COMMUTER CONNECTIONS
RIDEMATCHING COMMITTEE
MEETING NOTES

Tuesday, September 17, 2013
2:00 p.m. - 4:00 p.m.

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.
COG Board Room
Chairperson: Geralyn Taylor, City of Alexandria LocalMotion
Vice Chairperson: Margie Weaver, TransIT Services of Frederick County, MD

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**
   Gabe Ortiz (for Geralyn Taylor), Alexandria LocalMotion, called the meeting to order by introducing himself. Attendees were then asked to introduce themselves and sign the attendance sheet.

2. **Minutes of the June 18, 2013 Meeting**
   Approval was sought for the June 18, 2013 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. **Announcement of New Vice Chair**
   Margie Weaver, TransIT Services of Frederick County, MD, will be the Chairperson for the Committee and Karen Taylor, Northern Shenandoah Valley Regional Commission, was announced as the new Vice Chairperson.

4. **Upcoming Fairs and Promotions**
   Gabe Ortiz (Alexandria LocalMotion): Family Fall Day, NOVA Community Day, promoting Car Free Day, Bike Lights event, New Zipcar spots promotion, running advertisements for van start/ van save, running general program advertisements, hosting Old Town farmer's market on 9/21/13, hosting Mile Long yard sale on 9/21/13, hosting four mile run farmer's market on 10/6/13, and hosting Fall Festival on 10/26/13.

   Leigh Anderson (GWRideConnect): Running local newspaper ads and running the Commute Fairy radio campaign

   Holly Morello (PRTC): Promoting Car Free Day and Try Transit week via PRTC Rider Express announcements and in Ridematching responses

   Michelle Landrum (Enterprise Rideshare): Going to Washington Navy Yard 10/2/13, DFA Transportation fair 10/9/13, JBAB Base Exchange on 10/10/13, working events with VA Mega Projects, and hosting a pizza party at Bechtel on 9/25/13

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

Maheen Aziz and Marcus Moore (Fairfax County RideSources): Promoting Try Transit Week and Car Free Day

Margie Weaver (TransIT Services of Frederick County, MD): Promoting Car Free Day, giving free rides on TransIT buses all day on 9/20/13, going to a Business expo sponsored by Frederick Chamber of Commerce on 9/24/13, going to Frederick Community College evening student welcome event on 9/25/13, Elder Expo on 10/2/13, Frederick Community Health Fair on 10/5/13, Celebrating TransIT 20th anniversary from 10/21/13-10/25/13, and giving free rides on TransIT buses all day on 10/25/13.

Lillian Bunton (Baltimore Metropolitan Council): Running radio ads on 6 stations, have an insert in Carroll Magazine, have an insert in Money Mailer, and promoting Guaranteed Ride Home program though their Park and Ride survey

George Clark (TCCSMD): Will be attending and have a booth at North Beach in Calvert County for Car Free Day, will be attending the Navy Yard Commuter Fairs on 10/2/13, 10/9/13, and 10/10/13, will be attending the St. Mary's County Health Fair on 10/25/13, and running TV ads for Ridesharing and Guaranteed Ride Home on Comcast in Charles, Calvert, and St. Mary's Counties in addition to a banner on the internet.

Alan Doran (Harford Commuter Assistance Rideshare): Promoting Car Free Day and giving free rides on the Harford Transit Link system on 9/22/13, Healthy Harford Fair on 9/28/13, Harford County Chamber of Commerce Commuter Expo on 10/18/13 and 10/19/13, Aberdeen Proving Grounds Health and Wellness Fair on 11/7/13, Raytheon's Annual Wellness Event on 11/14/13, and Commuter Appreciation Days on currently unscheduled dates between September and December.

Darlene Nader (North Bethesda Transportation Center): Walk and Ride Campaign between 9/9/13 and 9/27/13, Car Free Day event at Grosvenor-Strathmore Metro station on 9/20/13, CID at 6610 Executive Blvd on 9/25/13, Farmer's Market in Rock Spring Park to promote changes to RideOn 96 on 9/26/13, CID at 11300 Rockville Pike on 10/2/13, CID at Marriott on 10/16/13, CID/ Survey Promotion at Sears in Montgomery Mall on 10/18/13, CID at Watkins Meeghan on 10/24/13, and CIDs/ Survey Analysis at Hebrew Home on 11/5/13, 11/6/13, and 11/7/13.

Michael McNulty (COG/TPB Staff): COG will be attending events at the Navy Yard on 10/2/13, 10/9/13 and 10/10/13, and attended an event at Fort Belvoir on 9/12/13.

5. **TDM System - Generation II Update**
   Stephen Finafrock, COG/TPB Staff, provided a demonstration of the TDM system Generation II Update. He displayed the following modules: Rideshare Admin, Pool Admin, Employer Admin, Reports, VMT Reports, and Special Events.

   The Ridematching page's functionality will remain the same. Several bugs with this service have been addressed and corrected. A big part of the change for the system update is the implementation of Google Maps Version 3. This version of the Google Maps software is more readily accessible by mobile devices, tablets, and touch screen devices. This coincides with COG's initiative to install responsive web design within the TDM system.

Ross Edgar, COG/TPB Staff, stated that we are looking at potential options to address the problem of people being matched with other commuters despite geographic boundaries. This question was brought forward by George Clark, TCCSMD, and Fatemeh Allahdoust, VDOT.

Lisa Dumetz-Rosier, DRPT, asked if route-based ridematching would be implemented. Nicholas Ramfos, COG/TPB Staff, responded that we are still working on this, but the system currently performs ridematching based only on distance radii.

George Clark, TCCSMD, brought up the topic of the Special Events tab. Stephen Finafrock, COG/TPB Staff, said that the functionality remains unchanged, but the style is different.

Stephen Finafrock, COG/ TPB Staff, asks that special events are entered into the system. All special events entered in the old system will be carried over to the new system.

Stephen Finafrock, COG/TPB Staff, stated that in the new system, users (commuters and Ridematching Coordinators) will be counted on more to keep the employer data clean. In the new system, the top 100 employers have all been made to be duplicate-free, and those top 100 employers will be more easily searched for and found upon creating a commuter account. Mr. Finafrock then provided a demonstration of the account creation process as a commuter would do it. The functionality of the employer search was displayed. The commuter would first have to enter their employer street number and employer street name. If it matched any of the top 100 employers, that employer would be suggested by the software. If it didn't, the software would allow the commuter to search further to find their employer, or would give them the ability to add their employer if one is not found.

6. **COG's SharePoint**
   Stephen Finafrock, COG/TPB Staff, apologized for any confusion caused by an email sent out with COG SharePoint usernames and passwords that did not seem to make sense. He asked that committee members try to log on again, and pointed out that this SharePoint is strictly for TDM system users.

   Ross Edgar, COG TPB Staff, let the committee know that messages will appear in different categories. He also stated that this will mainly be used for alerting TDM system administrators about general problems with the system that have been reported or discovered by users.

   Fatemeh Allahdoust, VDOT, asked if she would be able to get this in Outlook. Stephen Finafrock, COG/ TPB Staff, answered by saying that yes, that is possible, and he will be able to assist in the process of adding this to Outlook. MS Office with Outlook 2007 is required for this functionality.

   Fatemeh Allahdoust, VDOT, asked if this will replace the Commuter Support box. Stephen Finafrock and Nicholas Ramfos, both COG/TPB Staff, responded that it will not replace it. The email box is more for specific, individualized issues. The SharePoint site will be used for general problems with TDM, such as a scheduled or unscheduled system outage. The

email box will continue to operate as the main reporting system between the COG staff and TDM software system users.

7. **Client Site Status/Roundtable**
Nicholas Ramfos, COG/TPB Staff, took a moment to thank everyone who tested the latest update to the TDM system. The feedback was very helpful. He also stated that the new system should be going live in early October.

8. **Other Business/Upcoming Agenda Items**
There was no other business brought before the Committee and there were no agenda items suggested.

The next meeting of the Commuter Connections Ridematching Committee will be held on December 17th, 2013 from 10:00 a.m. to 12:00 p.m.