



**Commuter Connections Subcommittee
Meeting Minutes**

Tuesday, July 20, 2010

**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), Nicholas Ramfos called the meeting to order by introducing himself and asking the rest of the attendees to do so.

Item #2 Minutes of May 18, 2010

Approval was sought for the May 18, 2010 Commuter Connections Meeting Minutes.

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

Item #3 Vice Chair Nominating Committee

Nicholas Ramfos, COG TPB staff, announced the

Mr. Ramfos stated that a Vice Chair Nominating Committee needed to be appointed by the Subcommittee. In the past, the current Chair, Vice Chair and past chair would comprise the Nominating Committee. A motion was made and seconded to appoint the 2010 Vice Chair Nominating Committee with the current chair, Willie Epps, Vice Chair, Gabe Ortiz, and past chair, Anna McLaughlin. The motion was approved by the Subcommittee. Mr. Ramfos stated that a meeting would be scheduled in August with the Nominating Committee to discuss and recommend potential Vice Chair nominees. The Subcommittee will be asked to endorse the Vice Chair nominee at its September meeting.

Item #4 Briefing on the 2010 State of Commute Survey Results

Nicholas Ramfos, COG/TPB staff, and Lori Diggins, LDA Consulting, briefed the Subcommittee on the preliminary results from the 2010 SOC Survey.

Mr. Ramfos discussed the Commuter Connections TDM Evaluation FY 2011 Project Schedule. The schedule includes the State of the Commute and Guaranteed Ride Home Survey. The new tasks for FY 2011 include, Bike to Work Day, Employer Telework Surveys and the Employer Outreach TERM Analysis.

Ms. Diggins gave a presentation on the SOC Survey Methodology. This is the fourth triennial telephone survey, that has been conducted every four years, (2001, 2004, 2007, 2010). The telephone survey consists of 6,600 randomly-selected employed residents of COG region (600 in each of 11 jurisdictions). The primary purpose is to look at regional travel. The survey topics include; Personal /social benefits of ridesharing, quality of life and satisfaction, and regional transportation investment. The geographics by inner core include; Alexandria, Arlington and DC, the middle ring includes, Fairfax, Montgomery and Prince George's and the outer ring includes, Calvert, Charles, Frederick, Loudoun and Prince William counties. The survey concludes that travel patterns are similar for work areas but ring differences are more pronounced. Transit use is very concentrated in the Core – 38% of Inner Core workers use transit, compared to just 8% of "Middle Ring" workers and 2% of "Outer Ring" workers. Inner Core "Residents" traveled shortest times to Work, but Core Workers traveled the longest times. The share of commute trips made by driving alone has fallen since 2001. Commute patterns differ substantially by respondents' home and work areas.

Telework has Grown Substantially Since 2001, the average telework frequency is 1.3 days per week. About 6% of Teleworkers Received Telework Info from Commuter Connections / COG. Telework has grown steadily and substantially since 2001, reaching a milestone of one-quarter of the regional commute population which equates to 600,000 teleworkers.

Availability and Use of HOV by Area of Region were examined and commuters who live in outer jurisdictions are more likely to have HOV lanes available on their route to work. They also are more likely to use HOV lanes, when they are available. Commuters in the Inner Core and Middle Rings use HOV lanes at about the same rate. Half of respondents live less than ½ mile from a bus stop and 63% live less than 1 mile, 54% of HOV users said availability of the lane influenced mode choice. HOV users saved average of 23 minutes one-way to work.

The Commute Ease and Satisfaction section of the survey shows that a quarter of respondents have more difficult commutes than 1 year ago; 12% said commute was easier. Awareness of commute advertising has grown since 2007. Awareness of Commuter Connections has grown since 2007, from 55% to 64% but GRH awareness remains low.

Mr. Ramfos stated that a comment period would be established for the draft 2010 SOC Technical Report and comments would need to be posted to the Extranet. The comment period was established was August 20th.

Item #5 Briefing on the 2010 Guaranteed Ride (GRH) Applicant Survey
Lori Diggins, LDA Consulting, briefed the Subcommittee on the GRH Applicant Survey.

Ms. Diggins briefed the Subcommittee on the 2010 GRH Applicant Survey results. The survey has been conducted four times. Information was collected to see what changes people made in travel as a result of GRH and their satisfaction.

About 40% of GRH users live 44 miles away from work. About 60% of past registrants thought they were registered but actually weren't. The top three sources of GRH advertisements are by word of mouth, internet and radio. About 62% of GRH have heard or seen a GRH Advertising.

In 2010, 68% of past registrants were still using alternative modes, compared to only 56% in 2007. About 8 in 10 respondents reported that GRH was *somewhat* or *very* important to their alt mode choice decisions – to start, increase, or maintain alt mode use. Saving money was the most important “Other Factor” in Alt Mode Decisions. Carpoolers/vanpoolers and bus riders are more likely to have used a GRH trip than are commuter rail or Metrorail riders and 70% of GRH trips were taken to address an illness

Item #6 Car Free Day Event Update

Mr. Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the upcoming Car free Day event.

Mr. Franklin briefed the committee on the upcoming Car Free Day (CFD) event, scheduled for September 22nd. CFD started 15 years ago in Europe and is celebrated in 40 countries. In the year 2007, it was introduced to the District by Council Member Tommy Wells. In 2008 Mr. Wells asked if COG could help make this a region wide event, which is when Commuter Connections became involved.

CFD incorporates the use of all alternative modes for all trips (transit, bicycling, carpooling etc). For the year 2009 there was a 14% participation increase from 2008 (6,200 pledges). For the year 2010 there is a goal of 10,000 pledges. A few pictures were displayed from the previous event and a poster was distributed.

Item #7 ‘Pool Rewards’ Update

Mr. Stephen Finafrock, COG/TPB staff, updated the Subcommittee on the status of the ‘Pool Rewards demonstration project.

Mr. Finafrock updated the committee on the ‘Pool Rewards Project and distributed the “‘Pool Rewards Demonstration Project Pay out and Evaluation Schedule”. The Pool Rewards project started in October of 2009. The total applicants in the database include 13 commuters whose records were inactive, 71 that could not find a carpool partner, 70 which were rejected and 36 commuters which were active but never logged the trip and 201 participants eligible for rewards. On March 1, 2010 corridor restrictions were lifted and the enrollment period was opened through March 31st. When commuters completed their commute logs meeting a minimum threshold of 26 trips, not to exceed \$130; an email was then submitted to the commuters for them to login & complete a 10 question survey. Once that was completed and monitored, an email was then sent to the supervisor for verification of the commuter’s carpooling as their wait to and from work . The average payment for commuters has been about \$75, however COG/TPB staff is still in the process of paying individuals.

Item #8 Employer Recognition Awards Update

Douglas Franklin, COG/TPB staff, updated the Subcommittee on the recently held Employer recognition Awards event.

Mr. Franklin Briefed the Subcommittee on the status of the 2010 Employer Recognition Awards event held on June 23rd. A video slideshow was shown of the Employer Recognition Awards presented at the National Press Club. The Master of Ceremonies for this year was DC

Council Member Muriel Bowser who is also the TPB Vice Chair. Award presenters included Susan Davis of TYTRAN, , John Undeland of Stratacomm, Adum Tuss of WTOP radio, and City of Falls Church Council Member David F. Synder who is also the current TPB Chair.

Item #9 4th Quarter Budget Report

Carlos Tovar, COG/TPB staff, distributed and discussed the Commuter Connections 4th quarter budget report.

A copy of the 4th quarter Commuter Connections draft budget report was distributed to the Subcommittee. Mr. Tovar reviewed the report and went over the Commitments and Expenditures for FY 10 (April 1, 2010 – June 30, 2010) and asked if there were any questions or comments. A final draft will be presented to the Subcommittee in September which will include all expenditures for FY2010.

Item #10 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, September 21, 2010 at 12 noon.