



## **COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES**

**Tuesday, March 18, 2014**

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

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

**Chairperson: Adrienne Moretz, TransIT Services of Frederick County, MD  
Vice Chairperson: Karen Taylor, NSVRC, Winchester, VA**

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

### **1. Introductions**

Adrienne Moretz, Chair, TransIT Services of Frederick County, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

### **2. Minutes of the December 17, 2013 Meeting**

Approval was sought for the December 17, 2013 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

### **3. Upcoming Fairs and Promotions**

George Clark, TCCSMD, 4/17 United States Patent and Trademarks office commuter fair, 4/23 NAVY YARD Spring Commuter fair, 5/3 Calvert County Green Expo, 5/14 St Mary's County Business showcase.

Allison Kemp, Bethesda, April 2, 2014 at 7272 Wisconsin Avenue, April 9, 2014 at 2 Bethesda Metro Center, April 16, 2014 at 4720 Montgomery Lane, April 30, 2014 at 8120 Woodmont Avenue, April 22, 2014 at 7475 Wisconsin Avenue, April 25, 2014 at 7200 Wisconsin Avenue, May 16, 2014 – Bike to Work Day

### **4. TDM System - Generation II Update**

Stephen Finafrock, COG/TPB staff reviewed the upcoming changes to the TDM System including customized matchletters. Commuter Connections clients can request customized matchletters through COG/TPB staff as long as they adhere to the established matchletter content and general form including common branding logos to include the Commuter Connections. The customized matchletter should provide the commuter with area relevant information as well as clear and identifiable branding.

Jamie Gradoville, Rideshare Delaware, inquired if the new match letter will display Park N' Ride locations in the general geographic area. Mr. Finafrock stated the customized matchletters would continue to include Park N' Ride lot information.

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Mr. Finafrock mentioned the importance of using correct APPCODES, which are now a required field in the TDM System. This change has resulted in a significant decrease in the number of people joining without signing up for a program or without APPCODES.

#### **5. TDM Mobile Application Update**

Stephen Finafrock, COG/TPB staff discussed the Commuter Connections mobile app that will be available for iOS, Android and Blackberry. Mr. Finafrock demonstrated the Apple version for the Ridematching Committee as the other two were still in development. Mr. Finafrock explained that the current functionality of the application is limited to ridematching only. The goal of the application is to be user friendly and simple.

Stephen Finafrock, COG/TPB staff, showed the committee an example of a ridematching demonstration with some real matches. The GIS data speed is still a little slow but improvements are being made. The Commuter Connections mobile App will be free of charge. Press releases about the upcoming launch of the App will take place soon.

Nicholas Ramfos, COG/TPB staff wants to know the feedback and thoughts of other jurisdiction members regarding the expansion of functionality for the App. Mr. Ramfos believes the application will need to draw some interest from the public to be useful. More than just developing the technology, there needs to be a strong market behind in order for it to be productive. Dynamic ridesharing, bus routes, and information about Park N' Ride lots would be desirable, but too much data will make the app run more slowly and subsequently less attractive for the public.

Mr. Ramfos reminded everyone of the controversy about using the "ridesharing" terminology inappropriately by mobile Shared-Use App services. New regulations have been proposed in the District of Columbia by the Taxicab Commission to ensure safety in using the new Shared-Use mobile app services. Commuter Connections has had a Shared Use Rideshare Mobility Task Force reviewing the situation and weighing options on the possibility of offering dynamic ridesharing through the Commuter Connections mobile App. Mr Ramfos elaborated that dynamic rideshare may be the next step for ridesharing as it has an appeal with certain segments of the population.

George Clark, TCCSMD, inquired if the app will display bus routes from Park N' Ride lots. Nick Ramfos, COG/TPB replied that is necessary to be careful with heavy data to make the app fast in order to be attractive for the public.

#### **6. Client Site Status/Roundtable**

Mr Ramfos continued talking about the importance of cleaning up the employer database. He also mentioned progress about the SchoolPool program working with other metropolitan areas that have the system in place in considering upgrades to the module, in addition to switching to an Oracle platform for our region to make it more robust and compatible with the rest of the TDM software system.

Darlene Nader, North Bethesda Transportation Center, highlighted the importance of developing flexible work hour options for commuters with different schedules such as people working night or weekend shifts.

**7. Commuter Connections January 2014 Resource Directory**

Mr. Finafrock reviewed and released the January 2014 Commuter Connections Resource Directory. He encouraged the committee to email [commutersupport@mwkog.org](mailto:commutersupport@mwkog.org) to request a bound, paper copy.

**8. Other Business/Upcoming Agenda Items**

Mr. Ramfos spoke about the Commuter Connections 40th Anniversary. He reviewed the archives of the first ever meeting taking place back in 1974. The original purpose of Commuter Connections was to address the energy crisis which pushed gasoline prices up. There are events planned to commemorate the anniversary. A new logo has been created. Ridematching was the signature program for Commuter Connections. Today, thanks to Commuter Connections, the carpooling and vanpooling program in the Washington Metropolitan area is considered one of the strongest in the country. There will be a regional reception in July to acknowledge the 40th year Anniversary.

***The next meeting of the Commuter Connections Ridematching Committee will be held on June 17, 2014 from 10:00 am to 12:00 pm.***