

# HANDOUTS

from previous meeting



**February 19, 2008**

February 19, 2008

TO: Commuter Connections Subcommittee Members  
FROM: Nicholas W. Ramfos  
Director, Alternative Commute Programs  
SUBJECT: Comments and Responses to the Draft FY 2009 CCWP

Below is a list of comments received from the Commuter Connections Subcommittee members on the draft FY 2009 Commuter Connections Work Program (CCWP). The draft document was issued on January 3, 2008 and comments were to be posted on the Commuter Connections Extranet by close of business February 4, 2008. The comments shown are followed by responses and specific recommendations by COG/TPB staff.

I appreciate the time and effort many of you took to review the document and provide thoughtful comments and suggestions and look forward to providing the insight and understanding of the purpose behind many of the programs and projects that COG/TPB staff operates on behalf of the region.

**I. Commuter Operations Center**

**COMMENT:**

(a). The text describing the Commuter Operations Center is largely unchanged from prior Work Programs. However, this element of Commuter Connections activities has undergone significant change over the past few years, particularly with respect to the development of the new TDM system. In addition, a portion of the cost of the Operations Center has in the past been passed through to local jurisdictions, TMAs and employers for postage and membership fees. These costs are relatively low and entail administrative time and costs associated with invoicing between COG, the local programs and the state grantor agencies. The new system should reduce these costs further, since so many transactions will be automated. With the new system in operation, these costs should be covered in their entirety in state funding.

Therefore, the following modifications of this task are recommended:

- Revise the description to acknowledge the implementation of the new TDM system;
- Provide an estimate of operating costs associated with the new system (this can be provided in a separate document to the State TDM Work Group and not in the Work Program);
- Revise the Work Program to reflect the elimination of funding from local jurisdictions, TMAs and employers.

(b). Finally with respect to the COC, there appears to be an inconsistency in the cost estimates. The costs associated with the Commuter Operations Center do not add. Under the TDM system Project, the Work Program identifies:

TDM system Consultant \$199,500  
(estimated cost includes \$49,500 for Data and PC costs)  
COG/TPB staff oversight \$27,846  
Total Project Cost \$227,346

When the costs of the other component activities of the COC are added, the total for COC becomes \$507,036. However, the cost for the Commuter Operations Center on Tables 1 and 2 is \$556,536. Thus, the costs are off by  $\$556,536 - \$507,036 = \$49,500$ . The reasons for this discrepancy should be explained and corrected.

**RESPONSE:**

The text regarding the implementation of the new TDM system has been revised in the latest version of the draft. However, the new TDM system has yet to be implemented in a regional operational mode and costs for the on-going maintenance of this new system have yet to be determined. In previous discussions with the State funding agencies, COG/TPB staff recommended that the current software fee structure remain in place through FY 2009 with the understanding that a new structure would be formulated based on the operational characteristics of the new system. Staff will be better-prepared to discuss the costs associated of the system maintenance once the system is fully operational.

The cost estimate for this section has been corrected. The total amount for this project task is \$276,846. The \$49,500 was inadvertently omitted from the total in this project section of the draft document.

**2. Regional TDM Marketing**

**COMMENT:**

(a). The marketing campaigns need a creative brief showing both tangibles and intangibles involved in each campaign. There also needs to be some long-term direction for these campaigns. Discussions need to take place to determine branding and positioning (who we are, who we want to be). These briefs need to outline the number of campaigns, and what messages the campaigns are focusing on.

(b). Commit to establish a Marketing Work Program that will identify a schedule, products, responsibilities (e.g. consultant, COG, CC network members and



committees), and an implementation plan for key marketing elements such as determination of campaign theme(s), goals / objectives, tone, collateral materials, etc. Allow for meaningful participation of local reps at early stages of Marketing Plan development. Identify ways of improving measurement of marketing effectiveness

**RESPONSE:**

The Regional TDM Marketing Campaign is outlined in a Marketing Communications Brief early on in the fiscal year and given to all Commuter Connections members for review and feedback. During the current fiscal year (FY 2008), the Marketing Communications Brief was issued in August and the feedback received from the Commuter Connections members was used to draft the marketing approach for the 2<sup>nd</sup> half of the year.

The long-term direction for the marketing campaign is based on data collection results that are used to determine the regional Mass Marketing TERM impacts. For instance, this past fiscal year it was determined that the streamlining that occurred with all of the various marketing components into one program was one of the causes of a dramatic drop in regional GRH registrations. A correction was made during this fiscal year (FY 2008) to cordon off marketing dollars and marketing time periods specific to GRH. It will more than likely take several marketing campaigns over a 3 to 4 year time period to produce any measurable results of this correction.

In regards to detailed discussions on branding and positioning, this exercise occurred in a very detailed fashion during the development of the newly adopted Commuter Connections Strategic Plan. COG/TPB staff has prepared and distributed detailed timelines on the marketing campaigns on a regular basis and will continue to do so.

**3. Employer Recognition Awards**

**COMMENT:**

(a). The Employer Awards needs to be re-examined. This event does not get the most bang for the buck. A committee should be formed to revamp this event. Ideas that our staff has talked about include individual jurisdictions recognizing their employers in a way that works best for them: newspaper ads praising companies who have taken initiatives, and prizes/gifts/posters presented to employers that we feel meet award status for us based on our area.

(b). The Employer Recognition Awards program has evolved into a somewhat static process whereby nominations are sought yearly from jurisdictions and a few specific employers are selected for recognition. Awards are then made at a prestigious breakfast event at the National Press Club. As this process has been repeated for several years, concerns have been expressed that it may not be optimum in terms of the number of employers who are recognized, the manner in which they are selected, the degree of publicity attained, the benefits to local sales

efforts, and / or the process and venue for providing the recognition.

To address these concerns, it is recommended that the Employer Recognition Awards Work Program element be revised as follows:

- Indicate that the Employer Recognition Awards program will be reviewed to determine if and where improvements can be made to enhance publicity throughout all of the participating jurisdictional area and a sales tool for local sale representatives;
  
- Establish a work group to develop specific recommendations for achieving these objectives;
  
- Commit that the final format of Employer Recognition Program will be approved by CC Subcommittee after consideration of the Work Group recommendation.

**RESPONSE:**

The intent of the awards program is to give meaningful awards to those employers that have implemented incentive based programs, aggressively marketed their commute benefit programs, and implemented Telework programs. These three award areas tie directly into the regional evaluation process of employer strategies that have impact on transportation and air quality.

Since its inception in 1997, the regional Commuter Connections Employer Recognition Awards has been a very prestigious and highly successful program that has brought attention to the fact that employers who have won awards have put significant resources towards their TDM programs, and have continued to do so long after they've received their awards. This is an important and distinct recognition at the regional level.

COG/TPB staff believe that that current awards program structure has worked well. A Commuter Connections Employer Recognition Awards volunteer work group comprised of one member from each State provides review and feedback on the awards nomination process, event logistics, and aspects associated with marketing the nomination process. During the current fiscal year (FY 2008) a record-breaking 27 awards nominations were received, with a majority of the nominations coming from employers that had never been nominated in the past. Every jurisdiction with the exception of Loudoun County and Tri-County Council for Southern Maryland are represented in this batch of nominations.

On the regional level, COG/TPB advertises the employers that have received the Commuter Connections recognition and their activities are profiled in a detailed



manner in the regional Commuter Connections newsletter that goes out to several thousand employers. The award winners are also profiled in a significant advertisement in a major local newspaper such as the Wall Street Journal or the Washington Business Journal, and the awards program is reported in a presentation to the TPB. COG/TPB staff believes that for its \$80K budget, the Employer Awards program generates substantial regional visibility and benefit by highlighting one of the most important components of the Commuter Connections Program: the efforts of individual employers to promote alternative commute modes to their employees.

Suggestions for improvements to the program are always welcome and should certainly be considered during FY 2009. A work group could be formed to develop recommendations for improvement. However, it is important that the current successful program be continued in its present form until such time as specific improvements to it are recommended, agreed upon, and incorporated into the Work Program.

Some individual jurisdictions currently hold their own Employer Awards Program (notably Montgomery County), and other jurisdictions are welcome to follow suit.

#### **4. Carpool Incentive Demonstration Project**

##### **COMMENT:**

(a). The carpool incentive item needs to be turned into a consultant study to assess how, when, where to implement an existing or new carpool incentive program, and how to market the incentive, and monitor the results, including congestion relief.

(b). The Draft Work Program includes the development of a proposal to implement a Carpool Incentive Demonstration Project "to be implemented in FY2010." The description in the draft Work Program clearly indicates that the outcome of the FY09 activity is solely a proposal. However, the text is fairly specific in terms of its suggestion that the program will examine only certain corridors and will be implemented in 2010. The text does not indicate the existence of a major carpool incentive program that is already operational in the region (i.e. NuRide), and the potential implications, positive and negative, of establishing a competing program.

Therefore, the description of this project should be revised to indicate that a study will be performed by a consultant to assess how a carpool incentive program could best complement existing incentive program(s) and ridematching program(s) without creating competition among programs. The study could potentially affect both the regional network and local network programs. Other elements of the study should include:

- Identification of the best way to implement an incentive program (i.e., doing it in-

house vs. outsourcing); Provision of a more detailed analysis of existing incentive programs, including NuRide;

- Incorporation of estimates of marketing, long-term operating costs and expected results on mode choice.

**RESPONSE:**

The purpose of this project activity during FY 2009 is to assess the feasibility of implementing a carpool incentive program aimed at addressing congestion in a specific corridor or corridors, building on the successful "Bridge Bucks" program implemented as part of the Wilson Bridge construction project.

With the assistance of a volunteer committee of Commuter Connections members, COG/TPB staff will review the top ten congested areas in the MSA with the goal of assessing the feasibility of a demonstration program implementing the incentive for one or possibly two of the corridors. Should such a demonstration project appear to be feasible, consideration would be given to addressing specific implementation issues such as those noted in the two bullet points in the comment above. The demonstration project proposal completed under this project would include recommendations on how next steps addressing implementation issues could be funded and conducted.

**5. Car-Free Day**

**COMMENT:**

(a). The Car Free Day(or something similar) should be included in the work program. This is a good way to market our services in the fall time frame and we could do some format for Loudoun - it may be Car Light - but we could promote carpools, telework etc.

(b). Since the publication of the draft FY09 Work Program, a suggestion has been made that the region should sponsor a "Car-Free Day" that corresponds with similar observations in other cities around the world. Such an event could also incorporate "reduced-driving" activities (e.g. carpooling, vanpooling, etc.) in areas where there may be no practical alternatives to the car. While at the present time there is not a well-defined scope of products or activities for this program, it is acknowledged as something that could be a powerful marketing tool. Therefore, it is recommended that a Car-Free Day be recognized in the Work Program as a potential marketing activity, subject to further development of scope, products, agency roles, budget etc.



**RESPONSE:**

The implementation of the Car Free Day project has been added into the FY 2009 draft document with the budget of \$150,000. Given the relatively short time-frame for implementation in the fall of 2008, COG/TPB staff believes that the region needs to agree to move forward with this project in this FY 2009 Work Program document, and can reasonably do so with FY 2008 underrun funds that will be available. A detailed work scope including products and budget breakdown can be developed during the remainder of FY 2008.

**6. Monitoring and Evaluation**

**COMMENT:**

The budget for this activity in the proposed FY2009 Work Program is identical to that for Monitoring and Evaluation in the FY2008 budget. However, the products and level of activity anticipated in FY09 appear to be significantly less than those undertaken in FY08. In addition, it would seem that some of the products and activities proposed for FY09 would be more appropriately undertaken in other fiscal years. In view of these observations, the following modifications are recommended:

Postpone the FY09 Applicant Placement Survey and Report in FY09 for one year due to:

o The availability of new TDM system survey features that will be developed in Phase III of the project in FY09;

o FY09 is first year of 3-year evaluation cycle and better results will be obtained in later years

Revise the budget estimate to reflect:

o deletion of the 2007 State of Commute General Public Report product and the corresponding budget, since this product is part of the current FY2008 Work Program

o postponement of the Applicant Placement Survey

**RESPONSE:**

The FY 2009 budget is similar to FY 2008 due in part to the fact that dollars both for staff time and the consultant have been programmed to re-vamp the Employer



Customer satisfaction survey at the request of the State TDM Work Group in FY 2007. The State of the Commute Report will also be printed and distributed. During FY 2009, the TERM Analysis report will also be finalized and staff will be working to report the results in the regional TERM tracking sheet.

COG/TPB staff recommends moving forward with the Applicant Placement Rate Survey report during FY 2009 due to the fact that data collected from this report is critical in analyzing results from other data collection activities over the 3 year time period. The results from the Placement Rate Survey are used to calculate the benefits of many of the other TERMS. It is also important to maintain a three year consistency in the data collection efforts in order to be able to make valid comparisons from one TERM data collection cycle to the next. In reviewing the overall evaluation schedule over the three year time period there are a number of data collection activities occurring in the 2<sup>nd</sup> and 3<sup>rd</sup> years that would make it very difficult to undertake the Placement Rate Survey during those particular fiscal years.

While the TDM Software System Phase III will undertake data collection activities for surveys such as the Applicant Placement rate survey, the module may not be ready for production use until extensive testing is completed. Even then, a hybrid approach similar to the recently conducted GRH Applicant survey may be considered by collecting the necessary data via internet and telephone to compare results for consistency.

## 7. Employer Outreach

### COMMENT:

(a). It would be helpful to include the activities needed to achieve Levels 1, 2, 3 and 4. In addition, include that Commuter Connections will provide each jurisdiction a list of specific employers being counted at Level 3 and 4.

(b). The Introduction to this activity in the Draft Work Program identifies a number of activities, categorized by "regional" and "jurisdictional" components. After this introduction, the regional activities are then categorized into one of the following major programs:

- Regional Employer Database Management and Training
- Employer Outreach for Bicycling
- Live Near Your Work Program

This presentation is somewhat confusing, as some activities and products are listed only in the introductory text, others only in the specific program text, and still others are listed in both places.

To clarify the roles and responsibilities and streamline the Work Program, it is recommended that the Employer Outreach section be revised to incorporate the following features:

- Eliminate redundancies in the activities and products, and ensure that activities and products are identified in the proper component of Employer Outreach funding (e.g. Regional Database Management and Training);
  
- Emphasize that one of COG's primary roles is that of compiling local data for TERMS evaluation;
  
- Add information in the Work Program that describes the activities needed to achieve various levels of employer support (for example identifying exactly what programs or combination of programs an employer must provide in order to be classified as "Level 3") and thus clarify actions needed to qualify for Conformity;
  
- Emphasize the need for COG to identify specific employers being counted in various levels (e.g. which specific employers are being counted as Level 4, etc.)
- Increase funding to locals to recognize inflation (this was not done in the last few years)

**RESPONSE:**

COG/TPB staff recommends that the level of participation activities remain external from the Work Program and continue to be provided to the Employer Outreach Committee as a separate document and be outlined in the TDM Evaluation Framework Methodology document. There is currently a recommendation by COG/TPB staff that was distributed during the January 15, 2008 Employer Outreach Committee to revise the Employer Outreach Levels of Participation for the next data collection period (July 2008 – June 2011).

The current structure of the Employer Outreach TERM is that there is a regional component of the project and a jurisdictional component. The introductory section gives the umbrella overview of the program and then specific bullet points are listed first for the regional components and then the jurisdictional components. Next, the specific tasks and deliverables are outlined for each of these component sections. In reviewing the section COG/TPB did make some minor modifications to the text. If there are additional redundancies in these sections, staff would be happy to address the section(s) once they are pointed out. The Regional Database management and training is a regional component of the program and is specific to the overall "health" of the regional database in terms of software, hardware, and training.



The first paragraph under the Monitoring and Evaluation section emphasizes the use of monitoring data for tracking progress on TERMS.

A 2.5% increase in the pass thru funds to the local jurisdictions has been made and the adjustment is shown in the revised Work Program.

## 8. Live Near Your Work

### COMMENT:

(a). Live Near Your Work - Loudoun would like to see the funding for this program transferred to the jurisdictions and retain COG only in a regional perspective.

(b). As it has evolved to date, the Live Near Your Work program entails the identification of funding at COG to cover costs associated with providing assistance to local agencies who may wish to undertake a "Live Near Your Work" event. To access these funds, agencies are required to submit applications to COG, which then reimburses the agency for costs associated with the event. This process introduces a step in the Employer Outreach process that is not necessary and simply adds time and administrative application and reimbursement process costs to the process.

To improve the efficiency of this activity, the following revisions to the Live Near Your Work are recommended:

- Transfer funding for Local Jurisdictional Briefing Session Grants into Local Employer Outreach pass-through budgets;
- expand Local Employer Outreach text to require LNYW and / or Proximate Commuting if the local jurisdiction accepts these funds;
- retain some regional perspective by providing that COG assistance - if requested - would be funded by locals on reimbursable basis;
- clarify that the updated collateral material will be produced only if needed (based on recommendations of Employer Outreach Subcommittee)

### RESPONSE:

The Live Near Your Work program is a regional initiative designed to focus the attention of local Employer Outreach sales representatives and employers on an

important option for employees to reduce their reliance on the single-occupant vehicle for commuting to work. This option is receiving increasing attention in regional scenario studies being conducted under the TPB's planning work program, but is still a relatively new addition to the menu of options being presented to employers and employees through the Employer Outreach program. COG/TPB staff believes that continued special efforts are needed at the regional level at least through FY 2009 to provide coordinated materials and briefing sessions to local sales representatives and employers with the goal of bringing "Live Near Your Work" into the mainstream of the Employer Outreach program.

The majority of the programmed dollars allocated for the Live Near Your Work project is for the local jurisdictions (64%) to apply for funds to hold a public education event, workshop or seminar for businesses in their sales territory. Another 12% is allocated for marketing consultant costs to keep the collateral materials updated and 24% is allocated to COG/TPB staff time to coordinate speakers for the event, assist in event logistics, and speak at the various events. A regional perspective is needed in these materials and events in recognition of the fact that prospective employees may be living, or consider living, outside of the jurisdiction in which their jobs are located.

During FY 2008, COG/TPB staff solicited input from the various jurisdictions on changes to the LNYW collateral materials and went to great lengths to check the accuracy of the information. The intention is to continue in this fashion for future updates of both the printed and electronic versions of the LNYW collateral materials.

## 9. Telework

### COMMENT:

(a). Since folks from VA are dedicating their time to promoting the Telework!VA program to our employers, I feel the funding put in by Virginia should be redirected to either the VA jurisdictions or directly to the Telework!VA program. We are using Telework!VA consultants therefore the funding best fits our needs in the Telework!VA program.

(b). This is a component of the Work Program where funds are not being used because the local sales representatives in Virginia are working with DRPT's Telework!Va staff instead of COG staff and their on-call consultant. Therefore, it appears that the allocation of \$120,000 in consultant funding for this activity will not be necessary and will likely result in a surplus of funds at the end of the fiscal year. To address this situation, it is recommended that COG provide an estimate of anticipated "regional" Telework activity costs in FY09 (e.g. training, case studies, etc.), including funding needed for COG/TPB staff oversight costs. The funding needed for these activities should remain as regional Telework funds.



Once this funding level has been identified, however, we request that the Virginia portion of the remaining Telework funding be added to VA Employer Outreach pass-through funding to local jurisdictions with the explicit understanding that the VA TDM reps will promote telework aggressively. This will result in an increase in overall VA Employer Outreach funding, and will also compensate for the lack of increases in VA Employer Outreach funding over past several years. Changing the Work Program to move this money into other telework initiatives also insures that the funds are used for telework. The Virginia reps will need to demonstrate increased telework efforts to achieve this funding.

**RESPONSE:**

The Telework!VA Program is funded with state dollars from Virginia and is listed as a separate measure on the regional TERM tracking sheet, whereas the Telework TERM is adopted by the TPB to meet air quality conformity goals for the region.

Current funding from the MD and VA Telework measure in the CCWP is available to any employer in Maryland or Virginia that needs assistance from an on-call consultant or COG/TPB staff in either starting or expanding a telework program, training, IT support, and assistance with issues such as workman's comp. The COG/TPB consultant also produces relevant telework case studies and provides training to the Employer Outreach sales representatives. These resources are available to supplement the support available from the consultant and statewide coordinator for Telework!VA, who may well have a number of constraints given the workload currently associated with that program.

The purpose of both programs has been to spur employers to either start or expand a telework program. For the most part, major employers in the Washington region have some type of an informal or formal telework program in place, as demonstrated by the dramatic increase in the number of teleworkers from the 2007 State of the Commute survey. COG/TPB staff recommends that during FY 2009 the role for public dollars in telework be reviewed in light of the fact that the private sector is now heavily involved in this arena. Recent demand for telework assistance in Northern Virginia has been quite low for both programs. However, this could change with upcoming construction projects for HOT Lanes and Dulles Rail, given that there will more than likely be an adopted Telework component as part of the CMPs for these projects.

The long-range plan for telework that has been discussed with the state funding agencies is to incorporate telework activities into the Employer Outreach program by FY2011. Leading up to that milestone it would be beneficial to discuss how the dollars can be allocated to the local jurisdictions in order for the Employer Outreach sales representatives to provide the support needed to the business community. A survey is currently being developed by COG/TPB staff and the consultant to be used to guide the development of the Telework Workshops offered by Commuter Connections this spring. COG/TPB staff is committed to delivering training



workshops over the course of the next two fiscal years that will assist the Virginia and Maryland Employer Outreach sales representatives to eventually work with employers to increase their telework participation rates. Results from the survey will help determine where on the telework sales "continuum" the Employer Outreach sales representatives stand and how confident they are with selling and implementing Telework programs. Based on last year's training feedback, a majority of the Employer Sales representatives felt that they needed additional training to attain a high confidence level to sell Telework.

COG/TPB staff feels that more work is needed in the training arena for the local sales representatives to attain the confidence level needed to spur additional employers to start telework programs or to expand existing programs and that it is premature to allocate these funds to the local jurisdictions. Therefore, it is recommended that for FY 2009 the dollars associated with consultant support for employers remain with COG/TPB and that Employer Outreach sales representatives request assistance as needed for employers expressing interest in starting or expanding a telework initiative. However, it is appropriate that discussions begin in FY 2009 on how these telework resources can eventually be incorporated into the Employer Outreach allocations to the local jurisdictions, as well as on how the efforts of the local jurisdictions will be tracked for program effectiveness.

## **10. Budget and Underruns**

### **COMMENT:**

Over the past few fiscal years, the costs incurred by Commuter Connections have been substantially lower than the funds which have been budgeted. This situation has been acceptable given (a) the uncertainties associated with projecting overhead at the start of a fiscal year, and (b) the absolute necessity of remaining within budgeted totals since no mechanism is readily available to cover budget overruns. However, given the magnitude of these underruns in the past and the ongoing need to provide TDM services to the region, it is highly desirable for such underruns to be minimized. Therefore, the status of the FY09 budget should be documented late in the 3rd quarter or early in 4th quarter of FY09 in sufficient time to allow an estimate to be prepared of underruns that could be transferred to other CC TDM activities. One possible application of any such underruns could be for the \$49,500 in local jurisdiction Operations Center fees.

### **RESPONSE:**

This recommendation can be adopted beginning with projected underruns from the FY 2008 CCWP.

## **11. Roles & Responsibilities**



**COMMENT:**


We would like to see in the work program a definitive section about the roles and responsibilities of Commuter Connections staff, the jurisdictions and the States. These responsibilities should be defined for the chairs of committees, members of the committees, and COG. Examples include - should there be voting (hands raised - does each jurisdiction get one vote, should Commuter Connections follow the recommendations of the committees, etc. The communication between all the parties needs better explanation as well.

**RESPONSE:**

This information regarding the roles and responsibilities of stakeholder groups in Commuter Connections as a network is reflected in the Work Program in the chart entitled "Commuter Connections Structure," and in the accompanying narrative in the 'Program Overview' section. A dotted line has been added between the State TDM Work Group and the TPB Technical Committee. Chairs of committee groups generally follow Roberts Rules of Order when conducting committee meetings. Communications between parties are also outlined in more detail in the Strategic Plan document.



February 19, 2008

TO: Commuter Connections Subcommittee Members  
 FROM: Nicholas W. Ramfos   
 Director, Alternative Commute Programs  
 SUBJECT: Additional Changes to the Draft FY 2009 CCWP dated  
 February 19, 2008

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Based on additional review and discussion at the State TDM Work Group meeting held on Tuesday, February 12, 2008, the following changes to the draft FY 2009 CCWP are being recommended for endorsement:

1. The Commuter Connections Structure Chart on Page 8 will show a dotted line between the TPB Technical Committee and the State TDM Work Group. Although the TPB Technical Committee does not provide a formal approval of the annual Commuter Connections Program, COG/TPB staff presents the Work program to the Committee for information purposes and feedback, if necessary. The TPB Technical Committee typically reviews all agenda items that are brought forth to the TPB.
2. The words "Software User Fees" will be added on Page 16 under the TDM Software system to describe the added \$49,500 for the project consultant.
3. Added text to the Car Free Day project is as follows: "A more detailed scope of activities and products associated with this event will be developed in the spring, 2008 through collaboration with a subgroup of Commuter Connections Network members." The words "Up To" will be added before the \$150,000 total project cost on Page 25. The new language in the footnote to the total funding amount will read as follows: \*(Note: To the extent possible, project funds will come from FY 2008 CCWP underrun dollars from DDOT, MDOT and VDOT and will be re-programmed into this Work Program).
4. The 1<sup>st</sup> deliverable shown under the Schedule on Page 27 will have the words "Printing and Distribution" for the 2007 SOC survey will be added.
5. A new project under the regional component of the Employer Outreach program will be added as Section D and will be labeled Program Administration. This section is being moved from the jurisdictional "Local Agency Funding and Support" and is associated with COG/TPB staff time with regards to monitoring the Employer Outreach local contracts for





compliance, conducting bi0-annual support sales calls, and staffing the Employer Outreach Committee.

The new project section will be as follows:

**D. PROGRAM ADMINISTRATION**

This project task includes the management and monitoring of pass-thru funding by COG/TPB staff to local sales jurisdictions for contract compliance. It also includes support to local jurisdictions, consultants, or TMA staff in implementing voluntary transportation demand management strategies at private and/or non-profit sector employment sites. This task also involves the review and approval of an annual Scope of Work by COG/TPB staff for each of the ten sales jurisdictions and day to day contract management. This task also includes COG/TPB staff support for updating and printing sales materials and employer case studies.

**Cost Estimate:**      Printing/Postage:            \$ 18,131  
   COG/TPB Staff Oversight: \$ 70,507

**Total Project Budget:     \$88,638**

**Products:**            Electronic and printed updates of sales materials and case studies as needed.

**Services:**            Oversight to local sales jurisdictions to implement voluntary transportation demand management strategies at private sector employment sites.

Bi-annual sales support conference calls and site visits as needed.

Staff the Employer Outreach Committee

**Schedule:**            July 1, 2008 - June 30, 2009

6. The following new language will be added to the “General Assistance and Information” section of the Maryland and Virginia Telework program:

“The on-call consultant can be used to assist employers in all aspects of starting or expanding telework programs, specific on-site

training assistance, participating in seminars or workshops, or providing information on IT solutions.”





# Commuter Connections FY 2009 Work Program

Commuter Connections Subcommittee  
February 19, 2008

## Comments/Responses

- ▶ Draft CCWP issued on January 3<sup>rd</sup> with comments due by close of business February 4<sup>th</sup>.
- ▶ Comments shown are followed by responses and specific recommendations by COG/TPB staff.
- ▶ Additional recommendations made after STDM Work Group meeting held on February 12<sup>th</sup>.



# Commuter Operations Center

- ▶ Text Changes to reflect new web-based TDM System
- ▶ Annual Software Fees



# Regional TDM Marketing

- ▶ Marketing Campaign Briefs
  - Branding/Positioning
  - Schedule/Implementation Plan
- ▶ Employer Recognition Awards
- ▶ Carpool Incentive Project
- ▶ Car-Free Day



# Monitoring and Evaluation

- ▶ Budget/Activities
- ▶ Applicant Placement Survey
  - Automated Data



# Employer Outreach

- ▶ Participation Levels
- ▶ Regional vs. Jurisdictional Activities
- ▶ Tracking Progress
- ▶ Increase in Pass-Thru Funds
- ▶ Live Near Your Work



# Telework

- ▶ Regional Telework and TWVA
- ▶ On-Call Consultant Activities
- ▶ Long-Range Plan for Telework
  - Discussions about funding allocations and tracking

# Additional Items

- ▶ Budget and Underruns
- ▶ Roles & Responsibilities
- ▶ Updates to the Document





# Next Steps

- ▶ CC Subcommittee reviews and endorses draft CCWP on February 19th.
- ▶ Tech Committee will receive a briefing on the revised document on March 7th.
- ▶ TPB will receive draft of the FY 2009 CCWP at its February 20th meeting. Document was released at Citizen's Advisory Committee on February 14<sup>th</sup>. The TPB Will be asked to approve the FY 2009 CCWP at its March 19th meeting.



# Next Steps - continued

- ▶ TIP adjustments, if any, will be made and funding commitments secured by June.
- ▶ Program begins July 1.



Questions?

Nicholas W. Ramfos

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# *07-08 TDM Evaluation Project Activities*

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- State of Commute Survey
  - Present results to TPB
  - Prepare SOC survey public report
  - Provide SOC data to local jurisdictions
- Remaining data collection
  - Carshare survey
  - Vanpool driver survey
  - Bike to Work Day survey (use in TERM)
  - TW assisted employer survey (use in TERM)
- Conduct TERM analysis and prepare draft TERM analysis report

# *Regional Carshare Survey*

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- Online survey of all Washington area carshare registrants – Zipcar / Flexcar, all jurisdictions
- Survey objectives – Assess
  - Characteristics of CS users
  - Characteristics of CS trips – purpose, frequency, etc.
  - CS users' travel patterns before / after CS – miles driven, transit trips, walk / bike trips, work and non-work-modes
  - Auto ownership changes in response to CS
- Schedule and status
  - Survey prep / pretest – completed Nov 2007
  - Administer survey – Postponed due to Zipcar / Flexcar merger; now scheduled for late Feb 2008
  - Analysis/report – Apr / May 2008

# *Vanpool Driver Survey*

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- Paper/online/telephone survey of drivers of vanpools traveling to Washington area worksites
- Update of survey from 2002
- Key survey topic areas
  - Van ownership and operation
  - VP use and travel patterns
  - Availability / use of VP assistance and support services
  - Issues of potential concern to VP drivers
- Schedule
  - Survey prep – completed Jan 2008
  - Administer survey – late Jan / Mar 2008 (in field)
  - Analysis/report – Apr / May 2008



# ***Bike to Work Survey***

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- Online survey of commuters who participated in 2007 Bike to Work day event
- Consistent with past BTW surveys (02, 03, 04)
- Data from survey used in TERM analysis
- Key survey topic areas:
  - Identify participants' experience with BTW event
  - Assess before / after use of bike for commuting
  - Examine non-work biking before / after
- Schedule
  - Survey prep – completed Nov 2007
  - Administer survey – completed Nov 2007
  - Analysis/report – Dec 2007 / Feb 2008

# ***TW Assisted Employers Survey***

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- Online survey of employers that received TW assistance from Commuter Connections
- Data from survey used in TERM analysis
- Key survey topic areas:
  - Existence / scope of TW program before / after assistance
  - Number of new teleworkers after assistance
  - Role of Commuter Connections in TW program
- Schedule
  - Survey prep – Feb 2008
  - Administer survey – Feb / Mar 2008
  - Analysis/report – Apr 2008

# *TERM Analysis*

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- Analyze travel and emissions impacts of CC TERMS
  - Employer Outreach
  - GRH
  - Telework Assistance
  - Mass Marketing (incl. BTW Day)
  - Integrated Rideshare (kiosks)
  - Commuter Operations Center
- Schedule
  - Impact analysis – Jan / Jun 2008
  - Draft report – Jun 2008
  - Present initial results – Jul 2008
  - Update results thru 6/08 – Oct / Nov 2008
  - Finalize results – Feb 2009