

**COMMUTER CONNECTIONS SUBCOMMITTEE
Meeting Minutes**

Tuesday, January 21, 2014

Chairperson: Holly Morello, PRTC

Vice Chairperson: Anna McLaughlin, DDOT

Staff Contact: Nicholas Ramfos 202/962-3313

Item #1 Introductions

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

Holly Morello, PRTC staff, called the meeting to order by introducing herself and asking the rest of the attendees to do so.

Item #2 Minutes of Minutes of November 19, 2013

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

There was a motion by Mark Sofman, Montgomery County Commuter Services Section and a second by Traci McPhail, NBTMD, to approve the minutes of the meeting as written.

Item #3 2013 Bike To Work Day Draft Event Report

Mark Hersey, COG/TPB staff, reviewed the substantive changes made to the 2013 Bike To Work Day Event Draft Report.

Mr. Hersey advised the Committee that changes made from edits from the committee as well as from the Bike to Work Day Committee had been reflected in the final draft being presented. With over 70 pit stops he presented several recaps that detailed the regional event. He also stated that acknowledgements were updated to reflect not only pit stop managers but Bike to Work Day Committee members. Photos were included from the various pit stops as well as additions to coverage in print, radio, television, and internet. The event continues to grow each year with over 15,000 registrants compared to 1,000 registrants from the first year of Commuter Connections involvement. The Subcommittee endorsed the final draft of the report for release.

Item #4 FY2015 Commuter Connections Work Program (CCWP) and 2013 – 2014 Strategic Plan

Nicholas Ramfos, COG/TPB staff, reviewed the substantive changes made to the draft FY 2015 CCWP and Commuter Connections Strategic Plan.

Mr. Ramfos outlined the following changes in the CCWP:

- Page 11, Employer Outreach allocation funds were adjusted for DC and Maryland
- Page 30, 'Pool Rewards historical and background information updated and clarifying language added to distinguish 'Pool Rewards for Carpools from 'Pool Rewards for Vanpools, incentive values, how they are earned and how trips are tracked

He also mentioned that COG/TPB staff intends to survey program participants on their experience with the program. The survey sample will include vanpools as well as carpools this year.

Mr. Ramfos announced that there were no additional changes in the Strategic Plan since the last meeting. The Subcommittee endorsed both the draft FY2015 CCWP and Strategic Plan for release. Mr. Ramfos also announced the schedule for public comment and review by the TPB.

Item #5 2013 Bike To Work TERM Analysis Draft

Lori Diggins, LDA Consulting, briefed the Subcommittee on the draft 2013 Bike To Work Day survey as part of the Regional TERM analysis project.

Nicholas Ramfos, COG/TPB staff, presented this item due to the absence of Lori Diggins. Mr. Ramfos indicated that this survey is completed every three years as part of the Marketing TERM Analysis Report and indicated that the email survey earned a 30% (4,255 raw) response rate. Data is collected for the Bike To Work day event as part of the Mass Marketing TERM. The survey seeks to measure new and increased bike commute use and includes questions on how participants travelled before bike to work day, in the summer after Bike to Work Day as well as in the fall. Responses were also obtained to estimate vehicle trips and VMT reduced by biking using mode and commute distance on non-bike days. Mr. Ramfos then reviewed the findings of the surveys with the Subcommittee. The data findings were very similar to those from the 2007 survey. The 2013 survey also included demographic questions which were collected for the first time for this survey. 2013 was the first Bike to Work Day event for 26% of the participants. 10% of the respondents started Biking to Work and 21% increased the frequency of biking after the 2013 event. The primary barriers to continue to Bike were cold weather, distance, and safety concerns. On Days they don't Bike to Work, 40% of Respondents drive alone; 45% ride a train or take a bus. Respondents travel an average of 9.2 Miles one-way to work. 23% of the respondents increased their use of a bicycle for non-commute trips Since their first Bike to Work day. Mr. Ramfos stated that comments or edits to the report would be accepted through February 21, 2014 and the report would be posted to SharePoint for review and the Subcommittee will be asked to endorse the report for release during at the March meeting..

Item #6 FY2013 Guaranteed Ride Home (GRH) Customer Satisfaction Survey Draft Report

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the FY2013 GRH Customer Satisfaction survey draft report for the Washington, DC Metropolitan Region

Mr. Franklin, COG/TPB staff, briefed the Subcommittee on the draft FY2013 Guaranteed Ride Home Satisfaction survey report. Mr. Franklin indicated that all commuters who receive a Guaranteed Ride Home trip receive a survey to complete, either via hardcopy card or a survey link to complete electronically. He described the form questions and the question types. Mr. Franklin noted the decline in usage during FY2013 and made the anecdotal observation that the transit requirement for most trips may have contributed to the decline in trips and the decline in satisfaction ratings. Stephen Finafrock, COG/TPB staff, advised the Subcommittee on the updated transit voucher processing workflow and indicated staff had seen an increase in the number of transit vouchers issued monthly. Mr. Franklin added the impact on the survey responses was noticeable; the response rate for 2013 was 22%, a 3% increase in responses over the last survey time frame. Mr. Franklin then reviewed the responses both compliments and complaints and their scores with the Subcommittee. Mr. Franklin stated that comments and/or edits to the

report should be submitted by February 18, 2014 and the Subcommittee will be asked to endorse the report for release during at the March meeting.

Item #7 Regional Transportation Priorities Plan (RTPP)

John Swanson, COG/TPB staff, provided a brief to the Subcommittee on the Regional Transportation Priorities Plan.

John Swanson, COG/TPB Staff, briefed the Subcommittee on the Regional Transportation Priorities Plan (RTPP). Mr. Swanson explained the purpose of the plan: "To identify strategies with the greatest potential to respond to our most significant transportation challenges." Mr. Swanson indicated that several changes have been included in the most recent revision of the plan (since December 2013). Mr. Swanson reiterated that the plan does not identify a specific list of projects but rather a formula to identify projects. The priorities of the plan include:

- Move more people more efficiently
- Strengthen public confidence and ensure fairness
- Meet existing obligations

Mr. Swanson further commented that the guiding principles of the RTPP intend to include projects that are:

- "Within reach" politically and financially
- Achieve greater efficiency by making better use of our existing infrastructure and packaging complimentary strategies
- Encourage area leaders to consider regional needs when developing projects

Mr. Swanson reminded the Subcommittee that the plan was intended to practical and purposeful. The Plan was adopted by the TPB in January 2014 and the next steps are still being determined. Mr. Ramfos added that he sees opportunity for TDM support and growth opportunities as part of future projects that will take the RTPP into consideration.

Item #8 Shared-Use Rideshare Mobility Task Force (SURMTF) Update

Nicholas Ramfos, COG/TPB staff, updated the Subcommittee on the status of the Shared-Use Rideshare Mobility Task Force

Mr. Ramfos updated the Subcommittee on the status of the Shared-Use Rideshare Mobility Task Force. Mr. Ramfos reviewed topics of the December 2013 and January 2014 meetings with the Subcommittee. He also reviewed the background findings of COG staff research on the companies selected for review. Mr. Ramfos stated that the group had signaled they were interested in further reviewing how the services provided could enhance the offerings of the Commuter Connections program. Members of the Task Force as well as members of the Subcommittee indicated they were concerned with legalities and those issues should be closely reviewed. Mr. Ramfos announced that the Task Force will meet again in February 2014 and he will continue to brief the Subcommittee as needed.

Item #9 2nd Quarter Budget Report

Barbara Brennan, COG/DTP staff, briefed the Subcommittee on the Budget Report and the Quarterly Progress Reports.

Ms. Brennan discussed the FY 2014, 2st Quarter budget report. She stated that the narratives and data collection sections in the CCWP quarterly Progress Report directly relate to the work accomplished between October and December 2013. Ms. Brennan asked if there were any questions or comments.

Item #10 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, March 18, 2014 at 12 noon.