

MEMORANDUM

To: National Capital Region Transportation Planning Board (TPB) Steering Committee
From: Nicholas Ramfos, Director, Transportation Operations Programs
Subject: FY2024 Commuter Connections Work Program (CCWP) Amendment
Date: September 8, 2023

The intent of this memorandum is to inform the TPB's Steering Committee of and amendment to the FY2024 CCWP. The basis of the amendment is a result of the Maryland Department of Transportation's (MDOT) request to the Metropolitan Washington Council of Governments TPB staff to add a project to the FY2024 CCWP to administer MDOT's Employer Outreach Statewide program outside of the Washington DC non-attainment region.

The focus for this project will be to administer and implement the MDOT Employer Outreach Statewide program for MDOT and local jurisdictions that will be working with worksites to either start or expand commuter benefit programs in Maryland jurisdictions outside of the Washington DC non-attainment region.

Attached is a commitment letter from MDOT supporting the request along with a scope of work describing the services that will be executed as part of the added project along with a budget of \$26,133 that is inclusive of staff costs and overhead as well as indirect and non-labor direct expenses for FY2024.

September 1, 2023

The Honorable Reuben Collins
Chairman
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, NE, Suite 300
Washington DC 20002

Dear Chairman Collins:

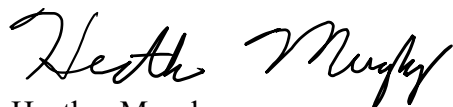
The Maryland Department of Transportation (MDOT) requests the following amendment to the Fiscal Year (FY) 2024 Commuter Connections Work Program (CCWP) for one new program element as described below and in the attached memo.

This action reflects changes to the FY 2024 CCWP to add the “MDOT Employer Outreach Statewide Program” which will allow counties outside the Washington Region to participate in the employer database, training seminars, and administrative support for implementing voluntary transportation demand management strategies at employment sites.

The MDOT requests that this amendment for \$26,133 be approved by the TPB Steering Committee at its upcoming meeting.

We appreciate your cooperation in this matter. Should you have additional questions or concerns, please contact Ms. Kari Snyder, MDOT Office of Planning and Capital Programming (OPCP) Regional Planner at 410-865-1305, toll free 888-713-1414 or via e-mail at ksnyder3@modt.maryland.gov. Ms. Snyder will be happy to assist you. Of course, please feel free to contact me directly.

Sincerely,



Heather Murphy
Director
Office of Planning and Capital Programming

Attachment

cc: Ms. Kari Snyder, Regional Planner, OPCP, MDOT

VII. MDOT EMPLOYER OUTREACH STATEWIDE

The Employer Outreach program provides and supports outreach efforts in the Maryland jurisdictions outlined below which are outside of the Washington DC non-attainment region. This program is a jurisdictional components.

COG/TPB's Commuter Connections staff provides overall administration and arranges for sales training and support for the program and technical training on the regional sales contact management database. The local jurisdictions provide outreach to employers and work with employers to develop and implement new or expand existing employer-based alternative commute programs.

The following local jurisdictions provide employer outreach services:

MDOT - Statewide
Anne Arundel County
City of Baltimore
Baltimore County
Carroll County
Harford County
Howard County
St. Mary's County

Most employers who promote commute alternatives do so for practical reasons associated with the operation of their businesses. But the community as a whole benefits from commute alternatives programs, help reduce traffic congestion, improve air quality and other societal benefits, and support economic development. For this reason, many local governments offer programs that encourage commute options at the employment site. These programs range from marketing efforts and incentive programs conducted through ridesharing programs to promoting Maryland's Commuter Choice program.

The Commuter Connections program's ongoing goal has been to weave existing local employer and government programs into a coherent, voluntary regional network, and to promote ways in which worksite commute alternatives programs may grow, without imposing burdensome mandates upon employers.

COG/TPB Components of the MDOT Employer Outreach Statewide Program include:

- 1) Maintaining and updating a web-based regional employer sales contact database to facilitate local efforts and avoid duplication.
- 2) Review of individual local sales contact databases on a continuing basis to ensure quality control.
- 3) Providing bicycling information to area employers to help and support

bicycling to work by their employees.

- 4) Coordinating technical training for the regional sales database on an as needed basis.
- 5) Supporting the Employer Outreach Committee of the Commuter Connections Subcommittee which provides guidance to the program.
- 6) Providing information on voluntary commuting actions that can be taken by employers and the general public to reduce mobile source emissions through the Clean Air Partners program.
- 7) Offering sales training for the sales and service representatives in each of the participating jurisdictions.
- 8) Providing and updating, as needed, the Employer Levels of TDM participation.

The total annual cost for the MDOT Employer Outreach Statewide program is \$26,133.

Jurisdictional Components of the Employer Outreach Program include:

- 1) Contacting individual employers in each locality, (carried out by the local sales and service representatives) through the regional contact sales database which Commuter Connections maintains and updates.
- 2) Coordination with MTA on the CharmPass through their program sales staff, and/or their assigned consultant(s) to undertake a targeted outreach to employers to increase participation.
- 3) Accomplishing local program goals in Maryland jurisdictions via staff, contractors, or other entities.
- 4) COG/TPB support for the implementation of voluntary transportation demand management strategies at employment sites.

The regional jurisdictional components of the program are outlined in the project tasks below.

Project Tasks

- A. REGIONAL EMPLOYER DATABASE MANAGEMENT AND TRAINING AND PROGRAM ADMINISTRATION

During FY 2024, COG/TPB staff will acquire and set up an MDOT Employer Outreach statewide employer sales contact database and monitor, maintain and update the hardware and software for the web-based regional employer outreach database. In addition, COG/TPB staff will coordinate training and provide technical assistance to local sales jurisdictions upon request.

The management and monitoring and support to MDOT and Maryland jurisdictions, or consultants, in implementing voluntary transportation demand management strategies at employment sites. management. This task also includes COG/TPB staff support for providing TDM and sales training opportunities.

Cost Estimate: \$26,133

Services: Management and monitoring of Employer Outreach regional database and provision of sales representative database training as needed.
(COG/TPB staff)

Maintenance and update of regional contact management database.
(COG/TPB staff)

Sales training offered for sales and service representatives *(COG/TPB staff/sales training professionals)*.

Support to MDOT and local sales jurisdictions in Maryland to implement voluntary transportation demand management strategies at employment sites. *(COG/TPB staff)*

Staff the regional Employer Outreach Committee for MDOT and Maryland local jurisdictions outside of the Washington DC non-attainment region.
(COG/TPB staff)

Schedule: July 1, 2023 - June 30, 2024

Oversight:

Employer Outreach Committee

- Provide input and feedback on technical issues regarding the regional Employer Outreach database and feedback on training.