

**TO:** EMPLOYER OUTREACH COMMITTEE MEMBERS  
**FROM:** NICHOLAS RAMFOS, DIRECTOR, COMMUTER CONNECTIONS  
**SUBJECT:** EMPLOYER OUTREACH TERM ADMINISTRATIVE CHANGES  
**DATE:** JULY 14, 2009

With the changes requested by the Virginia Department of Transportation (VDOT) to the Employer Outreach Transportation Emission Reduction Measure (TERM) for FY 2010, the following administrative changes have gone into effect as of July 1, 2009: *(For reference, please refer to pages 8, 31, and 32 of the Commuter Connections FY2010 Work program that was approved by the TPB on March 18, 2009\*).*

1. Employer assistance requests from the Commonwealth of Virginia for materials and customer support for employers with less than 100 employees and public sector employers will be referred to the VDOT and/or the Virginia Department of Rail and Public Transportation coordinator pursuant to the February 11, 2009 letter from VDOT to the Metropolitan Washington Council of Governments (See attachment).
2. For the District of Columbia and jurisdictions in Maryland, COG/TPB staff will continue to oversee pass-thru funding for the implementation of voluntary TDM strategies at private sector and non-profit employment sites and will continue to provide the following support services:
  - Employer-based marketing material requests and information on employer-based TDM programs, including Air Quality Action Days, made by employers.
  - Sales support calls and sales training sessions.
  - Support for employer meetings as well as outreach assistance to those employers who have less than 100 employees at their worksites and/or public sector employers.
  - Commuter Connections' COG/TPB staff will continue to develop and make available employer case studies and will update and print customized sales portfolios and brochures.

*\* Note, VDOT requested an FY 2010 CCWP Work Program Amendment at the TPB Steering Committee on June 5, 2009 to include funding into the Program Administration project of the Employer Outreach TERM for the participation of Northern Virginia jurisdictions in the Employer Outreach Committee. The Amendment was approved and funding has been added to this task.*



# COMMONWEALTH of VIRGINIA

## DEPARTMENT OF TRANSPORTATION

DAVID S. EKERN, P.E.  
COMMISSIONER

14685 Avion Parkway  
Chantilly, VA 20151  
(703) 383-VDOT (8368)

February 11, 2009

Mr. Ronald F. Kirby  
Director, Department of Transportation Planning  
777 North Capitol Street, N.E., Suite 300  
Washington, D.C 20002

Dear Mr. Kirby:

I am writing to document our Feb. 5, 2009 telephone conversation regarding the contents of your Feb. 5, 2009 letter to Mr. Salehi on the Virginia Department of Transportation's (VDOT) change to the FY 2010 Commuter Connections Work Program and to assure you of VDOT's continued interest in, and support of, the Commuter Connections program. I discussed both your letter and this response with Mr. Salehi and he is in agreement with this response.

As I mentioned to you during our telephone conversation and as stated by VDOT's representative, Kanti Srikanth, at the TPB's Technical and Steering Committee meetings last week, VDOT and the local jurisdictions are fully committed to the goals of the Employer Outreach program and vested in its continued success and effectiveness. This program will continue to be implemented regionally with continued coordination between the three "states".

Your Feb. 5, 2009 letter identified an area of concern related to the Employer Outreach program being implemented by Commuter Connections as related to VDOT's plans to discontinue utilizing COG's services to administer the jurisdictional portion of the Employer Outreach program in Northern Virginia. Let me address the specifics of your concern:

- VDOT intends to change only the administrative and oversight role for the jurisdictional portion of the Employer Outreach program, not the program itself. The jurisdictional element of the Employer Outreach program that is currently being implemented by the local jurisdictions of Northern Virginia will continue to be implemented by the same localities and likely the same staff members as at present. The administration of the Virginia effort will now be provided by VDOT and the Virginia Department of Rail and Public Transportation (DRPT) staff instead of Commuter Connections staff.
- The current goal for the Northern Virginia program and the state's focus on this program will continue. The funding being provided for this program by the Commonwealth of Virginia will remain unchanged, but will be administered by VDOT.
- The local jurisdictions implementing the program will continue to be required to collect and provide all of the data and reports that they currently do to assist in the evaluation of the overall Commuter Connections program.

- VDOT intends to continue to retain Commuter Connections in the administrative and oversight role for the Regional Employer Outreach program including the: "Live Near Your Work" program; maintenance of the computerized regional employer outreach database; employer outreach for bicycling; and coordinated marketing via the Mass Marketing program.
- Coordination of strategies, efforts, and outcomes among representatives of Northern Virginia localities, Maryland and Maryland localities, and the District of Columbia will continue under the auspices of Commuter Connections and its subcommittees.

The proposed change of VDOT and DRPT administering and overseeing the Virginia portion of the jurisdictional Employer Outreach program will not only provide some cost savings and increased funding to the localities, but will also provide increased program efficiencies. In addition to Commuter Connection programs VDOT and DRPT have for many years funded Transportation Demand Management (TDM) under a number of separate initiatives such as TeleworkVA, Employer Outreach for Public Sector, Bicycle Parking Facilities, Bus Fare Buydown, Woodrow Wilson Bridge and Springfield Interchange construction projects TDMs and transit programs, and most recently under the "mega project" Transportation Management Plans (TMP). We are looking for ways to increase our efficiency and effectiveness by coordinating and tailoring messages, materials production & distribution, and actual on the ground outreach efforts.

As one of the proponents to create the Commuter Connection program at COG, one of its founding members, and a major funding contributor, VDOT and DRPT remain committed to the promotion, implementation and success of TDM strategies throughout the region. The benefits of reduced congestion, increased mobility and improved air quality remain important goals of VDOT and DRPT as we pursue our mission of meeting the mobility needs of the region.

I believe that with the above clarification and details, we have addressed your concerns and assured you that the all existing linkages between the Northern Virginia Employer Outreach's jurisdictional component and the regional components of the program will remain unaffected by the change to the Virginia portion of the jurisdictional Employer Outreach program of the Commuter Connection Work Program.

Thank you for the opportunity for a detailed discussion on the matter and I look forward to continue our combined work on implementing and improving the Commuter Connections program.

Sincerely,



Jo Anne Sorenson  
Assistant District Administrator  
Planning, Development and Investment Management