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**MEETING NOTICE AND AGENDA
COMMUTER CONNECTIONS SUBCOMMITTEE**

Tuesday, January 20, 2004

10:00 a.m. - Noon

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

First Floor, Training Center

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 Hilda Velez at 202/962-3327.

<u>ITEM #</u>		<u>ACTION</u>
1.	Introductions	
2.	Minutes of November 18, 2003 Meeting	APPROVE
3.	FY03 Bike To Work Day Report Mark Hersey will present the FY03 Bike To Work Day draft Report that has been approved by the Bike To Work Day Subcommittee.	(15 min) INFORMATION and APPROVE
4.	TDM Evaluation Project Update Staff and Lori Diggins with LDA Consulting Will discuss the FY05 TDM Evaluation Project Framework and results from the FY04 Placement Rate Study will be presented.	(45 min) INFORMATION
5.	FY05 Commuter Connections Work Program The Subcommittee will be briefed by staff on the latest version of the draft FY04 CCWP and Appendix document.	(30 min) INFORMATION
6.	Regional TDM Marketing Update Douglas Franklin will give an update on Recent regional TDM Marketing activities.	(15 min) INFORMATION

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7. Quarterly Budget Report (10 min) INFORMATION
- Nicholas Ramfos will review and distribute the 2nd quarter budget Report for the FY04 CCWP.
8. Other Business/Set Agenda for Next Meeting (5 min)
- 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, February 17, 2004 at 10:00 a.m.

<u>Upcoming Meetings</u>	<u>Date</u>	<u>Time</u>
<i>Commuter Operations Subcommittee</i>	<i>Jan 20</i>	<i>12 noon</i>
<i>Employer Outreach Ad-Hoc Group</i>	<i>Jan 20</i>	<i>2:00 p.m.</i>
<i>Regional TDM Marketing Group</i>	<i>Feb 3</i>	<i>10:00 a.m.</i>
<i>TDM Evaluation Group</i>	<i>Feb 17</i>	<i>12 noon</i>

METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS



Commuter Connections Subcommittee

MEETING MINUTES

Tuesday, December 16, 2003

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 (see attached attendance sheet)

Ms. Robin Briscoe, Chair of the Subcommittee, called the meeting to order at 10:10 am and each attendee made introductions.

Item #2 Minutes of November 18, 2003 Meeting

The Subcommittee approved the minutes as written.

Item #3 Employer Outreach Update

The Subcommittee was asked to approve the enclosed FY03 Employer Satisfaction Survey draft report that was presented at the October 21st and November 18th meetings. Staff discussed the 1st quarter draft conformity results

Mr. Nicholas Ramfos began the discussion by stating that at the last Commuter Connections Subcommittee meeting the Employer Satisfaction Survey draft report was presented to the Subcommittee members for approval and at the request of the Subcommittee revisions to the report were made. The revised report was in the mailout packet and it is ready for adoption. The FY03 Employer Satisfaction Survey was approved by the Subcommittee.

Mr. Ramfos then proceeded with handing out the draft 1st quarter conformity statement for Employer Outreach. Mr. Ramfos stated that Commuter Connections has been moving forward on securing additional employers in the Employer Outreach program. Mr. Ramfos announced that Fairfax County has met and exceeded their goals. There are also a few more counties that are close to meeting their goals, Prince George's county is only one employer away and staff is confident that they are going to hit that mark by the end of the fiscal year. The District has only about five more employers that they need to reach and both Frederick and Prince William Counties need to hit their goals. Overall, we are well above the goals that we need to be for the region. Mr. Ramfos congratulated all the counties that have been able to maintain the level of employers in their region and jurisdictions. These results will certainly help Commuter Connections with congestion reduction impacts as well as air quality impacts for the conformity

analysis which will be coming up in 2005. Mr. Ramfos stated that the conformity report is a draft and there may be some minor adjustments that need to be made.

Q. On the top of the chart were level 3 employers and level 4 employers; is it for July 1 through the end of the fiscal year?

A. That is correct.

Item #4 WMATA Activity Center

Mr. Tom Harrington, WMATA, briefed the Subcommittee on this project. WMATA is undertaking an Activity Center Demonstration' study/project, to review the levels of non-SOV transportation service in certain activity centers in the region. WMATA is seeking the Subcommittee's input as to the types of strategies being employed in their respective jurisdictions.

Mr. Tom Harrington with WMATA's Office of Business Planning stated that he wanted feedback from the Subcommittee on the activity center project that WMATA is kicking off. Mr. Harrington briefed the Subcommittee on the Regional Mobility Initiative and specifically the Activity Center Demonstration Program.

The Activity Centers being used were developed through COG. They were developed by the planning directors working in a Joint Technical Working Group. The purpose was to develop a future plan for the region on how to connect centers. What WMATA is doing is a little different, they are not looking way off in the future, but they are concentrating on what they can do to serve the centers better with transit within the next five years. Recently, WMATA completed the regional bus study which was part of an overall effort to really improve the bus system. It was recognized that since Metrobus was formed a coordinated regional system never formed, and the study was a comprehensive look at how WMATA could improve service regionally. WMATA conducted some background review of transit ridership and potential markets in the future were identified. WMATA has a goal of trying to double transit ridership by the year 2025. In order to do that, suburban travel markets will be particularly important. In fact, fifty percent of the potential trips would be suburban to suburban travel.

Some of the other markets that are interesting include senior citizens which would be 9 percent of the potential ridership market and reverse commuting which would be about 4 percent. Reverse commuting is fast growing but still a pretty small part of the picture. Surveys were conducted of WMATA's existing passengers as well a non-riders to see what improvements they wanted out of transit services. Forty-nine percent of the riders wanted on time arrival, thirty-one percent wanted more frequent service and twenty-five percent wanted longer service hours. For the non-riders, thirty percent wanted more information about service. In addition, twenty-one percent of the non-riders said that they want better shelters. Eighteen percent said that they wanted more stops. These were important findings. At the same time, WMATA now has a Department of Planning and Strategic Programs and is in the process of setting up that department. The Assistant General Manager has spoken to regional planning officials, and transportation directors and has heard the same message about transit roles in economic development, improving mobility in the region, and the importance of regional partnerships.

There is an opportunity for WMATA to build on existing investments by implementing low cost, short-term improvements to help WMATA achieve its ridership goals.

WMATA will be looking at how well the selected regional centers are served by transit. About half the centers have a Metrorail stop. There is excellent coverage regionally on the bus system and almost all centers have some form of bus service. The centers account for half of the region's jobs and about ten percent of the households. It is oriented towards employment centers in terms of what was defined. Of those centers, forty percent of the jobs are within a half mile of rail and twenty percent of the households are within centers that are within a half mile of rail. Rail is not going to be the solution for these centers, but there are a lot of centers that are exclusively served by bus, and again, the bus service has to be improved to try to attract riders.

The overall purpose of the project is to develop, through public and private sector collaboration, an integrated package of low-cost, short-term transportation management strategies for demonstration in selected regional activity centers. The key is an integrated package, WMATA can do their part with the bus system, but WMATA also recognizes that a package with the right policies is needed and in some cases highway improvements may also be needed to improve service and attract riders. The other big objective is demonstrating effectiveness; WMATA is particularly interested in what Commuter Connections has done with their TDM survey. Are there other ways to track effectiveness on pairing TDM policies with transit improvements? For the passengers, WMATA wants better quality of service and to reduce traffic congestion in and around the centers.

The package of strategies will be a "Toolbox" and part of what WMATA is doing in this project is to develop a whole array of strategies and to identify what has been applied around the region and the effectiveness of those strategies. WMATA will be selecting three to six regional activity center demonstration sites then will assess the needs of the selected regional activity centers in terms of transit service. WMATA will look at packaging different strategies and then coming up with actual implementation plans for the next two to five years. The key is evaluating the performance of the demonstration program. If WMATA can show cost-effectiveness they may need to invest more money in these low-cost improvements.

The system performance will be reviewed since this responsibility falls to WMATA. Bus stop locations will be reviewed because some survey respondents said there were not enough stops and some stops were not safe. Buses may need to perform more like rail and one way is to give them priority and make them a little faster than highway traffic so they are not stuck in congestion. They are also looking at bus pull-outs which is a way that the bus does not have to pull out of the traffic stream; again it can give the buses a higher operating speed.

The next category would be information about service; which was something that survey respondents were interested in. This is a demonstration project but there will be an overall effort to enhance buses. The first element of bus enhancements is the production of maps because commuters said they need more information. WMATA has \$800,000 dollars approved this year to put better maps in the rail stations that let commuters know what bus services serve the rail stations. In addition, to getting maps in the rail stations, there will be other things done with signs. Eventually, WMATA will be doing more real-time information and will use ITS.

WMATA already has excellent trip planning with the RideGuide, but again it's getting the information out to commuters so that they will know where the service is and how it serves them best.

A new arena is Travel Demand Management and this is not an area where WMATA has a lot of experience leading, but certainly if WMATA is planning to do all of these system improvements, they will want to partner with good demand management policies. If WMATA is focused on a center they want to make sure that they have the participation of employers and if there is a TMA in the area they want to work with them. This is an area where we want to know which policies the Subcommittee thinks are best to increase transit ridership. WMATA has put in pricing and they can do a lot to get out the word on transit benefits and make sure that commuters know about that. This can include SmarTrip card opportunities for making it easier with transfers and maybe other incentives that WMATA can look at in the future to track ridership.

Finally, the long-term solution with the suburban activity centers is making them more transit oriented and marketable. Short-term projects can be developed such as street designs, sidewalks, and bike and pedestrian access to rail stations and to the bus. Long-term it would be making things more transit oriented. If suburban activity centers are WMATA's key to the future, how do they make them more walkable? Commuters have to be able to walk at their job end of the trip and this will be an important element.

Mr. Harrington ended the presentation by stating that WMATA is setting up a meeting with the regional transportation, planning, and economic development officials and other staff from local jurisdictions on January 9, 2004, in which they will go through the same presentation, laying out the demonstration program and talking about what kind of programs are underway around the region. The study will begin this coming January in terms of selecting centers. Mr. Harrington can report back to the Subcommittee once more results are available. The Subcommittee can help with what kinds of policies can be packaged with transit improvements.

Q. Your January 9th meeting, where is it going to be held and what time is it?

A. It will be at the WMATA's headquarters and it starts at 9:30 am.

Mr. Ramfos added that the Commuter Connections Regional TDM Marketing Group has identified regional activity centers in its regional TDM Resource Guide and Strategic Marketing Plan and within those centers specific transit routes on TDM services are outlined. When Montgomery County introduced its J9 service, Commuter Connections partnered with them and promoted the service through the Commuter Connections marketing project.

Item #5 FY05 Commuter Connections Work Program

Mr. Nicholas Ramfos, DTP/COG, reviewed and gave highlights of the FY05 CCWP draft document.

Mr. Ramfos stated that the draft FY05 CCWP document was sent in the mailout packet. He stated that each year a very detail annual Work Program goes through the Commuter Connections Subcommittee and to the TPB Technical Committee for review and discussion.

Currently, we have an open comment period through December 30th for this first draft document and the Subcommittee is the first group that reviews the program elements and provides comments to staff. Once the document has gone through the Subcommittee, it is also presented to the Technical Committee and ultimately to the TPB in the February – March timeframe and then the document is adopted in March. Staff then works with the State funding agencies to secure the funding for that fiscal year.

Mr. Ramfos then reviewed the background on why Commuter Connections is implementing the regional TERMS. When the region was classified as a serious non-attainment area the US EPA wanted to make sure that there was clear and expedient communications regarding the status of funding obligations for TCMs (Transportation Control Measures) which is what TERMS were called at that time. The Operations Center is the oldest of those measures and is the original Commuter Club Program which started in the 70s. In the mid-1990s various emission reduction measures were added to the program in order to help our region meet air quality goals. Commuter Connections also received correspondence from the US DOT stating that the project sponsors committing to these mitigation measures needed to facilitate a positive conformity determination and also needed to comply with the obligations of these commitments.

The TERMS are looked at very carefully by many groups in the region. These are very flexible measures and we have been able to adjust them accordingly based on a vigorous evaluation process. There is a TERM tracking sheet that is reviewed and adopted by the TPB every year and all of the Commuter Connections measures are on those tracking sheets. A three year evaluation process is used to collect data and then we analyze the results of these particular programs which then go into the TERM tracking sheet.

In the Work Program, there is a description of the Work Program elements along with some historical background. We have maintained some of this information because COG's TPB Board members change over the course of elections and there are several Board members who are new to the TPB, so therefore, we want to make sure that new Board members know the history of Commuter Connections. Much of the information is highlighted in the Executive Summary.

There is a Subcommittee structure outline and as many of the Subcommittee members know we have many meeting groups at COG. Commuter Connections is the program's main Subcommittee and then there are several ad-hoc groups that are associated with the implementation of many of the regional TERMS. Many of these groups do not meet on a monthly basis, although they did early on when many of these TERMS were first started. We have gone to quarterly meetings and in some cases only meet on an annual basis just to touch base on some of the program logistics. Recently, we also formed a Contingency Management Task Force which help produced the Emergency Commute-Plan Preparedness brochure that will be passed out to the group and Ms. Briscoe chairs that group. The brochure was prepared in response to 911 to make sure that we are addressing TDM concerns throughout the region. The groups are listed in the chart in the draft document on page 12.

As far as staffing goes, one of the pledges that Commuter Connections has made to the State funding agencies is to keep staff levels at COG as lean as possible. Commuter Connections

tends to contract many of the needed services and there is also a large percentage of the funds in the budget that are passing through funds to local jurisdictions. We have a total Commuter Connections staff of about twelve at COG and use close to 30 contractors to complete much of the work in the Work Program.

Mr. Ramfos then stated that overall there will be about a 5 ¾ percent budget decrease from FY04 to FY05 and mainly this is because of a decrease in the evaluation budget. The State of the Commute survey will be done this year and this project is done every three years, so that decreased some money in the FY05 budget. The Mass Marketing TERM budget will decrease as well because this is sliding into maintenance level and there are also minor budget decreases in Telecommuting and the Operations Center.

Budget expenditures in the Work Program are shown in detail. All significant data and PC costs, contractual costs, and significant direct costs are detailed and called out in the document under each budget page for each of the program elements.

Salary, overhead costs, data and PC costs, contract costs and direct costs shown over a four year fiscal year period indicate that our direct costs are going to be dropping significantly from last year and that is primarily because of the decrease in funds to the Mass Marketing TERM and the State of the Commute not being done in FY05.

Funds for the CCWP come directly from VDOT, MDOT and DDOT and then we do have a small percentage of our funds that are paid to us for technical assistance through the Operations Center. The local fees are collected for membership in the Rideshare database system. There is a table in the Work Program that shows what the funding shares are for each of the programs. Many of these funding share arrangements were made back when these measures were adopted and then the State funding agencies drafted the percentages that are received for each of the programs.

Mr. Ramfos then proceeded with reviewing the funds application for each of the program elements; there are objectives that are pretty detailed in each of the areas. Previous and on-going work has been listed for each of the programs. Some of the information will be put together in an Appendix document and that document has more historical information in it because it outlines how many of the TERMS began and lists some of the early results of each program.

There are specific tasks associated with each of the program elements and products that are expected from each of the program elements and then future activities are listed. One thing to keep in mind is that many of these programs have gone into maintenance mode. There was a start up period for many of them and currently they are in maintenance mode. We continue to evaluate the effectiveness of those TERMS to gain the transportation and emissions impacts for air quality conformity.

Mr. Ramfos then proceeded with giving the budget analysis for each one of the program elements to the Subcommittee and then the staff person for each one of the program elements went over the highlights of each particular program element.

For Employer Outreach everything is pretty much the same for this particular measure the only difference and the change that we are going to recommend this year is that professional development or training is really not necessary since the measure is in maintenance mode. Rather than spending funds to bring in trainers, etc., we are going to offer one-on-one customized training. We will continue our sales support calls with each of the jurisdictions but we are not going to have large mandatory training programs. We may offer one or two voluntary training programs. The region is doing well in maintaining the employers that they have in their programs so we are going to focus on the database to give jurisdictions more leads. This is the major shift for this particular program element, other than that everything else is going to be the same as far as the level of staff activity that will be conducted throughout the year.

Q. Was the presentation sent out with the mail out packet to Subcommittee members, if not, could Subcommittee members get a copy?

A. No, but it will be available to Subcommittee members who would like a copy of it. All of the information that is in the PowerPoint presentation is in the draft Work Program document.

Mr. Ramfos also stated that the Employer Outreach is probably the most successful TERM in this region and we have been able to meet or exceed the conformity requirements and goals for the overall Commuter Connections program. Overall, we have done exceedingly well with the voluntary program which the region chose to adopt.

Mr. Ramfos then moved on to the Guaranteed Ride Home (GRH) program element. This program is in maintenance mode. One of the things that we have seen is that the number of trips are going up as have the cost of the trips so we are putting a little bit more money into the user incentive. We are bumping that figure up to \$170,000. We do have a great contractor who handles the day-to-day operations. Mr. Chris Arabia then proceeded with giving the highlights of the GRH program. Mr. Arabia did state that there were several numbers that did not match up on the presentation and the Work Program due to the fact that the cost of the trips was actually bumped up and there are a couple of places where the numbers do not match and staff will work on the revisions.

As for the cost for trips, every year at least one taxi cab company is allowed to raise their rates and *The Washington Post* reported recently that the Districts' rates over the last three years have gone up about 25 percent. The DC Yellow Cab is the GRH's biggest ride provider so when their rates go up it affects the project. The gas prices also went up and all the cab companies were allowed to charge a fuel surcharge and that added to our cost so all this contributes to the cost of the trips and these are things that we don't have control over. With that in mind the biggest things that we can try to forecast are the actual trips which have been going up significantly each year. So far this year fiscal year, it has been more of a modest increase. Also, in the draft Work Program on page 32, we have \$10,000 in reserve which is probably one of the reasons the numbers aren't matching, and we may not need the reserve. We put that in a couple of years ago because we were getting such big jumps in the number of trips and it was really just hard to project back then how many trips we were going to anticipate for the next fiscal year.

We have a contractor who does all of the arrangements and handles the trip requests and they are doing a really good job this fiscal year. Also, the rental car option is being offered on a more frequent basis because it actually saves the GRH program more than half of the cost versus getting a taxicab. Many of the GRH registrants began using the Enterprise Rental option and like it, and tend to use it more often.

This program is in maintenance mode and does not need any major changes at this time. The GRH Ad-Hoc Group does meet once a year. They met in October and that group looks at the Participation Guidelines and how we are running things. Changes were made to the Participation Guidelines based on the recommendations of the group.

Staff will continue conducting the Customer Satisfaction Survey. Anyone who uses the program gets the survey to see how they like the program this fiscal year. In the spring we are going to be doing our GRH Applicant survey. As Mr. Ramfos mentioned, a big portion of the program budget goes to marketing the program. This helps increase registrations of GRH and the use of transit, bus and rail, carpools and vanpools.

Staff is also working on combining the GRH data base with the Rideshare data base in FY05. The contractor who has developed the GRH software will be working to develop a browser based software system and the databases will be combined to be more consistent and more efficient.

Mr. Ramfos stated that the important milestone for GRH in FY05 will be hitting the eight year goal for the program based on the original eight year build from the emissions analysis that was done back in the mid-1990s. We have been working off that eight year build out to reach the emission reductions and the transportation impacts for GRH. All of the data collection that will be going on over the course of the next 12 to 18 months will be used to see whether or not the region has met that goal.

Mr. Ramfos then moved on to the Operations Center. All of the others TERMS flow through the Operations Center, and this was the original Commuter Club program which started back in the 1970s and then changed to Ridefinders Network and now it is Commuter Connections. Staffing and just about everything else is about the same. One of the areas that we did review this year was the client membership fees and there are some years where our membership fees are not covering all of the costs associated on the technical end and this was discussed at the last Operations meeting. We essentially told the group that this past fiscal year we had more expenditures than billings. In fact, we had one or two client sites that had dropped out but we have also gained some client sites as well. At this point, we are probably going to hold the line on the membership fees for this next fiscal year. Some funding was used out of the Operations Center and we have not been billed from other departments within COG on certain technical activities that they have done on our behalf. There may be some type of an increase on the fees but as of today for this particular draft we may not move forward to increase the fees but we are definitely serious about looking at it and seeing whether or not we have to do that in order to continue the level of service and operations that we have been providing.

- Q.** On the market research side such as the vanpool, inventory or survey that was conducted by COG, was that included in the Mass Marketing? Where does it show up on the draft document?
- A.** That survey was paid for through the Technical Assistance account of the DOTs and that came out of the UPWP and not Commuter Connections. Again, that was a survey that we benefited from but we did not have to pay for that out of our Work Program budget.

Mr. Arabia proceeded with stating that the Operations Center Work Program element began on page 35. The Operations Center is not a TERM but basically everything funnels through the Operations Center and credit is taken on the TERM tracking sheet. There is an 800 number and all requests through our web site come through the Operations Center to staff and then information requests are forwarded to the local jurisdictions. This fiscal year the State of the Commute survey will be done. The report for the State of the Commute will probably come out in FY05; however, all the data collection will be done this fiscal year.

Next, a memorandum on the User Membership Fees was handed out to Subcommittee members. Mr. Arabia stated that the memorandum was presented at the September Operations Center Subcommittee meeting. We were asked by the Subcommittee to review the costs and user fees. The memorandum is an outline showing that last year we had a shortage of funds. The fees did not cover all of the costs. We are transitioning from the old dial-up modems and using phone lines to send information from the COG server to our client members to reduce costs. We are looking at integrating our databases and also providing a different kind of system. We are looking at getting another server which will then transition to a new type of software which will be more of an internet web browser based software where you would not need the software on the local client machines. We are looking to start the transition in FY05.

We also conduct work with the Federal agencies through Federal ETC training. This service will continue to be provided. We have an extensive help line with an 800 number that provides information to the caller both in English and Spanish. Also, all of the information on the web site is available in Spanish as well. Mr. Arabia added that the annual Placement Rate Survey will be done again in FY05.

Mr. Ramfos then moved on to the Telework Program Work Element and stated that on this particular measure there was a bump up on the budget for this fiscal year and FY05 and that was primarily to accommodate the Expanded Telecommuting TERM that was adopted by the TPB. There are not a whole lot of changes to this particular budget other than that most of the dollars that we are getting for Expanded Telecommuting are going to the contractor to work with employers to get their programs expanded. As far as staffing and everything else it is pretty much going to remain the same budget wise. The only increase was that we dedicated more dollars to the contractor for the Expanded Telecommuting TERM.

Ms. Danette Campbell stated that the Telework Resource Center Work element began on page forty-three, which gives a detail break down of the funds application. Ms. Campbell then went over the Telework Resource Center's objective on page forty-four of the draft Commuter

Connections Work Program. For reference please see pages 43 through 50 of the draft Commuter Connections Work program for detail description of the program.

Q. Did we have a regional goal? Is it 20 percent?

A. Yes, the goal is 20 percent by 2005.

Mr. Ramfos then went over the Integrated Rideshare program element. The budget is pretty much the same. This is share funded with VDRPT on the maintenance of the new kiosks. There was a little bit of a bump up in the budget due to this. There will be some changes in the sense of that we are moving into a web based direction for much of the information that is being integrated into our system and both Mr. Rafique and Mr. Balsamo have been working on that. We have launched the E-communicator program this past year and we will be enhancing that and we are moving towards the web based system so that in two to three fiscal years we will be fully web-enabled at all of our client sites.

Mr. Rafique stated that we are moving into the web based system and will be integrating most of our information on a web based platform. There are two parts of the Integrated Rideshare program element; one is the data updates which includes the transit data updates for the CPRS system. One of the problems encountered during this fiscal year was in collecting the data and reformatting the data and integrating it with the transit data that we have. During this fiscal year Mr. Balsamo made most of that information automated in terms of reformatting that data. This will reduce time to update the data and it can be deployed on to the client sites at a faster pace.

In FY05 the data will continually be maintain and updated and one of the things that we did in the last fiscal year was to create an interactive web-based mapping functionality and integrate that with the Commuter Connections web site. During FY05 we are looking at adding searching capabilities on to the web site and adding some more information regarding transit data. We do have basic transit stops, park and ride lot information, and Telework Center information on the site at this time and we are looking into adding bicycling data and also looking at ways the bus data can be integrated as well.

The other thing that we are looking at right now is to integrate both of our databases the GRH and the CCRS database. In FY05 we will probably be looking at setting milestones in order to move forward so that everything can be web enabled and we can get away from the data transfer and client based systems.

The second part of the program element is the kiosks. We currently have thirteen kiosks throughout the District and Northern Virginia. Maryland does not participate in that program. This fiscal year we are adding two new kiosks, one at Manassas Mall and the other at Dulles Town Center. In FY05 we will continue to update the data and different information that we have on the kiosks and also create a kiosk based application which is a kiosk based version of the mapping application that we have on our web site. In FY05 we will also provide the SmarTrip utility on our kiosks. We have been working with WMATA and some progress has been made on that and when we have more information on that which we will report back to the Subcommittee.

On the Employer Outreach for Bicycling program element, its primary purpose is to support the region's Bike to Work Day event and the budget is used to reprint the bicycle guide.

Finally, Mr. Ramfos reviewed the Mass Marketing program element and stated that the budget is decreasing significantly. This year we had a very large budget because the program started in February and that was last fiscal year. We were not able to spend all of the funds by June 30th so the State funding agencies forwarded those funds into this fiscal year which gave us a very large budget that we were able to use to place media as well as pay production costs for that media. The big change here is that it is going to be one fiscal year budget at \$815,000 dollars. We also have an evaluation component as well. We will be doing a mini-household survey to validate results from the State of the Commute.

Mr. Douglas Franklin then went over the purpose and goals of the Mass Marketing TERM. The main goal is to reduce trips made by SOV commuters. Figures are 17,000 by June of 2005 and then another 17,000 by June 2007. In general, we are promoting the benefits of mass transit, ridesharing and teleworking it is really a catch-all marketing effort and we are also promoting Commuter Connections as the central source to provide commuters with alternative commute solutions. The biggest change in the FY05 Work Program is going to be pretty dramatic decreases in spending and although it is going from about \$1 million to \$800,000 which is approximately a 20 percent decrease. The impact from this year to next year is actually going to be far more dramatic because in FY05 we are going to be working within that \$800,000 budget of which the media is a subset of that. In FY04 we were able to spend at least \$1 million dollars approximately on the media itself. This was primarily because of the benefit of having the rollover funds from FY03 on top of the budget for FY04. We are going to see a sharp decrease on the media budget. We are still going to have the same mission. We are just going to work with less broadcast media. Public relations outreach will be a significant component being that we have relatively low cost involved with the PR and then also we have had quite significant success on the interactive side. We have been doing some online advertising through banners and key words. We will continue to look at opportunities that present themselves in regards to those online opportunities. The Mass Marketing TERM will be added to the evaluation so we can essentially look at the impact of trip reduction and air quality that Mass Marketing has added.

Mr. Ramfos then stated that the Appendix to the Work Program will be ready for the January Subcommittee meeting. The regional funding schedule will be included in the Appendix. It is in the overall Work Program document as well. Mr. Ramfos asked the Subcommittee members to review the Draft Work Program and get any edits to him before or by December 30th. A revised draft Work Program document will be sent to Subcommittee members for the January 2004 meeting. In February, the draft Work Program will be presented to the Technical Committee and to the TPB and we will establish comment periods for those two groups and then we will come back in February to the Subcommittee to get final approval. In March of 2004 we will get final approval from Technical Committee and the TPB and then we will start working with the State funding agencies for implementation.

Item #6 Mobile 6 Update

Mr. Daivamani Sivasailam, DTP/COG, updated the Subcommittee on the Mobile 6 and its effect on regional conformity and in particular the Commuter Connections TERMS.

Mr. Sivasailam stated that conformity analysis was finished a couple of months ago and that staff was waiting for EPA to approve the new Mobile emissions budgets. The TPB uses the Mobile budget for conformity purposes. The effective date is December 31st. What the TPB is acting on at their December 17th meeting will be to approve the 2003 CLRP and the FY04-09 TIP. The new CLRP and analysis is based on Mobile 6. Mobile 6 emissions factors are much lower than Mobile 5. Some of the benefits from the program will be that a lot of national vapor standards will be lower. Commuter Connections' implemented TERMS will produce lower emissions benefits.

Mr. Ramfos stated that one of the things that Commuter Connections has been focusing on over the last few years has been the air quality benefits of many of the TERMS implemented. What Commuter Connections really needs to focus on is the transportation impacts, the vehicle miles travel that they have reduced, and the vehicle trips that have been reduced. Commuter Connections will focus on how their programs are impacting congestion management.

Item #7 Employer Recognition Awards Update

Mr. Douglas Franklin, DTP/COG, updated the Subcommittee on the Employer Recognition Awards for 2004.

Mr. Douglas Franklin stated that Thursday, June 24, 2004 is the date for the Employer Recognition Awards. It will be held at the National Press Club. This is going to be the 7th annual event. There were 5000 of the awards applications printed recently. Most of the applications were distributed through the employer database here at COG. About 3800 of those went to employers on that database. Some of the other mailings included past Telework seminar attendees. They were sent to area Chambers of Commerce, Federal ETCs, Telework Center Directors, and Employer Outreach Representatives. February 6th is the deadline to return the nominations. We also posted the information to the web site for companies that would like to apply online. In January we are going to be identifying potential members to sit on the Awards Evaluation Committee. The Committee will meet in March and will judge the entries and select the winners. The three categories are Marketing, Incentives and Telework. Sometime in February we will identify speakers for the event including the Master of Ceremonies and the speaker for the Best Workplaces for Commuters segment.

Item #8 Other Business/Set Agenda for Next Meeting

Ms. Dottie Cousineau stated that it was very rewarding working with COG and the Commuter Connections program. Ms. Cousineau is retiring from TDM at the end of the year.

The meeting adjourned at 12:05 p.m.

***The next meeting of the Commuter Connections Subcommittee will be held on
Tuesday, January 20, 2004***

COMMUTER CONNECTIONS SUBCOMMITTEE MEETING SIGN-IN SHEET

Tuesday, December 16, 2003

Please place a ✓ beside your name, or add it using the space provided on the last page.

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Please cross out your e-mail if you DO NOT wish to receive information electronically.

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