



MEETING NOTES COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE

Tuesday, June 15, 2010
10:00 a.m. - 12:00 p.m.

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

Chairperson: Paul Day, Baltimore City DOT
Vice Chairperson: Hollen Kimmel, LINK

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 committee members were asked to introduce themselves. Paul Day, MTA, called the meeting to order by introducing himself and asking the rest of the attendees to do the same.

2. Minutes of the March 16, 2010 Meeting

Approval was sought for the March 16, 2010 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Paul Day (Baltimore City DOT): Rideshare Website Launch, Google Adwords Campaign, New Mover Direct Mail Campaign, Live Baltimore Homebuyer Event, Facebook Campaign, Ongoing employer outreach.

Dawn Boddin & Glen Hiner (FCDOT): Fairfax is working on gearing up for Try Transit week for September and employer outreach events focusing mainly around Tyson's Corner and BRAC.

Toyja Somerville & Jim McAllister (TRI-County): August 24 - Patuxent River NAS - 3-7pm sponsored by The Fleet and Family Support Center. The Saint Mary's County Department of Aging Annual Health Fair on Friday, October 22, 2010 8:30 am – 3:30 pm at Hollywood Volunteer Fire Department Hall, Hollywood, MD.

Heather McColl (ARTMA): Earth Day – ARTMA attended the Northrop Grumman Earth Day event on April 22 and had a display with literature on carpooling, transit, etc. The event lasted 3 hours and more than 75 people visited the ARTMA exhibit. Clean Car Clinic: held on 4/29/10 at the Annapolis Recreation Center. The clinic, sponsored by the Annapolis Regional Transportation Management Association (ARTMA), Baltimore Metropolitan Council (BMC) and the Maryland Department of the Environment (MDE), offered free

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comprehensive inspections by certified automotive technicians to ensure that people are operating their vehicles as efficiently and cleaning as possible. ARTMA served ~ 10 people who work for the City of Annapolis during the two-hour event. Clean Car Clinic: held on 5/4/10 at the O'Malley Senior Center. The clinic, sponsored by the Annapolis Regional Transportation Management Association (ARTMA), Baltimore Metropolitan Council (BMC) and the Maryland Department of the Environment (MDE), offered free comprehensive inspections by certified automotive technicians to ensure that people are operating their vehicles as efficiently and cleaning as possible. Sixteen members of the senior center were served during the two-hour event. MTA Public Hearing – on May 4, ARTMA attended the City of Annapolis Department of Transportation public hearing regarding the proposed elimination of the C-60 service connecting Annapolis to Arundel Mills/BWI Airport. ARTMA advocated for continued but revamped service. Bike to Work Day: managed Anne Arundel County Bike to Work Day event on 5/21/10 at the Annapolis City Docks in conjunction with the Baltimore Metropolitan Council and Annapolis Transit. The event had ~ 255 cyclists – the largest turnout in the Baltimore region. Pentagon Rideshare Fair: ARTMA exhibited at the fair on 5/26/10 for 2 ½ hours and distributed materials to approximately 250 interested parties.

Dotty Dalphon (Frederick): 4/9 – Ft. Detrick's Earth Day Event. 4/9 – Transition Fair for high school seniors with disabilities at Frederick Community College. 4/22 – Earth Day FREE Ride Event on TransIT Connectors & Shuttles; Greener. Smarter. Transit Rider. button giveaway (31% increase in Ridership over average daily ridership and 11% increase over Earth Day '09). 5/5 – Live Near Your Work webinar held at Winchester Hall (Frederick County Gov't Headquarters). 5/13 – Dept of Aging's Health & Wellness Fair. 5/21 – Bike to Work Day Event (130 attendees = 28% increase over last year). 5/26 – Ft. Detrick's Safety Awareness Day. 6/18 – Dump the Pump free ride event / pouches with the Dump The Pump logo imprinted on them given to riders the day prior to the event to encourage participation (53% increase over average daily ridership. 8.8% increase over last year's Dump the Pump Day ridership.)

Stephen Finafrock (COG/TPB): March 17 – MWAA/Reagan Airport, April 6 – Federal ETC Training, April 8 – Telework Exchange, April 14 – HHS Humphrey Building, April 20 – HHS Parklawn, April 21 – USPTO Alexandria, April 21 – USGAO G Street NW, April 22 – HHS White Oak FDA, April 22 – Earth Day Fair at Red Cross, May 26 – 3rd Annual DoD Transportation Fair at Pentagon Center Courtyard.

Patricia Fielder (Harford County): Harford County Commuter Assistance will be participating in the series of APG's Newcomer's Orientation Sessions scheduled for once a month for the remainder of the year. We will be hosting a car-free day event in September and participating with Healthy Harford for a bike ped event on October 8th. Our first TMA meeting of this next fiscal year is in September.

Darleen Nader (North Bethesda TMD): Successful BWD at our new location, White Flint Mall on 5/21/10. Live Near Your Work Workshop in conjunction with Montgomery County Commuter Services 6/10/10; outdoor promotion with Cassidy Pinkard property managers for multiple tenant buildings.

Dallen Hall (Montgomery County): Live Near Your Work Event on June 10, 2010, at MC

EOB and Montgomery County participating in Bike to Work Day 2010.

Lisa Horanyi (Charlottesville): RideShare hosted the 20th Annual Clean Commute Day in the Charlottesville area on Friday, May 7th. Other participating agencies included JAUNT, Charlottesville Transit, University Transit, ZipCar, VPSI and Amtrak. Area commuters were encouraged to take the Clean Commute Pledge, online or in person, promising to use an alternative to driving alone for at least one day during the spring. 120 pledges were received. Prizes were donated by local sponsors, and the grand prize winner received two round trip tickets on Amtrak's Northeast Regional Service from Charlottesville to Boston or any destination along the way.

Sheran Taylor (Hampton Roads – HRT Traffic): In May, attended the Williamsburg Bike and Walk event where they sponsored a t-shirt give away and gave away a bicycle. Upcoming event for the Unlock Gridlock Hampton Road that will be held on June 23rd (sponsored by TRAFFIX and DRPT).

4. Employer Record Interface Changes

Stephen Finafrock, COG/TPB staff, distributed individual reports to each applicable committee member addressing duplicate entries within the "Employer Name" field of the TDM database. It was requested that each member review and condense the duplicate employers into one employer name. The deadline set was July 30, 2010. In response to a question from Dawn Bodden (FCDOT) concerning the limitations of the search display (Employer Name/Landmarks/etc...) Ross Edgar indicated that he will work towards a glossary display of choices instead of the system only listing the top 20 results.

5. Carpool Incentive Program Update

Stephen Finafrock, COG/TPB staff, briefed the Committee on the status of the 'Pool Rewards Program. Mr. Finafrock indicated that June 30, 2010 is the last day for payouts and email reminders have been sent.

6. TDM System/Error Reporting Update

Stephen Finafrock, COG/TPB staff, distributed individual reports to each applicable Committee member addressing existing users listed as "New Registrant." It was requested that each member review and update the status of users on the report.

7. GIS Information Update

Ross Edgar, COG/TPB staff, demonstrated the Park-N-Ride map, including various interface options. Users can navigate to the tool by going to www.commuterconnections.org > Commuter Programs > Ridesharing > Park & Ride Lot Locations. Additional discussion included adding a comments section and/or the ability to add photos.

8. Client Site Status/Roundtable

Nicholas Ramfos, COG/TPB staff, discussed the option of having a search/display result that matches commuters with co-workers only. In addition, there was discussion of a search option that displayed existing commuters on a map which could possibly search by zip code or neighborhood. This could be used as a promotional tool to entice un-registered users to become registered.

There was discussion of adding a Schoolpool commuter option. Lisa Horanyi (Charlottesville)

spoke about their Schoolpool program and how it was promoted. General consensus was positive.

9. Other Business/Upcoming Agenda Items

The next Ridematching Committee meeting will be held on Tuesday, September 21, 2010 at 2:00 PM.