COMMUTER CONNECTIONS
RIDEMATCHING COMMITTEE
MEETING NOTES

Tuesday, March 20, 2018
10:00 a.m. - 12:00 p.m.

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

Chairperson: Alan Doran, Harford County.
Vice Chairperson: Thomas Hamed, Alexandria City

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

1. Introductions

The meeting was brought to order by Chairperson Alan Doran of Harford Commuter Smart. Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the December 19, 2017 meeting

Approval was sought for the December 19th, 2017 Ridematching Committee Meeting minutes. An initial motion to approve the minutes was made by Nancy Huggins of the Maryland Transit Administration (MTA) and seconded by Fatemeh Allahdoust of VDOT. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Anne Arundel County

- Job Fair (AACC Cyber) March 23rd
- Fort Meade Earth Day April 19th
- Presentation at Pascal Center
- Davidsonville Green Expo
- N. County Hiring Event May 8th
- Collaboration with the Bowie Baysox
- Commercials aired before games
- Brochures given out as people leave the stadium

Arlington Transportation Partners

- Nestle Book Tour March 20th
- National Walking Day April 4th
- Bike to Work Day Event
- PBS Earth Day Event April 19th

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

Baltimore City Department of Transportation

- Bike to Work Day Event
- Safety City Day
- Round Table with Constellation Energy Corporation
- Earth Day Celebration with Social Security of Baltimore

Bethesda Transportation Solutions

- Commuter Information Day 7910 Woodmont Ave, April 11th
- Bike to Work Day May
- Earth Day with JBJ at Brooksfield

City of Alexandria

- Bike to Work Day
- Bike to School Day May 9th in collaboration with Alexandria City Public School
- US Patent & Trademark Office Green Fair
- Alexandria Eggstravaganza Easter Event

Montgomery County

Friendship Heights

- Planning Bike to Work Day, reaching out for donations and exhibitors
- Planning Commuter Information Days large employers during their Earth Day Events
- CID at GEICO on April 19th
- Partnered with Le Pain Quotidien for food for our events
- Conducting "pop up" CIDs at retail employers that are a little more difficult to reach such as GAP, Courtyard Marriott, and P.F. Changs.

Countrywide West

- Bike 2 College Day- Rockville, Takoma Park, and Germantown campuses April 18th
- Earth Day at Carderock Division of the Naval Surface Warfare Center April 19th
- CID Event at Clarksburg Premium Outlets April 28th
- GreenFest- Silver Spring, MD May 5th
- Vendor Appreciation Day (CID event) Asbury Methodist Village in Gaithersburg

Mobile Commuter Store

The Mobile Commuter Store visits two locations per day from the following list:
- White Oak Transit Center
- Upcountry Regional Services Center
- Germantown Transit Center
- Burtonsville Crossing Park & Ride
- Bethesda Farm Women's Market
- Village of Friendship Heights
- Wisconsin Place Community Recreation Center
- Lake Forest Transit Center
- Park & Regional East County Regional Services Center
- Downtown Bethesda
- Friendship Heights
- West Diamond Park & Ride

Greater Shady Grove

- Adventist Healthcare TMP meeting, March 22nd
- Aeras TMP meeting, March 22nd
- CID Fair at NCI, April 4th
- Sheladia Associates TMP meeting, April 19th
- CID Fair at Westat, April 11th
- CID Fair during Earth Day at NCI, April 26th
- Bike to Work Day Event, Fallsgrove – Rockville Pit Stop, May 18th

Silver Spring

- Pulmonary Hypertension Association employer presentation, March 29th
- Toole Design Group TMP meeting, April 5th
- Bike 2 College Day, Montgomery College, Takoma Park, Silver Spring campus, April 18th
- Note – Holiday Inn Express TMP meeting schedule for March 7th will be rescheduled for mid to late April
- Bike to Work Day – Silver Spring – Discovery Place Pit Stop, May 18th
- United Therapeutics Health Fair, October 18th

General CSS

- Prepping for Green Fest on Saturday May 5th at Jessup Blair Local Park in Silver Spring, adjacent to Montgomery College
- Bike to Work Day prep is under way

North Bethesda Transportation Center

- Commuter Information Day at Henry Jackson Foundation Headquarters, March 21st
- Meeting with Digital Management-TMP, March 22nd
- Vanpool Formation meeting with USNRC & Enterprise reps, March 28th
- CID at Bethesda Luxury Imports, March 29th
- Meeting with NIH reps to discuss relocation of NIH satellite offices in North Bethesda, April 3rd
- CID/Benefits Fair at IQ Solutions, April 4th
- Earth Day Expo at HHS-Parklawn, April 19th
- BWD at Pike & Rose, May 18th

PRTC

- Quantico Welcome Brief for new staff, Jan 22nd
- ECO Commuter Fair, Feb 7th
- First Transit Operations Programs Update, Feb 28th
- Pentagon Vanpool Event, March 13th
- Mark Center Vanpool Event, March 15th
- Quantico Welcome Brief, March 19th
- Stratford University New Student Meet Event, March 21st
- PTO Green Fair, April 5th
- GMU Health Wellness Fair, April 5th
- GMU Transit Roundtable, April 6th

Transit Services of Frederick County

- January - participated in events for senior transportation
- 2/7: Participated in the Federal Elections Commission event
- 2/9: Frederick Memorial Hospital had a health fair
- TransIT Driver Appreciation Day event

- Hosted a travel training event for a middle school leadership group
- Upcoming: April & May:
- 4/5: Green Fair at the US Paton Office
- 4/13: Health Fair at Homewood
- 4/15: Brunswick Safety Day
- Hosting a commuter appreciation day at the end of April at the Monocacy MARC Station
- 4/20: Free rides on TransIT for Earth Day
- 4/20: Thermo Fisher Scientific's Earth Day event
- 4/26: City of Frederick's Health Fair
- May: Bike to Work Day & events leading up to it.

Tri-County Council for Southern Maryland

- Charles County Transportation Conversation
- USPT
- Calvert County Green Expo
- SM Business Expo

4. TDM System Update

Stephen Finafrock, COG/TPB staff, began his presentation reporting that there have lately been some issues with geo-coding. Changes at Google and the expansion of program modules have necessitated re-evaluation of geocoding. A solution to the problem is currently being worked out. He encouraged everybody to keep reporting issues to COG through the Commuter Support line at (202)962-3333.

Mr. Finafrock updated the Committee about the Flextime Rewards program and the first rewards given for the months of January and February. Commuter Connections granted a $100 prize for commuters who, after being notified, changed their times of travel and recorded trip data in the TDM system. To qualify for the program commuters, need to accept at least one invitation.

Mr. Finafrock also mentioned that the special events feature is working well. Cherry Blossom festivities and upcoming National games are being listed. In FY19, a special event feed will be added to the Commuter Dashboard to increase the module's exposure.

Mr. Finafrock then discussed the possibility of creating a custom page design for employers. For the time being, Commuter Connection will only help interested Federal Agencies, Universities and big corporations with a significant number of employees. The TDM System now has four custom Employer pages. Most recent additions include DOD/WHS & Reston Hospital Center.

Lastly, Mr. Finafrock stated that a Guaranteed Ride Home request function without calling the dispatch number will be available very soon. The idea is that with just one click from the account commuters can request a GRH. It would be easy to use with a likely "call back" feature from the dispatch service.

5. incenTrip Update

Steve Osborn, COG/TPB, presented the incenTrip Mobile Application demonstration. He highlighted the intuitive way of navigating through it. Commuters can create an account from scratch or sign in with the Commuter Connections account. Once logged in, users can review their account, trips planned, rewards etc. Also, they can see their points history.

For the time being, Carpool Now isn't yet incorporated in the app. incenTrip can suggest multiple travel options that suit the commuter preferences trying to optimize the trip. The cost factor isn't part of the formula. i.e. the cost of tolls.

George Clark, TCCSM, was concerned whether the estimated price of Uber service was accurate. Mr. Osborn, COG/TPB announced that the mobile application is ready to be downloaded using the Android Platform. For iOS users, the application is not yet ready. It's expected to be available around April or the beginning of May of this year.

Mr. Osborn then distributed a few available smartphones so the members of Commuter Connections were able to use the mobile application. Heidi Mitter, VDOT, noticed that the options given to commuters are sometimes not realistic, like walking distances, that is why it is important to send feedback and relevant input to make it more attractive to commuters. Mr. Osborn stated that incenTrip uses real-time traffic data to help you make an informed decision for your trip. Eco Driving allows users to earn additional points by driving efficiently. The less efficient the less points. Points accumulated through the app's trip planning can be redeemed for various prizes. Rewards may include Amazon gift cards. The gift card value varies depending on the amount of points a user redeems.

Mr. Osborn concluded by stating that the maximum points a commuter can redeem is 5,000. An official launch presentation from the University of Maryland developers of IncenTrip will take place in the Board Room around May. The exact date is undetermined. Any feedback on the app should be forward to the Commuter Support email box at commutersupport@mwcog.org.

6. Mobile Applications Update

Stephen Finafrock, COG/TPB staff, reviewed the improvements of the mobile application CarpoolNow with the Committee. He brought up the existence of a recent "bug." The software now has more information, and complexity. Transit information is offered as an alternative. The driver notification has been enhanced.

7. GIS Update

Ross Edgar, COG/TPB staff, updated the Committee on the status of the bike-routing module. He demonstrated heads-up digitizing of bike paths over aerial photography to correct errors in input data. He continued demonstrating the steps needed to extract and transform data from different sources into a dataset that can be used as input to build a navigable bike routing network.

8. Client Site Status/Roundtable

During the meeting Nancy Huggins from MTA was recognized for her effort in working with cab providers to get onto the Ford Meade Base for the GRH Baltimore program.

9. Quarterly Progress Report

Stephen Finafrock, COG/TPB staff, reviewed the FY18 2nd quarter CCWP progress report. He mentioned that some numbers of the previous quarter activity can be used for comparison purposes. He encouraged those in attendance to review the progress report and offer any comments or suggestions. He stated that it is helpful to receive data from all jurisdictions as early as possible so that it is included in the report. Other Business/Upcoming Agenda Items

Stephen Finafrock, COG/TPB staff, ended the meeting suggesting those in attendance test the Flextime Rewards program using a personal Commuter Connections account to check for notifications. Also, he recommended that attendees download the incenTrip app to learn more about it.

The Next meeting of the Commuter Connections Ridematching Committee will be held on June 19th, 2018 from 10:00 a.m. to 12:00 p.m.