

**MEETING NOTES
COMMUTER CONNECTIONS
RIDEMATCHING COMMITTEE**

Tuesday, March 20, 2012

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

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

Chairperson: Lillian Bunton, BMC

Vice Chairperson: Geralyn Taylor, City of Alexandria LocalMotion

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

1. Introductions

Stephen Finafrock, COG/TPB staff, called the meeting to order by introducing himself. Attendees were then asked to introduce themselves and sign the attendance sheet.

2. Minutes of the December 20, 2011 Meeting

Approval was sought for the December 20, 2011 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

The following Rideshare Coordinators shared details of recent or upcoming Transportation fairs or promotions that they have attended:

Lillian Bunton (BMC): Promoting Clean Commute Month, Bike to Work Day, and Harford Co. Green Fair

Holly Morello (PRTC): Feb – Ft. Belvoir Commuter Fair, April – Freddie Mac, May 10 – Annual DoD Transportation Fair at Pentagon

Lisa DuMetz (VDRPT): March 14 – Project kick off for the NVRC/BRAC Dynamic Rideshare Pilot, which included government officials from DRPT, FCDOT, FHWA, and VDOT. We discussed the work scope, project timeline and goals. March 26 - Stakeholder kickoff scheduled for at NVRC office

Darlene Nader (North Bethesda TMD): April 17 – HHS Program Support Center in Rockville, MD, April 18 – Aberdeen Proving Ground, April 19 – USNRC, April 26 – Transwestern Properties (4 buildings in Rock Spring Park), Receiving & approving annual reports for all companies in NB required to file Traffic Mitigation Plans in Montgomery County DOT. 65 received to date, Carpool/Vanpool meetings held with FDA, and Planning underway for Bike to Work Day @ White Flint Mall, May 2012

George Clark (Tri-County Council for Southern Maryland): April 28 – Calvert Co. Green Expo, April 28 – Charles Co. Green Expo, Bike to Farm (date TBA) and Pax River Commuter Fair in St. Mary's Co (date TBA)

Ryan Emery (NSA Bethesda): March 14 – Hosted Bethesda Commuter Fair at Naval Support Activity Bethesda, hosting vanpool information sessions, and hosting Bike to Work Day pit stop

Dallen Hall and Tammy Bowles (Montgomery Co.): Promoting Bike to Work Day

4. Stephen Finafrock (COG/TPB): March 6 – 495 ExpressLanes meeting, March 14 – Bethesda Commuter Fair at Naval Support Activity Bethesda, April 17 – HHS Program Support Center Rockville, MD, April 18 & 19 – Capital Concierge, Inc. in Washington, DC, April 24 – USGS Headquarters in Reston, VA, April 24 – US Patent and Trademark Office Green Fair in Alexandria, VA, April 26 – FDA in Laurel, MD, May 10 – Annual DoD Transportation Fair at Pentagon

Nicholas Ramfos (COG/TPB): The Commuter Connections 'Pool Rewards – Vanpool program will be available soon. Each jurisdiction is encouraged to promote this program during fairs and events as an incentive option for forming vanpools

5. **SchoolPool Application Update**

Stephen Finafrock, COG/TPB staff, provided an update on the SchoolPool program and indicated that two training/review sessions have been completed (12/6/2011 & 2/22/2012). Copies of the updated SchoolPool marketing flyers and application forms were provided to meeting members.

Stephen Finafrock, COG/TPB staff, accessed the SchoolPool site as an end user and displayed the most recent updates to the site, which included grammatical corrections, translation options and a radius search correction. Stephen Finafrock also logged in as an administrator, to display the functionality of administrative rights. As an admin, the look, design and feel of the site can be tailored to meet the needs of a school. Stephen Finafrock displayed the email that is automatically generated when an admin creates an account for a parent.

Stephen Finafrock and Nicholas Ramfos, COG/TPB staff, encouraged the marketing and outreach of the SchoolPool site at the grassroots level by each Ridematching committee member since no media marketing is planned.

6. **Special Events Ridematching**

Stephen Finafrock, COG/TPB staff, asked that each jurisdiction add at least 2 special events each month. This can include local sporting events, concerts or any event where individuals would benefit from commuting together. Events that have numerous entries, such as sporting events or music venues like Wolf Trap, should be provided to Stephen Finafrock via email in a spreadsheet or .csv format.

Keith Bounds (MDOT) asked about the usage of the Special Events tool and how many people utilize it. Nicholas Ramfos, COG/TPB staff, responded that there is no marketing. George Clark (Tri-County Council for Southern Maryland) asked about promoting the Special Events tool by sending out an email blast to all registered members with Commuter Connections. Stephen Finafrock, COG/TPB staff, indicated that 'blast' emails would not be used.

Lillian Bunton (BMC) asked if the Special Events tool could be mentioned in a press release and Nicholas Ramfos, COG/TPB staff, indicated that was fine.

7. TDM System Suggested Improvements Update

Ross Edgar, COG/TPB staff, provided an update concerning the upgrades to Oracle and JBoss 6. The JBoss 6 upgrades will make the database more secure and more reliable but the upgrades are still in beta testing.

Ross Edgars, COG/TPB staff, provided an update concerning the new bulletin board system located off the Commuter Connections homepage. The new system will have a nicer interface and added functionality. Currently, the old and new versions of the bulletin board system are available but the old version will be removed after testing has been completed with the new version. Stephen Finafrock, COG/TPB staff, created a new account to display the registration process.

8. GIS Information Update

Ross Edgars, COG/TPB staff, indicated that a new revision of NAVTEQ has been received, which will improve the Commuter Connections park and ride lot map. It was asked that all jurisdictions provide up to date park and ride lot information for their region no later than April 16, 2012.

Ross Edgars, COG/TPB staff, pointed out the benefits of NAVTEQ over Google. It was noted that Google does not give an error message when an invalid address is provided. Google will attempt to find what it considers the most logical point based on the address provided. Since Google does not provide an error message, the map data can be incorrect without the user knowing. NAVTEQ will provide an error message when an invalid address is provided, which helps ensure data and address accuracy.

9. Client Site Status/Roundtable

Stephen Finafrock, COG/TPB staff, displayed the new Bike to Work Day site (<http://www.biketoworkmetrodc.org/>) Nicholas Ramfos, COG/TPB staff, indicated that the site has moved away from WABA and become a standalone site, which was developed by COG and WABA. There are 59 pit stops this year, which is up from the 49 pit stops last year.

Nicholas Ramfos, COG/TPB staff, indicated that Commuter Connections is working with Base Technologies to develop a mobile app. The app will provide many of the same features that the Commuter Connections site offers. A prototype of the app will hopefully be available by summer 2012.

Darlene Nader, North Bethesda TMD, asked when the 'Pool Rewards – vanpool program will be launched. Nicholas Ramfos, COG/TPB staff, stated that it should be ready by April, 2012.

Stephen Finafrock, COG/TPB staff, displayed the new 'Resource Directory - January 2012' and asked that any updates or corrections be emailed to commutersupport@mwkog.org. The Resource Directory will not be made public or posted online since some of the contact information is private. Public or program specific contact information is posted off of Commuter Connections. Stephen introduced Marcus Moore as the new Rideshare representative for Fairfax County.

10. Other Business/Upcoming Agenda Items

The next meeting of the Commuter Connections Ridematching Committee will be held on June 19th, 2012 from 10:00am to 12:00pm.