

**Commuter Connections Subcommittee  
Meeting Minutes**

**Tuesday, September 20, 2011**

**Chairperson: Gabriel Ortiz, City of Alexandria**  
**Vice Chairperson: Lorraine Taylor, (WMATA) Washington D.C.**  
**Staff Contact: Nicholas Ramfos (202) 962-3313**

**Item #1 Introductions**

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

Gabriel Ortiz, called the meeting to order by introducing himself and asking the rest of the attendees to do so.

**Item #2 July 19, 2011**

*Approval was sought for the July 19, 2011 Commuter Connections Meeting Minutes.*

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

**Item #3 Announcement of New Vice Chair**

*The Vice Chair Nominating Committee selection of the next Subcommittee Vice Chairperson will be announced.*

Nicholas Ramfos briefed the committee on the Vice Chair nomination Committee meeting held on August 2<sup>nd</sup>. The committee recommended Sam Oji with Montgomery County as the new Subcommittee Vice Chair. The Subcommittee was asked to approve the nomination and there was a motion and a second to approve. Lorraine Taylor is now the new chair. Mr. Ramfos & Ms. Taylor thanked Gabe Ortiz for all of his support and presented him with a plaque for his services over the past year.

**Item #4 Briefing on the Draft 2009–2011 Transportation Emission Reduction Measure (TERM) Analysis Report**

*Lorri Diggins, LDA Consulting, briefed the Subcommittee on the draft 2009-2011 TERM Analysis Report.*

Ms. Diggins briefed the committee on the draft 2009-2011 TERM Analysis Report. The report was presented to the TDM Evaluation Group on July 19<sup>th</sup>. The objective of evaluation is to apply methodology outlined in the TDM Evaluation Framework Methodology report to estimate effectiveness of four Commuter Connections TERMS, MD/VA Telework, Guaranteed Ride Home, Employer Outreach and Mass Marketing. The impact is shown for all TERMS from July 1, 2008 to December 30, 2010. The draft impacts shown will be updated once data is included through June 30, 2011. The overall Employer Outreach TERM showed a 9.6% vehicle trip reduction rate.

The Mass Marketing TERM has four components, Direct Influence-Commuter changed mode after hearing ad, Referred" Influence-Heard ad, then contacted CC for other service -Impact calculated as a percentage of GRH and COC (rideshare app) credits, Pool Rewards carpoolIncentive program and Bike To Work Day. The Bike To Work Day results from 2008-2010, showed a total of 24,013 riders and 1,878 total new bike trips per day. There was a significant impact for the bicycling portion of the TERM calculation.

Within the Commuter Operations Center 65, 451 commuters were assisted from 7/08-12/10; 25,477 were new or reapply requests, 38,974 were follow-up requests, and 35% were placed into a new alternative modes.

Ms. Diggins reported that the Commuter Connections TERMS met the collective goal for vehicle trips reduced and came within 1% of the combined VMT goal, Commuter Connections programs overall (TERMs + COC) met all vehicle trip reduction goals; fell short of VMT goal by 6%, These results reflect only the first 30 months of the 36-month evaluation period. The final impacts will be higher for most TERMS, TERMS did not meet emissions goals, but this was due to a reduction in the 2011 emission factors, compared to the 2005 factors used when the goals were established, Shortfalls in individual TERMS were generally related to lower than expected participation. A comment period for the draft TERM Analysis Report was established for October 5th.

**Item #5 Spring 2010 Regional HOV Study**

*Clara Reschovsky of COG/TPB Staff briefed the Subcommittee on the Spring 2010 Regional HOV study.*

Ms. Reschovsky discussed the results of the Spring 2010 Regional HOV study. Travel time and vehicle and occupancy count data were collected last spring and these data have now been processed and analyzed. Ms. Reschovsky described the HOV data collection process and presented the findings of the 2010 Regional HOV Study. Findings show that the I-395/95 corridor is the most successful HOV facility in the region with about 40 minutes saved by using the HOV lanes. Interstate 66 shows the most congestion, which has worsened since 2007. Furthermore, the travel times on 66 are not reliable. Auto occupancies are largely unchanged since 2007. Future work will need to consider the HOT lanes which will be opening on the Beltway and 95. A full copy of the report can be obtained on-line and a link will be provided in a follow-up meeting e-mail message to the Subcommittee.

**Item #6 FY 2011 Bike to Work Day Event Draft Report**

Mark Hersey, COG/TPB staff, briefed the Subcommittee on the draft Bike to Work Day 2011 event report.

Mr. Hersey presented the FY 2011 Bike to Work Day Event draft report to the Bike to Work Day Steering Committee on September 14<sup>th</sup> and a comment period for October 7<sup>th</sup> was established. Bike to Work Day has been held annually in the Washington metropolitan region with a main rallying point or Pit Stop in downtown DC. This event has been coordinated by the Washington Area Bicyclists Association (WABA) for over a decade. In September 2000, the Commuter Connections program as a part of the Metropolitan Washington Council of Governments partnered with WABA to form a regional Bike To Work Day 2001 Steering Committee to examine

the feasibility of adding additional Bike To Work Day Pit Stops or rallying points throughout the region. Overall the May 20, 2011 event generated over 10,000 registrants. Media Coverage was for a 3 week period on Clear Channel and DC 101, which was targeted towards adults 25-49 with an income of \$30k or more. A comment period for the draft Bike to Work Day event report was established for October 7<sup>th</sup> for the Commuter Connections Subcommittee.

**Item #7 Pool Rewards Update**

*Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the status of the Pool Rewards Project.*

Mr. Ramfos briefed the committee on the Status of the "Pool Rewards project and presented the 'Pool Rewards follow-Up survey data. The survey was on the 'Pool Rewards participants from last fiscal year, when the program was re-started in October 2010. Mr. Ramfos went over a series of questions and answers from the survey. About 85% rated the 'Pool Rewards tracking system between "Average and Excellent. There have been 214 Active carpools in the 'Pool Rewards program since July 1, 2010.

Mr. Ramfos also reported that there are 348 Active participants in the 'Pool Rewards program, 47 initiating carpools seeking carpool partners, 175 applicants that were rejected from the program, and 50 participants which were paid though June 30, 2011. There are also 20 additional participants eligible for rewards with a goal = 1,000 participants to be paid. Results from the survey will be used in the Mass Marketing TERM Analysis.

**Item #8 Car Free Day Event Update**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the Upcoming Car Free Day Event.*

Mr. Franklin briefed the Subcommittee on the region's Car Free Day event that will be held on September 22, 2011 with a goal of 10,000 pledges. Posters were distributed to Car Free Day Steering Committee members at the end of July. Posters included the QR Code for readability from smartphones. Unlike previous years some actual prizes were noted on the poster (iPad, bicycle). The posters were sent to 7,000 employers in the region to hang on bulletin boards, also a PDF version is available on the web site.

A Car Free Day proclamation was issued at the July 20th TPB meeting at COG to pronounce Sept 22nd as Car Free Day throughout the region. After a presentation by Nicholas Ramfos, an enlarged proclamation was presented and signed by TPB Chair Muriel Bowser, Councilmember for the District of Columbia. The proclamation and photo of the signing is posted to the Car Free Day web site.

Mr. Franklin reported that the following transit agencies donated signage for Car Free Day advertising: Frederick County TransIT, Fairfax Connector, Montgomery County Ride On, Metrobus, Arlington Transit.

**Item #9      FY 2013 Work Program Development**

*Nicholas Ramfos, COG/DTP staff, briefed the Subcommittee on the FY 2013 Work Program Development.*

Mr. Ramfos reviewed the FY2013 Commuter Connections Work Program timeline which will allow for the review of various program elements and then working on developing a draft work plan for the state funding agencies for their initial review. The Subcommittee will be briefed in November on the draft FY 2013 CCWP and will be asked to review and comment on the document. The final release of the document from the STDM Work Group and the Subcommittee will be in January and it will then be presented to the TPB Technical Committee and the TPB. In February, the draft document will be released for public comment. The final approval will be through the Board.

Mr. Ramfos also reviewed the Commuter Connections proposed work activities for FY 2013 (July 1, 2012 to June 30, 2013) in outline format. He stated that many of the projects are the same as last year except for the Monitoring & Evaluation program section. There will be an update on the TDM Evaluation Framework Methodology report outlining data collection activities, data collection and a Technical Report for the 2013 State of the Commute Survey and the 2013 GRH Applicant survey. A GRH Baltimore Applicant Survey will also be conducted under that program area.

**Item #10      Commuter Connections Strategic Plan**

*Nicholas Ramfos, COG/DTP staff, briefed the Subcommittee on the CC Strategic Plan.*

Mr. Ramfos briefed the Subcommittee on the Commuter Connections Strategic Plan which was updated in January 2011. The current strategic plan incorporates contributions from the Metropolitan Washington Council of Governments, state funding agencies, and local stakeholders. The committee was asked to take a look at the plan and submit any comments and/or edits again. A comment period was established for October 7<sup>th</sup>.

**Item #11      Budget Report and Annual Report**

*Carlos Tovar, COG/DTP staff, distributed and discussed the 4<sup>th</sup> Quarter Final Budget Report.*

A copy of the fourth quarter Commuter Connections budget report for FY11 was distributed to the Subcommittee. Mr. Tovar reviewed the report and went over the Commitments and Expenditures for FY 11 (July 1, 2010 – June 30, 2011) and asked if there were any questions or comments.

Mr. Tovar also reviewed the FY 2011 CCWP Annual Progress Report.

**Item #12      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, November 15, 2011 at 12 noon.**