



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, September 15, 2015

2:00 p.m. – 4:00 p.m.

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

Chairperson: Karen Taylor, NSVRC,
Vice Chairperson: Nancy Huggins, The BWI business Partnership, Inc.

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

1. Introductions

The meeting was brought to order by Chairperson Karen Taylor with NSVRC in Winchester, VA. Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the June 16, 2015 Meeting

Approval was sought for the June 16, 2015 Commuter Connections Ridematching Committee Meeting Minutes. The meeting minutes were approved as written.

3. Change of Chair

Nancy Huggins, BWI Business Partnership, Inc., announced the change in Chairpersons for the Commuter Connections Ridematching Committee. Mrs. Huggins then presented current Chairperson Karen Taylor of NSVRC with a plaque celebrating her time in service to the committee.

Holly Morello of PRTC will serve as the new Vice Chair.

4. Upcoming Fairs and Promotions

Annapolis Regional Transportation Management Associations (ARTMA)

- Running a ¼ page advertisement in the Armed Forces Directory for Ft. Meade/Odenton
- Advertising in the Annapolis and Anne Arundel County Chamber of Commerce Directory
- Traffic billboard advertising contract with WNAV radio. Advertisements will be displayed during the Navy home football games. Also running a sixty-second commercial.
- Attended ACT Conference in July
- Delivered pamphlets and posters to local libraries in Anne Arundel County
- Running Car Free Day promotions on Social Media

Baltimore City Department of Transportation

- Park(ing) Day Baltimore City: September 18th from 12:00 to 5:00 p.m. at the corner of Chase and Charles St., BCDOT will occupy a public parking space and transform it into a "parklet."
- Born to Ride Assembly Event: Volunteer opportunity on September 23rd to build bikes for kids in need.
- Transit fair at Legg Mason on September 23rd

Enterprise Rideshare

- Car Free Day on September 22nd
- Fairfax County Transportation Expo on September 22nd
- Data Live More Block Party on September 24th
- Foreign Service event with ATP
- Commuter Bus event in Tyson's
- Formation Meeting at NIH

Harford Commute Smart

- Car Free Day on September 22nd
- Healthy Harford Day on September 26th
- Booz Allen Hamilton Employee Day on September 18th
- HCC Visitation Days on September 16th & 17th
- Harford County Job Fair on October 16th
- Transportation Summit 2015
- Senior Car Care Clinic on September 30th

North Bethesda Transportation

- Vanpool Meetings at Marriott International
- Participated in large employer/tenant meeting at Montgomery Westfield Mall
- June 11th – Large outdoor BBQ at 6901, 6903 and 6905 Rockledge Dr. Rock Spring Farmer's Market promotional event
- Car Free Day
- Walk and Ride Campaign from October 5th through the 23rd
- HHS Relocating Meeting on October 15th
- Vanpool Cluster Meeting for HHS employees transferring to Rockville on October 12th
- White Flint Residents Development Meeting

Potomac and Rappahannock Transportation Commission (PRTC)

- Fairfax County Transportation Expo on September 22nd
- Data Live More Block Party on September 24th
- Mark Center events in the Fall and Winter to promote PRTC's new direct bus service from Woodbridge to the Mark Center

Tri County Council for Southern Maryland

- Car Free Day on September 22nd

- North Beach Boardwalk on September 18th
- Transportation Association of Maryland conference on September 19th
- Commuter Fair at the Pax River Naval Base on October 30th
- Charles County Development Summit on October 27th

Baltimore Metropolitan Council

- Carroll County Transit Summit on September 15th
- Cycle to Campus Day on September 22nd
- Carroll County Fall Fest on September 25th & 26th

NSVRC

- Fairfax County Transportation Expo on September 22nd
- WOW event at the Sportsplex Center in Winchester, Va.

The Metropolitan Washington Council of Governments

- Commuter Fair at the Golden Triangle on August 28th
- Car Free Day on September 22nd
- Fairfax County Transportation Expo on September 22nd
- Transportation Fair at FDA White Oak Campus on September 22nd
- Terp Transportation Fair at the University of Maryland on September 22nd
- DATA Live More Block Party on September 24th

5. TransIT Services of Frederick County & Social Media

Adrienne Moretz of TransIT Services of Frederick County, MD, briefed the committee on recent efforts involving Social Media as an avenue to increasing database enrollment.

Mrs. Moretz explained that a key factor in leading to TransIT's success is their ability to target the proper demographic. Their approach to each demographic is partly driven by survey data provided by the Metropolitan Washington Council of Governments. For example, survey data shows that the majority of GRH users in Frederick County claim personal illness or emergency as their trip reason. Using this data, TransIT has been able to effectively figure out how to appeal to individuals and increase database enrollment.

Mrs. Moretz continued to explain that Social Media has proven to be an effective and low-cost platform for their marketing tools. Using Social Media, TransIT has been able to cut costs by creating content such as info graphics and blogs while taking advantage of free press releases to effectively market to their target audience.

6. TDM System | Schoolpool | Special Events Update

Stephen Finafrock, COG/TPB staff, demonstrated the updates to the TDM system and addressed various concerns regarding the success of the TDM system update. Mr. Finafrock explained that the primary reason for the TDM system update was its increase in speed and security. The previous version had known security vulnerabilities.

Mr. Finafrock explained to those in attendance that COG staff and the contractors have been working to resolve issues caused by the update. COG staff will be available to assist in entering applications if need be. Mr. Finafrock reminded those in attendance that new and/or additional concerns are to be sent to commutersupport@mwkog.org.

Mr. Finafrock continued to display examples from the update to Schoolpool. COG's contractor is still testing and working out bugs.

Committee members are reminded to add any special events to the system occurring in their jurisdiction. This gives commuters an additional carpooling resource.

7. Client Site Status | Roundtable

Lillian Bunton, Baltimore Metropolitan Council, asked for a clarification on which individuals in the Baltimore region are eligible to sign up for Car Free Day. Nicholas Ramfos, COG/TPB staff, stated that individuals are only eligible when using an alternative commute mode to commute into the Washington, D.C. non-attainment region

Mr. Ramfos reminded those in attendance to sign up for the RSS feed in order to receive the status, newest updates and information regarding the TDM System. The RSS feed can be integrated into email.

8. July 2015 TDM Resource Directory

Stephen Finafrock, COG/TPB staff, reminded those in attendance that the July 2015 TDM Resource Directory has been published. The PDF version is available online and hard copies will be available by request.

9. Quarterly Progress Report | Annual Report

Stephen Finafrock, COG/TPB, encouraged those in attendance to ask any questions they may have regarding the FY 2015 4th Quarter CCWP y progress and FY 2015 annual reports. Any questions or requests for report formatting or information may be made by emailing commutersupport@mwkog.org.

Mr. Finafrock also encouraged those in attendance to view the electronic version, which is in full color. The printed hand out was only available in grey scale.

10. Other Business | Upcoming Agenda Items

Nicholas Ramfos, COG/TPB staff, reminded committee members that copies of the applicant placement rate survey are available. Those in attendance are encouraged to look at the report electronically. Hard copies are also available. Mr. Ramfos continued to state that the survey could be a useful marketing tool and encouraged committee members to approach marketing using TransIt's presentation as reference.

The next meeting of the Commuter Connections Ridematching Committee will be held on December 15, 2015 from 10:00 a.m. to 12:00 p.m.