



MEETING NOTES COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE

Tuesday, September 18, 2012

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: Vacant, TransIT Services of Frederick County, MD

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

(Note: If you cannot attend this meeting, please call 202/962-3327.)

1. Introductions

Geralyn Taylor, Alexandria LocalMotion, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

2. Minutes of the June 19, 2012 Meeting

Approval was sought for the June 19, 2012 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Announcement of New Chair & Vice Chair

Geralyn Taylor, City of Alexandria, was announced as the new chair of the Commuter Connections Ridematching Committee. Dorothy Dalphon, TransIT Services of Frederick County, was announced as Vice-Chair. Ms. Dalphon will only serve as Vice-Chair as she is leaving Frederick County Government. Nancy Norris, TransIT Service of Frederick County, will be filling the position until further notice. A Certificate of Appreciation was presented to Lillian Bunton, BMC, for her service as Chair of the Commuter Connections Ridematching committee.

4. Announcement of New Rideshare Coordinators

Stephen Finafrock, COG/TPB staff, introduced new rideshare coordinators for NIH and Howard County, MD.

5. Upcoming Fairs and Promotions

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

Sharon Affinito (Loudon County OTS): 7/11/ -JLL Event, 7/13 - Commuter Celebration @ Southland Industries, 7/25 8300 Greensboro, 7/31 - Green Business Coffee Series @GWU, 8/14 - DATA Employer Council, 8/15 - Southland Industries Lunch & Learn, 8/24 - Rehau Lunch & Learn on "Small" ideas for commuters, 8/28 - Green Business Coffee Series @ GWU - Ashburn campus, 9/21 - Keep Tyson's

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

Moving @ Capitol One.

Holly Morello (PRTC): 7/11 – DHHQ Transit Fair, 7/17 – Towers Crescent Transit Fair (Tyson's), 7/19 – SAIC Transit Fair (Tyson's).

Darlene Nader (North Bethesda TMD): 8/6 - Meeting with HR @ Henry Jackson Foundations, 8/9 - Booth @ Farmer's Market in Rock Spring Park to promote Car Free Day, 8/16 - Booth @ Farmer's Market in Rock Spring Park to promote Car Free Day, 8/20 - Meeting with FRIT to promote CFD, 9/10 - 3 week Walk & Ride campaign begins, 9/19 - NIH/NIAID (different sites in NB).

George Clark (Tri-County Council for Southern Maryland): GSA, US Coast Guard, Fort Belvoir, St Mary's County and JBAB commuter fairs also a MTA open house in Charles County, MD.

6. Commute Logging/Calculator/Reports

Stephen Finafrock, COG/TPB staff, displayed the commute logging/Calculator/Reports. He had access to this new functionality using his private TDM account. Right now there are only two legs for the commuting information, but more will be possibly added in the future. Once a commuter sets up their profile, and it is saved it will take it to the daily commute logs calendar. For right now there is only a 2 week window to log your commute. On the right side of the calendar there is the trip summary, and the savings summary to better reflect the picture of the commuter. In the near it will be possible to add reports. Currently this is only working for the Rideshare Delaware Program. DART, but COG/TPB is moving to make it accessible for everybody.

Lillian Bunton (BMC) asked if is possible to make calculations without being registered. Nicholas Ramfos, COG/TPB staff, replied that there is a savings calculator tool on the Commuter Connections homepage, but does not provide estimate for emissions. Mr. Ramfos also stated that the VMT Reports for the Commute Log would be available in approximately two weeks.

7. Special Events Ridematching

Stephen Finafrock, COG/TPB staff, provided accessed the special events tab through his personal account. The main events currently are the Nationals, and the Orioles baseball teams. He showed the illustration clicking on the view button to display the map. There is a lack of use of the program , and only one group called "Friday Night Contra Dance" is actively using the Ridematching service.

Lillian Bunton (BMC) asked if was possible to add events for other jurisdictions like events in Baltimore City. Steve replied that only admin accounts can create events, and then he will approve them, so that was perfectly fine. Some Ridesharing representatives suggested having labels or event advertising appear when the Commuter logs in to help to attract more attention to the program.

8. TDM System Suggested Improvements Update

Patrick Holway, CA Technologies, presented a demonstration of two regional TDM software systems. The program called "Share The Ride" in North Carolina and

"511" New York. The first one was exemplified by its easy navigation. The commuter can manage the information in one page. Web content can give people information right away. Commuters from one employer can be formed into groups. Eg: IBM.

George Clark, Tri County Council for Southern Maryland, expressed the need to limit information in our TDM system to clarify what the customer really wants (Ridesharing, GRH or both), or if they are only browsing. Patrick Holway, CA Technologies, talked about the differences between web design in a mobile platform versus the traditional web. Web design in a mobile platform is more challenging because of the need to adjust the layout to any device. All the features based on search criteria can be available in our newly developed system which will deliver more accurate matching. The testing will take place by module. It will be necessary to migrate data from our ridesharing system to the new one, and the mobile version.

Nicholas Ramfos, COG/TPB staff, requested a quick match feature. In the New York Ridesharing Program, Patrick Holway showed us a dynamic and visual representation of a matching system without registration. The enhancements of our ride matching systems will take place in the first quarter of the next year for us, and in the second quarter for the public. The new system will implement the smoking policy, based on smoking preferences bringing more accurate matching results taking into account the data which is currently available.

9. GIS Information Update

Ross Edgar, COG/TPB staff, said that data from WMATA with new bus stops are ready to be downloaded to Oracle. Also data obtained from Loudoun, VDOT, Prince William, Fairfax etc. George Clark (Tri County Council for Southern Maryland) announced the opening of a new Park & Ride, which is still under construction, so it won't be ready for the new reprinted map brochures. Ross Edgar, COG/TPB staff gave the ridematching committee a technical demonstration on how to use the Park & Ride finder. He passed on tips to get data from any particular Park and Ride.

10. Client Site Status/Roundtable

Stephen Finafrock, COG/TPB staff, announced that it's time to publish the new directory with the most updated information. Hard copies will be delivered only upon request.

11. Other Business/Upcoming Agenda Items

Stephen Finafrock, COG/TPB staff, mentioned the possibility of adding commuting related videos on Commuter Connections web site using YouTube.

The next meeting of the Commuter Connections Ridematching Committee will be held on December 18th, 2012 from 10:00am to 12:00pm.