



Local governments working together for a better metropolitan region

**MEETING NOTICE AND AGENDA
COMMUTER CONNECTIONS SUBCOMMITTEE**

District of Columbia
Bowie
College Park
Frederick County
Gaithersburg
Greenbelt
Montgomery County
Prince George's County
Rockville
Takoma Park
Alexandria
Arlington County
Fairfax
Fairfax County
Falls Church
Loudoun County
Manassas
Manassas Park
Prince William County

Tuesday, April 20, 2004

10:00 a.m. - Noon

Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
First Floor, Training Center

Chairperson: Robin Briscoe, Tri-County Council for Southern Maryland

Vice Chairperson: Sharon Affinito, Loudoun County

Staff Contact: Nicholas Ramfos 202/962-3313

Note: If you cannot attend this meeting, please call 202/962-3327.

<u>ITEM #</u>	<u>ACTION</u>
1. Introductions	
2. Minutes of March 16, 2004 Meeting	APPROVE
3. FY05 CCWP Update (5 min)	INFORMATION
Nicholas Ramfos will brief the Subcommittee on the status of the FY05 CCWP.	
4. Commuter Connections Meeting Schedule Changes for FY05 (15 min)	INFORMATION
Nicholas Ramfos will present recommended meeting schedule changes to the Subcommittee for Subcommittee, Employer Outreach Ad-Hoc Group, and Commuter Operations Center Subcommittee meetings for FY05.	
5. Clean Air Partners and Ozone Action Days Update (15 min)	INFORMATION
Sharon Affinito will update the Subcommittee on recent Clean Air Partners and Ozone Action Day activities.	
6. Prince George's County Commuter Connections Vanpool Marketing (15 min)	INFORMATION
Chris Napolitano with Joint Venture will review current vanpool marketing	

activities in Prince George's County and will also demonstrate a recently completed Vanpool CD.

- | | | | |
|-----|---|----------|-------------|
| 7. | SmartTrip on Metrobus Farebox Project Update | (15 min) | INFORMATION |
| | Dick Siskind with WMATA will brief the Subcommittee on the status and recent activities of the SmartTrip on Metrobus Farebox project. | | |
| 8. | FY04 GRH Customer Satisfaction Survey Briefing | (20 min) | INFORMATION |
| | Christopher Arabia and Ryan Marshall will be giving preliminary results of the FY04 GRH Customer Satisfaction Survey. | | |
| 9. | Bike To Work Day 2004 Update | (10 min) | INFORMATION |
| | Mark Hersey will update the Subcommittee on the recent planning activities for the 2004 regional Bike To Work Day event. | | |
| 10. | 2004 Employer Recognition Awards Program | (10 min) | INFORMATION |
| | Douglas Franklin will update the Subcommittee on the progress of the regional Employer Recognition Awards program for 2004. | | |
| 11. | Third Quarter Budget Report | (5 min) | INFORMATION |
| | Nicholas Ramfos will distribute and discuss the 3 rd Quarter budget report. | | |
| 12. | Other Business/Set Agenda for Next Meeting | (5 min) | |
| | This is an opportunity for Commuter Connections Subcommittee members to bring up other business and to request agenda items for the next meeting. | | |

NOTE: The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, May 18, 2004 at 10:00 a.m.

<u>Upcoming Meetings</u>	<u>Date</u>	<u>Time</u>
<i>Commuter Operations Subcommittee</i>	<i>May 18</i>	<i>12 noon</i>
<i>Employer Outreach Ad-Hoc Group</i>	<i>May 18</i>	<i>2 p.m.</i>

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



Commuter Connections Subcommittee

MEETING MINUTES

Tuesday, March 16, 2004

CHAIR: Robin Briscoe, Tri-County Council for Southern Maryland

VICE CHAIR: Sharon Affinito, Loudoun County

STAFF CONTACT: Nicholas Ramfos (202) 962-3313

Item #1 Introductions

Ms. Briscoe began the meeting by introducing herself and affiliation and all who were in attendance did the same. Ms. Briscoe asked that everyone in attendance sign the attendance sheet. (*See attached attendance sheet*).

Item #2 Minutes of February 17, 2004 Meeting

Ms. Briscoe proceeded, asking those in attendance if they had reviewed last months meetings minutes dated February 17, 2004 and if there were changes or additions and there were none. The Subcommittee approved the minutes as written.

Item #3 TDM Evaluation Project Update

Ms. Lori Diggins updated the Subcommittee on the TDM Evaluation Project Evaluation Framework draft document and the FY04 Placement Rate Survey draft report. She also gave status updates on the State of the Commute survey, GRH applicant survey, and Telecommuting surveys.

Ms. Lori Diggins began by introducing herself. Her discussion included giving an update on the TDM Evaluation multi-year project. There were various items on the agenda for this year with the objective of having tasks completed by June 2005.

Ms. Diggins then described the changes being made to the Evaluation Framework plan which is updated every three years and guides the evaluation framework. Ms. Diggins gave the present status of the 2005 cycle data collection efforts and explained the different surveys that this data is being collected for; including the database Applicant Placement survey, Guaranteed Ride Home survey, State of the Commute survey, and the Telecenter data collection and Bike To Work surveys.

Ms. Diggins began by discussing background information for the first TERM analysis which was done in 1997. The Evaluation plan for the TERM analysis covers many different functions, but the primary purpose of this evaluation plan is to provide timely, useful and meaningful information on TERM performance to program decision makers, managers, and others. It is designed for those involved in local jurisdiction programs to see results and assist in evaluating individual TERMS. This clearly is helpful to COG but it also helps policymakers understand how the TERMS are performing and what to expect from the program in the future. TERMS have been added to the plan over the years and now there are now six. The six TERMS are: Employer Outreach, Employer Outreach for Bicycling, Guaranteed Ride Home, Integrated Rideshare, Telework Resource Center, and Mass Marketing. The Commuter Operations Center is also evaluated as a part of the plan even though it is not an official TERM.

Ms. Diggins stated that the plan covered a number of sections and the draft document is included with this month's meeting materials, then she gave quick highlights of it. The plan covers evaluation objectives and issues and mentions the performance measures that are being collected to assess the results and the success of the TERMS. There is a section for each of the TERMS that is specific to that TERM and includes that TERM's purpose, goals, calculation and evaluation methods and data sources used for that TERM. There is a section for each TERM's data collection tools as well. The data collection tools used whether it is a survey, database or some other data collection mechanism is described in that section. There are detailed tables for collected data for each mechanism, and a section on the method to calculate the impacts. The goal is to have consistent data collection methods across all the TERMS.

Finally, there is a section that outlines the evaluation schedules and the responsibility of how this information will be reported, presented, the timeframe for completion, and the individuals who are responsible for various aspects of the evaluation.

Ms. Diggins then reviewed the changes being made for the 2005 evaluation cycle. She noted that this builds on the plan that was developed for the 1999-02 Evaluation cycle and that key changes were made. The evaluation issues and performance measures were reviewed and revised. LDA also reviewed the performance measures and the evaluation methodology. The review included whether the methods followed what was done in the 2002 analysis, and whether they should be updated. She gave an example of the 2002 analysis where they expected to be evaluating the Employer Outreach TERM in a certain way and a new model became available that changed the methodology, so the 1999 analysis was not consistent with the 2002 analysis. In this evaluation the new plan reflects the analysis methods that are currently being used for each TERM. She also noted the major changes and additions to the Mass Marketing TERM and the methods to evaluate that TERM.

Ms. Diggins then moved along in her discussion to her presentation on each of the TERMS. She explained that the data collection tools were looked at for all the TERMS and some changes were made to the collection tools since the 1999 TERM analysis, and in those cases that information was updated. There were minor administrative changes made to TERMS for this evaluation to reflect a better ability to improve the data quality that did not affect the results of the surveys.

The key evaluation project issue is to provide useful information so that when it is reviewed, it is useful to decision makers and that same information can be used to facilitate activity reports. Performance measures are another important aspect of this evaluation. One TERM can be compared against another and measured in similar ways tracking methods are used. Another important issue is to avoid double counting of TERM impacts by separating them from the basic services where there is an overlap. Ms. Diggins gave an example; Employer Outreach encourages commuters to use transit but so does Metrocheck, and Guaranteed Ride Home, so all of the TERMS need to be looked at individually to avoid double counting. This year two new performance measures were added primarily for Mass Marketing. One is awareness, and the other is attitudes. Awareness consists of whether residents and commuters are aware of the Commuter Connections programs and local and regional transportation facilities. This was looked at in the past but never reported as a performance measure. The second is attitudes meaning the attitudes of residents and commuters toward commuting. There are also other performance measures on participation in Commuter Connections programs such as utilization of various modes and client satisfaction with Commuter Connections services.

Travel impacts like vehicle trips and VMT reduced, emission impacts and energy savings because of reduced gasoline use are all a result of information recorded from the TERMS. Consumer cost savings and the cost effectiveness of the TERMS are measured in a cost per unit of benefit.

Next, Ms. Diggins discussed the Mass Marketing TERM. The objectives of Mass Marketing are to raise regional awareness about the Commuter Connections program and address commuters' frustration with congestion and try to induce commuters to adopt alternative commute modes. There are two populations

of interest for this TERM. All the commuters in the Commuter Connections service area and the clients who are influenced by Mass Marketing to request additional services or to make mode changes are looked at. How Mass Marketing influences the people who are contacting Commuter Connections for assistance will be reviewed along with how it influences the general public.

Six different effects will be looked at in this TERM analysis. Ms. Diggins used Guaranteed Ride Home as an example. The TERM analysis for GRH primarily looks at changes in commuter's travel behavior and an ad awareness campaign has a range of continual of effects on that. The ultimate effect is to try to change commuter behavior and encourage a permanent shift to alternative modes. Part of the objective is to designate Commuter Connections as the "go to source" for information. Does it prompt commuters to contact Commuter Connections? Does it encourage trial use of alternative modes? Does it encourage permanent shifts? The six effects are going to be measured with a four step approach. Effects will first be looked at through the State of the Commute survey. In the last State of the Commute survey, changes in awareness and attitudes, and interest among the public at large was tracked and these areas of inquiry have been expanded in this year's State of the Commute survey.

Commuter Connections requests with and without the ads will be tracked meaning looking at the contact volume records for times when the ads are in place and running and when ads are not running. COG has been tracking contact volume and referral sources for some years which gives a good past database against which to measure current change. The third is influence of the mass marketing campaign on travel change which is captured in the State of the Commute survey but also how it influences Guarantee Ride Home Rideshare applicant populations.

The last item of importance which Ms. Diggins covered is the issue of double counting. Mass Marketing could influence a commuter to register for Guaranteed Ride Home or seek information from an employer or Metro. If a commuter changes his travel mode because of a Mass Marketing message, that mode change should be attributed to Mass Marketing but there might be multiple influences that overlap with other programs, so credit will be split between Mass Marketing and the other TERM. If a Mass Marketing TERM ad influences a commuter to seek information about Guaranteed Ride Home, Guaranteed Ride Home gets some of that credit because it is a service that is desirable but Mass marketing should get part of that credit as being the referral source.

The State of the Commute survey was changed. There were always questions on ad awareness, but the line of questioning has been greatly enhanced in the new survey. There are new questions on recent commute changes, perceptions of commute, difficulty and attitudes towards commuter modes and commuter ad awareness. There are also new ad awareness questions in the GRH and Telecommute surveys. The Mass Marketing general ad campaign overlaps some of the specific campaigns for the individual TERMS, so we need to see if we can isolate those benefits. Important additional questions on commute changes were added. The actions a commuter took after hearing or seeing the ad will be recorded or whether they change their mode or contact Commuter Connections after seeing the ad or make some other kind of change in their commute, for example the started taking HOV lanes.

The last area of questions that were added were commuter's knowledge of the Commuters Connections programs and services. There were questions in the past about certain services, but this time questions directed to the participants.

Ms. Diggins then detailed LDA's progress with some of the other survey efforts. She started with the FY04 Placement Rate Survey which was presented two months ago to the Subcommittee. The draft report was included in this meeting mailout.

Mr. Ramfos stated that this report has been reviewed by the TDM Evaluation Group and is in final form. After today's meeting the report will be released in publication format.

The Applicant Placement Rate Survey is a random telephone survey of 700 commuters who applied to a Commuter Connections. The survey is done on a yearly basis for applicants who register to Commuter Connections from July through September of the year. The survey is done in November, but applicants are chosen from those prior months based on information recorded from the eight quarterly surveys that suggested this is the quarter that best represents the trends and averages for the year. This survey also collects data for the Commuter Operations Center and the Integrated Ride Home TERM. Information for Telework and Guaranteed Ride Home are also collected through this survey but there are other sources used that better collect the data from these programs. The survey is primarily used to track commuters' current and past travel patterns. The main purposes of the survey are to determine whether commuters make changes after receiving information and to determine their overall satisfaction with the program. The data collection was completed in December of 2003 and the draft report was completed in March of 2004.

Ms. Diggins then discussed the Guaranteed Ride Home Applicant Survey. This is a telephone survey of a random sample of 1,000 GRH registrants and one-time exceptions. This survey was done for the first time in 2001. It is tri-annual, and the purpose is to collect data for the GRH TERM analysis. The focus of this survey includes: participant's current and previous GRH travel patterns, GRH's influence on respondents and their travel choices and how much GRH influenced those changes; and participant's use and satisfaction with GRH. Like in all the surveys, this survey accesses a participant's transportation choice change from the current time period, to a previous time.

The survey is also used to derive calculation variables such as the placement rate, which is the percentage of commuters who are now in the program who have made a travel change as a result of the service. Other factors such as trips reduced, VMT reduced, and emissions reduced are calculated in this survey. The primary research questions in this survey are whether GRH encouraged shifts from SOV to other modes and whether it encouraged more frequent use of additional alternative modes. If a participant used GRH one day a week, do they now feel better about using the service more? This is a benefit to the region for trip reductions so this information will be accessed. Another factor is whether GRH extends the duration of alternative mode use.

Some of the questions in this survey will be updated, and Mass Marketing questions will be added. Telephone interviews will begin in April. The analysis will be done in May, and a draft report will be presented in June of 2004.

Ms. Diggins then updated the Subcommittee on the status of the State of the Commute Survey. This is a telephone survey of 7,200 randomly selected workers in the 12 jurisdictions of local counties and cities which make up the COG region. This averages out to about 600 respondents per jurisdiction.

This is the second tri-annual survey and the first was done in 2001. This survey collects TERM analysis data for three TERMS: the Telework Resource Center, Mass Marketing and the Integrated Rideshare kiosks. The survey measures the number of incidents of telecommuting in the region along with other sources used to measure the effectiveness of the TRC program. Mass Marketing data are calculated through this survey as well as more accurate Integrated Rideshare kiosk user numbers. It was found that only about 300 users of kiosks could be identified before the State of the Commute survey results were used to track kiosk users. The information tracked from this survey also includes data on participant's actions after they receive commuter information, regional commute mode use, and general population attitudes towards commuter travel.

The questions in the State of the Commute survey are divided into modules where questions are logically grouped. A particular module includes sections on current and past commute patterns, telecommute experience, availability of commuter modes, attitudes towards commuter options, marketing awareness and influence, awareness of commute program services, commute assistance offered by employers, experience with GRH, and the use of commuter information kiosks.

Ms. Diggins then reviewed the schedule for the State of the Commute survey which was revised in January of 2004 by a review panel from the TDM Evaluation Group. It was finalized at the end of January and interviews for the survey began being conducted in February. The interviews take about two months to complete. 250,000 calls were made during the last survey in 2001 to assist in reaching the 7,200 questionnaire goal required to complete this survey. The survey analysis will be done in April and May and a draft report will be submitted in June of 2004. Based on the last survey, additional analyses will be included the survey beyond April and May that may go into next fiscal year.

Ms. Diggins then discussed the schedule for the Telecenter survey and the Bike to Work survey. There are two parallel efforts in the Telecenter survey; the Occupancy Count survey and the Teleworker Travel survey. The questionnaires for these surveys are now being revised and should be sent to the Telecenter managers soon. The Occupancy Count information is collected over a four week period, excluding the Easter holiday starting in March and crossing over into April. The analysis will be conducted in May and the draft report done in January of 2005.

The Telecenter Commuter Travel survey is a one week survey that Telecenter users are asked to complete to report the days they travel to and work from a Telecenter. Questions include how they traveled to the Telecenter, and how they travel to work on the days they do not work from a Telecenter. Questions include whether a participant worked from home and how they were traveling to their workplace before they started using the Telecenter are asked as well. Information about current and past travel patterns are tracked. The two effects of the Telecenter evaluation will include whether the Telecenters influence a higher level of Telworking and the amount of VMT and trips reduced from using a Telecenter, along with travel distance measures.

Bike to Work Day is an on-line survey that is primarily handled by COG. LDA consulting assists in processing the data analysis and writing the draft report, but COG distributes the survey. The 2003 survey is now being sent to Bike To Work Day participants through email. Participants can fill the form out on the screen and it will be emailed directly to the data processing firm. The information is being collected for the Employer Outreach for Bicycling TERM. Two things are focused on in this survey; current and past bicycling for commute trips. Placement rate figures are also derived from this survey, placement meaning the percentage of participants who either start bicycling or increase their bicycling as their mode of commute because of the efforts of this program. Travel and emission impact calculations are other factors influenced by this survey.

In conclusion, Ms. Diggins detailed the schedule for the Bike to Work survey which has already begun with the email distribution earlier this month. The respondents will be completing this questionnaire during March and April and it covers how participants were traveling before and how they are traveling today. The analysis and draft report will be completed in July of 2004. She then summarized the schedule on all efforts of the complete program. The Framework Methodolgy update and the Placement Rate survey were completed in March of 2004. All the surveys should be finished by June of 2004. Ms. Diggins asked if there were any questions or comments and there were none. Both of the draft reports were approved by the Subcommittee.

ITEM #4 Employer Outreach Update

Mr. Mark Hersey updated the Subcommittee from the 2nd quarter conformity analysis verification of the Employer Outreach TERM.

Mr. Hersey began by announcing the 3 jurisdictions that recently made their Employer Outreach goal; Fairfax County, Prince George's County and District of Columbia. The only jurisdictions yet to meet their goal are Prince William and Frederick counties, and it is expected that they should reach their goal by the end of the fiscal year. He then mentioned the CRM research software demo which will begin this fiscal year. He also announced the Employer Outreach Ad-Hoc Group meeting being held today at COG. There were no questions or comments about the update.

Item #5 Commuter Operation Center Update

Mr. Christopher Arabia briefed the Subcommittee on recent Operation Center activities.

Mr. Arabia began reviewing COGs efforts to migrate the current rideshare matching software to a web based software system. Information about the progress of this work is being detailed at the Commuter Operations Center Subcommittee meeting today.

Mr. Arabia then discussed the customer service training session for all Rideshare applicants hosted by COG at the end of January. The session was presented and customized specifically for COG by Fred Pryor Career Track Modes, a firm that coordinates training seminars across the country. There is a plan to continue customer service training seminars on a yearly basis. This training is also being discussed in the Commuter Operations Subcommittee meeting and a video will be shown as well.

Mr. Arabia reported that next month software training will be conducted for the new users of the Rideshare software at COG. The time and dates of this training will be coordinated with the new users, but other client members will be able to attend. The software has been updated to improve the upload and download mechanism. Work is being done to switch program participants to the FTP process, in which the information is transmitted through the COG Web site. COG staff is writing new programs which will allow access to the database remotely. There were problems experienced with the transmittal of information because the Web site is being hosted outside of COG. There was also a problem in the past with a power failure and information being lost.

The contractor that developed COGs E-Communicator software is making system updates that include allowing the addition of a GRH application form code to applications, this way GRH applicants can be tracked based on the information the applicant requests. A field to record an applicant's previous commute mode has been added to the Rideshare database as well. The E-Communicator updates are not scheduled to be completed until the end of the fiscal year.

Item #6 Telework Resource Center Update

Ms. Danette Campbell brief the Subcommittee the Telework Resource Center activities.

Ms. Campbell began discussing finalizing the FY04 Employer Telework workshop curriculum and holding the seminars on March 4 and March 11. Three seminars were conducted and topics include "Managing Teleworkers and Remote Teams," "Choosing and Using the Right Telework Technology," and "Training Your Teleworkers for Anytime Anywhere Performance."

Ms. Campbell reported that the Telework Center Utilization survey will be sent out in order to help measure the effectiveness of the Telecenters.

The 2003 Employer Telework seminars survey data collection was completed with a 19 percent response rate. 57 percent of the respondents indicated that they have a Telework program in place, 43 percent indicated that the seminar has helped them. The only negative remarks about the seminar came from respondents in regards to upper management lack of support which was critical to program success within the organization. One respondent indicated they had no Telework program due to management opposition. Another survey respondent indicated they have occasional Telework, but no upper management leadership to formalize a Telework program.

The suggestions for seminar improvement included having separate programs tailored specifically for existing telework programs or organizations new to teleworking. It was also suggested that a seminar be created that focused on telework in the Federal Government. Ms. Campbell also reported that the TRC assisted with moderating a panel discussion for Montgomery County. The panel for the Telework event included Discovery Communications, NIH, and the City of Rockville. The TRC was also involved in moderating a Fairfax County Department of Rehabilitative Services Telework event. Companies involved included MHZ, Calibre and JDB Associates.

Next, Ms. Campbell reported that there was a meeting with COG and Joint Venture to discuss Telework opportunities in Prince George's County. COG staff also attended the Workplace Excellence Awards ceremony at the University of MD and a kickoff meeting at the Interstate Commission on the Potomac River Basin, with a selected project consultant. Staff also attended the Telework coordinators meeting at OPM, where information was presented on the Commuter Connections Expanded Telework TERM.

Ms. Campbell also reported that final edits to UXB and National Headstart Telework VA pilot program reports are in progress. The expanded Telework TERM activities have included making final modifications to the outreach materials. The employers that have been recruited into the program include, Booz Allen Hamilton, Arlington County Government, Washington Gas, INOVA Alexandria Hospital, KPMG, Mitre, and Verizon Wireless. On-site meetings have included the City of Alexandria, County of Arlington, Verizon Wireless, and Computer Sciences Corporation.

Q: Why is the Telecommuting Advantage Group meeting with local governments?

A: They are meeting with them to educate them about the Expanded TERM and to solicit them to be a part of the Expanded Telework initiative. These are organizations that have large numbers of employees and that is part of what the whole Expanded TERM is about.

Q: Do they already have Teleworking?

A: Some of them do but we are looking to expand their Teleworking programs.

Q: Is there a listing of the federal Telework coordinators?

A: Yes.

Item #7 Mass Marketing TERM Update

Mr. Douglas Franklin briefed the Subcommittee on the recent activities of the Mass Marketing TERM.

Mr. Franklin began by recapping the media outlets that ran radio spots for the Mass Marketing ads for the past three weeks. They started February 16th and continued through March 7th. A TV spot also was featured and ran for an extended week through last Sunday. Hispanic radio ran an ad for three weeks that started February 9th through March 14th.

He then talked about the Mass Marketing initiatives and work with the TPB's Access For All Committee. The Access For All Committee is a committee made up essentially of community minority leaders who look at various community issues to help improve communication to people in the area that have limited English speaking capabilities. AFA approached COG and asked for help promoting some of their programs. COG agreed to assist with The WMATA language translation service. The AFA Committee held a focus group with the minority group leaders to find out if they had knowledge of WMATA's language translation program and the result was that very few of the focus group participants had knowledge that the service even existed. AFA looked at this as an opportunity to get out and talk to the customers limited in speaking English in particular those speaking Spanish, to increase their awareness of this service.

Mr. Franklin then detailed the operational issues at WMATA with the translation service. The main issue currently being reviewed is WMATA's automated telephone answering system which needs to be reconfigured. If a commuter calls Commuter Connections information number 800-745-RIDE, the caller will get a voice prompt that asks the caller to press "1 for English" in English and press "2 for Spanish in Spanish." The Spanish speaking callers are routed to the Hispanic operator. Currently when you call the WMATA information line 202-637-7000 it is completely in English. AFA does not want to promote respondents to use the WMATA number and have a caller not be able to communicate the services they

need in their own language. The current system does not allow for that. WMATA has agreed to reconfigure their system and it should be operational May 1st. WMATA's message should be similar to the Commuter Connections message, when respondents call the 800-745-RIDE number. WMATA looked at the non-English speaking callers and found that Spanish speaking callers were by far the largest majority. The bus and the train lines are more concentrated where there are more Spanish speakers living as well. These are the primary reasons the focus on changing the system is being directed at the Spanish speaking population. COG staff will be meeting with the Access For All team and MAYA advertising, a Spanish speaking advertising agency to discuss conducting a direct mail marketing campaign.

Mr. Franklin then briefed the Subcommittee on the Frederick Keys marketing campaign. Staff will organize a promotion at the 60 Keys home games scheduled for this year. A similar promotion was done with the Potomac Cannons last year. During each home game, there will be a 20 second live PA announcement. The Commuter Connections logo will be displayed on their electronic billboard to coincide with the announcement. The Commuter Connections phone number and Web site will be listed in their Game Day directory too. A half-page ad will be featured in the one of the Game Day programs. A marketing booth will be set up set at one of the home games on a date to be determined in the near future. The Keys organization also offered COG an opportunity to take part in their Marathon Sport Expo which will be an excellent opportunity to promote Bike To Work Day, because there should be many sports enthusiasts participating in this event. The first home game is April 12th. One of the benefits of local marketing is you can promote the services that are specific to that jurisdiction, for example, Frederick has the new MARC train service.

Ms Sharon Affinto stated that many people who live in the Leesburg and Loudoun area attend the Keys games and was wondering if she could provide information and be a part of the event. Mr. Franklin stated that this could be accommodated.

Mr. Franklin then discussed his meeting with VDOT regarding the Bike Walk VA conference. Commuter Connections has agreed to sponsor this event which is a three day conference in Arlington, from April 4th through the 7th. Additional information can be found at Bikewalkva.org.

Lastly, Mr. Franklin discussed the Park and Ride map and stated that the development is coming along and staff has been working on creating the map. Mr. Franklin then displayed a sample map from 1996 and stated that the Map will be bilingual.

Item #8 Bike to Work Day 2004

Mr. Mark Hersey updated the committee on recent planning activities for the 2004 regional Bike to Work Day event scheduled in May 2004.

Mr. Hersey summarized the tasks that were in the process of being completed for the upcoming Bike To Work Day event in May. Brochures and T-shirts for the event are being printed. Banners for the pit-stops are being printed as well. Radio spots are scheduled to start running in April. There is a meeting with the Bike To Work Day Steering Committee meeting scheduled for Tuesday March 30th at COG.

Item #9 2004 Employer Recognition Awards Program

Mr. Douglas Franklin updated the Subcommittee on the progress of the 2004 regional Employer Recognition Awards program.

Mr. Franklin briefly discussed the 2004 Employer Recognition Awards Program taking place at the National Press Club on June 24th in Washington D.C. There is a meeting being held at COG on March

23rd with the Employer Recognition Awards Selection Committee to select the award winners. TPB chairman Chris Zimmerman has been invited to present the awards.

Q: Is the Best Workplaces for Commuters part of this ceremony?

A: This year they want to change the ceremony in order to represent all of the companies in the program. It was decided that the Best Workplaces for Commuters Coalition hold a separate recognition event for employers signing up to the program sometime in the fall.

Item #10 Other Business/Set Agenda for Next Meeting

This is an opportunity for Commuter Connections Subcommittee members to bring up other business and request agenda for the next meeting.

Mr. Ramfos briefly mentioned that the approval of the FY05 Commuter Connections Work Program by the TPB would be occurring at their meeting tomorrow.

Ms. Sharon Affinto mentioned the May 1st Ozone Action Day kickoff which she would like added to next month's agenda.

There was no other business or agenda item requests. The meeting adjourned at 11:30 AM.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, April 20, 2004.