



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

**Tuesday, September 19, 2017
2:00 p.m. - 4:00 p.m.**

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

**Chairperson: Holly Morello, PRTC
Vice Chairperson: Alan Doran, Harford Commute Smart**

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

1. Introductions

The meeting was brought to order by Chairperson Holly Morello of the Potomac Rappahannock Transportation Commission (PRTC). Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the June 20, 2017 Meeting

Approval was sought for the June 20, 2017 Ridematching Committee Meeting minutes. A motion to approve was made by George Clark of the Tri-County Council for Southern Maryland (TCCSM) and seconded by Kelly Woodward of Dulles Area Transportation Association (DATA). The minutes were approved as written.

3. Change of Chair

Holly Morello announced that the new Commuter Connections Ridesharing Committee Chairperson will be Alan Doran of Harford County, MD. Thomas Hamed of the City of Alexandria has accepted the Vice Chairperson position. Mr. Doran presented a plaque of recognition to Ms. Morello for her time as Chairperson of the Ridematching Committee.

4. Upcoming Fairs and Promotions

Baltimore City Department of Transportation

- Baltimore Book Festival
- Car Free Day promotions
- Employer outreach
- Working with local colleges and universities
- Making improvements to Baltimore bike share

City of Alexandria

- Car Free Day with mobile store on Sep/22 in front of City Hall from 8am-12pm
- Employer outreach including assisting National Science Foundation with transition
- Outreach to transportation management plan (TMP) coordinators who manage properties bound to lower their single occupancy vehicle outreach

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

THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE DISTRICT OF COLUMBIA

WWW.COMMUTERCONNECTIONS.ORG

1-800-745-RIDE

PRTC

- Hispanic Heritage History event at Hylton Performing Art Center in Manassas, Sep 21
- Car Free Day celebration in downtown Manassas, Sep 22
- Farmers Markets in downtown Manassas, Sep 14, 23 & 28. Oct 28, and Nov 11
- SHRM HR legal Summit, Oct 13
- Ridematching advertising during the last 2 weeks of September in Inside NOVA, El Tiempo Latino, Washington Post Extra & PW living, The 3 PW Observer newspaper along with Belvoir Eagle and Quantico Sentry
- Movie theatre ads before all showings of all movies during the last 2 weeks of September

Transit Services of Frederick County

- Radio ads for Car Free Day and GRH
- Online ads for GRH and commute alternatives
- In the Street, September 9th
- Frederick CoFair, September 15-23
- Car Free Day with free rides, Sep 22nd
- Famers markets and community events
- Gas pump topper ads con commute alt
- Try Transit Week
- Commuter outreach event with WPMD
- More advertising at Westview Cinemas

Tri-County Council for Southern Maryland

- Car free Day in North Beach
- MTA Quarterly Rideshare Meeting to be hosted in Southern Maryland
- Installed 80 new GRH Signs at 17 Park and Ride Lots
- SchoolPool ad in New St Mary's County newsletter
- TAM Conference in October in Ocean City, MD

North Bethesda TMD

- Commuter information event on September 27, 2017 at NIH at 6705 Rockledge Drive
- Walk & Ride campaign starts & runs through October 9th through October 27th.
- Chesapeake Chapter Annual Awards Luncheon October 11th.
- Commuter information event at 6010 Executive Blvd for Executive Connector on October 12th.
- Benefits Fair at Henry Jackson on October 26th.
- Benefits Fair at Marriott International on October 30th.
- Benefits Fair Hebrew Home on November 6th through November 8th.

5. TDM System Update

Dr. Lei Zhang from University of Maryland presented incenTrip, a multi-modal dynamic trip planner. The project is funded through a grant from the US Department of Energy. COG and the University of Maryland have been collaborating for almost a year and half to develop a smartphone app that gives incentives to drivers who use other alternative ways of commuting such as walking, biking, ridesharing, and transit to alleviate traffic congestion and reduce pollution in the region.

The real-time travel data that powers IncenTrip will be shared with Commuter Connections to be used for the Flextime Time Incentive program. Commuters who opt to receive notifications from Commuter Connections and travel along select corridors will be eligible to receive an incentive if they delay their trip during periods of peak congestion during the morning and evening rush.

George Clark, Tri-County Council for Southern Maryland, pointed out that one of the slides in the presentation included the income from a commuter in the profile account. He commented that commuters will likely not reveal that type of information for this purpose.

The Smartphone App is currently a prototype. Eventually it will cover the entire Washington and Baltimore metropolitan regions. The application is customizable and UMD staff are open for comments and feedback.

Nicholas Ramfos, COG/TPB Staff, pointed out that this project is a tool that is considered separate from Commuter Connections services, although it may be integrated in the future. The purpose of the project is to find transportation alternatives that are more sustainable. The app will track commuter behavior, notify users of accidents, weather alerts, etc. Bikeshare information is also included.

Fatemeh Allahdoust, VDOT, suggested that the Committee revisit this project in further detail at a future meeting as the topic warrants further discussion.

Mr. Ramfos stated that Dr. Zhang's presentation would be posted to SharePoint and invited Committee members to submit comments on the app by October 3rd.

6. Flextime Rewards Update

Steven Osborn, COG/TPB staff, presented the implementation by Commuter Connections of a flextime incentive pilot program for the Washington DC metropolitan region. This program would offer a financial benefit to commuters who are able and willing to commute during off-peak hours to avoid congestion along major corridors in the region. Mr. Ramfos, COG/TPB staff, explained that this program could be ready for implementation by October.

One of the first similar successful programs of this type was implemented in the Netherlands in 2006. The experiment proved to be effective for their region. Stanford University developed an incentive program called CAPRI (Congestion and Parking Relief Incentives) in 2012 where participants were awarded with points based on travel behavior.

The criteria for selecting corridors for the Commuter Connections Flextime Incentive pilot program are based off the 2016 Commuter Connections State of the Commute survey report and by observing data associated with the top 10 traffic bottlenecks in the region. This incentive program will have a registration process modeled after Commuter Connection's current benefit and incentive programs applications like 'Pool Rewards. Mr. Osborn finalized the presentation offering his direct contact information for more questions or concerns about the pilot program.

7. Mobile Applications Update

Stephen Finafrock, COG/TPB staff, briefly discussed a new CarpoolNow driver incentive program for Howard County. The trip must occur in Howard County as a starting point, destination or going through that jurisdiction within the peak hours established from 6:30 am to 9:30 am in the morning, and 3:00pm to 7:00 in the afternoon. Driver's picking up passengers going to and from work will be eligible to receive up to \$10 per trip and \$600 per calendar year. The program is slated to begin sometime in October along with a mass marketing effort of the CarpoolNow mobile app.

8. GIS Update

Ross Edgar, COG/TPB staff, updated the Committee on the status of the GIS bike map. This new map is replacing the old bike-routing map module with improved technology that will be much faster. This released version of bike map is in beta version. Using the widget on the right top corner of the page will allow bike users find directions from point A to point B. Bike paths and streets are connected in the module to allow the searching for a route. Landmarks and bikeshare locations are also included. The new enhancements are integrated into the browsing interface. Mr. Edgar ended the presentation by adding that the new bike map module will have additional data, and a nicer interface to make it more appealing for public use.

9. Client Site Status/Roundtable

Holly Morello, PRTC, had questions about reports using the TDM System. Stephen Finafrock, COG/TPB highlighted that some member jurisdictions use the TDM system reports more extensively than others to obtain their data. He offered the Committee to get together for a training I session to learn about all the different reports that the TDM system can generate for the benefit of member jurisdictions that use the TDM system. He continued talking about the importance of selecting the right appcode to identify the record with the jurisdiction to produce accurate results. Most reports are run by appcode. He finished by explaining a new report called the CCRS Commuter Detail shows results with some formatting issues, but is easily accessible by opening the file with Microsoft Excel.

Mr. Finafrock reminded Committee members to use the TDM system for special events. Members are encouraged to add any special events into the system which are occurring in their jurisdiction. The system is up and running, but is underutilized by the jurisdiction members and commuters.

10. Quarterly and Annual Progress Report

Stephen Finafrock, COG/TPB staff, summarized the content of the FY2017 Annual CCWP Progress Report. He started on page 38 with the monthly activity and impact summary, and then the database enrollment for Commuter Connections on page 39. He continued talking about tables 6A and 6B for the calls and applications received in 2017 by each agency. Mr. Finafrock reminded members of the Committee that everybody should submit data to be reflected in the activity on these reports.

11. Other Business/Upcoming Agenda Items

Stephen Finafrock, COG/TPB staff, ended the meeting by inviting all in attendance to participate in a customer service training course organized by Commuter Connections which will take place at the end of October or the beginning of November 2017.

The Next meeting of the Commuter Connections Ridematching Committee will be held on December 19, 2017 from 10:00 a.m. to 12:00 p.m.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials. Visit www.mwcog.org/accomodations or call (202) 962-3213 (TDD)