



*Local governments working together for a better metropolitan region*

**MEETING NOTICE AND AGENDA  
COMMUTER CONNECTIONS SUBCOMMITTEE**

District of Columbia  
Bowie  
College Park  
Frederick County  
Gaithersburg  
Greenbelt  
Montgomery County  
Prince George's County  
Rockville  
Takoma Park  
Alexandria  
Arlington County  
Fairfax  
Fairfax County  
Falls Church  
Loudoun County  
Manassas  
Manassas Park  
Prince William County

**Tuesday, February 17, 2004**

**10:00 a.m. - Noon**

Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E.

**Third Floor, COG Board Room**

*(Please note meeting room change)*

Chairperson: Robin Briscoe, Tri-County Council for Southern Maryland

Vice Chairperson: Sharon Affinito, Loudoun County

Staff Contact: Nicholas Ramfos 202/962-3313

**Note: If you cannot attend this meeting, please call 202/962-3327.**

	<u>ITEM #</u>		<u>ACTION</u>
	1.	Introductions	
	2.	Minutes of January 20, 2004 Meeting	APPROVE
	3.	FY05 Work Program Approval	<b>(15 min)</b> APPROVE
		Staff will discuss the substantive Changes made to the draft FY05 CCWP based on Comments received from the Subcommittee And the TPB Technical Committee. The Subcommittee will be asked to endorse the Draft FY05 CCWP and Appendix documents.	
	4.	FY03 Bike To Work Day Report	<b>(15 min)</b> APPROVE
		Mark Hersey will present the FY03 Bike To Work Day draft Report that has been approved by the Bike To Work Day Subcommittee and that was Reviewed at the January Subcommittee meeting <i>(Enclosed)</i> .	
	5.	Best Workplaces for Commuters Briefing	<b>(15 min)</b> INFORMATION
		The Subcommittee will be briefed on the Best Workplaces for Commuters initiative in the greater Washington DC region.	

**777 North Capitol Street, N.E. Suite 300 Washington, D.C. 20002-4290**  
**Telephone (202) 962-3200 Fax (202) 962-3201 TDD (202) 962-3213 Internet <http://www.mwcog.org>**  
PRINTED ON RECYCLED PAPER

- |     |   |                 |             |
|-----|---|-----------------|-------------|
| 6.  | Vanpool Legislative Update  | <b>(20 min)</b> | INFORMATION |
|     | Jon Martz with VPSI national headquarters will Brief the Subcommittee on national and local vanpool legislative initiatives.                      |                 |             |
| 7.  | Web-Based Ridematching Project Update   | <b>(20 min)</b> | INFORMATION |
|     | Giovanni Balsamo will brief the Subcommittee On the status of the Commuter Connections Web-based ridematching system.                             |                 |             |
| 8.  | 2004 Employer Recognition Awards Program  | <b>(10 min)</b> | INFORMATION |
|     | Douglas Franklin will update the Subcommittee on the progress of the regional Employer Recognition Awards program for 2004.                       |                 |             |
| 9.  | Bike To Work Day 2004   | <b>(10 min)</b> | INFORMATION |
|     | Mark Hersey will update the Subcommittee On the recent planning activities for the 2004 regional Bike To Work Day event.                          |                 |             |
| 10. | Other Business/Set Agenda for Next Meeting  | <b>(5 min)</b>  |             |
|     | This is an opportunity for Commuter Connections Subcommittee members to bring up other business and to request agenda items for the next meeting. |                 |             |

**NOTE: The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, March 16, 2004 at 10:00 a.m.**

<u>Upcoming Meetings</u>	<u>Date</u>	<u>Time</u>
<i>TDM Evaluation Group</i>	<i>Feb 17</i>	<i>12 noon</i>
<i>Bike To Work Day Steering Committee</i>	<i>Feb 20</i>	<i>12 noon</i>
<i>Commuter Operations Subcommittee</i>	<i>March 16</i>	<i>12 noon</i>
<i>Employer Outreach Ad-Hoc Group</i>	<i>March 16</i>	<i>2 p.m.</i>

# METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



## Commuter Connections Subcommittee

### MEETING MINUTES

Tuesday, January 20, 2004

**CHAIR: Robin Briscoe, Tri-County Council for Southern Maryland**

**VICE CHAIR: Sharon Affinito, Loudoun County**

**STAFF CONTACT: Nicholas Ramfos (202) 962-3313**

#### **Item #1            Introductions**

Mrs. Briscoe started the meeting by introducing herself and affiliation and all who were in attendance did the same. Ms. Briscoe asked that everyone in attendance sign the attendance sheet. (*See attached attendance sheet*).

#### **Item #2            Minutes of December 16, 2004 Meeting**

Ms. Briscoe then proceeded to review last months meetings minutes dated December 16, 2003. She asked if there were any changes or additions and there were none. The Subcommittee approved the minutes as written.

#### **Item #3            FY03 Bike To Work Day Report**

*Mr. Mark Hersey presented the draft FY03 Bike to/Work Day report to the Commuter Connections Subcommittee for discussion and approval.*

Mr. Hersey proceeded to give details about the 2003 Bike To Work Day event and its goal of 3,000 riders which was met and exceeded by 15.

He went on to discuss the 15 pit stop locations set up for the participants of the event. The pit stops were organized at locations in MD, DC and VA. There was very good turn out at each of the pit stops with substantial and positive coverage from the press. Mr. Hersey spoke about the Commuter Challenge between two bicyclists and a Jeep Cherokee from the West Hyattsville Metro Station to Freedom Plaza in downtown DC. The event had great coverage and aired on TV's Fox Morning News and was covered by WTOP. The bicyclists narrowly won the race. The pit stops had entertainment, for example, some had bands and all had food. One of the "give away" items this year, as in previous years, was T-shirts given at "check in" to event participants.

There seemed to be good knowledge of the event, and a positive street presence. The event was an overall success. The "Employer Challenge" event sponsored by Commuter Connections was won by the AOL campus in Loudoun County in Leesburg and the support for the event was great. The Employer Challenge was won by a non public sector entity, this year.

- Q:** The Reston tagline on page 11 of the report reads, "The largest employers contingent was again from the US Geological Survey." This contradicted the information under the Loudoun/Leesburg tagline in the report, which indicated AOL as the "Employer Challenge" winner. It's portrayed as if it meant the region, because that's the way it reads in the report.
- A:** The USGS, Reston and AOL, Loudoun/Leesburg were the largest employer's contingent from the pit stops they represented, and that will be cleared up in the next version of the report.
- Q:** A question was asked about the registrants chart on the last page and why Loudoun didn't make the chart, and if it was because Loudoun County did not have a particular city that qualified for the chart.
- A:** Loudoun didn't have enough participants to qualify given the amount of registrants. Washington D.C. had the highest concentration of registrants based on the fact that WABA, played a part in registering DC participants, and they were asked to give their home locations as well as follow-up through their employer.

Ms. Briscoe asked if these suggestions to the report should be footnoted. The Subcommittee decided that could be part of the editorial comment stage since the report is in draft. Mr. Hersey set February 6, 2004, as a deadline for final edits and comments. Ms. Briscoe stated that approval of the Bike To Work Report will be sought at the next meeting.

#### **ITEM #4 TDM Evaluation Project Update**

*Ms. Lori Diggins with LDA Consulting discussed the FY05 TDM Evaluation Project Framework Methodology and results from the FY04 Placement Rate Study.*

Lori Diggins with LDA Consulting, first spoke on the FY04 Placement Rate Survey preliminary results and gave a brief update on the overall evaluation framework methodology for the next tri-annual evaluation. Ms. Diggins gave background on the Placement Rate Survey, which has been done nine times in the past.

Ms. Diggins explained that a series of four quarterly Placement Rate Surveys were conducted between 1997 and 1998 and another four quarterly series between 2000 and 2001. The purpose of doing those four surveys and an additional four was to get two full calendar years of data. During those two four quarter series, we wanted to look at every time period to try to see if there were seasonal variations and trends, and also pick the quarter of the year which is the most representative of the year. What we found was the quarter that was most representative of the year was the July through September quarter. That might seem odd, for those conducting transportation surveys because it's summer time and people are not experiencing their normal travel patterns. What we found is that it does seem to be the quarter that represents one fourth of the year in terms of applicants, in terms of travel mode, and in terms of many other variables. The first annual Placement Rate Survey was conducted last year. The survey is conducted in November, because we wait one month after the end of the chosen quarter and give people a chance to make changes to find carpool partners. The traffic patterns in November are fairly typical. We do avoid the holiday period and typically try to complete all the surveys before Thanksgiving, but this year we had to conduct the survey past Thanksgiving.

In this survey we interview a random sample of 700 commuters who applied to the Commuter Connections database between the months of July and September of 2003. The survey collects numerous data. The primary things we are looking for are the respondents current travel patterns. We are also looking at how they are traveling today and whether they make a travel change since they received information from Commuter Connections that could include a matchlist, GRH, or other services. What were their previous travel patterns before they made these changes? How were they getting to work before they made this change, what information did they receive, and how did they use it. For example, if they got a matchlist, did they call people on the list? We also ask what improvements they would like to see in Commuter Connections services. We do ask a few questions about their GRH experience and the Telework Resource Center (TRC). We are seeing a higher number of people with changes in their awareness of services being offered. Finally we collect demographic information.

The two purposes of this survey are to collect information for program management, for example, looking at what type of information new people request or if they remember receiving the information and how satisfied they are with the services. In addition, we are looking at demographic information of people who are in the database that can be used for program management purposes. The other primary reason to do the survey is to collect data on variables that we use to estimate VMT and emission reductions. This is being done for the TERM analysis for the Commuter Operations Center and the software upgrade portion of Integrated Rideshare. We collect some data about GRH and the Telework Resource Center, but the evaluation for the TERM analysis is done through other survey activities.

The four pieces of information that we are particularly looking for in the TERM analysis from this survey are the number of placements, meaning people who have made a change, the percentage, and then we apply that to the entire applicant population. Vehicle Trip Reduction is another variable that we use. It is the average of the number of trips reduced per person who makes the change. The travel distance and rideshare access mode are also pieces of information that we get from the survey that are used to estimate the travel and emission impacts of the programs.

On the employer side we look at different categories and it's fairly consistent from last year to this year. We don't see a lot of difference here. About one quarter of the respondents work for small employers, meaning employers that are 100 or less; about a third work for work for employers who are 101-199, but the majority of the respondents were from large employers, which has been fairly consistent across the board. Larger employers tend to be more interested in programs than smaller employers. The employer type is not a big surprise although you will see between 2002 and 2003 a bit of a jump in the federal agencies, but the federal agencies do tend to dominant about half of the applicant population. State and local agencies have a small percentage, non-profits are at about 10 percent, and the private sector is close to a third. Because this is a sample of 700 variations 2 or 3 percentage points from one year to the next is really not something to put a lot of stock in, because of the percentage of error.

**Q:** *What is the level of error?*

**A:** *Plus or minus three percentage points.*

Generally, we tend to see more women applying to the database than men, and this seems to be fairly consistent. Ethnic groups tend to be primarily white; about 20 percent African American; smaller percentages of Asians; and at the bottom were Hispanics. We have an option to conduct this survey in Spanish. The respondents tend to be a slightly older population, and we don't get a lot of younger groups in their twenties. It's primarily the 35 to 55 population. Income tends to be

fairly high, and that is characteristic of this area. Over the years we have seen part of the income levels starting to creep up and that is primarily because of the rate of inflation. It's not that we are attracting an overall higher income population relative to the past, it just people tend to be making more money now than they did seven years ago. We see that more than half of the population has an average household income of \$80,000 or higher.

Next, Ms. Diggins reviewed the variables that are related to the survey analysis. She explained that the mode split is determined by linking trips. For example, if I am a carpooler three days a week and I drive alone two days a week, I will be counted in both these groups. For example, nine percent of the trips made by the respondents over the course of the week are vanpool trips, so someone could fall into more than one category. One of the noticeable things this time is the train population was much higher than last time, and modes that lost shares were drive alone and carpool. The biggest populations in the database were train riders. These are respondents who are currently using the train. Drive alones are about a quarter of the population and carpool shares represented about 18 percent of the trips. Bus and vanpool each were just under 10 percent. We also ask people what the longest portion of their trip is and then capture what we call rideshare access mode.

*Q: For the drive alone persons, were they asked how long it was since they applied for a matchlist?*

*A: We would know how long it had been. It would have to be no less than 30 days and no more than 120, and could be as much as 6 weeks, but no more than 4 and a half months. It is not at all uncommon for commuters to come into the database as a ridesharer or as a transit rider because of GRH. A carpool could be breaking up and they are looking for another person so we don't have 100 percent of the people entering the database as drive alone commuters.*

*Q: When you speak of the train, are you talking about the Metro Trains, VRE, and MARC, Trains?*

*A: Yes, it is all train commuters and Metrorail and I will also say that the area where trains just ballooned were with VRE and MARC. VRE numbers went from about 2.5 to 10 percent of the population and with the MARC train it was about 5 percent, now it's about 12 percent. Staff has reported that there were some big promotions going on about that time with the GRH program. Commuter Connections attracted a tremendous number of MARC and VRE riders to the database, and I think it is probably due to GRH.*

Mr. Ramfos stated that, it gives us a reference point, because we did conduct a contest back in the spring of last year and it was aimed at getting folks to register for GRH. Some of the marketing was targeted to certain train corridors through targeted zip codes. We experienced a tremendous amount of hits on our website as well as applications for GRH. Ms. Diggins stated that she did a lot of comparisons and looked at the mode of all the people coming into the database and for this period it was considerably higher for train.

Next, it was suggested to group the three databases for the three annual Placement Rate surveys be combined together from 2003, 2004 and 2005 for the TERM analysis report because of an unusual quarter. Ms. Diggins then stated that travel distance increased slightly. It is a 2 to 3 point difference from one year to the next. There is a 4 mile average increase among people who were entered into the database and the travel time increased, again but this is very likely from the VRE

and MARC train riders who come from a long distance. The average vanpool size has declined again related to a small number of vanpoolers we tend to have in the sample. We had about 60 vanpoolers in our sample.

We asked a number of questions about travel and the change made. Did you start or try carpooling? Did you start or try vanpooling? Did you start or try transit, bike or walk? Part of the reason placement rates are lower in 2003 versus 2002, is because many respondents were already alternate modes. We also asked respondents if they tried or started telecommuting or compressed work schedules. We asked respondents about increases in the frequency of use of alternative modes.

The total placed in alternative modes for the permanent placement rate is 32.5 percent, meaning about a third of the people who entered the database during that quarter changed their mode to an alternative, that related to about 46 percent the last time we conducted the survey, but don't think that that is necessarily your database image not working that hard or that it is not that successful, it's just that we had a lot more people coming in for who changing their mode was not the goal.

**Q:** *Do you know if Metro also received an increase, because in January of 2003, Metro did opened a lot of Green line Metro stations?*

**A:** *Metro did not change dramatically, but I have to go back and look at the number. Where we saw a big increase was in VRE.*

The continued versus temporary change was what we looked at and whether respondents who said they made a change stuck with it and what we found was the percentages didn't change dramatically between the continued and temporary. The distribution of the continued and temporary rates remain approximately the same with about two-thirds continued and one-third temporary. The temporary respondents stop using that new alternative on an average of about 4.3 weeks and stayed with it as a trial. There were some people of course who did it just for a week and others who used it longer, but on an average basis people stopped using it after about couple of weeks.

Next, Ms. Diggins discussed the vehicle Trip Reduction (VTR) factors and the drive alone access percentage, which includes respondents who carpool to transit or bike to transit or walk to transit versus driving alone. This is the percentage of people who are driving alone to their vanpool or their carpool or their bus or train and here we saw a little reversal from the last survey. Respondents that made continued changes included about two thirds of them driving alone to meet their rideshare mode and about 40 percent of the people who made temporary changes.

How did people hear about Commuter Connections? This is a question we added partly for the start of the Mass Marketing TERM to collect information on how commuters are hearing about Commuter Connections. Word of mouth was the biggest; so a neighbor told me, or a co-worker told me. The internet is a big area, and is really starting to be the preferred source of information. Up to nearly two thirds of people access your program through the web site. The Commuter Operations Center will get callers saying, could you please give me your internet address so I can apply on line, which is very interesting because there is someone on the phone who can take the information and yet they are only calling in to get the web site address.

**Q:** *Do we know what percent of the 700 respondents actually came in through E-Communicator?*

**A:** *Not from the survey. We couldn't relay it back to the perspective applicants. Information received from Commuter Connections included GRH at 61 percent. 33 percent of the respondents remembered receiving transit information from the matchlist.*

Ms. Diggins explained that the use of individual rideshare information showed how people remembered receiving transit information. One-third of the respondents remembered there was transit information on their matchlist, and nearly a third of those individuals called a transit agency.

**Q:** *Do you have the ability for the transit agency or the rideshare agency to know who contacted them based on your survey?*

**A:** *We don't keep personal information in the survey database and we wouldn't give it out anyway because we do maintain confidentiality on the survey.*

Our next steps include finishing the analysis and doing the impact calculations in the next month and presenting the report to the TDM Evaluation Group. We are also suggesting that on annual basis we start using an average of the three year period for placement rate percentages. This will be used for the Commuter Operations Center monthly calculations.

Next, Ms. Diggins discussed the evaluation framework methodology for the three year period for the TERM analysis. We had one that was completed in 1997 for the 1999 evaluation. It was updated in 2000 for the 2002 evaluation and now were updating it again for the 2005 evaluation. The evaluation framework describes our TERMS that are going to be evaluated and the methodology being used to evaluate them. It describes all the surveys and the other data collection tools that we used and how the analysis will be done.

The big change this year is addition of the Mass Marketing TERM, which is to brand Commuter Connections as the source to go to for commuting information. We will be looking at call volume results from the Placement Rate Survey, how people say they heard about the program when they called in, and what were those information sources, and whether greater numbers of people are calling when the ads are running. The GRH, TRC and mass marketing ads will not be running concurrently. Part of the reason for that is to track responses a bit better. There is certainly still some overlap for someone who heard about GRH two months ago and didn't decide to call then, but now they may hear a Commuter Connections mass marketing ad and call for GRH. We will try to track this from when ads were running to when people called or registered. We also will look at when people called, and how did they heard about this program, and how they received the phone number.

The second thing we will be looking at is whether the ads encouraged people to call in or to contact Commuter Connections. The third level is whether people try alternative modes and then make permanent changes as a result of the ads. This is a much more difficult area to measure because mass marketing or any kind of advertising has many influences on people's behavioral changes. We are adding in a number of questions to the State of the Commute survey and have a working group meeting next week to discuss those changes. We already had some questions in the State of the Commute survey about respondents remembering or hearing advertising programs. We will be adding in some additional message categories that are tied to the mass marketing messages. We are also going to be adding a specific question for this section asking respondents if they know of Commuter Connections and what services this organization provides and how they heard about Commuter Connections. Then respondents will be asked if they think more favorably about ridesharing along with a series of questions about what actions the respondent took after they



received or heard the message. Did they look for a car pool partner? Did the respondent specifically call a regional resource or website search for commuter information and did they make any kind of mode shift changes.

We will be adding in some questions to the GRH Applicant Survey and the next Placement Rate Survey asking questions in those cases on how respondents heard about the program and whether they remember advertising about the program. We are looking at 2 different populations; one is the general population at large that we can only reach through the State of the Commute, and the other population is what we call the user population or client population, people who contact the program for a particular program service. We will also be gathering information through the State of the Commute about mode shifts. For example, we will look at respondents who are now using alternatives and how long they had been using the alternative, and what they were doing before and what influenced their change. We will get a baseline of the entire population for comparison purposes and we will have this similar information for people who said yes I heard that message and yes the message influenced me or no the message did not.

Ms. Diggins stated that a little further down the line, she would provide a more definitive presentation on how the State of the Commute is changing along with the next steps on the evaluation framework methodology which will be finalized in February. The GRH survey will be starting in March and the State of the Commute will be fielded in February.

**Q:** *Can we take a look at how we can differentiate who ran those ads?*

**A:** *When ever you ask who sponsored the ad a lot of people will remember period, but if they all say Commuter Connections even if it's being sponsored by someone else there is not going to be a way to find that out. We are going to ask about specific messages and may end up needing to expand that section a little more. This is going to require a lot of caution.*

Lastly, we will be sending out the draft State of the Commute survey probably on Friday and we are working to finalize it with the TDM Evaluation Group. Mr. Ramfos stated that there would be a conference call to discuss the State of the Commute survey changes next week.

#### **Item #5 The FY05 Commuter Connections Work Program**

*The Subcommittee was briefed by staff on the latest version of the draft FY05 CCWP and Appendix document. Edits and changes have been made to the draft.*

Mr. Ramfos stated that the Subcommittee should have received a copy of the Work Program dated January 20, 2004. Comments were received from some folks and I appreciate those folks who looked through the document and offered edits. There were some formatting issues with the document and some areas where we did have some spelling errors. There were substantive changes to the document from the presentation given last month. The biggest change to the document was that the GRH budget was adjusted for the reserves. Mr. Christopher Arabia explained that the 10,000 dollars reserve was eliminated because we would probably not need an additional contingency fund. Mr. Ramfos reported that one question received was what the indirect costs are in the budget sections. Part of those costs included being owners of this building and there are specific costs that are indirect to the program that go towards administration. Specific costs associated with that are determined by the COG Board. If the Subcommittee has more questions about indirect costs, please let us know.

There also was a question regarding Employer Outreach budgets and increasing the local budgets. Mr. Ramfos went on to say that, the funding agencies make those determinations and each year the DOT's give us a funding breakdown for each jurisdiction. Staff also provides a summary and outlines issues for each jurisdiction and we will continue to do that. There is a funding formula that is used based on employment forecasts for each of the states. That budget can fluctuate a bit and this past year there were some changes that were made to the budget. Some jurisdictions lost funding and other jurisdictions actually gained some. Employer Outreach is in maintenance mode and the program is doing well. We have exceeded our goals tremendously, and most jurisdictions can maintain their level of activity under the current budget. The other question in relation to Employer Outreach we outlined at the last meeting is that we are going to embark on getting new leads for the regional database. There are some jurisdictions, and I will use Frederick as an example, where we have exhausted the leads and there may be some new employers out there that we are not aware of. The goal is to refresh the database with the new leads. Mr. Mark Hersey stated that this is an ongoing process and we are looking at different lists from vendors to provide the updates.

Mr. Ramfos proceeded with the last submitted question on the CCWP and it was on the Integrated Rideshare section and had to do with the mobile kiosks and whether or not they were new kiosks or existing kiosks and how many were available. Mr. Ramfos stated that we have 2 mobile kiosks and one is at the Reston Town Center and it's been there for quite some time, and the other mobile unit is in the DC at the Reeves Center and that both mobile kiosk units are available to any interested parties.

Mr. Ramfos concluded by referring to the draft Appendix document which is a compendium of varying historical references for each of the TERMS. It really gives anyone who is new to this group added information on the Work Program. He also reported that the draft CCWP and Appendix document would be presented as a package to the TPB Technical Committee and to the Board in the next month or two. Any comments on that document should be forwarded to Mr. Ramfos. Mr. Ramfos additionally stated that, he would be presenting this information to the TPB Technical Committee on February 6<sup>th</sup> and to the TPB on the 18<sup>th</sup>. We will come back to this group on the 17<sup>th</sup> for final approval of the document so if you have any comments or edits, please get those to me no later than next Friday, January 30<sup>th</sup>. We will go back to the Technical Committee on March 5<sup>th</sup> to get final approval and then to the TPB Board on March 17<sup>th</sup> for final approval. We will then work with the state DOT's on funding agreements and commitments.

**Q:** *Will the Employer Outreach and Operations Subcommittee meeting times change?*

**A:** *We have not made any final decisions on that and it is really going to be up to those groups to decide on the meeting frequency. The Operations Center Subcommittee will probably keep their every other month schedule, but I'm not sure on the Employer Outreach Group. We may go to quarterly meetings, but the group needs to feel comfortable with it and it will be discussed at their March meeting.*

**Item #6            Regional TDM Marketing Update**

*Douglas Franklin gave an update on recent regional TDM marketing activities*

Mr. Franklin explained that, the mass marketing and GRH ad campaign that ran in the fall is picking up again during the 1<sup>st</sup> week in January. The ads will continue through the end of the fiscal year, but they don't overlap. There has been a lot of activity in regards to Telework and Mr. Franklin shared the radio ad on Telework. A radio spot to promote the Telework Centers was modified to take into account the 60 day free trial period starting in February. Mr. Franklin played the spot for the telework center promotion and discussed the banner ads on WTOP.com that also coincided with that commercial.

He also discussed a telework press briefing being held next Monday January 26<sup>th</sup>. COG along with the Board of Trade, GSA, DOT, and KPMG will announce the expanded telework initiative. The goal is to drum up support and add 50 thousand new teleworkers from the workforce by 2005. The focus is on federal agencies and large private sector employers. The briefing will be held at the accounting firm KPMG. We are really trying to lean on the Board of Trade to get their expertise and their contacts in bringing the business community on board.

**Q:** *What time is the event?*

**A:** *11:00-11:30 am.*

Commuter Connections sponsors telework workshops every Spring, and this year is no exception. The workshops are starting in March and running through April and are free. They are offered to all employers both public and private sector and there are three separate workshops. The titles are "Managing Teleworkers and Remote Teams," "Choosing and Using The Right Telework Technology," and "Training Your Teleworkers For Anywhere, Anytime Performance." A Brochure is going to be sent out, in a mailing, to nine thousand area employers and a version is on the web with an on-line registration form. An email will be sent to an equal amount of employers with the same information. There will be a new radio spot that is going to air in February. The spot was played. The other Telework activity is a WTOP radio segment called "Commuter Conscience Companies To Watch". This is a weekly feature that will run for three months starting in February. Each week a different company's Telework program will be featured. The city of Rockville, US Patent and Trademark, Calibre, and JDB Associates are a few of the companies that will be featured in February. A similar promotion will be running on WBIG but will feature Teleworkers.

Mr. Franklin then discussed the Bridge Bucks brochures and they were distributed along with correspondence regarding the project to the Subcommittee from the Wilson Bridge Project office.

**Q:** *Will the companies mentioned be the only companies featured on WTOP?*

**A:** *The ad will run for 14 weeks and each week a different company will be featured.*

*Q: How far out will the brochures be mailed and to which jurisdictions?*

*A: The mailing will be sent to employers in all jurisdictions in advance of the workshops.*

**Item #7           Quarterly Budget Report**

*Nicholas Ramfos reviewed and distributed the 2nd quarter budget Report for the FY04 CCWP*

The second quarter Budget Report was distributed and Mr. Ramfos reported that we are on target with most expenditures with Employer Outreach, and most of the jurisdictions have been billing regularly. One jurisdiction is still working on the contract part of their program, and we haven't been able to get it resolved, but hope to shortly. GRH user incentives costs are up. We have spent nearly \$60,000 but should be fine for the fiscal year. If we continue on the same course, we should come in under budget. The last couple of years we have gone over on user subsidies and this year we have a budget cushion in place. We are on track for the Operations Center. The Telecommuting initiative is under way and we have been working aggressively with the Board of Trade so there will be expenditures with the contractor that just began on the project. We have not been fully billed, but that will change. Integrated Rideshare is on track, and the Employer Outreach for Bicycling budget won't be used until closer to Bike To Work Day. Mass Marketing includes a combination of the funds from the previous fiscal year that were not spent and funds from this fiscal year, so we should be on target with this program. We are probably at a 30% expenditure rate as of December, but we should catch up in the next quarter or two. We are still working with the funders to receive all of their commitments and there are some outstanding issues with the State of the Commute project. These issues will need to be addressed prior to the survey being implemented.

**Item #8           Other Business/Set Agenda for Next Meeting**

Ms. Briscoe announced that the next Subcommittee meeting is Tuesday, February 17, 2004. She then asked for suggestions or items that anyone would like to see on the agenda for the next meeting. The Bike to Work report will be coming back for final approval. Mr. Ramfos mentioned the Best Workplaces for Commuters has an aggressive Federal effort going on right now to get agencies on board so they can be recognized and could brief the Subcommittee. Mr. Ramfos reported that an update on Rideshare upgrades could be addressed on the agenda. Ms. Briscoe commented that she would like to see an agenda item regarding vanpool legislation, especially on the use of 15 passenger vans and roll-overs. There was some legislation regarding vehicles for hire as well. The Work Program will also be on the agenda for approval. Anyone with additional agenda items should contact Mr. Ramfos.

Sharon Affinto reported that on January 15, there was a Clean Air Partners board meeting that was done via conference call that she took part in. There is an Energy and Air Quality Conference on April 5 taking place at the Capitol Hilton, and Joan Rohlfs at COG can provide more information about it. They are also looking at having the Ozone Actions Days kick off date around April 30<sup>th</sup> or possibly combining it with the Bike to Work Day on May 7<sup>th</sup>, and we will be made aware of it once the day has been confirmed. In Baltimore there is going to be a conference sponsored by the EPA on National Air Quality at the Inner Harbor, February 22-25<sup>th</sup> and it's on EPA's website and called "Air Now."

Mr. Ramfos reported that the local Chesapeake chapter of ACT and the National Benefits Transit Association (NTBA), AMPO, and ACT National held a series of presentations on the Hill last week and he had an opportunity to present our program as part of the AMPO session and it was a fairly well attended event. Legislative staff attended throughout the day, some more than others in

certain sessions, but overall it was a good showing. There was a reception held later evening that had good attendance as well. Congressman Moran gave a speech on getting the qualified transportation fringe benefit equal to the parking benefit. It was a good energizer for the whole group and there were legislative staff members present that are working on the reauthorization. From an industry standpoint it was excellent visibility, and good for Commuter Connections to be there. It was an opportunity to attract some of those folks and educate them on what we are doing and how we fit in the Reauthorization process. In conclusion, Mr. Ramfos reported that the current transportation bill ended back in the fall and has been extended through February and that the next 4 to 6 weeks should be interesting. Ms. Briscoe reported that she attended half the sessions on the Hill and she thought they were very well attended and the information was very informative. She learned about new initiatives and new ways to increase awareness to employers and commuters.

The meeting adjourned at 11:50 a.m.

*The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, February 17, 2004.*