

**COMMUTER CONNECTIONS SUBCOMMITTEE  
MEETING MINUTES**

**Tuesday, July 17, 2018**

**12 noon – 2:00 p.m.**

**Metropolitan Washington Council of Governments**

**777 North Capitol Street, N.E.**

**Third Floor, COG Board Room**

**Chairperson: Janiece Timmons, WMATA**

**Vice Chairperson: George Clark, Southern Maryland**

**Staff Contact: Nicholas Ramfos 202/962-3313**

**Item #1 Introductions**

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

**Item #2 Minutes of May 15, 2018 Meeting**

*Approval was sought for the May 15, 2018 Commuter Connections Subcommittee Meeting Minutes.*

Janiece Timmons, WMATA requested a motion to approve the minutes of the previous Commuter Connections Subcommittee Meeting.

A motion was made by George Clark, Tri-County Council and seconded by Mark Sofman, Montgomery County.

The Subcommittee unanimously voted to approve the meeting minutes of the March 20, 2018 Commuter Connections Subcommittee Meeting.

**Item #3 Vice Chair Nominating Committee**

*Janiece Timmons, WMATA, appointed the Nominating Committee that will select the next Subcommittee Vice Chairperson.*

Janiece Timmons, WMATA, appointed the Nominating Committee that will select the next Subcommittee Vice Chairperson. Ms. Timmons stated that Mr. George Clark, the Subcommittee's current Vice Chair; Fatemeh Allahdoust last year's Subcommittee chair and herself would form this year's Vice Chair Nominating Committee. The committee will meet by conference call to select the next Vice Chair. Results will be reported to the Subcommittee during the September meeting for final approval. A motion was made by Traci McPhail, North Bethesda TMD and seconded by Kendall Tiffany, Frederick County TransIT to approve the Vice Chair Nominating Committee. The Subcommittee voted to approve the motion unanimously.

**Item #4 Clean Air Partners Update**

*George Clark, Tri-County Council of Southern Maryland, briefed the Subcommittee on recent and upcoming Clean Air Partners activities.*

George Clark, Tri-County Council of Southern Maryland, reviewed the "Breathe Easy" summer campaign. The campaign includes 12 events which include five in the Baltimore region and seven in the Washington, DC metropolitan region. Some of the events held were a press event, a

farmer's market tour, and a concert. To promote the campaign, Clean Air Partners used transit advertising, social media, and their mobile application. To encourage the public to sign up for air quality alerts, Clean Air Partners is conducting a drawing for a pair of tickets to the Beyoncé/Jay-Z concert.

**Item #5      2018 Employer Recognition Awards Event**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the 2018 Employer Recognition Awards event held on June 26<sup>th</sup>.*

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the 2018 Employer Recognition Awards ceremony. Mr. Franklin reminded the Subcommittee that Awards Booklets were included in the meeting packet, which used the theme "Leaders." Mr. Franklin stated that the 21st annual awards ceremony was held on Tuesday, June 26 at the National Press Club in Washington, DC. The Master of Ceremonies for the event was Prince William County Supervisor, and Transportation Planning Board Vice Chairman, Martin Nohe.

Mr. Franklin shared the names of award winning organizations, beginning with the Sales Team Achievement award which was won by Loudoun County Commuter Services and presented by District of Columbia Council Member Charles Allen, and TPB Chairman. Mr. Allen also presented Legum & Norman with the Organization Achievement award for their management of program services for employers at Potomac Yard in Arlington.

The Incentives award was presented by Tom Calcagni, Regional Director AAA Mid-Atlantic, and given to the American Pharmacists Association, District of Columbia. The Marketing award was won by The Donohoe Companies of Bethesda, MD, and presented by Jim Bongiorno, Director, SmartBenefits & Business Sales, WMATA. Lastly, the Telework Award was presented by Ginanne Italiano, President & CEO of the Greater Bethesda Chamber of Commerce, and was given to IQ Solutions, North Bethesda.

Mr. Franklin presented the Employer Recognition Awards 2018 winner webpage showing photos, winner seals, and links to the video, program booklet, and press release. He mentioned the vast longevity of the employer winners, noting that two were established in the 1800's, and the three employer winners combined have been in business for 325 years.

Mr. Franklin played the winner video compilation which was shown at the awards ceremony, highlighting various aspects of each of the employers' winning programs. To recognize the employer winners, a quarter page display ad was placed into the Washington/Baltimore edition of the Wall St. Journal, which published Thursday, June 28. Lastly, the Commuter Connections summer newsletter will feature all five the Employer Recognition Awards winners.

**Item #6      Congestion Management Process (CMP) Update**

*Daivamani Sivasailam, COG/TPB staff, briefed the Subcommittee on the status of the regional CMP.*

Daivamani Sivasailam, COG/TPB Staff, briefed the Committee on the 2018 Congestion Management Process (CMP) Technical Report. The federal government requires the CMP to be updated every four years in conjunction with the region's long-range transportation plan, Visualize 2045. While not a specific chapter within Visualize 2045, the CMP produces data and

analytics that help construct the Visualize 2045 policy document, for which it will serve as an appendix.

Mr. Sivasailam highlighted elements of the report applicable to the Commuter Connections mission. Certain chapters within the report analyze the state of congestion in the region and study demand management strategies currently being implemented. Commuter Connections activities are identified in the report as critical programs that help reduce congestion. The Transportation Emission Reduction Measure (TERM) Analysis Report created by Commuter Connections is also included in the report. Regional travel trends identified in the report list metrics such as peak period congestion, travel time index, travel time reliability, monthly and daily variations of congestion, transit's impact on congestion, and regional bottlenecks. These metrics are considered when establishing congestion targets for the Visualize 2045 long-range transportation plan.

An executive summary of the report was included in the committee meeting packet. It is available for download on the Commuter Connections Subcommittee July 17th, 2018 meeting page. The full report can be accessed at <https://www.mwcog.org/events/2018/7/6/tpb-technical-committee/>. A comment period of August 3<sup>rd</sup> by 12 noon was established for any feedback and/or edits to the draft document. Mr. Ramfos stated that the link will be sent in a follow-up message with instructions on sending comments to the [docomments@mwcog.org](mailto:docomments@mwcog.org) email address.

**Item #7 Long Range Plan TDM Initiative**

*Daniel Sheehan, COG/TPB staff, discussed the status of strategies identified by the work group of the Long-Range Plan Task Force TDM Initiative and next steps.*

Daniel Sheehan, COG/TPB staff, presented a draft memorandum on behalf of the Long-Range Transportation Plan TDM Work Group that suggests TDM strategies for the TPB to include in their long-range planning efforts (e.g. Visualize 2045). The draft memo can be found on the Subcommittee's meeting page on the COG website. Committee members were asked to comment and make suggestions on items that could be added or refined within the memo.

Mr. Sheehan stated the comment period would end August 10th by 12 noon. Subcommittee members are invited to send their comments to [docomments@mwcog.org](mailto:docomments@mwcog.org). COG/TPB staff will compile the comments into a final memo to be presented at the September 18<sup>th</sup> Commuter Connections Subcommittee meeting. If endorsed by the Committee, COG/TPB staff intend to present the recommendations listed in the memo to the TPB during an autumn session.

**Item #8 2018 Car Free Day Event**

*Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the status of the 2018 Car Free Day event.*

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the status of the 2018 regional Car Free Day event. Mr. Franklin announced that this year's Car Free Day (CFD) event will take place on Friday, September 21, and/or Saturday, September 22. He explained that CFD is an opportunity to promote alternative modes of transportation for both commuters and non-commuters. Constituents throughout the region are encouraged to visit the CFD website at [www.carfreemetrodca.org](http://www.carfreemetrodca.org) starting August 1 to take the pledge to go car free or car-lite

(carpool/vanpool). Data such as mode, and total vehicle miles saved is gathered via the pledge form, which helps measure transportation emissions impacts.

Mr. Franklin noted that the CFD event's objectives are accomplished through marketing and outreach to employers, the public and universities. He shared that in addition to a regional Proclamation, marketing efforts include the website, posters, radio ad, transit signage, social media, direct mail, email blasts, and press releases. The CFD Proclamation will be presented at the Transportation Planning Board's (TPB) July 18 meeting, and Nicholas Ramfos will give a presentation about the event. A photo of the proclamation signing will be taken and posted to the Car Free Day web site and social media sites. The proclamation signing will also be live streamed on Facebook. During the meeting, board members will be asked to take the pledge, and adopt a similar proclamation for their jurisdictions.

Mr. Franklin noted that this year's campaign theme, "Drop it for a Day" is a repeat of 2017. The poster concept renewal was approved by the Car Free Day Steering Committee. Posters will be available in print form by mid-August, and a pdf version of the poster is currently available on the website. Web updates will be made on an ongoing basis as sponsors are brought onboard for 2018, and as network members inform COG/TPB staff of events happening within their jurisdictions for Car Free Day.

The Car Free Day Steering Committee also reviewed the radio ad script. The radio ad will be produced in August, and air during the first three weeks of September. The hashtag for the Car Free Day event is #carfreeday, and the Twitter handle is CarFreeMetroDC.

**Item #9 4th Quarter CCWP Budget Report**

*Barbara Brennan, COG/TPB staff, briefed the Subcommittee on the FY2017 CCWP 4th quarter preliminary budget report.*

Barbara Brennan, COG/TPB staff, reviewed the FY 2018 4th quarter budget. The numbers and spending rates are preliminary. Ms. Brennan stated that the budgets were in line with program expectations to date.

**Item #10 Other Business/Set Agenda for Next Meeting**

*This is an opportunity for Commuter Connections Subcommittee members to bring up other business and to request agenda items for the next meeting.*

**The next meeting of the Commuter Connections Subcommittee will be held on Tuesday, September 18, 2018 at 12 noon.**