



## COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, March 15, 2016  
10:00 a.m. - 12:00 p.m.

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

Chairperson: Nancy Huggins, BWI Business Partnership, Inc.  
Vice Chairperson: Holly Morello, PRTC

COG Staff Contact: Stephen Finafrock, 202/962-3385 or [sfinafrock@mwkog.org](mailto:sfinafrock@mwkog.org)

### 1. Introductions

The meeting was brought to order by Nancy Huggins, BWI Business Partnership, Inc. Attendees were asked to introduce themselves and sign the attendance sheet.

### 2. Minutes of the December 15, 2015 Meeting

Approval was sought for the December 15, 2015 Commuter Connections Ridematching Committee meeting minutes. An initial motion to approve was made by George Clark, Tri-County Council for Southern Maryland, and a second was made by Tammy Bowles, Montgomery County DOT. The meeting minutes were approved as written.

### 3. Upcoming Fairs and Promotions

#### Arlington Transportation Partners

- Vanpool Connect, and Champions Programs
- National Walking Day
- Earth Day
- Bike to Work Day

#### ARTMA

Past events:

- March 12 - Davidsonville Green Expo- set up table at Fair to promote GRH, Rideshare, and Bike to Work Day in collaboration with BWI Business Partnership

Upcoming events:

- April 28- Fort Meade Earth Day Expo to promote GRH and Rideshare
- WNAV Radio Traffic sponsorship to promote GRH/Rideshare and Bike to Work 2016
- May 20 - Annapolis City Dock Event
- Rider Appreciation Days at local Park & Ride lots around Annapolis

### **The BWI Business Partnership, Inc.**

#### Past events:

- Baltimore region Bike to Work Day meetings
- MDOT Secretary Pete Rahn, speaker at BWI Business Partnership February Signature Breakfast included transportation partners tables
- Local Bike to Work Day meetings
- Vanpool meeting with TSA
- Davidsonville Green Expo – partnered with ARTMA

#### Upcoming events:

- April 7 – Northrup Grumman Family Fun Day
- April 9 – Transportation Association of Maryland Rodeo
- April 21 – Anne Arundel Community College Truck Pull – with ARTMA
- April 28 – Fort Meade Earth Day – with ARTMA
- May 20 – Bike to Work Day – three locations including Odenton, Annapolis Junction/National Business Park, and Arundel Mills Mall

### **Enterprise Rideshare**

- DC Buys Reverse Trade Fair
- Act Public Policy Summit
- Freddie Mae Earth Day
- Navy Fed Earth Day
- USPTO Earth Day
- HHS Earth Day
- Parklawn Earth Day
- Pentagon Event
- FDA Earth Day

### **Harford Commute Smart**

#### Past events:

- Riverside Business Park Leadership Breakfast
- Harford County Arbor Day
- Lorien Riverside Wellness Fair

#### Upcoming events:

- Aberdeen Proving Grounds Health Fair
- Marc Train Commuter Appreciation
  - Aberdeen Southbound, May 4<sup>th</sup>
  - Edgewood Southbound, May 11<sup>th</sup>
  - Aberdeen Northbound, May 25<sup>th</sup>
- Bike to Work Day – Havre de Grace, May 17<sup>th</sup>
- Bike to Work Day – Aberdeen Proving Grounds North May 18<sup>th</sup>
- Bike to Work Day – Bel Air May 20<sup>th</sup>
- Bike to Work Day - Aberdeen Proving Grounds South May 24<sup>th</sup>

### **Howard County**

Past events:

- Public presentation and meeting on TDM in Downtown Columbia
- Howard Community College Spring Job Fair

Upcoming events:

- Howard County Greenfest
- Howard County Womenfest
- Bike to Work Day

### **Fairfax County Ridesources**

- 04/20 – Navy Federal Earth Day
- 04/27 – Pentagon Fair
- 06/10-06/12 – Fairfax County Fair
- 6/17 & 6/18 – Taste of Herndon

### **Tri County Council for Southern Maryland**

Past events:

- 02-16- DHHQ Commuter Fair (Cancelled)
- TV Spots for GRH & Rideshare with Comcast, and local newspapers
- Press Release for Bike to Work Day 2016

Upcoming events:

- 04-21 - USTPO Commuter Fair
- 04-27- Pentagon Commuter Fair
- Tri-County Council Fair Full Ex Board
- St Mary's County Business Expo
- 05-20- Bike to Work Day

### **National Institutes of Health (NIH)**

Upcoming events:

- 04-28 - Take your child to work Day
- Bike to Work Day
- Car Free Day
- Research Festival
- Fisher Lane, NCI Shady Grove (Pending)

### **North Bethesda Transportation**

- Numerous vanpool organization meetings held @ USNRC, FDA, NIH, & HHS with new vanpools starting in Hagerstown, southern MD, Frederick, Ashburn- ongoing
- Working with Marriott employees to start more new vanpools in Ashburn, Reston, Frederick & possibly Columbia- ongoing
- 3/23/16 CID at Barwood
- 4/5 CID/large vanpool push at the Marriott Headquarters
- 4/20 Earth Day at JBG-Twinbrook
- 4/25 Earth Day at HHS
- 5/20 BWD at USNRC Plaza

### **Prince George's County**

Past event:

- 02-16- DHHQ Transportation Commuter Expo – Cancelled because of the weather

Upcoming events:

- 03-23- Transportation Technology Legislative Outreach Event in Annapolis
- 04-21- USPTO Green Fair
- 04-27- 9<sup>th</sup> Annual DOD transportation Fair at the Pentagon

### **Rideshare Delaware**

- Earth Day
- Earth Day Facebook campaign

### **Transit Services of Frederick County**

Upcoming events:

- 04-09- Youth Resources Fair
- 04-17- Brunswick Safety Day
- 04-21- Fort Detrick Earth Day Event
- 04-22- Thermo Fisher Science Earth Day Event
- 04-26- Senior Frederick County/Health Fair
- 04-28- Frederick City HR Fair
- 05-13- Bike to Work Day Pre Party
- 05-19- Frederick County SHRM Conference
- 05-21- Brunswick Farmers Market Grand Opening
- 06-04- Way Station Planting Hope

Promotions

- Frederick News Post Online, Radio.
- Frederick County organizations- booklets, flyers, social media

### **The Metropolitan Washington Council of Governments**

- March 7<sup>th</sup> – North Bethesda Transportation Fair
- April 21<sup>st</sup> – Department of Commerce Earth Day event
- April 21<sup>st</sup> – USPTO Green Fair
- April 21<sup>st</sup> – USGS Earth Day event
- April 22<sup>nd</sup> – Department of Health and Human Services Headquarters Earth Day event
- April 25<sup>th</sup> - DHHQ Commuter Expo
- April 28<sup>th</sup> – FDA Earth Day event

## **4. TDM System Update**

Stephen Finafrock, COG/TPB Staff, briefed the Committee on software development highlights regarding the TDM system. He stated additional enhancements can be expected throughout FY16.

Mr. Finafrock stated the GRH Applicant Survey was about to launch and asked rideshare coordinators to relay any reported issues to COG/TPB staff.

Mr. Finafrock then explained the upcoming enhancements to the commute log. The logs have been visually improved and a commute profile has been added to simplify the logging process. The commute logs have been consolidated and the system has been programmed to order the logs by incentive program and then general logs. This will should eliminate any confusion for commuters enrolled in the 'Pool Rewards program and increase their chance of completing the program successfully.

A customized employer site is available for large employers upon request. Currently, Arlington Public School Systems and the University of Maryland are the only two employers to utilize the customized site capability.

Mr. Finafrock announced that the route-based ridematching option can be expected toward the end of the fiscal year. This option will be in addition to the current radial search and should prevent commuters from matching across natural barriers such as large bodies of water.

The TDM 4.0 working group has discussed a way to simplify the application process for users. The group has suggested that all users of the TDM System be required to select a program in order to aid rideshare coordinators in supplying relevant and desired information.

George Clark, Tri County Council for Southern Maryland, suggested the application process should require an email address and the selection of a program first, and based on that selection, the system will ask for any additional information needed.

The home button, back button and the time out session were all brought up for discussion.

Lisa DuMetz, VDRPT, inquired about the ridematching options a user could choose from. Mr. Finafrock stated the commuter will have the option to choose between a route-based or radial search. Population density and geography will be factors in determining which search algorithm is the best choice for a commuter.

As part of his presentation, Mr. Finafrock also discussed updates to the look and feel of the TDM System, aka TDM 4.0 and the Commuter Connections dynamic rideshare (real-time) application. The real-time mobile application is currently in development. Travis Johnston, COG/TPB Staff, explained that COG is open to ideas such as a driver rating system and gamification as part of the mobile application. The target date for release is late fall or early winter of FY17. Mr. Finafrock also mentioned that online Park N' Ride maps has been updated. The upgrade to the map improves its appearance and its speed. Mr. Finafrock wrapped up his presentation by further explaining the current tasks for Commuter Connections. These tasks include the CMS tool review, Facebook login integration, one-click ridematching, bike routing system overhaul and GRH ride request integration with the TDM applications. Mr. Finafrock then recommended that all members of the committee review the Best Practices manual to identify items of interest and report any suggestions or ideas.

## **5. TDM System Reports Module Presentation**

Tammy Bowles, Montgomery County DOT, presented a tutorial on generating reports using the reports module within the TDM web application. This presentation demonstrated the various types of reports available, filters for reports, status definitions and how to properly obtain the correct information for your report. The presentation included screenshots and step-by-step instructions of reports commonly used by MCDOT.

Travis Johnston, COG/TPB Staff, asked Committee members to provide feedback on any reports they generate. Committee members are reminded to reach out to Tammy Bowles, Darlene Nader, or COG/TPB staff with any questions they may have regarding generating reports within the TDM web application.

## **6. Client Status | Roundtable Discussion**

George Clark, Tri-County Council for Southern Maryland, suggested changing the way the green-bar reports are delivered. Mr. Clark suggested that these reports be delivered electronically.

Stephen Finafrock, COG/TPB staff, noted the addition of upcoming special events into the TDM System. These events include home games for the Washington Nations and the Baltimore Orioles as well as signature events for this year's National Cherry Blossom Festival. Committee members were reminded of the special events module functionality and were asked to enter any relevant events into the system.

## **7. Quarterly Progress Report**

Stephen Finafrock, COG/TBP Staff, asked members to examine the progress report and address any issues or concerns with COG staff. The technical report assistance to local jurisdictions was also attached at the end of the package. This table highlights technical support issues encountered at client sites.

## **8. Other Business | Upcoming Agenda Items**

No topics were discussed at this time.

A motion to adjourn was made by Lillian Bunton, Baltimore Metropolitan Council, and was seconded by Leigh Anderson, GWRideConnect.

***The next meeting of the Commuter Connections Ridematching Committee will be held on June 21, 2016 from 10:00 a.m. to 12:00 p.m.***