



COMMUTER CONNECTIONS SUBCOMMITTEE
MEETING MINUTES

Tuesday, January 15, 2019
12 noon – 2:00 p.m.
Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Third Floor, COG Board Room
Chairperson: George Clark, Southern Maryland
Vice Chairperson: Marcus Moore, Fairfax County
Staff Contact: Nicholas Ramfos 202/962-3313

Item #1 **Introductions**

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

Item #2 **Minutes of November 20, 2018 Meeting**

Approval was sought for the November 20, 2018 Commuter Connections Subcommittee Meeting Minutes.

George Clark, TCCSMD, requested a motion to approve the minutes of the previous Commuter Connections Subcommittee Meeting.

A motion was made by Holly Morello, PRTC, and seconded by Mark Sofman, Montgomery County.

The Subcommittee unanimously voted to approve the meeting minutes of the November 20, 2018 Commuter Connections Subcommittee Meeting.

Item #3 **2018 Bike to Work Day Draft Event Report**

Mark Hersey, COG/TPB staff briefed the Subcommittee on the 2018 Bike to Work Day draft report.

Mark Hersey, COG/TPB staff, updated the Subcommittee on the revisions to the 2018 Bike to Work Day report. Changes highlighted were: cover page date, page 3 - the acknowledgements, page 29 – additional carriage return needed, page 35-39 employers list, page 54 heading updated, additions of jurisdictional proclamations, and a photograph of a sponsor board from Fairfax County.

Mark Sofman, Montgomery County, made a motion to release the report. Susana Parker, BTS, seconded the motion. The Subcommittee approved the report for public release.

Item #4 **FY 2020 Commuter Connections Work Program (CCWP) and 2018-2019 Strategic Plan**

Nicholas Ramfos, COG/TPB staff briefed the Subcommittee on substantive changes made to the FY2020 CCWP and the Commuter Connections Strategic Plan.

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the FY2020 Commuter Connections Work Program and the Commuter Connections Strategic Plan. He mentioned that two documents were included: the draft Commuter Connections Work Program and the draft Commuter Connections Strategic Plan. Mr. Ramfos detailed changes to the Work Program including: page 18 – added language mentioning the expansion of programs to include gamification and rewards aspects, including incenTrip, page 43 – a typographical error related to Vanpool Driver Survey, should be \$15,000, page 48 – added language mentioning COG/TPB staff working in collaboration with WMATA on targeted outreach to employers to increase participation in SmartBenefits, and on page 50 – added language stating COG/TPB staff would develop policy templates for

small to mid-sized employers to adopt and implement Flextime and Telework programs. Mr. Ramfos noted the latter two changes were a result of the Endorsed TPB Initiatives for *Visualize2045*.

Mr. Ramfos mentioned that the 2018-2019 Strategic Plan had minor updates to the background section including the following changes to the membership names: the removal of LINK, the additional of US Department of Defense, and an update to the name of Northern Neck Regional Commission. Additionally, Mr. Ramfos mentioned the participation rates of 'Pool Rewards, Employer Recognition Awards, CarpoolNow Driver Incentive, Flextime Rewards, and incenTrip. He stated staff were continuing to monitor and encourage participation, and that marketing of the programs had not begun in earnest. He also asked that committee members download and test the incenTrip application and provide feedback based on their experiences.

Kari Snyder, MDOT, made a motion to endorse the documents for release and Mark Sofman, Montgomery County, seconded the motion. The document was endorsed for release.

Item #5 Long Range Plan TDM Initiative

Daniel Sheehan, COG/TPB staff, briefed the Subcommittee on the Visualize2045 Aspirational TDM Initiatives recently endorsed by TPB.

Dan Sheehan, COG/TPB staff, informed the Subcommittee about Resolution R10-2019 endorsed by the Transportation Planning Board (TPB) on December 19, 2018. Mr. Sheehan explained how the TPB directs the Commuter Connections program to: (1) Examine ways in which its existing service applications and programs can be enhanced to integrate gamification and rewards aspects (e.g. incenTrip); (2) Work collaboratively with WMATA to undertake a targeted approach in employer outreach with SmartBenefits; and (3) Develop policy templates for small and mid-size employers to adopt and implement flex time and telework programs at their workplaces. TPB members in attendance at the December 19th meeting did not have any comments or questions regarding the TDM initiatives recommended by the Subcommittee. The TDM items identified in this resolution were subsequently integrated into the FY2020 CCWP by staff and are included in the current version of the draft.

Item #6 FY 2018 – FY 2020 Commuter Connections Transportation Demand Management (TDM) Evaluation Framework Revised Methodology Document

Lori Diggins, LDA Consulting, briefed the Subcommittee on the FY2018 – FY2020 regional TDM Evaluation Framework Methodology document.

Lori Diggins, LDA, briefed the Subcommittee on the FY 2018 – FY 2020 Commuter Connections TDM Evaluation Framework. Ms. Diggins stated the triennial report seeks to estimate program impacts and to communicate the program value to funders and regional policy makers. It seeks to estimate impacts for Telework, Guaranteed Ride Home, Employer Outreach, Mass Marketing, and the Commuter Operations Center. The report measures performance on indicators related to regional goals for transportation using common, qualitative performance measures. Both continued and new impacts are measured during the analysis period.

Ms. Diggins stated the performance measures include: awareness/attitudes, participation/satisfaction, utilization/influences, and behavior changes. The behavior changes are observed through mode split, alternative placements, vehicle trip reduction, VMT reduction, emissions reduction, energy savings, delay reduction, and societal cost savings which equate to dollars. The data used in the survey is collected from employee surveys, the State of the Commute, Guaranteed Ride Home survey, Telework Employer Survey, Commuter Connections Applicant Placement Rate Survey, Bike to Work Day survey, 'Pool Rewards Participant Survey, and the Retention Rate Survey.

Ms. Diggins stated the 2018-2020 framework builds on the 2015-2017 framework and is updated to reflect current program goals, including methods to evaluate new services such as CarpoolNow, incenTrip, and Flextime Rewards, while using modern data collection tools. She mentioned the data collected can demonstrate the importance of TDM programs as highlighted by the program's inclusion in the Visualize 2045

Aspirational Initiatives. Ms. Diggins stated the final version of the FY 2018-FY 2020 TDM Framework Methodology will be published in the Spring of 2019. The final version of the 2018-2020 TDM Analysis Report is scheduled to be published in December 2020.

The Subcommittee was asked to submit any comments and/or edits on the draft document which will be posted to the Commuter Connections SharePoint site no later than Tuesday, February 12th.

Item #7 FY 2018 Guaranteed Ride Home (GRH) Survey

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the FY 2018 GRH Customer Satisfaction survey results for both the Washington, DC and Baltimore metropolitan regions.

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the FY 2018 draft GRH Customer Satisfaction survey results for both the Washington, DC and Baltimore metropolitan regions. Mr. Franklin asked that all comments related to the survey be submitted by February 15th by close of business and that this was the 20th year for the DC GRH program. Mr. Franklin mentioned the survey process, by which a commuter would be emailed a survey the day after their trip or sent a paper survey card via USPS if they do not have an email address. The survey asks questions related to staff service, taxi or rental car service, response time, overall GRH service, and approximate wait time. Commuters are also provided a comment space.

Mr. Franklin highlighted the following data regarding the DC GRH program: 2,317 surveys were distributed in fiscal year 2018, and 335 or 15 percent of surveys were completed. The vast majority, 97% of the survey respondents, were pleased with the overall GRH service. Written responses were provided by 71% of the respondents, the overwhelming majority of which (62%) contained compliments. Compliments outweighed criticism more than 8 to 1. For every program category, good or above ratings were given by 92% or more of the respondents. The average response wait was 13 minutes and 94% waited 30 minutes or less.

Mr. Franklin highlighted the following data regarding the Baltimore GRH program: 125 surveys were distributed in fiscal year 2018, and 11 surveys were completed, which represented a 9 percent response rate. At 46 percent, unexpected emergency was the reason most stated for using the GRH service. The vast majority, 82 percent of survey respondents were pleased with the overall GRH service. Written responses from 73% of survey participants. Compliments outweighed criticism 5 to 1. The average wait time was 25 minutes, and 71 percent waited 30 minutes or less.

Both of the draft reports will be posted to the Commuter Connections SharePoint site for review and comment.

Item #8 FY 2019 2nd Quarter Budget Report

Barbara Brennan, COG/TPB staff, briefed the Subcommittee on the FY2019 CCWP 2nd quarter budget report.

Barbara Brennan, COG/TPB staff, highlighted the FY2019 Commuter Connections Work Program Quarterly Budget commitments and expenditures handout for the second quarter of FY19. She noted that Commuter Operations expended 36% of the committed funds in the first two quarters of FY2019, Regional Guaranteed Ride Home 34%, Marketing 26%, Car Free Day 81%, Monitoring and Evaluation 21%, Employer Outreach 14%, and Baltimore Guaranteed Ride Home 22%; all budget items total 26% of total budget for FY19 expended. Ms. Brennan stated during the third and fourth quarter expenditures typically spike.

Item #11 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.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, March 19, 2019 at 12 noon.