

**COMMUTER CONNECTIONS  
RIDEMATCHING COMMITTEE  
MEETING NOTES**

**Tuesday, March 19, 2013  
10:00 a.m. - 12:00 p.m.**

**Metropolitan Washington Council of Governments  
777 North Capitol Street, N.E.  
COG Board Room**

**Chairperson: GERALYN TAYLOR, City of Alexandria LocalMotion  
Vice Chairperson: MARGIE WEAVER, TRANSIT SERVICES OF FREDERICK COUNTY, MD**

COG Staff Contact: Stephen Finafrock, 202/962-3385 or [sfinafrock@mwkog.org](mailto:sfinafrock@mwkog.org)  
*(Note: If you cannot attend this meeting, please call 202/962-3327.)*

**1. Introductions**

Geralyn Taylor, Alexandria LocalMotion, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

**2. Minutes of the March 19, 2013 Meeting**

Approval was sought for the March 19, 2013 Commuter Connections Ridematching Committee meeting minutes.

Mr. Finafrock indicated the following should be added to the "Fairs and Promotions" section of the minutes for the meeting on December 2012: North Bethesda TMD – Completed the Walk N' Ride campaign; CIDs from NIH/NAID, Hebrew Home, Dave & Busters, Marriot; Residential property surveys; LEED surveys. The amended minutes from December will be approved at the June 19, 2013 meeting.

**3. Introduction of New Rideshare Coordinator**

Stephen Finafrock, COG/TPB staff, introduced a new Rideshare Coordinator for Frederick County, MD; Margie Weaver.

**4. Upcoming Fairs and Promotions**

Margie Weaver, Frederick County, MD – FCC Transition Fair; Various Earth Day activities; Bike to Work Day; Convoy of Hope.

Tammy Bowles, Montgomery County – Telework Workshops; Improved walk and bike challenges for Bethesda, Friendship Heights, North Bethesda, Silver Spring and Shady Grove; Earth Day events at BioReliance and FDA.

George Clark, TCCSMD – Calvert County Green Expo Fair; St. Mary's County Chamber of Commerce Bus Fair; Bike to Work Day.

Lillian Bunton, BMC – Bike to Work Day; Towson Town Festival; Commuter Meet and Greet in Baltimore and Carroll Counties; Clean Commute Month; Howard County Green Fair; Ft. Meade Earth Day; Harford County Eco-Fest.

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Darlene Nader, NBTMD – CID at Brighton Gardens of Strathmore; CID at Barwood, CID at 11410 Rockville Pike; CID at Global Net; CID at 6701 and 6707 Democracy Blvd; CID at 5515 Security Lane; Earth Day events at HHS/ Parklawn, JBG Twinbrook, USNRC, Transwestern, Piedmont Realty Trust; Food Fiesta in Outside Courtyard; Bike to Work Day; Telework seminar in conjunction with Frederick County and Montgomery County.

Dotty Dalphon, BWIBP - Northrop Grumman 25th annual work and family fair; Ft. Meade Earth Day; BWI Business Partnership Earth Day

Alan Doran, Harford County - Harford County Arbor Day; Brightview Avondell Wellness Event; Route 40 Business Association Meet and Greet; Lorien Wellness Fair; Commuter Appreciation Day at Aberdeen and Edgewood MARC stations; Fitness Fair and Aberdeen Proving Grounds Bike to Work Day; County Bike to Work Day at the County Administration Building in Bel Air, MD.

Geralyn Taylor, Alexandria LocalMotion – Earth Day event at Brenman Park; Bike to Work Day; Commuter Challenge for Alexandria employers; Van Start/Van Save; Biannual newsletter.

Stephen Finafrock, COG/TPB staff – Commuter Connections will be utilizing street teams to help encourage interest at fairs and will be engaged in an employer 'Pool Rewards contest; multiple Earth Day events around the region.

#### **5. Special Events Ridematching**

Stephen Finafrock, COG/TPB staff, indicated that the MLB games for the Nationals and Orioles; baseball games for the Southern Maryland Blue Crabs will be added to the Special Events Ridematching module. George Clark mentioned an error when entering records. Mr. Finafrock stated the error was probably due to a character limit being exceeded in the event description field.

#### **6. TDM System - Generation II**

Nicholas Ramfos, COG/TPB staff, indicated that Base Technologies (CA) would no longer be providing support for the TDM System. He also stated that COG was in possession of the source code and would continue its development with Media Beef, a new developer located in Riverside, CA. The firm does have experience working with the TDM application based on their work with implementing a similar Base Technologies System for Riverside County, CA. Mr. Ramfos stated that the goal was to have the region's TDM Rev 2 completed by June 30, 2013. He also stated that COG/TPB staff would be overhauling the Commuter Connections website and design options are currently being considered. Stephen Finafrock, COG/TPB staff, indicated that he would be in touch with the committee for testing volunteers for the TDM Rev 2 version of the software at the appropriate time. He also stated the following items would be contained in TDM Rev 2:

- Implement responsive web design
- Would allow mobile devices and tablets to access information and have the site work properly for these devices.
- Make error reporting better and more helpful
- Will have a tool tips function (it will be able to be turned on or off)
- Database images will be stored in tables
- Employer accounts will be made better

- Reports/ Survey Interface will be updated
- Dates for GRH will be able to be edited
- Registration and user profile pages will be the first to be updated
- Easier for commuters to look up their employer
- Enhanced route based ridematching
- Matches will be displayed through ARCGIS.

## 7. **'Pool Rewards for Vanpools**

Stephen Finafrock, COG/TPB staff, provided an update on the 'Pool Rewards for Vanpools. Currently, the 4 vans in operation are leased through Enterprise Rideshare and are located at the following employers: NGA, NIH, USCG and Verizon and originate at various locations throughout the region with the exception of the Commonwealth of Virginia. The vans are currently operating at near capacity with the exception of one.

Mr. Finafrock then demonstrated the prototype web pages in the TDM system which can be accessed by the Operator, Driver, Back-Up Driver and Coordinator. The pages will primary function to record daily trip data while some administrative levels will have additional functionality. The vanpool passengers will be able to see their enrollment in the vanpool as well as a summary screen but will not be able to edit or change their vanpool status or data for the pool.

Michelle Landrum of Enterprise asks when this will go live. Nicholas Ramfos stated that it will go live as soon as it was programmed and tested. This will allow logging to take place online, and not use paper.

Jack Carlile of FDA asks if the 'Pool Rewards program is limited to a few companies. Stephen Finafrock responded by saying only vRide and Enterprise answered COG/TPB's RFQ, so only those companies can be active.

Jack Carlile, FDA, asks what promotions COG is doing for this program. Nicholas Ramfos responded that there are rack cards available for distribution and advertising on the Commuter Connections website. He also stated that reporting the mileage to the National Transit Database from the 'Pool Rewards vanpools will allow the region to obtain money back from the Federal Transit Administration which can be used for capital expenditures.

Tammy Bowles, Montgomery County, stated that for Silver Spring carpools and vanpools, the commuters must be in Commuter Connections database and fill out forms to remain active and get incentives. She inputs the data, and the riders must stay in contact or risk being inactivated.

Nicholas Ramfos stated there will be some leeway to vanpools that drop under the 7 rider minimum, but they would need to get a 7th rider in order to continue to receive the 'Pool Rewards incentive. These situations will be handled on a case by case basis.

## 8. **GIS Information Update**

Stephen Finafrock, COG/TPB staff, requested to GIS data for the Park N' Ride lot maps and TDM System. New data should be emailed to [commutersupport@mwcog.org](mailto:commutersupport@mwcog.org) by April 19, 2013.

## 9. **Client Site Status/Roundtable**

Nicholas Ramfos, COG/TPB staff, discussed the usage of MS SharePoint for communication tools and tips on a bi-monthly basis in addition to various tips being placed throughout the admin section of the TDM System. Communications regarding the TDM upgrade will be handled in a similar fashion as well as "hot topic" issues and updates. Some agency firewalls may present a problem in accessing the site.

Marcus Moore, Fairfax County, asked about reports listing riders in carpools/vanpools. Stephen Finafrock stated that the reports do exist in the VMT Reports section provided rideshare coordinators are maintaining their pools in the Pool Admin module. Nicholas Ramfos, COG/TPB staff, stated that the Regionwide Commuter Connections Applicant Placement Rate Survey shows that approximately 40% of commuters who use the ridematching site end up using some type of alternative commute.

#### **10. Other Business/Upcoming Agenda Items**

George Clark, TCCSMD, mentioned SchoolPool and whether or not it could be used. Nicholas Ramfos responded that it can be used; however, the site will be updated and migrated to Oracle within the next year in order to be on the same platform as the rest of the TDM software system.

Stephen Finafrock, COG/TPB staff, reviewed the Commuter Connections Work Program Quarterly Progress Report for the second quarter with the committee and emphasized the importance of the group reviewing the document and being aware of the statistical data contained in it. Mr. Finafrock also mentioned the importance of submitting Employer Outreach numbers (to Mark Hersey) no later than the 15<sup>th</sup> of each month so they are sure to be included in the Progress Report.

The next Commuter Connections Ridematching Committee meeting will be held on June 18, 2013 from 10:00 am to 12:00 pm.