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**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, June 15, 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 May 18, 2004 Meeting	APPROVE
3. TDM Evaluation Project Update	(55 min) INFORMATION
<p>Staff and the consultant will give an update on the recent data collection activities and preliminary results for the 2004 GRH Applicant survey and the Telecenter Occupancy and User surveys, and data collection activities for the 2004 State of the Commute survey.</p>	
4. Clean Air Partners and Air Quality Action Days Update	(10 min) APPROVE
<p>Jenifer Desimone will update the Subcommittee on the Air Quality Action Days marketing program in the region. Additional information will be shared on Clean Air Partners activities.</p>	
5. Regional Park and Ride Map Update	(10 min) INFORMATION
<p>Staff will brief the Subcommittee on the recent update of the regional Park and Ride map.</p>	

6. 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.
7. Update on SmarTrip Farebox Rollout (15 min) INFORMATION
- Dick Siskind with WMATA will update The Subcommittee on the status of the SmarTrip fareboxes on Metrobuses.
8. TEA-3 Reauthorization Update (20 min) INFORMATION
- Jason Pavluchuk with Government Relations, Inc. will brief the Subcommittee on recent activities with the transportation Reauthorization bill. In particular, he will focus on TDM initiatives related to the Reauthorization.
9. 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, July 20, 2004 at 12 noon (*please note new meeting time*)

<u>Upcoming Meetings</u>	<u>Date</u>	<u>Time</u>
<i>TMA Advisory Group</i>	<i>June 15</i>	<i>12 noon</i>
<i>2004 Employer Recognition Awards</i> ( <i>By invitation and RSVP only</i> )	<i>June 24</i>	<i>8:30 a.m.</i>
<i>Telecommuting Ad-Hoc Group</i>	<i>July 7</i>	<i>10 a.m.</i>
<i>Employer Outreach Ad-Hoc Group</i>	<i>July 20</i>	<i>10 a.m.</i>

# METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



## Commuter Connections Subcommittee

### MEETING MINUTES

Tuesday, May 18, 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 April 20, 2004 Meeting**

Ms. Briscoe proceeded with the review of the previous meetings minutes asking those in attendance if they had reviewed the minutes dated April 20, 2004 and if there were changes or additions and there were none. The Subcommittee approved the minutes as written.

#### **Item #3      Commuter Connections Meeting Schedule For FY05**

*Mr. Nicholas Ramfos asked the Subcommittee to approve the FY05 meeting schedule for Commuter Connections which was presented to the Subcommittee in draft at the April 20<sup>th</sup> meeting.*

Mr. Nicholas Ramfos remarked on the FY05 meeting schedule draft which was part of last month's meeting information and materials. He stated there were no suggestions or additions to the proposed meeting schedule, and the schedule was being presented to the Subcommittee again for final approval.

The FY05 meeting schedule was approved as written by the Subcommittee.

#### **ITEM #4      FY03 GRH Customer Satisfaction Survey Report**

*The Subcommittee was asked to endorse the FY03 GRH Customer Satisfaction Survey report that was presented to the Subcommittee at the April meeting.*

Mr. Christopher Arabia began thanking Subcommittee members for their suggestions and comments provided since the last presentation of the report draft in last month's meeting and stated that the final edits have been made to the report. He asked if Subcommittee members had any additional comments or suggestions. There were none.

The FY03 GRH Customer Satisfaction Survey report was approved as written by the Subcommittee. The final report will be sent to the GRH Ad-Hoc Group members and will be posted to the Commuter Connections web site.

**Item #5      Bike To Work Day 2004 Event Results**

*Mr. Mark Hersey updated the subcommittee on the Results from the 2004 regional Bike To Work Day event.*

Mr. Mark Hersey began by stating the final tally of registrants for the Bike To Work Day event. The total number of participants registered this year was 4,466, the goal was 4,000. There was good press coverage for the event which included some national media coverage as well. Mr. Hersey attended the DC pitstop where Mayor Anthony Williams spoke. Some jurisdictions had multiple pitstops. Pitstop managers present at the meeting detailed their participant level and overall turnout.

Ms. Muriel Bowser stated that Montgomery County was pleased with their overall turnout and participation this year. She reviewed the activities of each pitstop in the county and mentioned that Silver Spring alone doubled their total registrations to over 200 this year.

Mr. Victor Egu of Prince George's County spoke about the activities at the two pitstops located in PG County; Bowie and College Park. Mr. Egu attended the College Park pitstop and one of his colleagues attended the Bowie pitstop. He said that the turnout was better than expected for both pitstops and surpassed last year's. Mr. Egu raised concern about PG County not being mentioned for the second year in a row in any of the promotional ads. Mr. Hersey replied that he was unaware of this situation and that COG staff would look into this matter.

Ms. Sharon Affinto described the Bike To Work Day activities in Loudoun County which had 2 pitstops and new one in Sterling near the WO&D trail at Orbital and one in Leesburg for the third straight year. Leesburg had about 85 participants this year and the new stop at Orbital had 101 participants. Orbital played a big part in assisting in this year's festivities. They supplied tables and other supplies needed to coordinate the event as well as help with promoting the event. Ms. Affinto said participants who received raffle tickets were asked to fill out personal information and they were asked how they found out about the event for tracking purposes. Loudoun Hospital participated at the Leesburg pitstop and donated massages to participants.

**Item #6      Clean Air Partners and Ozone Action Days Update**

*Ms. Jenifer Desimone updated the Subcommittee the new eight hour standard and its impact on Ozone Action Days in the region and additional Clean Air Partners activities.*

Ms. Jenifer Desimone spoke about the planned new forecasting and other changes occurring to the Ozone Actions Days program this year. The new forecasting changes are a switch the 8-hour ozone standard from the 1-hour ozone standard used in the past. In addition, forecasts for fine particles will be available. Two new air quality standards were adopted by the EPA this year in the Washington region focus on health. Ms. Desimone then announced the name change from Ozone Action Days to Air Quality Action Days.

The 8-hour Ozone Standard is an air quality rating of 85 parts per billion and averaged over an 8 hour time period. The 8-hour standard protects against chronic exposure and is set at a lower limit averaged over a longer time period. The 1-hour standard is set at 125 parts per billion and measured over a one hour averaging period. The one hour protects against short term exposure and is set at a higher limit and measured over a shorter time period. Because the averaging period is shorter for the one hour standard, and exceedance of this standard is seen at the end of one hour. The second new standard is the tracking of fine particle pollutants which measure 2.5 micrometers or less in diameter. There are two averaging periods for this pollutant, an annual averaging period set at 15.5 micrograms per cubic per meter, and a 24 hour averaging period which is set at 55.5 micrograms per cubic meter. Forecasting for both Ozone and Fine Particle Pollutants will begin this summer. The initial planning phase for the 8-hour ozone Air quality plans will begin this summer. EPA will designate non-attainment areas for fine particles by the end of the year. The 8-hour Ozone Standard is a running average throughout the day so calculating the air quality using an 8-hour standard, we won't know if there was an exceedance of a standard until late in the

day. Ms. Desimone then displayed a chart that showed the difference between the number of 8-hour vs. a 1-hour Ozone Exceedance days. Because the 8-hour ozone standard is more restrictive, the region experiences many more 8-hour exceedances than 1-hour exceedances. A second chart comparing the number of Code Red days based on 1-hour and 8-hour forecasting was shown. On average, the region could see approximately 2 more Code Red days per season from the shift to the 8-hour forecast method.

Ms. Desimone then talked about last year's 8-hour Ozone calendar which detailed the air quality index ranges we saw each day during the ozone season. The Washington region had a mild summer last year. There were four "code orange days," "one code red" and "two code purple days."

Ms. Desimone then remarked on the new forecasting approach which the shift to a forecast based on an 8-hour ozone forecast from the 1-hour, and the two criteria required for forecasting an Air Quality Action Day. The first criteria necessary for forecasting an Air Quality Action Day is the following day is forecast as a Code Red day in which the AQI level is at 151. The second criteria for calling an Air Quality Action Day is if the next day's forecast is "High Orange," which is equivalent to an AQI level of 125, and also the day after is forecast as "Code Red."

Ms. Desimone then talked about the definition of Code Purple. She described it as very unhealthy air. Code Purple is an 8-hour ozone concentration range of 125-374. Code Purple has always existed in the AQI, but because forecasting was based on the 1-hour ozone standard we did not see any Code Purple days in the Washington region. Now that the air quality standard is averaged over an 8-hour period, the Code Purple AQI level is attainable. We could potentially see 1-2 Code Purple days in any given year. On Code Purple days, active adults, children and especially adults and children with a lung disease like asthma or anyone sensitive to air pollution should avoid all outdoor recreation.

Next, Ms. Desimone spoke about "Code Red" and "Code Orange" Particle Days. We do not expect to have air particle concentrations that high. She displayed a chart developed by Sonoma Technologies through a contract with EPA that breaks down fine particle data from 1999-2001. The chart showed a breakdown of the different AQI categories by month and the Washington region has primarily received good to moderate ratings. The highest concentrations tend to be in the summer where the chart showed 1-3 days as Code Orange over three year time period.

In order to address the multi-pollutant issue and streamline a forecast, the AQI color codes will be used as in the past, the only change is the AQI number that corresponds to the color will be added. If today's Primary Pollutant forecast is "code yellow" for particles and "code green" for ozone, the faxes and hotline will contain information for the lead pollutant. The web site is also currently being updated to include data. In the past there was information only for ozone but now there will be information for particles as well. Integrated health messages to address both ozone and particles have been added.

Ms. Desimone then displayed a sample Washington press release Air Quality Forecast for this year. The information included in the forecast is the forecast for the region, the primary pollutant whether it is ozone or particles, the AQI level and corresponding color code, and on Air Quality description. The forecast also includes an Air Quality Index report, health warning message, pollution prevention tips and additional contact information. She then displayed the Integrated Health Message that will be given out to area residents if air quality exceeds the federal health standards. If the air quality index is a "Code Red," a health advisory will be issued for the region with the following precautions: "Children and older adults should reduce outdoor activities; healthy individuals should limit strenuous work or exercise, especially outdoors; and individuals with respiratory condition, emphysema, asthma, or chronic bronchitis or a heart ailment should limit their activity level." The main difference between the two pollutants is, ozone is a respiratory pollutant that affects people with respiratory disease, whereas particles affect people with respiratory ailments as well as heart disease. Ms. Desimone concluded by outlining the main points in her presentation.

*Q: What are the Prevention Tips being updated for this year?*

*A: The Prevention Tips will be exactly the same as in previous years.*

*Q: Has there been any marketing?*

*A: Yes. We have met with some TV meteorologists. They were given information on Code Purple, particle pollution, and the Jellybean jars that represent the different color codes on the AQI chart.*

*Q: Has the employer's tool kit been updated?*

*A: Clean Air Partners has no plans to update the Employer Toolkit. We are still doing the faxes and emails with the same general information as before. Clean Air Partners is in the process of updating their Take One brochures. Once complete, they will contain the updated Air Quality Index Guide, the Air Quality Action Day names, integrated health messages, and information on particle pollution*

*Q: How many employers participate in the Ozone Action Day group?*

*A: Approximately 500 combining the Washington/Baltimore region.*

#### **Item #7      Regional Air Quality Conformity Update**

*Mr. Daivamani Sivasailam reviewed the current activities regarding regional air quality conformity for the Subcommittee.*

Mr. Daivamani Sivasailam discussed two main items; the upcoming Air Quality Conformity of the current CLRP being reviewed by the TPB, and the new 8-hour Standard that EPA is going to be introducing nationally and it's implication for our region.

Mr. Sivasailam remarked about the schedule that will be followed for 2004 conformity analysis, CLRP and 05-10 TIP. On April 21<sup>st</sup> the TPB approved the transportation project and the planning programs for testing. The ICC project has been included and approved for air quality testing too. These tests use the travel demand model, so the network of the area highways are a part of the plan and are being coded for testing purposes.

Mr. Sivasailam said that, in order to adhere to the planned schedule, a new travel demand model that the region will be using has been developed and Friday, May 21<sup>st</sup> a subcommittee of the TPB called the Travel Forecasting Subcommittee will be reviewing the model and it should be available for use after the meeting. Con-currently the Planning Director Group at COG which provides the land use information will provide the latest job housing numbers for inclusion as well. If either model is delayed, the TPB may not be able to meet the current schedule of releasing the report by July 2004. If the schedule is met and the report is available for public comment, the TPB will act on it September 15, 2004.

Mr. Sivasailam said that when a conformity analysis is done the emissions from the network are looked at and the "emissions credit" is subtracted from projects that Commuter Connections implements and from what the states are doing on their own. Some credit from telecommuters and all emissions credits from all the programs will be subtracted from the emissions budget that has been established for the region. The emissions from cars and transit are compared against the emissions from the project and then compared to the budget that has been established for the region. If the numbers fall below the budget the Board can approve the plan. TERMS are programs used to offset emissions if they are above the budget. Mr. Sivasailam stated that TERMS probably won't be needed based on the credits that are available from current TERMS and the budget that has been established, as well as the new land use models being used. Overall, the conformity goal should be met.

Mr. Sivasailam stated that in April of this year EPA came out with the new 8-hour ozone standard. In the past the EPA had been operating on a 1-hour standard. EPA initially started using the 8-hour standard in 1997 but the effort was held up by legal challenges. There was substantial litigation about the matter and the Supreme Court acted on it last year so the EPA could initiate these new standards.

This past April, EPA also issued the first ruling for designating different areas for the 8-hour standard. Washington DC used to be rated as severe for the 1-hour standard but now is designated as moderate for the eight hour standard. One change in this region is that Stafford County which is now in the non attainment area for the Washington DC region is no longer in the modeling for this region. Mr. Sivasailam pointed out that the graph in the handout (*enclosed*) showed what this region's air quality has been and how it was designated as moderate using the new 8 hour standard. By June 15, 2005 the 1-hour standard will be revoked and the 8-hour standard will be implemented. The rules that have to be followed for the 8 hour standard will come out in August.

Mr. Sivasailam remarked litigation could delay the implementation of the standard.

Mr. Nicholas Ramfos commented about the Stafford County issue and said if we have been providing services to that jurisdiction for some of our TERMS and now they are switching to another MSA, how does that affect the services we provide? Mr. Sivasailam answered that all the emissions credits go to the pertinent attainment area and will not be used for the Washington region's conformity so those figures have to be subtracted from the Washington area conformity. Mr. Ramfos asked when the changes would take effect? Mr. Sivasailam answered June, 2005.

#### **Item #8      Regional TDM Marketing Update**

*Mr. Douglas Franklin updated the Subcommittee on recent Regional TDM Marketing activities.*

Mr. Douglas Franklin began talking about the GRH radio spots that ran last month. He stated 25 percent of the GRH radio ads for the prior two weeks were Bike To Work Day ads.

Mr. Franklin remarked that a direct mailer to 450,000 area residents on GRH will be sent next week. Last fall two post cards were mailed, one to the general population and another more targeted towards families. The postcard that targeted families mentioned children in the literature. This year there will be an additional creative development in the ads mentioning HOV lanes and the mailer will be sent to the HOV zip codes in the region. Ms. Sharon Affinto asked how far the HOV zip codes extend? She commented that Loudoun County technically does not have HOV lanes but commuters from Loudoun are eligible to use Fairfax County HOV lanes. Mr. Franklin answered, if a zip code touched an HOV lane it should be included in the mailing. Mr. Franklin further remarked that this effort is experimental because three different formats of the mailer will be used to assist in determining which mailer gets the best response. These marketing information pieces have different codes printed on them to track commuter responses. The response questions on the mailers are similar to the type of information and questions collected by the Operation's Center staff. A postage paid self mailer is also being used that has a GRH application attached to it.

Ms. Sharon Affinto asked if this effort targeted securing a guaranteed ride home instead of finding a carpool. She asked if it was being assumed that these participants are in an HOV lane now and just want GRH information? Mr. Franklin stated that this effort encourages commuters to carpool because one of commuters' main arguments for not carpooling is that if they miss their carpool they will not have a ride home, and these messages state that if a commuter carpools and misses their carpool, they can get a guaranteed ride home. Ms. Muriel Bowser suggested extending the focus of the effort to "Park and Ride" commuters as well.

Mr. Franklin then discussed the Kiosk ribbon cutting ceremonies on May 6<sup>th</sup> at the Dulles Town Center and Manassas Mall. Elected officials attended each promotion. Supervisor Mick Staton, Loudoun

County Board of Supervisors, attended the Dulles kiosk kickoff; and Sean Connaughton, Chair of the Prince William County Board of Supervisors, participated at Manassas Mall. Karen Rae, Executive Director of VDRPT, attended both events as well as the mall management from both malls. Ads were placed in local newspapers and postcards were sent to residents within a ten mile radius of the malls to create generate public awareness of the kiosks. Flyers were distributed on the buses in Loudoun County and on PRTC buses. There were 15 second slides in the Regal Cinemas close to the malls and table tents placed on the Dulles Town Center food court tables. The Kiosk Ambassador was present the week prior to, and the week after the ribbon cuttings. A lunch cooler and program information was given to commuters who filled out an application or used the kiosk while the Ambassador was present. The participants name was also entered into a raffle drawing for a \$100 gift certificate at the mall where the event took place. There was also a press release to promote the event.

Mr. Franklin then discussed the TDM Mass Marketing activities. The television ad has two more weeks to run between this week and next week. A three week radio campaign for Mass Marketing was just completed. There will be one additional three week radio ad run coming up in June. In June a postcard will be sent to Hispanic families within counties who use Metrobus and Metrorail service promoting the Language Translation service available to them.

The Park and Ride map is in production and is being coordinated between COG staff and Pathways. The map will list Park and Ride lots tied to VRE, MARC, Metrorail, and Baltimore Metrorail.

Mr. Franklin then discussed the public relations activities over the last month. On April 22<sup>nd</sup>, there was an Earth Day booth near GSA. On April 28<sup>th</sup> Ron Kirby, Director of the Department of Transportation Planning at COG, participated in the Montgomery County business forum at Discovery sponsored by the Montgomery County Chamber of Commerce along with several TPB board members. Montgomery County Executive Doug Duncan was the keynote speaker.

On April 29<sup>th</sup>, Robin Briscoe, our Subcommittee chair, was interviewed by MIX 107. Ms. Briscoe discussed the Commuter Connections Services and Bike to Work Day event. On May 8<sup>th</sup>, Commuter Connections sponsored the Miracle Walks Conference in Silver Spring; May 13<sup>th</sup>, Fox Channel 5 aired a commuter story where they compared commutes from Stafford County, Dunn Loring, and Bethesda to DC. Staff provided the television station with the cost and trip time calculation data from the cost calculator on the web site.

There are two scheduled baseball game promotions; May 19<sup>th</sup> is the Frederick Keys game, and June 5<sup>th</sup> is the Potomac Cannons game. Commuter Connections seat cushions will be given to all who attend games. Mr. Franklin then passed out an article that appeared May 11<sup>th</sup> in the Loudoun Times newspaper pertaining to Loudoun busses and a large paragraph on Guaranteed Ride Home. Mr. Franklin also mentioned the spring newsletter that is being mailed. The cover story is about the 30 year anniversary of Commuter Connections and there is a full page article on the Air Quality Action Days.

*Q: Will the postcards being mailed to the Hispanic Households include areas that do not necessarily have Metrobus service, but a contracted bus service through Metro like the one in Charles County?*

*A: Any county that has a Metrobus stop or Metrorail station or service will be marketed.*

*Q: How many postcards will be mailed out?*

*A: Approximately 78,000. WAMATA provided the zip codes for the mailout to the staff.*



*Q: How many commuters participated in the kiosk promotion at Dulles?*

*A: Several Dozen.*

**Item #9 Telework Resource Center Update**

*Ms. Danette Campbell provided a status report on the completed Employer Telework Workshops for FY04 and an update on the Expanded Telework TERM.*

Ms. Danette Campbell began talking about the recent workshops that took place in March, April and May. "Managing teleworkers and Remote Teams" was a workshop designed to assist managers and telework program administrators who want to maximize their organization's telework program. "Choosing and Using the Right Telework Technology" was designed for IT professionals, telework program managers, supervisors, teleworkers, and anyone responsible for selecting and supporting telework technology solutions. "Training Your Teleworkers for Anywhere, Anytime Performance" addressed creating in-house curriculum for teleworkers and managers of teleworkers. "Managing Teleworkers and Remote Teams" and "Choosing and Using the Right Telework Technology" were both half day sessions. "Training Your Teleworkers for Anywhere, Anytime Performance" were full sessions. All the workshops were free, but required advanced registration.

Ms. Campbell then detailed the breakdown of how individuals received information about these workshops. Ms. Campbell said that based on the brochures sent out, there were 33 that indicated they heard about the workshops through the brochures, 1 indicated by a radio and brochure combined, 6 indicated the Commuters Connections newsletter, 9 from the Commuter Connections web site, 51 through email, 17 radio, 27 other and 3 from a colleague.

*Q: What information source was used for making the list for mailing of the brochures and sending the emails?*

*A: The ACT! database.*

Mr. Franklin added that the ACT! database was used for the brochures, but there was an e-mail list that was purchased. Mr. Franklin said that staff would like to make a determination between the response from last year's and this year's list. Ms. Campbell remarked that there was a better response from the list this year.

*Q: How many of the attendees were managers? Individuals who could say they want the telework program in their office?*

*A: The majority of attendees were managers.*

Ms. Campbell said that when GSA assists Commuter Connections by sending out their information from their Listserve, they sort through the information to make sure the individuals targeted are telework coordinators or managers at the agencies.

Next, Ms. Campbell spoke about the Expanded Telework TERM. There are current discussions with the City of Alexandria, Arlington County, Arnold and Porter, Exxon, Mobile, INOVA Hospitals, KPMG, Northrop Gruman, and Verizon Wireless. COG's contractor, Telecommuting Advantage Group, has also started discussions with the Department of Transportation. On-site meetings were held at Arnold and Porter, KPMG, and INOVA Hospitals. Arnold & Porter has committed to investigating the program and a second meeting. That meeting is scheduled to take place the week of May 24<sup>th</sup>. INOVA is currently identifying their Telework coordinators, and the Telecommuting Advantage Group is developing the goals for the program. Exxon Mobile has expressed interest in this expanded initiative as well. They are currently investing significant resources in using Telework and it's implications on an international basis. TAG is currently conducting discussions with the EEOC.

Ms. Campbell then spoke about the promotional multimedia CD-ROM. The CD-ROM will describe the definition of a Telework champion within an organization. The champion is a key proponent in the Telework program and should be a high level executive in the organization that can provide support to and promote the Telework program. When the consultants are in discussion with the champion of an organization, the probability of participation is increased. At the same time getting the attention of senior managers is often challenging. A short multimedia CD will be designed to catch the attention of targeted senior manager's at large organizations. It will include additional sources for additional information about the Expanded Telework TERM. A letter will accompany the CD which emphasizes the serious need to establish telework programs in the Washington metropolitan region. It will speak to importance of key businesses in the area taking the lead in advancing Telework regionally, and how participating will benefit their organizations. The letter also notes the free training and consulting offered as part of the Expanded Telework TERM.

TAG's subcontractor will be assisting in developing the CD and the mailer for the CD. The materials from the CD will be supported by additional informational tools and resources pertaining to the Expanded Telework TERM. It will be mailed to a maximum of 600 employers along with the letter. Instructions on how to obtain additional information or sign up for the program will be included in the letter. The marketing goal of the project is to obtain appointments for TAG outreach consultants. The ultimate objective is to increase participation in the Expanded Telework TERM. The success of this program will be tracked by using a signup link on the CD as well as the link to the Commuter Connections web site. TAG and COG will participate in the design and will have the responsibility for final approval of the script and multimedia content. COG will lead the development of the accompanying letter and will have final approval all materials. The total package should be complete by the end of May.

*Q: As far as Employer Outreach and the Expanded TERM is concerned, is there a priority as to how the contractors recruit their employers do they go to the different jurisdictions to recruit their employers?*

*A: We work from the ACT! database and with the federal agencies.*

Ms. Campbell added that, when Commuter Connections goes out in the field many appointments are set up by "word of mouth." As far as interfacing with the Employer Outreach group, she said that the contractor's were instructed to notify the jurisdiction, excluding government agencies, that they have an appointment in that jurisdiction so both can work together to secure participation. Ms. Briscoe commented that the Census Bureau in Suitland has a transportation task force and asked if the consultant was working with them, Ms. Campbell answered yes.

#### **Item #10      Employer Outreach Update**

*Mr. Mark Hersey updated the Subcommittee on recent Employer Outreach activities which included the results from the 2<sup>nd</sup> and 3<sup>rd</sup> quarter conformity verification statements.*

Mr. Mark Hersey briefly discussed the 2004 2<sup>nd</sup> quarter conformity statement which was included in the meeting information materials. The chart detailed the jurisdictions who met their recruiting goal of level 3 and level 4 employers under the Employer Outreach standards. He named the District of Columbia, Fairfax County, and Prince George's County as having met their goal. There are currently two jurisdictions who are working towards their goal; Frederick County and Prince William County. The Employer Outreach Ad-Hoc Group will meet at 2:00 today to discuss the 3<sup>rd</sup> quarter conformity verification statement and Air Quality Action Days. Overall, about 440 companies participate in the upper levels of the Employer Outreach program. The initial goal was 251 companies in the region.

**Item #11      2004 Employer Recognition Awards Program**

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

Mr. Douglas Franklin spoke about the upcoming 7<sup>th</sup> annual Employer Recognition Awards program booklet than is in the process of being finalized. This week the signage and trophies for the event have been ordered, and a photographer hired. The “give-away” items have been ordered and the invitations have been printed, which will be mailed soon.

Mr. Franklin remarked about the speakers confirmed for the event; including the master of ceremonies the marketing award presenter, and the incentives awards presenter. A presenter was also confirmed for the COG awards.

He then talked about some of the tasks needed to be completed for the Recognition Awards event; speaker remarks have to be written, programming and video tape editing has to be completed, and the agenda needs to be finalized. Mr. Mark Hersey sent out a notification to Employer Outreach members to provide him with invitees for the event. 500 employers will be invited along with various area committees and organizations, elected officials, and TPB board members. Over 6,000 invitations were sent.

The Best Workplaces for Commuters group will be meeting later this week. There is another planning session scheduled where they will be talking about the portion of the Best Work Places for Commuter awards that will be incorporated into this ceremony.

**Item #12      Operations Center Update**

*Mr. Christopher Arabia updated the Subcommittee on recent Operations Center activities.*

Mr. Christopher Arabia began discussing how client members have to upload their data to terminals here at COG and download the master database. Since last year, staff has been trying to convert members from the old dial up modems used on the stand alone rideshare computers because that type of connection is very slow, to the upgraded connection using FTP through the member’s internet connections. He listed some of the program participants who are still using the old dial up connection. The City of Alexandria said they are purchasing a new computer with internet access, Bethesda Transportation Solutions has expressed interest to upgrade. MTA and Howard County are still using the dial up method. Howard County has been struggling with their IT department to make the transformation to the new software because they need special permissions to run the software through their network. NIH has expressed an interest to upgrade as well. Prince George’s County and the Tri-County Council have stand alone computers too and have expressed interest in upgrading from the old system.

Mr. Arabia then talked about difference between using a dial up internet access as opposed to accessing the internet using the system upgrade. In comparison, it takes up to an hour to download the data using a dial-up modem. Using DSL or another high speed internet access would take less than 5 minutes to transfer the information, so the benefits to using the new system are clear. Mr. Arabia said that over the years, funding from the states should have allowed the various agencies to purchase upgraded computers.

*Q: Does the type of server make a difference?*

*A: No it does not. As long as you have internet access you should not have any problems.*

Staff will do the installations when client members get new computers. Typically it means copying everything from the hard drive on to the new computer. In the past, the Rideshare program could not be copied because special communications software is needed that you to do that, now we simply copy two folders of information to the new computer.

*Q: How much time do I set apart for you to come to my office to do the software installation?*

*A: It should take no more than an hour. It basically involves simply copying files over. The majority of the time spent is doing the testing.*

Some organizations have a policy that you can't download files from the Internet. Fairfax County recently changed their policy and is now using the FTP format because their firewall can be specific to the actual files that can be downloaded and uploaded. The new firewalls allow them to block specific files.

Current members who logged into the system using the old method are now going through our web site which we don't house here at COG. We are currently working with our contractor to do some upgrades like adding Guaranteed Ride Home codes and adding additional area codes and contact telephone numbers for client members who were giving cell phone numbers as a primary contact number. The new numbers and area codes from all across the United States will be incorporated into the new programming and the updated software. There is a meeting to discuss these changes today.

**Item #13      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.*

There were no other business or agenda item requested. The meeting adjourned at 12:00 PM.

*The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, June 15, 2004.*