



**COMMUTER CONNECTIONS  
RIDEMATCHING COMMITTEE  
MEETING MINUTES**

**Tuesday, September 15, 2009  
2:00 p.m. – 4:00 p.m.**

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

**Chairperson:** Traci McPhail, Baltimore City  
**Vice Chairperson:** Hollen Kimmel, Link-Reston  
**COG Staff Contact:** Stephen Finafrock, 202/962-3385  
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**Item #1      Introductions**

The Subcommittee members were asked to introduce themselves and to sign the attendance sheet.

Stephen Finafrock called the meeting to order by introducing himself and asking the rest of the attendees to do so (See attached attendance sheet).

**Item #2      Minutes of June 16, 2009**

Approval was sought for the June 16, 2009 Commuter Connections Meeting Minutes.

**Item #3      Announcement of New Vice Chair**

Hollen Kimmel of Link - Reston was introduced as the new Vice Chair. Stephen Finafrock presented a certificate of appreciation to Diana Utz for her excellent service and dedication. Traci McPhail is being replaced by Debra Adams, MTA Maryland as the Chair of the Ridematching Committee until a replacement from Baltimore City is found.

**Item #4      Upcoming Fairs and Promotions**

COG and clients provided information on recent and upcoming promotions, and distributed copies of promotional items and/or announcements.

- Many Ridematching Committee Members were in attendance at the recent ACT Conference, held in Washington, DC at the Omni Shoreham Hotel.
- COG/TPB staff participated in the "Keys to Transit" promotion held at the MARC Commuter Rail Station on June 25<sup>th</sup> along with Frederick Transit,

VPSI and the local radio station Key103 FM. A Telework Exchange Town Hall Meeting will be held on September 24, 2009.

- Heather McColl, ARTMA, has posted an ad for the Baltimore and DC region in the Green Guide.
- Beth Francis, Fairfax County DOT, has put up advertisements on buses, sent out invitations to employers, as well as in the Fairfax City news link website of their programs.
- Dorothy Dalphon, TransIT Services of Frederick County, has been involved with their community's Back-to-school program, specifically with the "English as a second-language" organization; and Healthy Days. Next week (September 20-26) is their Business Appreciation Week, they will also be involved with the Latino festival, Art Expo, and offering free rides on Car Free Day.
- Patricia Fielder, Hartford County Commuter Assistance, is promoting Bike for Breast Cancer this Saturday and "Carma" (think Karma), a campaign for commuter assistance.
- Roberta Jackson, Commuter Solutions of Howard County is teaming up with the Howard economic department for "Careerfest" and setting up for their transportation fair in October. They are also updating and renovating their website, it is currently 70% completed.
- Joe Cox from NIH is promoting CareFree Day in his region with Transshare and the Bike Club. He has created advertisements for vanpools and won the award for participation in Bike to Work Day! He's next goal is to come up with an accreditation program for "bike friendly" employers, he will notify the committee later on the organization's name that is partnering up with him.
- Prince George's staff reported that they are working with the homeowners association to take advantage of the increase housing development in the area. They are focusing on the beltway community but also beginning to reach for the outer beltway area.

#### **Item #5 Fall TDM Marketing Campaign and Car Free Day**

Doug Franklin, COG/TPB staff, discussed the upcoming Car Free Day on September 22, 2009.

Doug Franklin briefed the committee on the different media outlets being used to advertise Car Free Day. Some of these include: social media networks online (e.g. Facebook), text messaging, and radio. The radio spots were played for the committee. The fall marketing umbrella campaign will soon commence. It will go live October to December of this year. Mr. Franklin showed the committee RideShare's "Pogo stick" and "Different way to work" advertisements, as well as GRH's radio ads entitled "In Control" and "Comfort level". The team will be working on the newsletter, Tyson's Corner's transportation monitors, and employer recognition awards with the applications going out late November.

#### **Item #6 Carpool Incentive Demonstration Project Update**

Nicholas Ramfos discussed the status of the Carpool Incentive Demonstration Project, and passed out the program's requirements to each member of the committee.

The program will follow a target approach around specific commuting corridors (e.g. I-495: Bethesda to Tyson's Corner). The program was loosely based on Atlanta's Cash for Carpoolers program which has been highly successful.

Depending on success rates in Washington, the program may continue and possibly be expanded to include other corridors.

**Item #7 TDM System/Error Reporting Update**

Stephen Finafrock discussed commonly reported errors and the resolution of those errors.

Stephen Finafrock reviewed the correct method to active commuter accounts. Ridematching coordinators were reminded to:

1. Set the codes to match the agency program and switch the account status to "Active" when processed.
2. Make sure when inputting an intersection to include the region (e.g. 16<sup>th</sup> Street NW and F Street NW).

Mr. Finafrock also reminded the group that if they had any edits to their agency's purge letter to submit them to him before October 1, 2009.

**Item #8 GIS Information Update**

COG/TPB Staff discussed the latest GIS information updates and the pending publication of the 2009 Park and Ride Map.

Ross Edgar discussed the latest revision of the Park and Ride Lot map. It is up-to-date with about 373 lots. This will be the last time the map will have the same "look" because as more places are being developed, the signs on the map will begin to overlap and make it difficult to read. If anyone would like to receive a copy of their jurisdiction, for review or update, please send an email to the commuter support e-mail address.

**Item #9 Client Site Status/Roundtable**

Client members were asked to share any "hot topic" issues with the new TDM System.

Stephen Finafrock reminded the group that they can re-active and expired record by simply searching for the record by name.

**Item #10 Other Business/Upcoming Agenda items**

The next Commuter Connections Ridematching Committee meeting will be held on December 15 at 10am.