



**Commuter Connections Subcommittee
Meeting Minutes**

Tuesday, November 17, 2009

**Chairperson: Willie Epps, Prince George's County Department of Public
Works & Transportation**

Vice Chairperson: Gabriel Ortiz, City of Alexandria

Staff Contact: Nicholas Ramfos (202) 962-3313

Item #1 Introductions

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

Standing Chair (sitting in for Mr. Epps), Kevin Thornton, Prince George's County, 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 September 15, 2009

Approval was sought for the September 15, 2009 Commuter Connections Meeting Minutes.

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

Item #3 FY 2009 Bike To Work Day Event Draft Report

Douglas Franklin, presented the Subcommittee on the key highlights from the draft FY 2009 BTWD even report.

Mr. Franklin presented the FY 2009 BTWD event report that was previously presented to the BTWD Steering Committee Meeting on September 9th and November 4th. The draft report was also presented to the Subcommittee on September 15th and a comment period was established for October 7th. Mr. Franklin acknowledged the staff at COG, the organizers, contributors and state funding agencies. The goal for this event was set for 7,650 and was met with an overall registrant amount of 7,869. The BTWD event was advertised on various radio stations and via internet through Twitter. The Subcommittee endorsed the report for release. The report will be posted to the Commuter Connections web site.

Item #4 Car Free Day Event Results

Douglas Franklin, COG TPB Staff briefed the Subcommittee on the results from the Regional Car Free Day event held on September 22nd.

Mr. Franklin discussed the results, participation and media coverage for Car Free Day. This was the second year for a regional event being held. There was a 14 percent increase in participation from 2008, with 6,211 pledges made this year. The Car Free Day event was responsible for taking nearly 2,200 SOV's off the road. Mr. Franklin distributed a batch of news articles on CFD from the Washington Post, The Washington Examiner, U.S. News, the Gazette

and the Press Release for CFD. Mr. Franklin also gave a presentation of various radio and television ads that promoted the CFD event. The Car Free Day Steering Committee will begin meeting in March of next year to begin planning for the 2010 event.

Item #5 Carpool Incentive Project Update

Nicholas Ramfos, COG TPB staff briefed the Subcommittee on the Carpool Incentive demonstration project, which was launched on October 27th.

Mr. Ramfos discussed the Carpool Incentive Project demonstration project launch.. A press release was developed and sent out and the pilot program was launched in October. This program is to encourage commuters in the region's most congested corridors to try carpooling to and from work instead of driving alone.

Commuters that are eligible must travel mornings on I-395 from the District across the 14th St. Bridge into Northern VA; the Capital Beltway from Bethesda to Tysons Corner; and the Beltway from the Baltimore-Washington Parkway to I-270 and back in the afternoon. Participants may qualify for a \$1 each way incentive for carpooling during the 'Pool Rewards' pilot program after logging in their trips on a daily basis.

Mr. Franklin discussed the marketing aspects of the program. He stated that as of November there were 3200 visits to the 'Pool Rewards' section of the website. A sample direct mail postcard was displayed for the Subcommittee to view. There are approximately 30,000 households which will be receiving the postcard. Drive alone commuters in the ridematching database would also be receiving the card and those records with e-mail would be receiving a targeted e-mail message regarding the program.

Item #6 FY 2011 Work Program Development

Nicholas Ramfos COG/TPB Staff briefed the Subcommittee on the draft FY2011 CCWP.

Mr. Ramfos gave a PowerPoint presentation on the draft FY2011 CCWP and briefed the Subcommittee on the background of Commuter Connections and the definition from the Commuter Connections Strategic Plan. Commuter Connections is a network of public and private transportation organizations, COG, state funding agencies and local organizations that work together to assist individuals in our region to use alternatives than a single occupant vehicle. The benefits of Commuter Connections helps reduce and manage commuter congestion, helps reduce emissions and supports local efforts to attract and retain employers, provides employers with recruitment retention and workers with more commute options, reduced stress/cost & time and an improved quality of life. Commuter Connections also provides transportation emission reduction measure (TERM) benefits for inclusion in the air quality conformity determination approved by the TPB. Mr. Ramfos announced that the Hampton Roads area joined our network, in terms of providing ridematching services. Updates on the program elements for the current draft document were added to the summary section on page 2 and project language changes will be added to pages 29, 31, 35 and 36. Comments and edits for the draft document are to be posted to the Commuter Connections Extranet by COB December 4th. Fatemeh Allahdoust asked whether or not the language changes discussed could be added into the draft

for the comment period. Mr. Ramfos stated that the language changes would be accommodated, however the document's date would remain November 17th.

Item #7 GRH Participation Guidelines

Mr. Stephen Finafrock COG/TPB Staff briefed the Subcommittee on the GRH Participation Guidelines.

Mr. Finafrock discussed the change made to the GRH Participation Guidelines. Guideline #8 was changed, Stafford County is no longer considered to be part of National Capital Region non-attainment area. It is now part of another non attainment area. After a year of searching, COG/TPB staff along with GW RideConnect staff was unable to obtain a cab provider in Stafford County that was willing to abide by the rules and regulations of the GRH Program. The change does not alter GRH eligibility for Stafford residents who are working in the currently designated non-attainment area.

Item #8 1st Quarter Budget Report

Nicholas Ramfos, COG/TPB Staff, distributed and discussed the Commuter Connections 1st quarter budget report.

A copy of the 1st quarter Commuter Connections budget report was distributed to the Subcommittee. Mr. Ramfos reviewed the report and went over the Commitments and Expenditures for FY 10 (July 1, 2009 – September 30, 2009) and asked if there were any questions or comments.

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, January 17, 2010 at 12 noon.