



**Commuter Connections Subcommittee  
Meeting Minutes**

**Tuesday, September 15, 2009**

**Chairperson:**

**Chairperson: Anna McLaughlin, District of Columbia Department of  
Transportation**

**Vice Chairperson: Willie Epps, Prince George's County Department of Public  
Works & Transportation**

**Staff Contact: Nicholas Ramfos (202) 962-3313**

**Item #1 Introductions**

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

*Previous Chair, Anna McLaughlin called the meeting to order by introducing herself and asking the rest of the attendees to do so (See attached attendance sheet).*

There were opening remarks from Jennifer D'Adamo who spoke on the Late Christopher Napolitano's Passing.

**Item #2 Minutes of July 14, 2009**

*Approval was sought for the July 14, 2009 Commuter Connections Meeting Minutes.*

There was a motion and a second to approve the minutes of the meeting as written.

**Item #3 Announcement of New Vice Chair**

*Anna McLaughlin, of DDOT announced the new Vice Chair.*

Ms. McLaughlin announced the new Vice Chair, Gabe Ortiz of Alexandria and announced that she will be leaving as Chair and that Willie Epps, Jr. of Prince George's County will be the new Chair. A plaque was presented to Ms. McLaughlin and she was thanked for her service to the Subcommittee over the past year.

**Item #4 FY 2009 Bike To Work Day Event Draft Report**

*Mark Hersey, COG TPB Staff briefed the Subcommittee on the changes made to the Bike to Work Day 2009 Draft Report.*

Mr. Hersey briefed the Subcommittee on the changes made to the 2009 BTWD Event draft report. The media list was updated and additional pictures were added. Mr. Hersey asked the Subcommittee to review the Draft Report and established a comment period for October 7<sup>th</sup>. The report would be posted to the Extranet as well.

**Item #5 Car Free Day Event Update**

*Douglas Franklin, COG TPB staff briefed the Subcommittee on the Regional Car Free Day Event that will be held on September 22, 2009.*

Mr. Franklin briefed the Subcommittee on the upcoming Regional Car Free Day Event. He discussed the Home Page (CarFreeMetroDC.com) for individuals to make pledges to go car free. A Press Release was sent out to the media on September 11<sup>th</sup>, to help get exposure for the CFD event. This event is expected to bring in more than 5,000 pledges, although the goal is to obtain 10,000 pledges. There was a blast email that was sent out to Employer Outreach representatives and a hard copy letter was sent out with two hard copy posters for employers to post onto their bulletin boards. The day of the CFD Event, Commuter Connections will be promoting Washington Nationals Baseball Team at the Ball Park. Mr. Nicholas Ramfos recorded a podcast through COG's Public Affairs office to help promote this event. There were activities that some of the jurisdiction partners and sponsors were involved in for this event. Montgomery County was at five different Metro stations and gave away a bicycle and walking shoes for the grand prize winner. The District Department of Transportation had a street closure at 7<sup>th</sup> and F streets and provided a iPod for the grand prize winner. Arlington County had a Car Free Day Happy Hour in Clarendon, with door prizes and free food. Loudoun County had a Smart Card give away raffle, free bike rentals through *Bike and Roll* (A Bike Rental Company), the Washington Nationals provided free baseball game tickets, and a Bike Store in VA gave away \$10 gift certificates. Car Free Day was advertised on Twitter and FaceBook and via opt-in text messaging. There was a four week run Radio Spot played on various radio stations, WRQX-FM 107.3, WBIG-FM and WASH-FM. Mr. Franklin showed a Power Point Presentation and played a radio advertisement for CFD.

**Item #6 Carpool Incentive Project Update**

*Mr. Nicholas Ramfos COG/TPB Staff briefed the Subcommittee on the Carpool Incentive Project Updates.*

Mr. Ramfos discussed the Carpool Incentive Project changes and updates. The name of the Carpool Incentive Project will be "Pool Rewards". The program will be "soft-launched" within the next month as some of the software functionality is still being finalized. The purpose of the program is to encourage drive alone commuters to convert into a carpool based on an incentive offering. During the last Commuter Connections meeting (July 14<sup>th</sup>), the draft program requirements were distributed and a comment period was established. Mr. Ramfos reported that there were no comments received.

Mr. Ramfos explained that in order to qualify for this program a commuter must currently be driving alone to work and must submit a completed application before beginning the use of a carpool. The carpool must be officially registered with Commuter Connections and the carpool participants must not have used an alternative commute mode (carpool, vanpool, transit, bicycle, walk) more than 3 days in the 30 days prior to the submission of the "Pool Rewards" application. Program participants must carpool to work at least 26 or more weekdays (Mon.-Fri.) for the entire duration of the program to qualify. Program participants must use the following corridors for your commute; I-495: Bethesda to Tyson's Corner (west bound in the morning, east bound in the evening), I-495: MD 295 (Baltimore-Washington Parkway) to I-270 (west bound in the morning and east bound in the evening) and I-395: Washington, DC to Northern Virginia (south bound in the morning, north bound in the evening). If accepted into the 'Pool Rewards Program', each program participant can receive up to \$2 per day for each day they carpool to

work within the consecutive 90-day period. You can earn up to \$1 for each leg (morning and evening) commute. The maximum incentive per person in a 90 day period is \$130. There will be a revolving registration period and participation will be capped at approximately 740 participants. Once the last participant is approved, the program will officially end 90 days afterwards. All incentives will be provided in the form of a check and after the survey is completed by the participant. The terms of use were reviewed approved by COG's legal department.

**Item #7      FY 2011 Work Program Development**

*Mr. Nicholas Ramfos COG/TPB Staff briefed the Subcommittee on the Work Program Development.*

Mr. Ramfos briefed the Committee on the Program Work timeline milestones and the Commuter Connections proposed work program activities for FY 2011. The Program Elements will be verified in September. In October, the a draft work program will be produced for the state funding agencies and a review and comment period will be set for the draft development work plan. In November, the draft Work Program will be presented to Commuter Connections Subcommittee for review and a comment period will be established and in January 2010, the final approval for release of the draft CCWP from the Subcommittee and the state funding agencies will be obtained. In February, the draft Work Program will be presented to the TPB Technical Committee and to the TPB and the document will be released for public comment. In March, final approvals from the TPB Technical Committee and TPB will be obtained. In May, the funding commitment letters will be sent out to funding agencies and adjustments that need to be made to the TIP will be identified. In June, TIP funding changes (if needed) will be made and funding commitment letters from state funding agencies will be obtained. Program implementation will begin in July. The Commuter Connections proposed work activities for FY2011 include the Commuter Operations Center, Regional Guaranteed Ride Home Program, Marketing, Monitoring and Evaluation, Employer Outreach and Maryland Telework. Mr. Ramfos also stated that this will be the last fiscal year that the Live Near Your Work Program will be implemented under the Employer Outreach program.

**Item #8      Commuter Connections Strategic Plan**

*Mr. Nicholas Ramfos, COG/TPB Staff briefed the Subcommittee on the changes and updates to the Commuter Connections Strategic Plan.*

Mr. Ramfos briefed the Committee on the Strategic Plan document and the comments that were received from Virginia jurisdictions from the previous meeting which were still under review by the state funding agencies. The review was not completed, which was to determine which comments will be incorporated into the Work Program and which items would be updated in the Strategic Plan.

**Item #9      Budget Report and Annual Report**

*Towanna Hinton, COG/TPB Staff, distributed and discussed the Commuter Connections Quarterly Budget Report and FY09 Annual Progress Report.*

Ms. Hinton distributed a copy of the final FY 2009 Commuter Connections Budget Report to the Subcommittee. Ms. Hinton reviewed the report and went over the Commitments and Expenditures for FY09 (July 1, 2008 – June 30, 2009). The Car Free Day project budget information was added to the report. A few adjustments were made to budget line items for four of the task to include; TDM Marketing Advertising, TERM Data Collection and Analysis, Live Near Your Work, and Local Agency Funding and Support. This revision to the budget for these line items were based on the budget revisions adopted by the TPB Steering Committee on June 5, 2009.

Next, Ms. Hinton distributed and discussed the FY09 Annual Progress Report for the Commuter Connections Work Program. The Annual Report includes completed program statistics for the Commuter Connections Operations Center, Guaranteed Ride Home Program, Marketing and Monitoring & Evaluation Programs. Ms. Hinton asked the Committee to review the report and to direct questions or concerns to her.

**Item #10      ACT Conference Re-Cap**

*Douglas Franklin, COG/TPB Staff, briefed the Subcommittee on the ACT Conference.*

Mr. Franklin gave a re-cap of the ACT Conference and gave special thanks to Mirza Donegan. Mark Hersey, COG/TPB Staff gave special thanks to all the individuals who Tweeted from the conference. Nicholas Ramfos gave special thanks to State Funding Agencies for agreeing to have Commuter Connections sponsor the conference. Mr. Jim Larsen, DATA and ACT Board Member for Region 9 informed the Committee that if anyone has any observations from the conference, to write them down in bullet form and send it to Mr. Larsen and he will then forward them on to ACT management. Mr. Larsen also spoke on the Budget revenue which was exceeded because sponsor revenue was about 82k and the conference budget was around 53k. This was a huge increase compared to last year's sponsorship which was 25k. He remarked that the award ceremony went very well and thanked everyone that was a part of the event.

**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, November 17, 2009 at 12 noon.**