



**COMMUTER CONNECTIONS SUBCOMMITTEE
MEETING MINUTES**

Tuesday, May 19, 2015

Chairperson: Jim Sebastian, DDOT

Vice Chairperson: Adrienne Moretz, Frederick County TransIT

Staff Contact: Nicholas Ramfos 202/962-3313

Item #1 Introductions

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

Jim Sebastian, DDOT staff, called the meeting to order by introducing himself and asking the rest of the attendees to do so.

Item #2 Minutes of March 17, 2015

Approval was sought for the March 17, 2015 Commuter Connections Subcommittee Meeting Minutes.

Approval of the minutes was put forth on a motion by Mark Sofman, Montgomery County Commuter Services Section, and supported by Fatemeh Allahdoust, VDOT, to approve the minutes of the meeting as written.

Item #3 FY 2015 Applicant Placement Rate Study

Nicholas Ramfos COG/TPB staff, briefed the Subcommittee on substantive changes made to the FY2015 Applicant Placement Rate Study survey report.

Mr. Ramfos, COG/TPB staff, provided a brief background on the study and reviewed the substantive changes to the FY2015 Applicant Placement Rate Study. The changes included updates to tables and corresponding text, updates and insertion of appendices. The study results indicate the Commuter Connections program continues to enjoy a relatively high placement rate among commuters seeking to make a mode shift. The overall placement rate of the program is 49% and continued placements are at 35%. Mr. Ramfos encouraged Subcommittee members to become familiar with the study to better understand the needs of the region's commuters. Page 1 and the Executive Summary provide an excellent snapshot into the program. The Subcommittee endorsed the report for release. Mr. Ramfos stated that once the final report is published, it will be posted to the Commuter Connections web site and hard copies will also be made available for those interested.

Item #4 Quick Match Marketing Teaser Application Programming Interface (API)

Stephen Finafrock, COG/TPB staff, briefed the Subcommittee on the Quick Match marketing teaser API. The API was developed to promote interest in possible ridematch options in the TDM System. The API is also currently being used for Arlington's Car Free A to Z online module.

Mr. Finafrock, COG/TPB staff, provided a demonstration of the new Quick Match API. He explained that the interface would be a plug-in style widget to be included on the Commuter

Connections website, www.commuterconnections.org and was intended to promote public interest in registering for the Commuter Connections TDM System, specifically ridematching. A commuter can input their home and work zipcodes and will be shown a simple number of registered commuters in the system that are traveling to the zip codes, regardless of time or distance from home. Another version of the API, using current geographic coordinates, rather than zipcodes was prepared for Arlington County's Car-Free A-Z website.

Item #5 Clean Air Partners Update

Adrienne Moretz, Frederick County TransIT staff, presented an update on the activities of Clean Air Partners.

Ms. Moretz, Frederick County TransIT staff, briefed the Subcommittee on the recent activities of Clean Air Partners, including participating in DC/Baltimore region events at USPTO, US FDA, the US Department of Commerce, Earth Day event at Fort Meade and Earth Day – Aberdeen. A new social media campaign dubbed "Why You Should Give A Darn About Air Quality" was launched on Facebook and Twitter and includes an "InfoGraphic" that explores the state of the air in the region and how it affects us all and gives some simple everyday actions to improve air quality. Ms. Moretz then reviewed the remaining contents of a tool kit developed for Clean Air Partners which included an information guide called "Keeping Your Lungs Clean," which provides simple tips residents can take during air quality days. The marketing collateral for this is available in various sizes for social media and web use. The toolkit also contains the Air Quality Action Guide, a guide to heating your home, a green guide to the holidays, and an air quality widget which you can embed on your website to give users the most current air quality forecast information. The widget includes a daily and three-day air quality forecast, a clean air "tip of the day", and links to the Clean Air Partners website. Information regarding the toolkit will be posted to the Commuter Connections meeting page and Subcommittee members will be notified through a follow-up email that the materials have been posted.

Item #6 2015 Bike To Work Day Event

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the 2015 regional Bike To Work Day event, including participation rates.

Mr. Franklin, COG/TPB staff, briefed the Subcommittee on the 2015 BTWD event. He was happy to report that there was no rain and the most participants ever, at 17,500 registered bicyclists. Mr. Franklin mentioned the event continues on a five year growth spurt and typically adds 10 pit stops per year. This year the total number of pit stops was 79 which was essentially the same as last year but there were existing pit stops that dropped out and new pit stops that joined. The growth rate this year was 4% for registered event participants. Mr. Franklin also shared some of the event media clips with the Subcommittee.

Item #7 I-66 Construction Project Update

Mike Harris, Kimley-Horn, briefed the Subcommittee on the status of the I-66 multi-modal project.

Mr. Harris, Kimley-Horn, briefed the Subcommittee on the I-66 construction update. The first phase of the project will concentrate on the segment between Haymarket, VA and Dunn Loring, VA. He explained that the project is necessitated by steady population and employment growth in the region. The focus will be on congestion and mobility demands with a predicted congestion

of 8-10 hours a day by the year 2040. The project aims to address safety concerns in the corridor as well as a lack of coordinated transit and multi-modal options.

Mr. Harris stated that infrastructure improvements with 2 managed lanes and 3 general purpose lanes will make travel through corridor much more predictable. The HOV level will be three passengers or more or tolling for those not carpooling. Tolling hours may be different outside of the Beltway vs. inside. Busses will be eligible to travel the HOT lanes in the corridor. There is currently a Transit/TDM committee meeting to help develop the Transportation Management Plan for the corridor.

Item #8 Share Use Mobility Status Update

Nicholas Ramfos, COG/TPB staff briefed the Subcommittee on the status of the Transportation Network Companies (TNC's) operations in DC, MD and VA.

Mr. Ramfos, COG/TPB staff, informed the Subcommittee on the status of the Transportation Network Companies' (TNC's) operations in DC, MD and VA. Legislation in both DC and Virginia regulating TNC's was passed.

He noted that last year legislation was proposed to strengthen licensing for TNCs in Maryland but was not passed. Mr. Ramfos explained through a new proposed regulation in Maryland which is slated to be passed and signed by the Governor during the current legislative session, TNCs would be able to operate legally throughout the District, Maryland and Virginia. Since the beginning of TNC operations in 2009, it has taken several years for the states to act to regulate the companies. With proper regulation, they will be able to offer yet another solution to the transportation challenges of Metropolitan Washington and Baltimore.

Item #9 2015 Car Free Day Event

Douglas Franklin, COG/TPB staff, discussed the FY 2015 Car Free Day Event.

Douglas Franklin, COG/TPB Staff, briefed the Subcommittee on planning for FY 2015 Car Free Day. Mr. Franklin indicated that Car Free Day is currently not as popular as Bike To Work Day. The group is focusing on how to improve the popularity of the event which would include a team concept approach linked to the type of transportation those registering for the event pledge to take on Car Free Day. Sponsors will be recruited and local jurisdictions will be encouraged to promote the event through existing local events or events designed specifically for Car Free Day. This year's event will be held on Tuesday, September 22nd. The calendar date is the same each year and coincides with a worldwide promotion of Car Free Day. A proclamation will also be issued by the TPB in July. Subcommittee members are encouraged to attend the next Car Free Day Steering Committee meeting to be held on Wednesday, July 8th at COG.

Item #10 3rd Quarter Progress and Budget Reports

Barbara Brennan, COG/TPB staff, discussed the FY 2015 3rd Quarter Progress and Budget Reports.

Barbara Brennan, COG/TPB Staff, briefed the Subcommittee on the 3rd quarter budget report for FY 2015 as well as expenditures and spend rates from the 3rd quarter FY2015 budget report.

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 21, 2015 at 12 noon.