



COMMUTER CONNECTIONS SUBCOMMITTEE MEETING MINUTES

Tuesday, July 21, 2015

Chairperson: Jim Sebastian, DDOT

Vice Chairperson: Adrienne Moretz, Frederick County TransIT

Staff Contact: Nicholas Ramfos 202/962-3313

Item #1 Introductions

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

Jim Sebastian, DDOT staff, called the meeting to order by introducing himself and asking the rest of the attendees to do so.

Item #2 Minutes of May 19, 2015

Approval was sought for the May 19, 2015 Commuter Connections Subcommittee Meeting Minutes.

Approval of the minutes was put forth on a motion by Michelle Landrum, Enterprise Rideshare, and supported by Fatemeh Allahdoust, VDOT, to approve the minutes of the meeting as written.

Item #3 Vice-Chair Nominating Committee

Jim Sebastian appointed the Nominating Committee to select the next Subcommittee Vice Chairperson.

The Vice-Chair nominating committee will consist of Holly Morello, PRTC; Jim Sebastian, DDOT and Adrienne Moretz, TransIT Services of Frederick County, MD. The Subcommittee approved the Vice Chair Nominating Committee. Nicholas Ramfos, COG/TPB staff stated the results of the nominating committee would be announced at the November Commuter Connections Subcommittee meeting.

Item #4 Clean Air Partners Update

Adrienne Moretz, Frederick County TransIT staff, presented an update on the activities of Clean Air Partners.

Ms. Moretz, Frederick County TransIT staff, briefed the Subcommittee on the recent activities of Clean Air Partners, including the new Clean Air Partners "Employer Toolkit," and media campaign including online and transit advertisements focusing on raising awareness of Clean Air Partners, AirAlerts and their mobile application. Beginning in July, a geo-targeted campaign on Facebook and YouTube will feature the video series on "Larry and Lola Lung."

WGL and Commuter Connections helped to sponsor the Clean Air Deeds Concert which included tickets for a lucky winner to see Chicago and Earth, Wind and Fire at Jiffy Lube Live on August 14, 2015. Clean Air Partners has also garnered plenty of media attention from WJLA, Frederick News Post, The Baltimore Sun, Arlington Transportation Partners, Green Living Guy, and Eco Friendly Link. The media coverage focused on the ozone season and tips to improve air quality.

Ms. Moretz announced the 2015 Clean Air Partners leadership, which will consist of the following: Lon Anderson, Chair and Brian O'Malley, Vice-Chair. New Board members include: Ben Cohen, BWI BP; Bob Hellauer, Greater Baltimore Committee; Dr. Cindy Parker, Johns Hopkins Bloomberg School of Public Health; and Molly Plautz, Dominion Power.

Item #5 2015 Employer Recognition Awards Event

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the status of the 2015 Employer Recognition Awards event held on June 30, 2015.

Mr. Franklin updated the Subcommittee on the recent employer awards event, specifically, the 18th annual Commuter Connections Employer Recognition Awards, which were held June 30 at the Grand Hyatt in downtown DC. This year, the emcee was City of Alexandria Councilmember, and TPB First Vice Chair, Tim Lovain. Awards were presented to the following employers: The **Incentives Award** was presented by Michael McGurk, Senior Corporate Relations Associate Transurban, and was given to Opower of Arlington County, VA. The **Marketing Award** was presented by Peggy Schwartz, Executive Director, Transportation Action Partnership, and was given to Wedding Wire, Montgomery County, MD. The third award of the morning was the **Telework Award** was presented by Caroline Hull, Director, Salesforce Automation comScore, was awarded to the Southern Maryland Electric Cooperative, Charles County, MD.

The **Employer Services Awards** were presented by Charles Allen, Council Member, District of Columbia and member, Transportation Planning Board. The first in the series, the **Sales Team Achievement Award** went to District Department of Transportation. The second award, the **Organization Achievement Award** was awarded to Fairfax County Department of Transportation.

Mr. Franklin mentioned that a quarter page display ad was placed in the Wall St. Journal to recognize the award winners throughout the region. Mr. Franklin shared the video clips, used at the ceremony to announce the winners with the Subcommittee and made available the souvenir awards booklets for any member who wished to take one.

Item #6 Update on the Transportation Sector Working Group of the COG Multi-Sector Working Group (MSWG) to Examine Greenhouse Gas Reductions

Daivamani Sivasailam, COG/TPB staff, briefed the Subcommittee on the activities of the MSWG and the transportation sector working group.

Mr. Sivasailam explained the charge of the contractor, ICF, to the Subcommittee. He stated, ICF is tasked with performing the necessary work to prepare a Technical Report quantifying the benefits, costs, and co-benefits and describing the possible implementation approaches and timeframes of viable, implementable, and stretch GHG reductions strategies in the Metropolitan Washington Region.

He reviewed the project milestones of the MSWG with the Subcommittee. The project began with a March 25 kickoff and is expected to culminate in a revised final technical report by November 20. The MSWG is currently in the analysis of subgroups. Presentations to COG's policy boards is expected to begin in September 2015 and finish in January of 2016.

Mr. Sivasailam concluded by laying out the intersections of the MSWG with the Commuter Connections Subcommittee. Specifically, there are opportunities for synergy between the two groups in Transportation and Land Use Strategies, TLU-9: Travel Demand Management; TLU-10: Transit Enhancements; TLU-11: Transit Incentives/Fare Reductions and TLU-12: Road Pricing. He also stated that there will be future presentations to the Subcommittee on this subject after the final report and recommendations have been presented to the TPB.

Item #7 Briefing on the 2015 Annual Transit Forum

Eric Randall, COG/TPB staff, briefed the Subcommittee on the highlights of the annual transit forum for public and private providers of public transportation.

Mr. Eric Randall, COG/TPB staff, presented on the 2015 Annual Transit Forum and specifically spoke regarding a memorandum distributed to the Subcommittee on the 2015 Annual Transit Forum. Mr. Randall noted that this is an annual event to which private providers of transportation (e.g., commuter bus, paratransit, and taxi operators) are invited as well as jurisdictional representatives from the region. The event featured keynote speakers, which this year included Mr. Art Guzzetti from APRA speaking on microtransit (TNC's and taxicabs) and how technology will affect public transportation and Mr. Christian Kent from WMATA on the long-term sustainability of MetroAccess. He noted that this was an event of the Private Providers Task Force, but that at the forum he did speak about the reconstitution of the Regional Public Transportation Subcommittee as a venue through which private providers of transportation can communicate their issues to the TPB.

Item #8 Briefing on Real Time Transit Information in the Washington Region

Eric Randall, COG/TPB staff briefed the Subcommittee on the challenges related to coordinating transit providers to make real-time transit information available on websites and mobile applications.

Mr. Eric Randall, of COG/TPB staff, provided a briefing on the status of real-time transit information and data collection across the region. He explained the different types of data formats, trends on making data publicly available, and how the region's transit agencies vary in how they create, use and distribute real-time data. Mr. Randall noted the difficulties in coordinating the various transit operators. He cited the challenges of setting up other regional partnerships, such as the Metropolitan Area Transportation Operations Coordination Program.

Mr. Randall also mentioned challenges related to the compatibility of different data formats being used by regional agencies. A standard format (GTFS) has been developed for static data, but no consensus has emerged when it comes to real-time data. There is an abundance of APIs for different purposes and audiences with transit agencies pursuing technologies independently. Beyond the issues of compatibility, there are the issues of the costs associated with sharing and managing data and the liability associated with validating data to ensure its accuracy.

Item #9 2015 Car Free Day Event

Douglas Franklin, COG/TPB staff, discussed the FY 2015 Car Free Day Event.

Douglas Franklin, COG/TPB Staff, briefed the Subcommittee on planning for FY 2015 Car Free Day. Mr. Franklin stated that Car Free Day is Tuesday, September 22 and that the Car Free Day proclamation would occur at tomorrow's TPB meeting, complete with an enlarged version to be signed by the TPB Chair, and District Council Chair, Phil Mendelson. TPB Board members will be

asked to pledge to go car free for the event, and to adopt similar proclamations within their jurisdictions.

Mr. Franklin also mentioned that a photo of the signing will be posted to the Car Free Day and social media sites. The poster for this year's event will focus on taking a team approach with the event's marketing message. More specifically, the primary slogan will be, "Join a Team that Fits your Mobility Best." The idea is to provide a sense of belonging for those who take the pledge and provide more ownership and "virtual" camaraderie through hashtags that were created to correspond with each mode: #TEAMBUS, #TEAMRAIL, #TEAMPOOL, #TEAMBIKE, #TEAMWALK, and #TEAMTELEWORK. The printed copies of the poster should be available by mid-August and a pdf of the poster will be available for download on the web site, www.carfreemetrodc.org.

Item #10 4rd Budget Reports

Barbara Brennan, COG/TPB staff, discussed the FY 2015 4th Quarter preliminary budget reports.

Barbara Brennan, COG/TPB Staff, briefed the Subcommittee on the 4th quarter preliminary budget report for FY 2015 as well as expenditures and spend rates.

Item #11 Other Business/Set Agenda for Next Meeting

Subcommittee members are encouraged to contact Nicholas Ramfos with any particular agenda items they may be interested in seeing on the next agenda.

The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, September 15, 2015 at 12 noon.