

**COMMUTER CONNECTIONS SUBCOMMITTEE
MEETING MINUTES**

Tuesday, November 20, 2018

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 September 18, 2018 Meeting

Approval was sought for the September 18, 2018 Commuter Connections Subcommittee Meeting Minutes.

Marcus Moore, Fairfax County, requested a motion to approve the minutes of the previous Commuter Connections Subcommittee Meeting.

A motion was made by Nancy Huggins, MTA, 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 briefed the Subcommittee on the 2018 Bike to Work Day draft report to the Subcommittee. Bike to Work Day 2018 was held on May 18 with wet weather but still successful with 100 pit stops throughout the region. Registration was lower for the event than last year's with just over 17,000 registrants for 2018 and over 18,000 last year (a drop of 7.9%). Sponsorship monies raised were \$59,800 with additional in-kind donations for the event. The pit stop recaps detail the anecdotal information for each individual event site. Mr. Hersey also mentioned that not all the pit stop recaps would have as much detail due to pit stop managers not providing that information. The employer challenge winner for the event was the US EPA with 250 registrants and a luncheon was provided to the EPA riders in June. Mr. Hersey asked if there is any additional media coverage of the event that isn't detailed in the report to please forward the information to COG/TPB staff. A comment period for the report was set with an ending date of December 14.

Item #4 Long Range Plan TDM Initiative

Daniel Sheehan, COG/TPB staff, discussed the status of the TDM Long Range plan strategies.

Dan Sheehan, COG/TPB staff, updated the Subcommittee on the status of the Long Range Plan TDM Initiatives. The TDM Initiatives were developed by a working group made up of Commuter Connections Subcommittee members. The initiatives were carefully crafted to compliment the Transportation Planning Board's (TPB) aspirational goal of "providing more telecommuting and other options for commuting" as identified in Visualize 2045. These initiatives were approved by the Committee during the September 18th, 2018 meeting and presented to the TPB Technical Committee by Committee Chair George Clark (Tri-County Council) on October 5th, 2018. Mr. Clark then presented an updated version of the initiatives during a special TPB work session on November 16th, 2018; Kanti Srikanth (COG/TPB) presented the initiatives directly to the TPB. The joint memo and presentation are available for public viewing on the TPB November 16th meeting webpage.

Mr. Sheehan, along with Nicholas Ramfos, COG/TPB staff, shared that the TPB seemed generally receptive to the recommended TDM Initiatives; no comments were raised by the TPB relating to the TDM recommendations following Mr. Srikanth's presentation. The next steps will be for the TPB to take action in December on adopted a package of the regional initiatives.

Item #5 2018 Car Free Days Results

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the results from the 2018 Car Free Days event being held on September 21st and 22nd.

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on results from Car Free Days (CFD) that occurred on September 21st & 22nd. Mr. Franklin walked through the Pledge Summary charts handout (Item #5) and noted the percent breakdown of pledges by mode were like 2017's CFD event. Mr. Franklin also presented data that revealed the number of miles travelled saved on CFD (87,947) and the number of pledges by jurisdiction (2,770 total), including a breakdown of mode share. The handout also included a memo documenting the methodology for determining vehicle emissions savings because of CFD pledges. Mr. Franklin noted these findings are used within the TDM TERM Analysis conducted by Commuter Connections under the Mass Marketing TDM program element. The event's impact was measured to reduce 87,947 vehicle miles travelled and consequently reduced greenhouse gas emissions by 42 short tons/day.

Item #6 Regional TDM Evaluation Project Update

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the status of the Regional TDM Evaluation project.

Nicholas Ramfos, COG/TPB staff, updated the Subcommittee on recent actions regarding the Regional TDM Evaluation Project Update. The draft FY18-20 Commuter Connections TDM Evaluation Framework Revised Methodology Document has been reviewed by the TDM Evaluation Working Group and the revised document will be presented at the January 15th Subcommittee meeting. A comment period will be established for Subcommittee members following the presentation.

The draft 2019 State of the Commute Questionnaire is currently under review by the TDM Evaluation Work Group and is open for comments by Subcommittee members. The questionnaire

will be finalized in December and test runs will begin in January; adjustments will be made, and the survey will be officially conducted through mid-April. A draft technical report is expected to be released in June.

The Regional Guaranteed Ride Home and Baltimore Guaranteed Ride Home surveys are currently under review by the TDM Evaluation Work Group and are open for comments by Subcommittee members. Survey questions are expected to be finalized in December and test runs will begin in January; the survey will be conducted from mid-April – June after adjustments are made based on the test runs. A draft technical report is expected to be released in June.

The Employer Satisfaction Survey is conducted every five years; 2019 will be the next iteration of the survey. Mark Hersey, COG/TPB staff, will help administer the survey to all employers in the ACT! Regional Employer Database beginning in January. The TDM Evaluation Work Group has revised the survey; a comment period for Subcommittee members is now open. The survey will be finalized by the end of December. Results will be presented in a draft technical report to be released in June.

Item #7 Regional TDM Mobile Applications Project Update

Stephen Finafrock, COG/TPB staff, briefed the Subcommittee on the status of the Regional TDM mobile applications including Commuter Connections, Carpool Now and incenTrip.

Stephen Finafrock, COG/TPB staff, briefed the Subcommittee on the status of the Regional TDM mobile applications. Mr. Finafrock performed a live demonstration to showcase the latest updates to the Commuter Connections mobile application. He began by showing the Subcommittee the app (version 2.0.10) as listed in the App Store. He then logged in to the Commuter Connections app and walked the group through the commuter profile screen and then moved on to the Commute Log, which has been updated to accommodate the Flextime Rewards incentive. Mr. Finafrock logged data and showed the group how the log is anticipated to work. Mr. Finafrock mentioned the next version of the app will include Verified Trip Logging for Flextime Rewards, which will simplify the logging process for users if they allow the app to access their location services.

Heidi Mitter, VDOT, asked about Park N' Ride lots, how they are selected for commuters, and the data shared about those lots. Mr. Finafrock showed the group the Park N' Ride section of the app and indicated he would have additional discussion on this topic later in the presentation.

Mr. Finafrock reminded the Subcommittee about the incenTrip mobile application and demonstrated it for the group. He pointed out that Commuter Connections users can use their log in credentials to access incenTrip. He explained that a deep link would be included in a future version of the Commuter Connections Mobile so that users could launch incenTrip from inside Commuter Connections, providing for a seamless user experience between the two apps.

Mr. Finafrock mentioned the desktop application and the inclusion of the new Bike Router. He also mentioned several items that are in progress such as the inclusion of Capital Bike Share Stations on the "matches map" in the desktop application, registration source tracking, address standardization and GRH Text Alerts.

Item #8 Commuter Connections Website

Brandon Franklin, COG/TPB staff, briefed the Subcommittee on a recent Commuter Connections web site refresh.

Brandon Franklin, COG/TPB staff, briefed the Subcommittee on the recent refresh of the Commuter Connections website. Nicholas Ramfos, COG/TPB staff, provided background information on the history of the website and its evolution over time. He indicated that staff significantly condensed the number of pages on site to make it more manageable. He also pointed out the new Commuter Connections logo on the site. He mentioned a branding guide for the new logo was available from Douglas Franklin if anyone would like one.

Mr. Franklin stated the goals of the refresh included a modern look and feel, mobile friendly display, easier navigation, restructuring of pages based on popularity (visits), the addition of social share buttons, and a new footer. He invited all Subcommittee members to review the site and submit any issues they notice to staff. It was also noted that network members should check and update any links to the Commuter Connections site as some of the pages may have changed.

Item #9 FY2020 Work Program Development and Commuter Connections Strategic Plan

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the FY2020 Commuter Connections Work Program (CCWP) and the Commuter Connections Strategic Plan.

Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the FY2020 Commuter Connections Work Program (CCWP) and the Commuter Connections Strategic Plan. Mr. Ramfos explained the mission of the Commuter Connections is to assist and encourage people in the Washington region to use alternatives to the single-occupant automobile. As part of this mission, Mr. Ramfos highlighted several measurable benefits the program brings to the region, including how the program reduces congestion as documented in the Congestion Management Process (CMP) and improves air quality. Commuter Connections also has a major role in the Transportation Planning Board's (TPB) regional planning process.

The budget for Commuter Connections in FY2020 is currently estimated to be \$6.2 million, which is around 4% less from FY2019 due to several *Monitoring and Evaluation* efforts that will be concluding before the new fiscal year. Notable activities currently slated for FY2020 include marketing the incenTrip program and advancing several reports using data gathered in 2018 (e.g. State of the Commute Final Technical Report, FY2018-2020 draft TDM Analysis Report, etc.). Additional items and details about the work plan can be found on the Commuter Connections Subcommittee November 20th meeting website under Item #9B, *FY2020 CCWP Presentation*.

Subcommittee members are invited to comment on the CCWP through December 7th. State funding agencies will review the comments and incorporate any necessary revisions. A revised document will be presented during the January Subcommittee meeting for further review and will seek the Subcommittee's endorsement. Once endorsed, the document will then be presented to the TPB Technical Committee at its February 1st meeting and subsequently released for public comment. COG/TPB staff will work with state funders to integrate revisions where appropriate based on feedback from the comment period and then ask the TPB Technical Committee to

approve the work plan at its March meeting. TIP adjustment, if any, will be made and funding commitments secured by June. The program begins July 1, 2019.

Item #10 FY 2019 1st Quarter Progress Report, and 1st Quarter Budget Report

Barbara Brennan, COG/TPB staff, briefed the Subcommittee on the FY2019 CCWP 1st quarter final budget report, and Dan Sheehan briefed the group on the FY2019 CCWP 1st Quarter Progress Report.

Barbara Brennan, COG/TPB staff, highlighted the Commuter Connections Quarterly Budget Commitments and Expenditures handout (Item #10) for the first quarter of FY19. She noted that Commuter Operations expended 20% of the committed funds in the first quarter, Regional Guaranteed Ride Home 16%, Marketing 10%, and Baltimore Guaranteed Ride Home 10%; all budget items total 11% of total budget for FY19 expended. Ms. Brennan stated that spending is a bit light for the first quarter, which is typical.

Dan Sheehan, COG/TPB staff, then gave an overview of the Commuter Connections Quarterly Work Program Progress Report for Q1 FY19. He noted several program highlights for each Commuter Connections work plan item. After his review, concerns regarding the accuracy of the tables were raised by committee members. Following the meeting, COG/TPB staff corrected the reporting errors and posted a revised report to the Commuter Connections Subcommittee November 20th Meeting Webpage.

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.

Mr. Douglas Franklin, COG/TPB staff, noted the Employer Recognition Awards call for nominations has started. Mailers are in the process of being sent to Level 3 and 4 employers in the ACT! Regional Employer database. Nominations can also be made online at <https://www.commuterconnections.org/employer-recognition-awards/>. Nominations are due Friday, February 1, 2019.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, November 20, 2018 at 12 noon.