



## **COMMUTER CONNECTIONS SUBCOMMITTEE Meeting Minutes**

**Tuesday, July 15, 2014**

**Chairperson: Holly Morello, PRTC**

**Vice Chairperson: Anna McLaughlin, DDOT**

**Staff Contact: Nicholas Ramfos 202/962-3313**

**Item #1      Introductions**

*The Subcommittee members were asked to introduce themselves and to sign the attendance sheet*

Holly Morello, PRTC staff, called the meeting to order by introducing herself and asking the rest of the attendees to do so. Nicholas Ramfos noted that Anna McLaughlin the current Subcommittee Vice Chair has announced that she would be leaving DDOT for a new position with the University of Maryland. Mr. Ramfos stated that the Subcommittee and COG/TPB staffs are very grateful for the contributions Ms. McLaughlin has made to the region's TDM program during her tenure with DDOT.

**Item #2      Minutes of May 20, 2014**

*Approval was sought for the May 20, 2014 Commuter Connections Subcommittee Meeting Minutes.*

There was a motion by George Clark, Southern Maryland, and seconded by Mark Sofman, Montgomery County Commuter Services Section, to approve the minutes of the meeting as written.

**Item #3      Vice Chair Nominating Committee**

*Holly Morello sought approval to appoint the Nominating Committee that will select the next Subcommittee Vice Chairperson.*

Ms. Morello, PRTC, requested the Committee's approval to establish a Vice Chair Nominating Committee to be held in early August. Given the departure of Anna McLaughlin from the District Department of Transportation, Jim Sebastian from DDOT will be asked to take her place on the Nominating Committee. Ms. Morello of PRTC, Ms. Brecher of Montgomery County Commuter Services, and Jim Sebastian from DDOT will participate in selecting the next Vice Chair. The Subcommittee approved the Vice Chair Nominating Committee.

**Item #4      FY 2014 Draft Employer Outreach Customer Satisfaction Survey Report**

*Mark Hersey, COG/TPB staff briefed the Subcommittee on changes made to the FY 2014 Employer Outreach Customer Satisfaction Survey Report.*

Mr. Hersey, COG/TPB Staff, briefed the Subcommittee on key changes made to the draft FY 2014 Employer Outreach Customer Satisfaction Survey Report based on the Subcommittee's suggestions during the comment period ending June 20<sup>th</sup>.

- Page 2: Included language detailing number and methods of survey responses and information on the gift given to respondents.
- Page 5: Included information enumerating the distribution of survey responses according to work location from the current Employer Database.
- Page 19: Corrections made to the percentages in Figure 19 - Usefulness of Individual Commuter Connections Services.

Mr. Hersey also drew attention to Appendix B, which provides a detailed breakdown of survey responses by telephone, including number of responses completed by telephone. The Subcommittee endorsed the FY 2014 Draft Employer Outreach Customer Satisfaction Survey Report for release.

**Item #5      FY 2012 – 2014 Commuter Connections Draft Transportation Emissions Reduction Measure (TERM) Analysis Report**

*Lori Diggins, LDA Consulting, briefed the Subcommittee on the results from the Draft FY 2012 – 2014 Commuter Connections TERM Analysis Report. A comment period was established.*

Ms. Diggins, LDA Consulting, briefed the Subcommittee on the FY 2012 – FY 2014 Commuter Connections Draft Transportation Emissions Reduction Measure (TERM) Analysis Report, a triennial evaluation of Commuter Connections TERMS and Commuter Connections Operations Center. She discussed the effectiveness of four TERMS: Telework Assistance, Guaranteed Ride Home, Employer Outreach and Mass Marketing, and gave an overview of the results from the Commuter Operations Center.

She noted that the four TERMS met the collective goals for vehicle trips and vehicle miles traveled reduced. Overall, Commuter Connections programs have exceeded the VT reduction and VMT goals from FY 2009 – 2011 TERMS. Ms. Diggins speculated that changes in TERMS reflect increased public interest in transit, bike and walk programs. A comment period was established till August 12, 2014. Additional data from January – June 2014 will be added to an updated report and will be presented to the Committee in September.

**Item #6      Clean Air Partners Update**

*Anna McLaughlin, DDOT, briefed the Subcommittee on upcoming Clean Air Partners activities.*

Anna McLaughlin, DDOT, provided the Subcommittee with an update on recent events involving Clean Air Partners. The Clean Air Partners education team is presenting curriculum in summer camps throughout the region, and anticipate instructing over 1200 students. The education team developed a toolkit including magnets, web banners, rack cards, and decals to increase awareness and outreach of Clean Air Partners and Clean Air Action Days.

**Item #7      2014 Employer Recognition Awards Event**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the 2014 Employer Recognition Awards event.*

Mr. Franklin, COG/TPB staff, gave a brief overview of the 17<sup>th</sup> annual 2014 Employer Recognition Awards event, held at the National Press Club on June 24, 2014. The awards ceremony honors companies that have implemented innovative commuter transport and teleworking solutions for their employees. The Cadmus Group received the Incentives Award; The U.S Food and Drug Administration received the Marketing Award; the USDA Forest Service received the Telework Award; PRTC received the Sales Achievement Award; Virginia Department of Transportation and Virginia Department of Rail and Public Transportation collectively received the Organization Achievement Award; and PRTC received the Sales Achievement Award. Mr. Franklin presented a video montage highlighting the winners' programs and a print ad released in the Washington Post congratulating the Employer winners.

**Item #8 Commuter Connections 40<sup>th</sup> Year Anniversary Event**

*Nicholas Ramfos, COG/TPB staff updated the Subcommittee on the reception to celebrate the Commuter Connections 40<sup>th</sup> Year Anniversary, to be held on July 16, 2014.*

Nicholas Ramfos, COG/TPB staff, briefed the committee on activities to be held during the Commuter Connections 40<sup>th</sup> Year Anniversary reception. The event will be held in the COG Board room at 10 am on July 16, 2014 prior to the TPB meeting. TPB Chair Patrick Wojahn will serve as the event's emcee. Guest speakers include WTOP traffic reporter Bob Marbourg, the Executive Director of the Northern Virginia Transportation Commission, and two previous staff of the Commuter Connections program.

**Item #9 2014 Car Free Day Event**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the status of the 2014 Car Free Day event to be held on September 22nd.*

Douglas Franklin, COG/TPB Staff, presented the committee with the Car Free Day Proclamation which will be presented to the TPB on July 16, 2014. TPB Chair Patrick Wojahn will officially sign the proclamation and encourage Board members to promote Car Free Day at the local level and pass similar proclamations. Mr. Franklin also presented the the official Car Free Day poster selected by the Car Free Day Steering Committee on July 9, 2014. Giveaway prizes to date include a Kindle Fire or bicycle.

**Item #10 4<sup>th</sup> Quarter Budget Report**

*Barbara Brennan, COG/TPB staff discussed the FY 2014 4<sup>th</sup> Quarter Budget Report.*

Ms. Brennan, COG/TPB Staff, briefed the Subcommittee on the preliminary 4th quarter budget report from FY 2014. She noted that the overall spending rate was 94% this year; additionally, Bike to Work Day had a 95% spending rate. She also highlighted that the 'Pool Rewards budget was decreased by \$50,000 per TPB resolution SR14-2014 which occurred on June 6, 2014. Ms. Fatemeh Allahdoust, VDOT, added that the decrease was based on VDOT's decision to transfer the funds to FY 2015 for a I-95 Express Lanes 'Pool Rewards promotion Mr. Brennan noted that the overall spending rate is presently 79%; however that will more than likely change once all invoices for the fiscal year have been submitted

**Item #11 Other Business/Set Agenda for Next Meeting**

Subcommittee members are encouraged to contact Nicholas Ramfos with any particular agenda items they may be interested in seeing on the next agenda.

**The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, September 16, 2014 at 12 noon.**