



**Commuter Connections Subcommittee  
Meeting Minutes**

**Tuesday, March 19, 2013**

**Chairperson: Sam Oji, Montgomery County  
Vice Chairperson: Holly Morello, PRTC  
Staff Contact: Nicholas Ramfos (202) 962-3313**

**Item #1 Introductions**

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

Sam Oji called the meeting to order by introducing himself and asking the rest of the attendees to do so.

**Item #2 January 15, 2013**

*Approval was sought for the January 15, 2013 Commuter Connections Meeting Minutes.*

There was a motion and a second to approve the minutes of the meeting as written. Nicholas Ramfos announced that Sam Oji was stepping down as Chair for the Subcommittee due to a new position he accepted with Montgomery County. Sandra Brecher, Chief of the Commuter Services Section with Montgomery County will be taking Mr. Oji's place as the new Subcommittee Chair. Mr. Ramfos thanked Mr. Oji for his service and stated that he did a terrific job in supporting Commuter Connections program services as well as bringing forth information regarding Montgomery County TDM programs and services. A large bus transit sign that was signed by Subcommittee members and COG/TPB was presented to Mr. Oji.

**Item #3 FY 2012 Guaranteed Ride Home (GRH) Customer Satisfaction Survey**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the substantive changes made to the Commuter Connections Strategic Plan.*

Mr. Franklin discussed the substantive changes made to the Commuter Connections FY 2012 GRH Customer Satisfaction Survey for the Washington Metropolitan region. The draft report was initially presented to the Regional TDM Marketing Group on December 18, 2012 and to the Commuter Connections Subcommittee on January 15<sup>th</sup>. There was an open comment period deadline for February 22<sup>nd</sup>. The changes included better clarity that the document is exclusively for the Washington Metropolitan region. All twenty-two bar graphs and pie charts throughout the document were upgraded and have been sized larger. The Subcommittee endorsed the document for release. Mr. Franklin stated that the final report would be posted to the Commuter Connections web site for review and downloading. A notice to this effect would be sent to Subcommittee members over the next few weeks.

**Item #4      FY 2012-2014 Transportation Emission Reduction Measures (TERMs)  
Revised Evaluation Framework Draft Report**

*Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on substantive changes made to the FY 2014 draft CCWP.*

Nicholas Ramfos, briefed the Subcommittee on substantive changes made to the draft FY 2012 - 2014 TERMs Evaluation Framework Methodology Draft Report. The purpose of the report is to outline the data collection efforts and analysis methodologies for each of the Commuter Connections regional TERMs. Results from the analysis are used for the regional air quality conformity determination and congestion management process documents. The draft document was presented to the Subcommittee on January 15th for review and comment and a February 21st comment period deadline was established. The major changes that were made, included items for retention of rideshare applicants and past participants, in which they were with GRH or Rideshare. The language on pages 17 and 27 was removed and some changes were made to the table on page 31. A new comment period was established for April 18<sup>th</sup>. Mr. Ramfos also reported that he has met with or will be meeting with at least five jurisdictions to obtain feedback on how to package data collected from surveys conducted as part of the TERM Analysis as well as the results from the TERM analysis itself. Information gained will be generally summarized in the updated version of the draft document. The Subcommittee would be asked to endorse the final report at the May 21<sup>st</sup> meeting.

**Item #5      Regional TDM Evaluation Project Update**

*Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the Regional TDM Evaluation Project.*

Mr. Ramfos briefed the Subcommittee on the status of the regional TDM Evaluation project activities; including the 2013 State of the Commute Report and GRH Applicant Surveys for both the Baltimore and Washington Metropolitan Regions. Currently, 4,400 landline telephone and cell phone surveys have been completed for the 2013 State of the Commute Survey and the goal is to complete approximately 6,500 surveys. There have been two jurisdictions where there have been complications with getting cell phone survey completions. Those jurisdictions include the City of Alexandria, and Calvert County. The issue has been the ability to identify cell phone users in those jurisdictions. A new request was made to the vendor to provide a sample with physical addresses in order to better target those areas. The preliminary State of the Commute technical report should be completed by July. Mr. Ramfos also stated that COG/TPB staff and the contractor have been working on the GRH surveys for both the Washington and Baltimore regions. He stated that a pre-test would be conducted for the DC region sometime in early to late April and both surveys would be administered in the April to mid-May timeframe. Preliminary results would be available by July.

**Item #6      2013 Bike to Work Day Event**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the upcoming Bike to Work Day Event (BTWD).*

Mr. Franklin briefed the Subcommittee on the upcoming regional Bike To Work Day event, which is on Friday, May 17<sup>th</sup>. The Committee's goal is a 10% increase above the 12,700 registration mark set last year. The numeric goal for 2013 is 14,000. This year will see an addition of 15

new pit stop locations and there are now a total of 72. A successful sponsorship drive which started back last October netted \$48,500 in cash and in-kind raffle prizes such as Jamis bicycles, bike lights, locks, and messenger bags. Food and beverages for some pit stops will be provided by Whole Foods. Cash donations will fund the event T-Shirts, banners, and print ads.

The Bike to Work Day web site was launched two weeks ago at [www.biketoworkmetrodc.org](http://www.biketoworkmetrodc.org), and to date over 3,800 participants have already signed up. The web site graphics reflect the marketing materials to provide a consistent look and feel. COG/TPB staff is managing the web site, whereas WABA is operating the registration module. Mr. Franklin reported that marketing materials will be distributed this week to the pit stop managers and other stakeholders. A total of 40,000 rack cards and 35,000 posters were printed, plus 500 Spanish posters. The poster is also available on the web site in PDF form. Next week Commuter Connections is conducting a mailing of the posters to its employer database. Radio ad will be recorded early April and begin airing late April through Bike to Work Day.

**Item #7            2014 Commuter Connections Work Program (CCWP) Development**  
*Nicholas Ramfos, COG/TPB staff, briefed the Subcommittee on the 201*

Mr. Ramfos gave an update to the Subcommittee on the 2014 CCWP. He stated that the Guaranteed Ride Home Customer Satisfaction Survey for the Baltimore Region was added as a work product to the FY2014 CCWP. There was no budget increase for this item; however dollars from the provider rides portion of the budget were reduced to accommodate this new work product. Mr. Ramfos also stated that during FY 2014 the data would be collected for the survey and that the report would be produced in FY 2015. Once the TPB approves the document at their meeting on March 20<sup>th</sup> and the state DOT's provide funding commitment letters, the work will commence on July 1<sup>st</sup>.

**Item #8            Briefing on Household Travel Characteristics and Behavior in Seven Focused Geographic Subareas of the Region.**  
*Robert Griffiths, COG/TPB staff, presented the Subcommittee with the seven focused geographic subareas of the region.*

Mr. Griffiths gave a presentation on seven focused geographic subareas of the region which were surveyed in the spring of 2012 to obtain demographic information and travel characteristics of the residents of these subareas. The subareas include; the NY Ave NE Corridor in the District of Columbia, Friendship Heights Metrorail station area in the District and Montgomery County, the East & West Falls Church Metrorail station areas in Falls Church, Arlington County and Fairfax County, the Beauregard Corridor in the City of Alexandria, the National Harbor/Oxon Hill area of Prince George's County, the Dulles North area in Loudoun County and the St. Charles urbanized area in Charles County.

Mr. Griffiths stated that Regional Activity Centers in Higher density areas with good proximity to frequent transit service, areas such as NY/RI Ave NE, Friendship Heights and Beauregard, predominately serve one and two person households without children. The challenge for the future is how to provide more "family friendly" housing, amenities and services in these types of region's activity centers. In the region's lower density areas that are expected to become higher density activity centers in the future, the challenge is to continue to maintain the "family friendly"

amenities and services while increasing residential density and providing more frequent and supportive transit service.

Mr. Griffiths also stated that in the next survey series four areas in the District are to be surveyed and include Federal Center/Southwest/Navy Yard, H Street NE Corridor, St. Elizabeth's/Anacostia, and Fort Totten. The four areas in MD including Silver Spring in Montgomery County, Hyattsville/College Park in Prince George's County, Greenbelt in Prince George's County and Kentlands in Montgomery County. The four areas in VA to be surveyed include, City of Fairfax, City of Manassas, Tysons in Fairfax County and Leesburg in Loudoun County.

**Item #9      2<sup>nd</sup> Quarter CCWP Progress Report**

*Barbara Brennan COG/DTP staff, briefed the Subcommittee on the CCWP Progress Report.*

Ms. Brennan discussed the 2<sup>nd</sup> Quarter Commuter Connections Work Program report for October–December 2012 and asked if there were any questions or comments.

**Item #10      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, May 21, 2013 at 12 noon.**