



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, December 15, 2015

10:00 a.m. - 12:00 p.m.

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

COG Board Room

Chairperson: Nancy Huggins, BWI Business Partnership, Inc.

Vice Chairperson: Holly Morello, PRTC

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

1. Introductions

The meeting was brought to order by Chairperson Nancy Huggins with the BWI Business Partnership, Inc. Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the September 15, 2015 Meeting

Approval was sought for the September 15, 2015 Commuter Connections Ridematching Committee meeting minutes. An initial motion to approve was made by George Clark of the Tri-County Council for Southern Maryland and a second was made by Holly Morello of PRTC. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Arlington Transportation Partners

- Vanpool Connect
- Car2Go launch in Arlington
- Continued outreach with employers, residents, commercial properties and schools
- Car Free Day promotions

The BWI Business Partnership, Inc.

- Attended the Transportation Association of Maryland annual conference
- Participated in three job fairs at the BWI Airport
- Appointed to the Maryland Transit Administration's Citizen's Advisory Council
- Attended three Anne Arundel County Hotel Sales Group meetings
- Attended several regional Bike to Work Day committee meetings

Enterprise Rideshare

- Mark Center event
- Army National Guard event
- DATA vanpool meeting
- NIAD meeting
- Freddie Mac formation meetings

Howard County

- Howard Community College Sustainability Day
- Howard County's 50+ Expo
- Howard Community College Fall Job Fair

Harford Commute Smart

- June 16th – Health Expo. at the Aberdeen Proving Grounds
- June 25th – Transportation Management Association
- June 27th - Transportation work group at the Aberdeen Proving Grounds
- ACT Conference attendance
- Upcoming Car Care Clinics for seniors at selected Harford County activity centers

North Bethesda Transportation

- Walk & Ride campaign ended October 23rd with 65 teams and 309 participants
- Annual survey distribution sent to employers in NBTMD
- Residential survey distribution to 17 properties in North Bethesda
- Held 3 CID's at Hebrew Home 11/2, 11/3 & 11/4; plus we distributed surveys and planning a special event in January featuring GRH
- Held transportation fair at NIH/NIAD with NIH Transhare representatives, Enterprise, Zipcar and a representative from Montgomery County's TRiP store selling SmarTrip cards
- Had meeting with NRC & FDA on December 2nd to market programs and schedule vanpool cluster meetings
- Spoke to employees at PTFs for their annual HR meeting
- Hosted vanpool meetings for HHS, FDA & USNRC
- Working with team from Holland on testing MOBI's game f5T4; to encourage employees to use another way to work instead of driving alone. Will be participating in game against Holland team for 1 month.

Potomac & Rappahannock Transportation Commission (PRTC)

- 10/22 – Fairfax County Transportation Fair (Fairfax County Government Offices)
- 10/24 – DATA sponsored Live More Commute Less Block Party (Reston)
- 11/22 – Mark Center Transportation Fair
- 12/1 – National Guard Transit Event
- 12/9 – Mark Center Ridematching Event

Tri-County Council for Southern Maryland

- St. Mary's County Health Fair
- Mark Center Commuter Fair
- Ribbon Cutting for the new Waldorf Park & Ride lot
- Replace GRH outside signs at all 30 park & ride lots in all 3 counties (100)
- Ran GRH & Rideshare TV spot on Comcast TV in all 3 counties along with their internet banners
- Marketed telework at the Charles County Economic Development Summit

The Metropolitan Washington Council of Governments

- Event at Army National Guard
- Event at the Mark Center

4. TDM System Update

Stephen Finafrock, COG/TPB staff, presented a PowerPoint slideshow and began highlighting various Commuter Connections milestones from 2009 through 2015. Mr. Finafrock described and reviewed each milestone before moving on to the "Completed Bug Fixes and Enhancements" section regarding the TDM System. This included descriptions and various screenshots of the new Optional Marketing Disclaimer, Employee Challenge Customization and SchoolPool 2.0 launch. Mr. Finafrock moved on to the next slide, which detailed tasks that are currently in progress for Commuter Connections staff and contractors. This included descriptions and screenshots of the newly designed commute calendar as well as TDM software tools that are being improved and implemented to make the system more user friendly. The next slide presented included "Forward Thinking" items such as Custom Employee Site Administration, Look and Feel Update, CMS Tool Review, Facebook Login Integration, Employer Challenges, One-Click Ridematching, Bike Routing System Overhaul and Route-Based Ridematching.

Mr. Finafrock's next slide included screenshots of concepts for a new "Look and Feel" for the Commuter Connections website. Three sample designs of the "Look and Feel Update" have been posted to the Ridematching Committee SharePoint site for downloading and review. Comments are due by January 15, 2016.

Mr. Finafrock then presented the "Best Practices Review," which contained a report of industry leaders and emerging dynamic systems in the TDM field

The final slide of Mr. Finafrock's presentation was a call to action. Mr. Finafrock and Travis Johnston, COG/TPB staff, explained that COG/TPB staff would like to work with Committee members as part of a working group to address a new look and feel for the region's TDM software system. Chair Nancy Huggins asked for Ridematching Committee members to form the TDM4.0 Working Group. This working group will be tasked with providing guidance for desired improvements to the TDM System, review and provide recommendations for look and feel updates, review and provide input on COG's Best Practices Review document as well as report the working group's progress to the Commuter Connections Ridematching Committee. The goal is to have input from all Working Group members and promote an open discussion to identify and resolve issues.

The working group was formed with the following volunteering members:

- Darlene Nader of NBTMD (Montgomery County)
- Shawntea Smith (Prince George's County)
- Tierra Brown (Baltimore City)
- Holly Morello of PRTC (Prince Williams County)
- Maggie Awad of ATP (Arlington County)
- Kelly Woodward of DATA (Fairfax/Loudoun Counties)
- Marina Budimir of DDOT (The District of Columbia)

The group will meet via conference call during the week of January 4, 2016. A specific date is to be agreed upon by group members.

All TDM System users are encouraged to submit comments and suggestions regarding the current build of the TDM System (TDM 3.0) to COG/TPB staff by January 15, 2016. Please submit comments to commutersupport@mwkog.org. Comments will be collected and reviewed by the TDM4.0 Working Group.

All TDM System users should review the reports they use in the TDM System, paying close attention to the report name and report description. Each user should submit a complete list of those reports and any suggested edits; to the report name, report description, or overall comments regarding the reports module to COG/TPB by January 15, 2016 to commutersupport@mwkog.org.

Travis Johnston, COG/TPB staff, stressed the importance of participation as a whole group to obtain results. Members should be registered for the RSS Feed Subscription. RSS feed subscription instructions will be provided in a subsequent email to the Committee. Members were reminded to send issues and/or requests to the Commuter Support inbox at commutersupport@mwkog.org.

5. GIS Mapping Update

Jurisdictions with updated Park & Ride lot information are encouraged to submit new data to COG by January 15, 2016. To commutersupport@mwkog.org

George Clark, Tri County Council for Southern Maryland, reported new lots and some changes. Updates will be reflected on the online map as well as in the TDM System.

Ross Edgar, COG/TPB, briefed the committee about several software issues. He mentioned a recent problem in the TDM system regarding entering new applicants with names containing an apostrophe. Mr. Edgar also encouraged members to provide ideas to improve the mapping system.

Fatemeh Allahdoust, Virginia Department of Transportation, informed those in attendance that the Virginia Department of Transportation website has a list of regional park & ride lots.

Mr. Edgar then asked those in attendance to provide some input as to how they envision the dynamic ridesharing application to work. Mr. Edgar also asked those in attendance to provide the information for any specific employee duplicates in the Commuter Connections database they would like to be removed.

Mr. Edgar reminded committee members that new information regarding GIS mapping can be sent to him directly. Other software-related problems should be submitted to commutersupport@mwkog.org.

6. Client Status | Roundtable Discussion

No issues were discussed at this time.

7. Resource Directory

Jurisdiction Members can expect an email from Steven Osborn, COG/TPB Staff, throughout the months of December and January. The Resource Directory will be available via PDF. Hard copies will be distributed by request.

8. Quarterly Progress Report

The quarterly progress report was attached as part of on the meeting documentation package. Stephen Finafrock, COG/TPB staff, explained the content of the quarterly progress report. Table 1 shows the monitoring evaluation. Mr. Finafrock reminded all members to examine the report and notify COG staff of any errors or suggestions.

9. Other Business | Upcoming Agenda Items

George Clark, Tri County Council for Southern Maryland, suggested that the working group create a list of existing issues with the TDM system with prioritization in mind.

Holly Morello, Prince Williams County (PRTC), asked for a unified calendar of events in Commuter Connections that can be shared with jurisdiction members, or vice versa.

Marina Budimir District Department of Transportation, asked if Commuter Connections could mention the new district commuter benefits ordinance on the Commuter Connections Website.

Next meeting of the Commuter Connections Ridematching Committee will be held on March 15, 2016 from 10:00 p.m. to 2:00 p.m.