



## COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, June 19, 2018  
10:00 a.m. - 12:00 p.m.

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

Chairperson: Alan Doran, Harford County  
Vice Chairperson: Thomas Hamed, Alexandria City

COG Staff Contact: Stephen Finafrock, 202/962-3385 or sfinafrock@mwcog.org

### 1. Introductions

The meeting was brought to order by Chairperson Alan Doran of Harford Commute Smart. Attendees were asked to introduce themselves and sign the attendance sheet.

### 2. Minutes of the March 20, 2018 meeting

Approval was sought for the March 20, 2018 Ridematching Committee Meeting minutes. An initial motion to approve the minutes was made by Mark Sofman of the Montgomery County Department of Transportation and seconded by George Clark of the Tri-County Council for Southern Maryland. The meeting minutes were approved unanimously as written.

### 3. Upcoming Fairs and Promotions

#### Anne Arundel County

- Collaboration with The Bowie Baysox on commercials aired before games and Brochures given out as people leave the stadium
- MARC train station promotional event to push GRH

#### Arlington Transportation Partners

- Cadmus group health and benefits fair on June 20<sup>th</sup>
- Hyatt Regency Hotel health and benefits fair on June 20<sup>th</sup>

#### Baltimore City Department of Transportation

- City Mayor events and block parties on 6/23, 6/30, 7/21 and 7/28.
- Art Scape taking place this summer from 7/20-7/22

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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1-800-745-RIDE

## City of Alexandria

- Transit event at the Mark Center on June 20<sup>th</sup>
- Go Alex's outreach team will be attending "Well Ray" event on June 23<sup>rd</sup>
- Tentatively planning "Park(ing) Day"

## Montgomery County

### Friendship Heights

- Planning Bike to Work Day, reaching out for donations and exhibitors
- Planning a number of CIDs at large employers during their Earth Day Events
- CID at GEICO on April 19<sup>th</sup>
- Partnered with Le Pain Quotidien for food for our events
- Conducting "pop up" CIDs at retail employers that are a little more difficult to reach such as GAP, Courtyard Marriott, and P.F. Changs.

### Countrywide West

- Bike 2 College Day- Rockville, Takoma Park, and Germantown campuses April 18<sup>th</sup>
- Earth Day at Carderock Division of the Naval Surface Warfare Center April 19<sup>th</sup>
- CID Event at Clarksburg Premium Outlets April 28<sup>th</sup>
- GreenFest- Silver Spring, MD May 5<sup>th</sup>
- Vendor Appreciation Day (CID event) Asbury Methodist Village in Gaithersburg

### Greater Shady Grove

- Weekly CIDs this summer: Wednesday Farmers' Market at JHU-NCI

### Silver Spring

- Weekly CIDs: Thursday Lunch Lounge in Downtown Silver Spring

### General CSS

- Approximately 50% of Bike to Work Day pre-registrants participated at Silver Spring Discovery, FH, Rockville Falls Grove, Rockville Town Square, Bethesda and North Bethesda
- Ongoing promotions

## North Bethesda Transportation Center

- All-day vanpool sessions at USNRC with Enterprise representatives on June 14<sup>th</sup>
- Vanpool meeting at Kaiser Permanente with Enterprise representatives on June 15<sup>th</sup>
- Health Expo at James G. Construction on June 20<sup>th</sup>
- Chesapeake Chapter Workshop in Harrisonburg, VA on June 22<sup>nd</sup>
- Employee Recognition Awards Ceremony on June 26<sup>th</sup>
- Smart Benefits Seminar at North Bethesda Conference Centre on June 28<sup>th</sup>
- Currently planning:
  - Working with property managers in North Bethesda for summer promotions at multi-family buildings
  - Summer events at outdoor farmers' markets in Rock Spring Park
  - Walk and Ride campaign planning underway
  - Ice cream promotions JBG at Fishers Lane
  - Relocation meetings for NIH employees moving from Exec. Blvd to Rock Spring Park

**Prince George's County, MD**

- National Night Out
- Prince George's County Fair
- Senior Fitness Day
- Langley Park Back 2 School Jam
- Hispanic Festival Lane Manor Park
- Kaleidoscope Community Fun Day

**PRTC**

- Pentagon Transportation event
- Quantico Welcome Aboard brief for new employees
- Prince William County Chamber of Commerce Women's Leadership Luncheon
- Bull Run Observer phone interview for upcoming story on ridematching
- PWSHRM quarterly meetings – event sponsor
- Ft. Belvoir commuter fair
- Prince William Chamber lunch with the governor event
- Mark Center commuter fair
- Stratford University health & wellness fair
- Pinnacles resident fair at Manassas Park

**Transit Services of Frederick County**

- Working with Mt. St. Mary's on how to better promote transit options
- United Way prosperity fair
- Bike to work day
- Summer passes for students and kids
- Meeting with AOPA to help improve their telework program and start an employee bikeshare program
- Dump the Pump day
- Asbury Church block party
- Veterans resource fair
- United Way Summer Serve: education on transportation and best places to work

**Tri-County Council for Southern Maryland**

- Bike to Work Day
- Calvert Green Expo
- Ft. Belvoir commuter fair
- CTAA expo
- Mark Center commuter fair
- ACT forum
- ACT conference
- Clean Air Partners in Baltimore

**The Metropolitan Washington Council of Governments**

- Event at HHS Fishers Lane
- Event at USGS in Reston
- Event at HHS in DC
- Event at FDA in Silver Spring
- Event at the Chamber of Commerce
- Event at NIH Fishers Lane
- Event at NIH Medical Center
- Event at the Pentagon
- Event at the Mark Center

- Event at iNova Fairfax hospital in Falls Church
- Event at iNova Mt. Vernon in Alexandria

#### 4. TDM System Update

Stephen Finafrock, COG/TPB staff, began his presentation by briefing those in attendance on updates made to the TDM system since July 2017. This included an overview of the more significant upgrades and fixes that have been made throughout the fiscal year. The improvement of geocoding addresses, the scheduled Wildfly upgrade (from version 8 to 12), the launch of the Flextime Rewards program and congestion notifications, custom employer pages, GRH trip request function, special events feed and the new bike-routing map were all major initiatives of FY18.

Mr. Finafrock then began to discuss the launch and implementation of the Flextime Rewards program. He explained how participants record their trip data while referring to an image of the commute log he was displaying. There have been 3 winners so far.

George Clark, Tri-County Council for Southern Maryland, then asked if a press release had been done regarding the Flextime Rewards program. Nicholas Ramfos, COG/TPB staff, confirmed that a press release had been sent. A request by several committee members was made to resend the press release. COG staff acknowledged this request and will be resending the press release to committee members.

Mr. Finafrock then resumed his presentation explaining that the users who log their trips are entered in a monthly prize drawing. This program will likely evolve as COG incorporates geolocation services into the trip logging and when the corridor restrictions are lifted. The reward scheme will likely change at that point as well.

Mr. Finafrock then continued his presentation by transitioning into examples of custom employer pages COG has created throughout the year. So far, pages have been created for the Department of Defense, the University of Maryland, Arlington Public Schools, Reston Hospital Center and American University. Custom employer pages are created at the request of the employer, which must consist of 100+ employees.

Mr. Finafrock then introduced a new functionality to the TDM system where registered GRH commuters can initiate a GRH trip online. This process will have users log into their account, request a trip and fill out a request form. This will trigger a message to be sent to COG's contracted dispatchers where they will contact the user to confirm the trip. Users will also have access to their trip history. Users who attempt to use this function without a registration will be guided through the registration process. The admin configuration was also displayed. Admins can configure the operating hours of the program and override calendar days for federal holidays. A text box will be used to provide information such as the reason of the trip requested and the time needed.

Mr. Finafrock continued by introducing the new special events feed which is intended to increase the awareness of this feature. This feed will be seen toward the bottom of the fold upon logging in and should spread awareness of the special events module. Each event listed will be hyperlinked and will allow commuters to add the event to their profile.

Nancy Huggins, Maryland Transit Administration, asked if the events that appear in the feed are determined by COG staff. Mr. Finafrock clarified that any event entered or approved by COG staff will appear in the feed.

The presentation concluded with a brief overview of the new bike routing map soon coming to the TDM. Mr. Finafrock explained how users must have a Commuter Connections account and how the map shows a strong preference for bike trails and paths.

#### 5. Mobile Applications Update

Steven Osborn, COG/TPB staff, began his presentation with a comprehensive overview of the updates that have been made to the CarpoolNow mobile application. The version history is comprised of eleven updates that have been pushed to the Appstore and Google Play store this fiscal year.

Mr. Osborn then continued to expand on version 1.2.2 of the CarpoolNow app. This update was one of the more recent updates to be deployed for the mobile application and includes two major enhancements to the app's user interface, the Commuter Connections "deep link" and transit routing for riders.

The continuing slide focused on the new deep link function into the Commuter Connections mobile app. Mr. Osborn explained that if a user's ride request is idle for three minutes, two options will appear. The first of these options is "Launch Commuter Connections." Tapping this will cancel the user's ride request, launch the Commuter Connections app and run a matchlist. Users who do not have the Commuter Connections app installed will be taken to the appropriate appstore instead.

Mr. Osborn then explained that the matchlist(s) generated through the deep link will be identical to any Commuter Connections matchlist generated through other means. Tapping the back button will bring the user back to the CarpoolNow app.

Mr. Osborn then began to explain the transit routing function that came with version 1.2.2. Users will also be able to access this once their ride request has been idle for three minutes. Tapping "Show Transit Routes" will have Google's API retrieve a list of transit options. Mr. Osborn noted that Google's API has been tweaked to prioritize more feasible transit routes rather than routes with the fastest ETA. Tapping on any transit option displayed will expand the step-by-step itinerary for the trip.

Mr. Osborn then moved on to cover the Howard County driver incentive. This incentive is available for users offering to drive through the app that have a trip originating, passing through or terminating in Howard County. Users can opt into this incentive by tapping the menu button within the app and agreeing to the terms and conditions. Commuter Connections will likely expand this incentive to cover the region. The incentive is \$10 for each trip.

Next, Mr. Osborn displayed an overview of FY18 version histories for the Commuter Connections mobile app. This included the addition of the 'Pool Rewards commute log, updated login screen, improving the CarpoolNow deep link, minor bug fixes and stability improvements.

Mr. Osborn then began to discuss the importance of customer feedback received by the public regarding both of Commuter Connections' mobile apps. Feedback received serves as guidance for many bug fixes and improvements.

## **6. GIS Update**

Ross Edgar, COG/TPB staff, updated the Committee on the status of the bike-routing module. Mr. Edgar described the technical aspects of the map and explained that it is a combination of layers supplied by both Arc GIS and COG. Trail data is curated from local municipalities and verified using aerial photography.

George Clark, TCCSM, provided the contact information so Mr. Edgar can obtain trail data for counties in southern Maryland. Charles County has the information ready. Mr. Edgar commented that Loudoun County has maps already but they need to be digitized. Prince William County has few bike paths.

Mr. Edgar demonstrated that the routing strongly prefers bike lanes and trails, but users can drag and drop points to override this if they desire. The map consists of approximately 12,000 connections that have been made.

Elizabeth Denton, Arlington Transportation Partners, demonstrated a segment of the trail that needed to be corrected.

Mr. Edgar stated he had finished digitizing data for the District of Columbia, Arlington, VA; Alexandria, VA; Montgomery County, MD, Prince George's County, MD. He is finalizing Fairfax County, VA and will move forward with the remaining jurisdictions.

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

No discussion was had at this time.

## **8. Quarterly Progress Report**

Stephen Finafrock, COG/TPB staff, reviewed the FY18 3rd quarter CCWP progress report. Mr. Finafrock mentioned that some numbers of the previous quarter activity can now be compared. He encouraged those in attendance to

review the progress report and report any comments or suggestions they may have. He insisted that the activity report is produced quickly.

Darlene Nader, North Bethesda Transportation Center, asked if Table 6 will be a requirement moving forward. COG has had discussions regarding this table and agree that some of the categories within the table may change.

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

Elizabeth Denton, Arlington Transportation Partners, mentioned that individuals are needed to pair up with those attending the ACT conference for the first time. Volunteers can directly email Elizabeth at [elizabeth.denton@transpartners.com](mailto:elizabeth.denton@transpartners.com)

**The Next meeting of the Commuter Connections Ridematching Committee will be held on September 18th, 2018 from 2:00 p.m. to 4:00 p.m.**