

TPB SR10-2018
December 1, 2017

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD
777 North Capitol Street, N.E.
Washington, D.C. 20002

**RESOLUTION APPROVING AN AMENDMENT TO
THE FY 2018 COMMUTER CONNECTIONS WORK PROGRAM (CCWP) TO
INCLUDE I-395 EXPRESS LANES IN THE POOLS REWARDS PROGRAM**

WHEREAS, the National Capital Region Transportation Planning Board (TPB) has been designated by the Governors of Maryland and Virginia and the Mayor of the District of Columbia as the Metropolitan Planning Organization (MPO) for the Washington Metropolitan Area; and

WHEREAS, on March 29, 2017, the TPB approved the FY 2018 Commuter Connections Work Program (CCWP); and

WHEREAS, the Pool Rewards program was established in FY 2009 and offers a \$130 carpool incentive over a 90-day period for commuters that were previously driving alone to and from work, and

WHEREAS, the I-395 Express Lanes construction period began in August 2017 and will continue through December 2019; and the Pool Rewards program is an approved TDM Strategy in the I-395 Transportation Management Plan (TMP) issued on September 22, 2017, and

WHEREAS, the Commuter Connections State TDM Work Group and state funding agencies have agreed to expand the Pool Rewards program as described in the attached correspondence from VDOT of November 16, 2017 to encourage new carpool formation on I-395 during the I-395 Express Lanes construction period, and

WHEREAS, the proposed change in the Pool Rewards work activity narrative to allow for an added financial incentive for each participant in newly formed carpools as part of the I-395 Express Lanes construction project is shown in the attached pages from the FY 2018 CCWP;

NOW, THEREFORE, BE IT RESOLVED THAT the Steering Committee of the National Capital Region Transportation Planning Board amends the FY 2018 Commuter Connections Work Program to include the added I-395 Pool Rewards incentive for new carpools as described in the attached materials.



COMMONWEALTH of VIRGINIA

DEPARTMENT OF TRANSPORTATION

4975 Alliance Drive
Fairfax, VA 22030

CHARLES A. KILPATRICK, P.E.
COMMISSIONER

November 16, 2016

Ms. Bridget Newton
Chairman
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street NE, Suite 300
Washington DC 20002

Dear Chairman Newton:

The purpose of this letter is to request that the FY 2018 Commuter Connections Work Program (CCWP) be amended to include \$23,000 that will be available for the 'Pool Rewards incentive as part of VDOT's I-395 Express Lanes Transportation Management Plan, approved by FHWA on September 22, 2017.

The \$23,000 will be placed into the FY 2018 CCWP 'Pool Rewards project in order to implement an additional incentive for commuters that form new carpools and are using an E-Z Pass Flex on the I-395 Corridor Express Lanes. To expedite processing, Metropolitan Washington Council of Governments must submit its FY 2018 Commuter Connections invoice and supplemental documentation to VDOT's Northern Virginia District Office using the format outlined in Attachment A.

The amendment was discussed and agreed upon by the state funding agencies and COG/TPB staff during the State TDM Work Group meeting held on November 14, 2017.

Should you have further questions or need additional information, please feel free to contact Fatemeh Allahdoust at 703-259-2933 or Paul Nishimoto at 703-259-2362.

Sincerely,

A handwritten signature in blue ink that reads 'Susan N. Shaw'.

Susan Shaw
Megaprojects Director
Virginia Department of Transportation

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Attachment A: I 395 TMP 'Pool Rewards Incentive Strategy
Implemented by MWCOG
Invoice, Scope and Performance Measures

cc:
Fateme Allahdoust
Reneé Hamilton
Norman Whitaker
Paul Nishimoto

**ATTACHMENT A
I-395 TMP 'Pool Rewards Incentive Strategy
Implemented by MWCOG
Invoice, Scope and Performance Measures**

Scope: To facilitate three-person carpools, the I-395 Transportation Management Plan (TMP) will further incentivize adding a third person to carpools by providing an additional incentive over a 90-day reporting period. This includes new three-person carpools and two-person carpools that add a third passenger traveling along I-395. It is anticipated that each carpooler of a new three-person carpool would receive \$100 over a three month period, in addition to the \$130 received as part of the Commuter Connections' existing 'Pool Rewards Program.

Total Budget: not to exceed \$70,000

Period of Performance: January 1, 2018 – June 30, 2018
I-395 TMP 'Pool Rewards Incentive Strategy - UPC 87396
State Project No.: CMPO-96A-720; **Federal Aid No.:** IM-96A-9(116)
FY 2018: Total funding: Not to exceed \$23,000

Task 1	Description	Maximum Cost	This Invoice (date)		Amount Paid Prior Invoices
			Approx. % Complete	Amou nt Due	
1	'Pool Rewards Incentive Disbursement	\$23,000			
	Contract Total	\$23,000			

Performance Measures This Invoice (Date)	TOTAL
Number of carpools converted from HOV 2 to HOV 3	
Number of Vehicles Reduced	
Number of Vehicle Miles Reduced	

D. 'POOL REWARDS

The purpose of the 'Pool Rewards carpool incentive project is to recruit and retain commuters in a carpool through a cash incentive. Similar programs are in operation in major metropolitan areas such as Los Angeles and Atlanta. Research has shown that commuters who are paid to carpool tend to stay in a carpooling arrangement longer than those carpoolers who are not paid. Commuters who currently take transit or a vanpool to work are eligible to receive \$130 per month under the IRS Qualified Transportation Fringe benefit provisions. Carpoolers are not eligible to participate. Carpool incentive programs have been used in a limited fashion in the Washington metropolitan region during large-scale construction projects such as the Wilson Bridge where the program was named "Bridge Bucks." The program proved to be extremely successful in convincing commuters to use an alternative form of transportation other than driving alone during the construction period.

The 'Pool Rewards program began in FY2011 after results were reviewed from a pilot program conducted in FY2010. After measuring the benefits produced from the carpool financial incentive program, comparisons were made from the expected outcomes to the actual outcomes in terms of auto occupancy and vehicle miles of travel, vehicle trips reduced and emission impacts. A follow-up survey conducted in FY 2011 of the original demonstration project participants showed a 93% carpool retention rate of all participants. A survey of new participants was conducted in FY 2011 and showed that 98% of the program participants planned to carpool after the incentive had ended. A survey of all program participants that had completed the program and were paid was conducted in FY 2014 and results showed a 55% carpool/vanpool retention rate. Continued evaluation will be conducted in order to adjust program guidelines and documentation of program participation from the user's end. Results from the FY 2014 survey were used to adjust the program budget.

The current carpool incentive allows each one-time new participating carpooler to earn up to \$130 over a 90-day time frame through a trip-tracking process. In FY 2012 the 'Pool Rewards program was expanded to include vanpools. Newly formed vanpools that originate in either the District of Columbia or in Maryland whose destination is in the Washington DC non-attainment region will be eligible to participate. Third-party vanpool providers on contract with COG/TPB provide the vanpool service and each of the 'Pool Rewards eligible vanpools receive an on-going \$200 per month incentive. COG/TPB staff worked with WMATA to develop a monthly mileage reporting system for the Federal Transit Administration's (FTA's) National Transit Database. There will also be continued coordination with Virginia's new incentive vanpool program.

The Commuter Connections 'Pool Rewards program will allow for the formation of new carpools in and around the I-66 corridor (both inside and outside of the Beltway) prior, during, and after the peak construction time of the project. Each participant that joins a new carpool will be eligible for an additional \$100 during a 90-day reporting period which will be funded through VDOT's approved Transform 66 Transportation Management Plan. **The added incentive will also be available to new carpools formed along I-395 as part of the I-395 Express Lanes construction project which will be funded through VDOT's I-395 Express Lanes**

Transportation Management Plan. The \$100 for both projects will be above and beyond the current \$130 that is available through the regional 'Pool Rewards program. The purpose of the program is to provide an added incentive for commuters to alter their driving behavior prior, during, and after the project construction period. Marketing and advertising for the I-66 incentive will be separate for this activity.

In FY 2018, advertising materials will be updated along with on-line advertising to entice additional project participants.

Cost Estimate: \$236,232

Consultant/Incentive Costs as Part of Estimate:

(Advertising and Marketing Contractor)	\$ 20,000	(Media Buy)
	\$ 50,000	
(Pool Rewards Incentive Payments)	\$15,000 (carpools)	
	\$44,875 (Virginia I-66)	
	\$23,000 (Virginia I-395)	
	\$55,000 (vanpools)	

Products: Marketing materials. (COG/TPB staff in conjunction with consultant)

Services: Operation of 'Pool Rewards program which includes registering and verifying participants, monitoring trip logs, supervisor verification, and payments to program participants. (COG/TPB staff)

Administer program surveys and obtain supervisor verifications (COG/TPB staff)

Media Placements on radio, television, web. Social media, and value added spots, as needed (Consultant)

Process media placement invoices. (COG/TPB staff)

Management and oversight of marketing contract. (COG/TPB staff)

Report vanpool data to the FTA's National Transit Database (COG/TPB staff)

Update program terms and conditions, and