COMMUTER CONNECTIONS

COMMUTER CONNECTIONS
RIDEMATCHING COMMITTEE
MEETING NOTES

Tuesday, June 16, 2015
10:00 a.m. - 12:00 p.m.

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

Chairperson: Karen Taylor, NSVRC, Winchester, VA
Vice Chairperson: Nancy Huggins, The BWI Business Partnership, Inc.

COG Staff Contact: Stephen Finafrock, 202/962-3385 or sfinafrock@mwcog.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 March 17, 2015 Meeting**
   Approval was sought for the March 17, 2015 Commuter Connections Ridematching Committee Meeting Minutes. The meeting minutes were approved as written.

3. **Upcoming Fairs and Promotions**

Annapolis Regional Transportation Management Associations (ARTMA)

- On May 6th ARTMA was featured on radio station WNAV to discuss the GRH program with Elvia Thompson of Annapolis Green
- ARTMA ran advertisements on WNAV from May 2nd through May 15th, which included promotion of the GRH and Ridesharing programs
- Advertisement placed in the Armed Forces Directory (Ft. Meade/NSA)
- Annapolis had three Bike to Work Day locations where approximately 120 participants received GRH and Rideshare information
- June 18 – Dump the Pump day
- September 22 – Car Free Day
- ARTMA will be attending the ACT conference in July

Baltimore City Department of Transportation

- Baltimore City's Bike to Work Day efforts included 14 stations and over 400 participants
- Hosted iRide Baltimore signup event at Baltimore City Health Department
- Signup event at the West Baltimore Marc Station
- Partnered with Enterprise to provide vanpool and iRide services to areas where ICC bus routes are decreasing

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

- Attending Mayor's Cabinet in the community to promote iRide

BWI Business Partnership

- June 19th - TMA/Transportation information and presentation including travel training segment to BWI Marshall Airport Pathfinders
- June, 2nd - NSA vanpool formation event with vRide
- June 4th – Marc Appreciation Day
- Bike to work day efforts included five events, 125 registrants and 30 volunteers
- Partnership breakfast featuring Southwest Airlines, and Amazon
- ACT Conference planning and participation

Enterprise Rideshare

- June 24th – Mark Center
- Enterprise is partnering with DATA on their vanpool grant
- Partnering with ATP on their vanpool grant

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

- Bike to Work day participation
- June 4th – Health Benefits Fair at US Pharmacopeia
- June 11th – Large outdoor BBQ at 6901, 6903 and 6905 Rockledge Dr.
  June 18th – Health Benefits Fair at Johnson, Bassin & Shaw
- Four vanpool meetings held at Marriott
- Attending Market Walk and Ride at Farmer's Markets in Rock Spring Park during July, August and September
- Working on host committee and new member committee for the ACT Conference

Prince George's County

- April 7th – Attended the Transportation Technology Fair
- April 8th – Attended Job Fair
- April 10th – Attended the State of the Economy Networking Breakfast and Expo.
- Attended College Park, Hyattsville and Port Town Bike to Work Day pit stops. Also provided promotional material to Bowie, Oxen Hill and Greenbelt pit stops.
- Event at College Park Metrorail station to unveil the new bike racks that are being installed on PG County's Thebus
- June 11th – Attended Council Member Taveras Annual District 2 Town Hall Meeting to distribute rideshare information
- June 13th – Attended the annual Price George's county Housing Fair.

Potomac and Rappahannock Transportation Commission (PRTC)

- Mark Center event
- Radio advertisement for the Vanpool Alliance – Beginning with a 15 second ad. July and August will feature 30 second ads three times a day
- Promoting van safety while working with Enterprise to form new vanpools
- Attended transportation event at the Pentagon
- Attended transportation event at Ft. Belvoir

Tri County Council for Southern Maryland

- Grand opening and ribbon cutting for the new park and ride lot in Dunkirk, Md.
- Calvert County Green fair
- MTA Southern Maryland Rapid Transit study open house in Charles County
- St. Mary's Business Expo.
- Attended transportation event at the Mark Center
- Attended transportation event at the USPTO
- Attended fair in Solomon Islands
- TV spots for GRH on Comcast TV

TransIT – Frederick County

- Earth Day events at AstraZeneca and Thermo Fisher Scientific. Bus ridership increased 18% on earth day
- Bike to Work day efforts generated at 45% increase in total registration. Pre –registration party had 100 attendees
- TransIT and Clean Air Partners joined efforts to offer the Air Partners Champions Award

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4. TDM System Update | School Pool

Stephen Finafrock, COG/TPB staff, confirmed the TDM & SchoolPool software upgrade from JBoss 6 to JBoss 8 - Wild Fly. Wild Fly is currently running on a test database for use by COG Staff only. Mr. Finafrock then logged into the test database, reviewed a commuter's profile information and generated a matchlist. Mr. Finafrock informed those in attendance that the customized matchletter logos will be ported over when Wild Fly is put into production. COG Staff has not encountered any major issues with this software upgrade, but further testing is needed.

Mr. Finafrock continued to inform those in attendance of additional enhancements coming to the TDM System. COG will be enhancing the trip logging function for the Commuter Connections 'Pool Rewards program. This function will be streamlined and made more intuitive for program participants. The commute log may be integrated into the Commuter Connections mobile application for user's convenience.

Mr. Finafrock continues to expand on additional enhancements coming to the TDM System. A reports module overhaul will be in effect this fiscal year. Report definitions, names and functions will be appropriately changed as needed. Commuter Connections will also offer an opt-out marketing option. Registered commuters and new registrants will soon be able to opt out of marketing information and additional communications from Commuter Connections. Individuals who opt out will still receive matchlists and reminders to reregister. This option will be available when Wild Fly is moved to the production server.

Mr. Finafrock also announced that COG is looking into additional ways to use content management system (CMS) tools in order to make the Commuter Connections website more customizable and display different, more relevant news. Mr. Finafrock also announces that route-based ridematching is to be expected in 2016. Route-based ridematching will be an addition to the current radial search option.

George Clark, Tri County Council for Southern Maryland, expressed his concerns with the current radial ridematching system and the need for route-based ridematching. Commuters living and working in southern Maryland are currently matching across barriers.

Mr. Finafrock then discussed the possibility of introducing a dynamic ridesharing system to Commuter Connections. Nicholas Ramfos, COG/TPB Staff, added that the first iteration may be to match individuals who are heading to popular transit stations where parking may be costly and limited.

Mr. Finafrock then added the possibility that dynamic ridesharing could benefit individuals attending special events. Mr. Clark stated that some enhancements should be made to the special events module. He also suggested that an admin should be able to enter a longer description of the special event.

5. ATP's SchoolPool & TDM for Arlington Public School Employees

Stephen Finafrock, COG/TPB staff then began presenting the improved SchoolPool website and noted that schools must be registered with SchoolPool in order to become searchable in the database. As of now, COG has approximately 30 schools registered with SchoolPool. SchoolPool can now be customized and was presented using the Arlington Public School (APS) color scheme. Mr. Finafrock then logged in using a test account and began reviewing profiles and performing a matchlist. Parents will have the option to email other matched parents when they receive their matchlist results. Mr. Finafrock reminded those in attendance that college-aged students are not eligible for SchoolPool.

Mr. Finafrock noted that future improvements may include adding further customization to SchoolPool by swapping out the Commuter Connections logo with the relevant public school system logo. A section for special events may also be added.

Elizabeth Denton, Arlington Transportation Partners (ATP), presented strategies for Arlington Public Schools using both the SchoolPool and TDM software systems. The goal is to increase carpool options between employees working at any Arlington Public Schools. Initial research was carried out, including surveys showing that staff at Arlington Public School predominantly drive alone.

Arlington Transportation Partners is trying to gather more information to have a viable solution by this time next year. Surveys conducted by ATP show a large interest in carpooling among the estimated 5,000 APS employees.

ATP is also exploring incentive options for APS employees who carpool regularly. They may incentivize the use of carpools promoting parking spaces as a reward for carpooling. The goal is also to involve other staff members at Arlington Public Schools beyond teachers such as administrative and support staff.

6. Rideshare Delaware's Web-Based Chat Function

Kevin Schultz, former Project Manager of RSDE, has accepted a position with AMTRAK and was not able to attend the meeting and present on the Rideshare Delaware's web-based chat function. In place of the presentation, Stephen Finafrock, COG/TPB staff mentioned the software and asked the committee if any members had experience with similar products. Leigh Anderson, GW RideConnect, informed those in attendance that RSDE has been using a live chat application on their TDM website called "Tawk.To." This application is free to use and can be set up by copying and pasting a line of JavaScript into the HTML of the website. Mrs. Anderson believes this has been a successful communication tool for the public and has helped increase exposure to the Commuter Connections programs.

7. Client Site Status | Roundtable Discussion

There were no hot topic issues brought up for discussion and the group was asked to bring any issues encountered to the next Ridematching Quarterly meeting.

8. July 2015 TDM Resources Directory

Stephen Finafrock, COG/TPB, notified attendees that COG Staff has begun working on the July 2015 Resource Directory to be published in August 2015. The directory will be available in PDF format - printed versions will be available by request.

9. **Quarterly Progress Report**

Stephen Finafrock, COG/TBP staff, reminded the group to bring to his attention any issues regarding the data that shows inaccuracy. Kelly Woodward, DATA, clarified that numbers she reported are separate from Fairfax.

10. **Other Business | Upcoming Agenda Items**

Michelle Landrum, Enterprise, reminded the group about the ACT International Conference held on July 26-29, in Baltimore MD as an excellent opportunity for networking and collaborating with other colleagues.

The next meeting of the Commuter Connections Ridematching Committee will be held on September 15, 2015 from 2:00 p.m. to 4:00 p.m.