COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE
MEETING NOTES
Tuesday, June 20, 2023

1. **Introductions**
   The meeting was brought to order by Lindsey Morris, Rappahannock-Rapidan Regional Commission (RRRC). Nicholas Ramfos, COG/TPB staff, asked attendees participating virtually to introduce themselves when their jurisdiction was announced and meeting attendees that were attending the meeting in-person introduced themselves afterwards.

2. **Minutes of the March 21, 2023 Meeting**
   Approval was sought for the March 21, 2023, Ridematching Committee Meeting minutes. An initial motion to approve was made by George Clark, Tri County Council for Southern Maryland (TCCSMD), and a second motion was made by Leigh Anderson, GWRideConnect. The minutes were approved as written. All were in favor.

3. **Upcoming Fairs and Promotions**
   COG/TPB staff and clients provided information on recent and upcoming transportation fairs and promotions.

   Tri County Council for Southern Maryland
   Preparations were made for Bike to Work Day in May, along with other expos and events. Preparations were also made for Street Night, Friday, June 23 in Waldorf for Charles County. Monthly ads and television spots announcing various upcoming events ran locally.

   Harford County
   Harford County Transit Link participated in "Dump the Pump Day" on June 15, where riders were allowed to ride for free for completing a survey and they in turn receive "a swag bag and item." Paper surveys are being gathered and compiled and being input into a database to help with their transportation demand plan. A consulting firm will also assist with the process.

   North Bethesda
   Preparations were made for an upcoming Earth Day event. The team attended the "Take a Higher Hike" employer fair at NIH. A kickoff event was held at the Pike District in North Bethesda.

   Arlington Transit Partners
   Preparations began for Amazon's Commute Open House to be held in July. A transportation benefits fair was held at Nestle.

   Prince William County
   Nine pit stops will be available for Bike to Work Day. Earth Day Events include Freddie Mac, USPTO, Chamber of Commerce, as well as three others in Tysons. Staff also attended a transit fair at the Pentagon. It was the first one done in several years. Special thanks was given to Annette Lam and her

team for their assistance. Staff also participated in a Chamber Economic Development Breakfast.

GWRideConnect
Staff attended the Pentagon, Earth Day, USPTO, and Chamber of Commerce events. Staff also attended a Park and Ride lot opening event at Fredericksburg; the lot is at Commonwealth Blvd and Rt. 1. Several local Farmer's Markets are planned over the summer and they will be at their local Fredericksburg location. The Fredericksburg Nats, a minor league baseball team, will be holding an I-95 Appreciation Night which is scheduled for September. The Fredericksburg Area Association of Realtors Expo and Welcome Aboard to Quantico is also scheduled for the summer.

Alexandria (Go Alex)
A VRE Event was held on June 21st where VRE passengers had an opportunity to "meet and greet" with management. Bike to Work Day events will be held along with a Potomac Yard Metrorail Station promotion.

Loudoun County OTS
Loudoun County will be running their "Let's Go" campaign through various digital channels and are working on a Smart Benefits Campaign through social media and onboard their vehicles. Transit resumes full service following the end of the transit labor strike. Loudoun County is hosting a community meeting to provide an update to the public on the proposed Restored transit service for Route 7 and Route 690 (Hillsboro Road). Preparations for Bike to Work Day include two pit stops and a Loudoun event that was at the Northern Virginia Campus in Loudoun, followed by an Earth Day event in Loudoun.

DC
An employer challenge for goDCgo is being held from March through the end of May. The Employer Outreach Team has been doing a lot of wellness fairs and meetings with employers throughout the month of June.

DOD
The DOD Transportation Fair that was held at the Pentagon in May. Bike to Work Day preparations for the DOD pit stop are also being made. Staff curated monthly information at tables inside the Pentagon.
If anyone is interested in participating or joining them for other events, please let Annette Lam know.

COG
COG/TB staff Participated in the Earth Day Program with USPTO in April as well as the Pentagon commuter transportation fair.

4. **School Pool Refresher**

   Stephen Finafrock, COG/TPB staff, presented information on the SchoolPool program. SchoolPool is supplemental to the traditional commute-based TDM programs operated by Commuter Connections. Schools must opt-in to participating in the program. Schools are required to complete an application in writing. The application must be signed by a superintendent or designee (like a school principal). Public, private and charter schools are included. Mr. Finafrock stated that PTAs are a good inroad to introduce the SchoolPool Program. He also stated that he is available to provide a walkthrough on the process if the school desires. A promotional flyer is available for any network members who wish to promote SchoolPool.

   Mr. Finafrock noted that even though the program is called "SchoolPool", the database is for the parents and not the students. The parent registers on behalf of the student. COG/TPB staff follow-up annually with parents to renew their account. Eventually, students graduate or relocate from the school and the parents' accounts roll through the purge process and are removed from the program. The purge process helps keeps the database fresh.

Mr. Finafrock explained the matching options available to parents, which include (1) my school, (2) nearby schools, or (3) do not match. "My School" matches to that elementary, middle, or high school where the child/student is enrolled. "Nearby Schools" would be if there is a campus of schools in the area where the student is enrolled. This is up to the parents to decide. "Do Not Match" refers to students who no longer need a SchoolPool arrangement.

Mr. Finafrock then presented the Purge Notification Process. It went out in June inquiring from the parents about being included in the database for next year and requesting an update to any profile information that may no longer be accurate. In early August, a reminder email is typically sent to the parents who have not responded for any updates. There is also an in-app Purge Process Notification. The notification is displayed as a clock face with an explanation point that requires action from the parent. It says, "Purge Process – Verify Child" and "Edit Child." Clicking on the image will allow the parent to update any necessary information.

Mr. Finafrock concluded his presentation by reviewing the onboarding process for schools. It is important to start the onboarding process as early in the summer as possible, as the system works best if it's fully operational before parents start to plan their routines shortly before school starts. Local Coordinators were encouraged to first assess schools that may benefit from SchoolPool and then contact school administration and/or a PTA representative who may be able to push through the Application Form. Local Coordinators will likely need to assist schools with application process; Commuter Connections Operations Center staff are available to assist and can add the school in SchoolPool once a signed application is received. Schools should identify an internal champion at the school to help with marketing, including distributing marketing flyer to parents.

Nicholas Ramfos, COG/TPB staff, encouraged Committee members to make schools aware of the SchoolPool program so they are up and running before the school year starts. He also mentioned the SchoolPool program is open to any of the Ridematching Coordinators. Hamzat Sani of Alexandria inquired about the participating schools for each respective jurisdiction. Mr. Finafrock responded and stated they could connect offline to discuss this further.

5. **Tri County Council Re-App and Follow-up Best Practices**
   George Clark, Tri County Council of Southern Maryland (TCCSMD), briefed the Committee on Re-app and Follow-up Best Practices. Mr. Clark highlighted two reports received routinely from Commuter Connections to help identify commuters who should be contacted for account updates. The first report, titled "Commuter Records Expiring Next Month" (i.e., the "TPurgeApp" report), provides contact information for commuters whose records will enter the program's Purge Process if updates aren't made by the end of the month. The second report, titled "Commuters Records that can be marked as Inactive in Ridematching" (i.e., "SelPurge-T") contains commuters who can be marked "Inactive" at the end of the month if they do not update their information by the end of the month. These reports are sent by COG/TPB staff to local ridematching coordinators on a monthly basis.

   Mr. Clark then explained how TCCSMD handles follow-ups once the abovementioned reports are received. TCCSMD typically processes the information contained in the reports during the second week of the month. A standard email correspondence is sent to commuters notifying them about their expiring registrations. Mr. Clark recommended converting the purge reports into Excel format in order to copy commuters' email addresses and paste them in the bcc field of the email message.

   Mr. Clark demonstrated how to log and manage responses received from commuters as a result of the email notifying them of their pending account deactivation. If a commuter doesn't respond to the email within two days, Mr. Clark calls their work phone number to try and get a response. Record updates should occur in the Commuter Connections TDM System. While searching for a Commuter ID#'s, click on "Commuter Administration," "Manage Commuter" and "Review Commuter" information to access their account. The "Commuter Status" field typically doesn't need updated because accounts that do not receive an update will automatically be deleted by the Purge Process.

However, commuters who wish to remain registered will require account updates. Upon request, commuters should be re-registered to their respective programs. Ridematching Coordinators can complete the update by navigating to "Program Association" under the "Review Member Info" banner in the right sidebar. This page indicates if the commuter is registered for Ridematching or Guaranteed Ride Home. Ensure the "Rideshare (CCRS)" box is checked and then select "Re-register for Rideshare." This will properly re-register the commuter to the Ridematching program for another year. Mr. Clark advised coordinators to select the "Add Notes" feature and detail any account updates and to send a matchlist to every commuter that re-registered.

Kerry McKenny, GWRideConnect, asked Mr. Clark about deleting commuters and Mr. Clark informed her to not only keep notes in that commuters account, but to contact Stephen Finafrock, COG/TPB staff, with the email and customers' Commuter ID# so their account can be deleted or marked as inactive. Ms. McKenny received further clarification from Mr. Finafrock and concurred that speaking offline about the process would be best.

6. **Mobile Applications Update**

Dan Sheehan, COG/TPB staff, provided updates on recent changes to the Commuter Connections Mobile App and incenTrip app. The Commuter Connections Mobile Application was recently updated to Version 3.2.2. The update contains several improvements, including biometric login, design updates, refreshed ridematching user interface, and a tweaked Commute Calendar for trip logging.

The biometric login feature is available as an opt-in feature in lieu of the standard "Username" and "Password" login. A commuter's account login information, such as their username and password, is the same for the mobile app as the desktop version of the Commuter Connections TDM System. Typing these credentials at every login can now be bypassed through the biometric login, which could be a Face ID or thumbprint.

Ridematching within the application is also enhanced. The standard addresses included in a ridematch are the commuter's pre-populated home and work address. Commuters could also opt to choose from an alternative location pre-programmed into the app. These locations could be landmarks and Park & Rides, or custom locations entered on the Desktop version. Ridematch results are displayed in the app and are toggleable between map or list view. Ridematching results can be contacted directly from the app by tapping the "Call Work, "Call Home," or "Send Email" contact options.

The Commute Calendar is now easier to navigate. The calendar leverages a new API, which speeds queries to the database. This setup will serve as the groundwork for "toast" notifications, which are scheduled to be further developed in FY2024.

Mr. Sheehan then explained the incenTrip Employer Rewards Program. The program is the outcome of an ATCMTD Project Deliverable (Task F), which sought to develop a new "Employer Rewards Program" for incenTrip that allows employers to create and deploy customized TDM programs. The program will give employers the ability to conduct basic program administration through special ETC permissions in the Commuter Connections TDM System; commuters participate in the program through incenTrip. Both the ETC and commuters/employees must have active Commuter Connections accounts to participate. Employees earn points by completing Employer Challenges. They can then redeem their points at the Employer Rewards Store. The number of points earned is determined by the employer. The program will be overlayed on top of existing public incentive programs.

Mr. Sheehan encourage Committee members to pitch this new program to their employers. A more robust announcement and presentation is expected to occur at the Employer Outreach Committee meeting in July. COG/TPB staff will be the only ones administratively setting up the challenges upon

program launch.

7. Table 6A
    Stephen Finafrock, COG/TPB staff, informed the Ridematching Committee about the purpose of the Table 6A form, which is the form used to inquire from commuters how they heard about Commuter Connections. This form is to be submitted by the Ridematching Committee members on a monthly basis. Mr. Finafrock cited that three to four agencies submit the form regularly and encouraged other Ridematching members and agencies to ask the commuter how they heard about the program and to submit the table to Commuter Connections. Nicholas Ramfos, COG/TPB staff, emphasized the importance of submitting Table 6A because knowing how commuters learn about the program can be leveraged to target marketing during future campaigns. The data generated from Table 6A helps Commuter Connections, along with the local jurisdictions, use the data in order to make informed decisions on how to market the programs and services. It was highly recommended by Mr. Ramfos to complete this form and to contact the Operations Center or Stephen Finafrock with any further questions. Mr. Clark also emphasized the submission of this form and that it is included in the grant application package.

8. TDM Resource Directory
    Stephen Finafrock, COG/TPB staff, reported on this agenda item on behalf of Jetaune Randall-Slaughter, COG/TPB staff, and reminded the Committee to submit any changes updates to Ms. Randall-Slaughter no later than the end of July. Mr. Finafrock stated that Ms. Randall-Slaughter will reach out to individuals listed in the directory to ensure that their information such as email address, phone number(s), and office address are properly represented.

9. Third Quarter Progress Report

    Stephen Finafrock, COG/TPB staff, encouraged the Committee to review the Commuter Connections Quarterly Work Program Progress Report (Q3 FY2023) to ensure that work completed by Committee members is properly included in the report, particularly concerning the data tables. Mr. Finafrock then highlighted notable stats included in the report. The Washington Region GRH Program saw a modest gain for the number of trips provided, which continues an upward trend. Unscheduled Overtime accounted for the largest portion of the GRH trip reasons, followed by Personal Illness. Mr. Finafrock also pointed out the numbers for the Baltimore/St. Mary's GRH program. Mr. Finafrock highlighted Table 1, which included their Activity and Impact Summary on page 17, and the Regional Summary – Commuter Connections Members on page 19 for the Commuter Connections program. He also emphasized that page 20 and onward contains the alphabetical jurisdictional data of the activity. He wanted to ensure the Committee updated their appcodes after a follow-up contact with the commuter, to include any actions in the Notes section of TDM.

10. Roundtable
    Mr. Ramfos inquired whether the Ridematching Committee members had any issues with the TDM System that they'd like to share. There were no known issues noted.

11. Other Business/Upcoming Agenda Items
    Stephen Finafrock, COG/TPB staff, advised the Committee to suggest any items they would like addressed at a future meeting. No recommendations were received; Mr. Finfrock encouraged Committee members to email him if any topics came to mind following the meeting. The next meeting of the Commuter Connections Ridematching Committee will be held on September 19, 2023, from 2:00 p.m. to 4:00 p.m.