the Employer Outreach Committee. There is a schedule of data collection activities that are conducted every three years and the Applicant Placement Survey has to be one of the first surveys conducted; because we rely on that data to conduct the analysis for all of the other TERMS.

Next, there was a discussion on Employer Outreach. The Regional vs Jurisdictional Activities will have a new project under the regional component of the Employer Outreach Program and will be shown as Section D and will be labeled Program Administration. A 2.5% increase in Pass Thru funds to the local Jurisdictions has been reflected in the draft document. Live Near Your Work received several comments in regards to looking at this as a regional project. This project will encompass necessary updates to the comprehensive set of collateral materials for employers that were developed during FY 2007 both in print and electronically to provide employers with information to give to their employees to encourage them to live closer to work. Local jurisdictions will have the opportunity to submit a proposal to COG/TPB staff to receive funds to conduct briefing events or workshops. During FY 2009, there will be \$80,000 in funds available for these types of sessions.

Lastly, Mr. Ramfos discussed the Telework program, which provides information, training, and assistance to Employer Outreach jurisdictional representatives, individuals and businesses to further telework programs in Maryland and Virginia. Activities include development of case studies, and provision of consultant assistance and training for Employer Outreach jurisdictional representatives.

There was a motion to recommend approval of the Draft FY 2009 Work Program with the recommended additional changes and comments. The Subcommittee recommended approval of the FY 2009 CCWP. Mr. Ramfos stated that the next steps would be that the draft document would go to the TPB Technical Committee for final review on March 7th and to the TPB for final approval on March 19th.

Item #4 Congestion Management Process Update

MS. Melanie Wellman. COG/TPB Staff briefed the subcommittee on the regional Congestion Management Process (CMP) Update.

Ms. Wellman briefed the subcommittee on the Congestion Management Process (CMP), which is a requirement in metropolitan transportation planning. Metropolitan long-range plans developed after July 1, 2007 must have a CMP. New federal regulations for metropolitan planning issued February 14, 2007 address CMP requirements. The CMP portion of 2007 CLRP was completed and documentation of existing strategies was approved by TPB on January 16, 2008.

The major CMP strategies underway in the region are:

- Local, corridor, state, or region-wide demand management and operational management strategies. The CMP is currently under development by staff. As the CMP is developed, it will be presented to the Commuter Connections Subcommittee for review and is expected to be completed by the end of the fiscal year (June 30th).

Item #5 Arlington County commuter Services making an Impact Presentation
ACCS staff will present results of their recently conducted TDM research program at the next upcoming Regional TDM Marketing Group Meeting on March 18th.

Item #6 Bike to Work Day Event Update
Mr. Douglas Franklin, COG/TPB Staff will brief the Subcommittee on updates on the regional Bike to Work Day event to be held on May 16th.

Mr. Franklin briefed the subcommittee on the Bike to Work Day Event. The goal for registration was to begin on March 1st. There will be twenty six pit stops for the event. Approximately \$23,000 was raised through a sponsorship drive. These dollars will primarily be used for T-Shirts.

Item #7 TDM Evaluation Project Update
Mr. Nicholas Ramfos, COG/TPB Staff, briefed the Subcommittee on TDM Evaluation Project Updates.

The regional Bike to Work Day Survey was completed and a draft report has been completed. Employers will be surveyed for telework activity. This will be for any employer who received assistance between July 2005 through December 2007. Any comments on the report should be forwarded to Mr. Ramfos by the end of the month (Feb. 29th).

Item #8 2007 Employer Recognition Awards
Mr. Douglas Franklin, COG/TPB Staff, briefed the Subcommittee on the 2008 Employer Recognition Awards.

Mr. Douglas Franklin briefed the Subcommittee on the Employer Awards Ceremony. This will be the 11th annual Commuter Employer Recognition Awards Ceremony, which will be held on June 25th at the National Press Club.

Item #9 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, May 20, 2008.