



Commuter Connections 40th Year Anniversary



1-800-745-RIDE

www.commuterconnections.org



Timeline

- **June 28, 1974 – First region-wide organization meeting held to discuss the formation of a carpool matching service**
- **Commuter Club Formed**
 - **In cooperation with GSA and the Greater Washington Board of Trade**
 - **Provided response to the oil embargo which resulted in long gasoline lines**



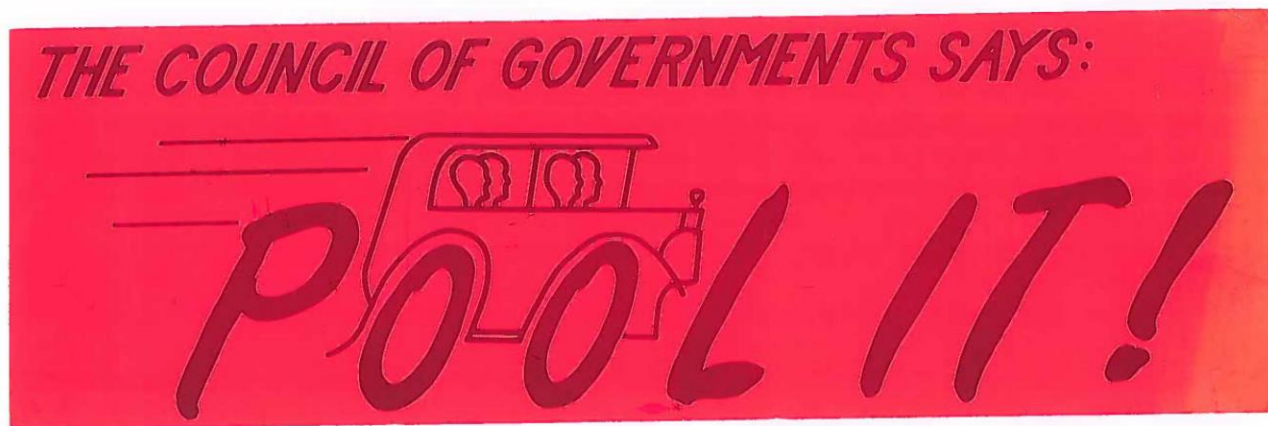
Photo: Courtesy of VDOT



Photo: Courtesy of VDOT



Promotion – 1st Bumper Sticker



Shirley Highway – Buspools and HOV 4+



Photo: Courtesy of VDOT



Name Change to RideFinders Network - 1986

- o In the 1980's, the City of Alexandria, Fairfax, Montgomery, and Prince William Counties and Northern Virginia Transportation Commission joined the network and used COG's ridematching software and shared one regional database for ridematching.

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FREE
CARPOOL/VANPOOL
INFORMATION...

Get into it!
**RIDEFINDERS
NETWORK**
783-POOL

Name _____
Last First

Home Address _____
(Confidential) Number/Street Apt.

City _____ State _____ Zip _____ County _____

Do you wish to meet your pool in your neighborhood?
 Yes No (If no, see Alternate Pickup Locations below.)

Work Address (Check if Federal employee) _____

Employer / Agency _____

Building _____
Name _____

Number/Street _____ City _____ County _____

Home Phone _____

Work Phone _____ Ext. _____

Work Hours (Enter range if applicable - e.g. 7-8 a.m. / 4-5 p.m.) _____

Arrival / Start Time _____ a.m. / p.m.

Leave / End Time _____ a.m. / p.m.

Check all transportation options which interest you:
Carpool: Driver Vanpool: Driver
 Share Driving Share Driving
 Rider Rider

Check if you would like bus or Metrorail information

Alternate Pickup Locations
(Indicate places other than your home where you could meet other poolers.)

First Choice _____
Intersection, Substation, Park & Ride, etc.

Second Choice _____

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Program Expansion in the 90's

- **By 1994 the network had grown in membership to include all Washington D.C. area local governments, a few federal agencies, several Transportation Management Associations, and Local jurisdictions from the Baltimore region, Maryland, and Northern Virginia.**



Program Expansion in the 90's

- In 1996 and 1997, the services provided by the RideFinders Network had grown beyond just carpool/vanpool matching to include:
 - transit route and schedule information,
 - a regional Guaranteed Ride Home program,
 - bicycle to work information,
 - park-and-ride lot and HOV lane information,
 - telecommute/telework program assistance,
 - InfoExpress commuter information kiosks,
 - web-based commuter information services,
 - and employer services.



Program Expansion in the 90's

- It was in 1996 that the network changed its name to **COMMUTER CONNECTIONS**.





Program Expansion – 2000's and 2010's

- **Bike to Work Day**
- **Mass Marketing TERM**
- **Live Near Your Work Initiative**
- **Car Free Day**
- **GRH Expansion to the Baltimore Region**
- **'Pool Rewards Carpool/Vanpool Incentive**
- **Special Event Ridematching**
- **SchoolPool Matching**

Technology Timeline



- **Early 1970s:**
 - Staff received mailed-in applications from commuters who were looking to form carpools and keypunched the application information on to IBM punch cards and transmitted the punched card data to Litton Industries located in Reston, VA via a high-speed card reader.
 - Litton performed the actual rideshare matching of the carpool applicants on their IBM 360/370 mainframe computers and transmitted the matches back to a printer located at COG.
 - Staff then mailed out the match letters.

Technology Timeline



- 1980s:
 - COG buys a small IBM 4300 mainframe computer
 - Hired staff to convert the Litton-based ridesharing computer matching programs to run on the 4300 computer
 - Local ridesharing agencies were equipped with “dumb terminals” and dot matrix printers connected to COG’s 4300 mainframe via dial-up modems. These dial-up connected local ridesharing agencies then began to perform some of the data entry and the printing and mailing out of the ridesharing match letters themselves.



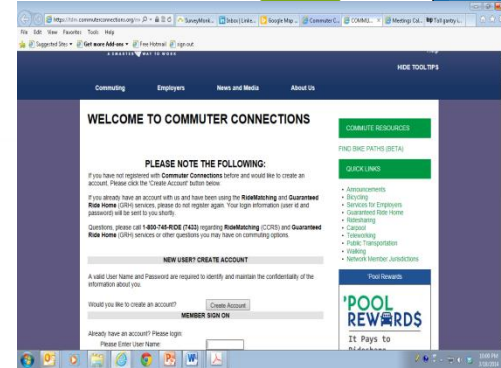
Technology Timeline

- **1990s:**
 - **The 4300 mainframe computer was replaced with an IBM RS 6000 Unix/AIX computers and converted the ridesharing matching programs to that environment using an ArcView GIS application and interface.**
 - **The conversion included a PC-based ArcView application that could be run stand-alone on PCs at local ridesharing agencies.**



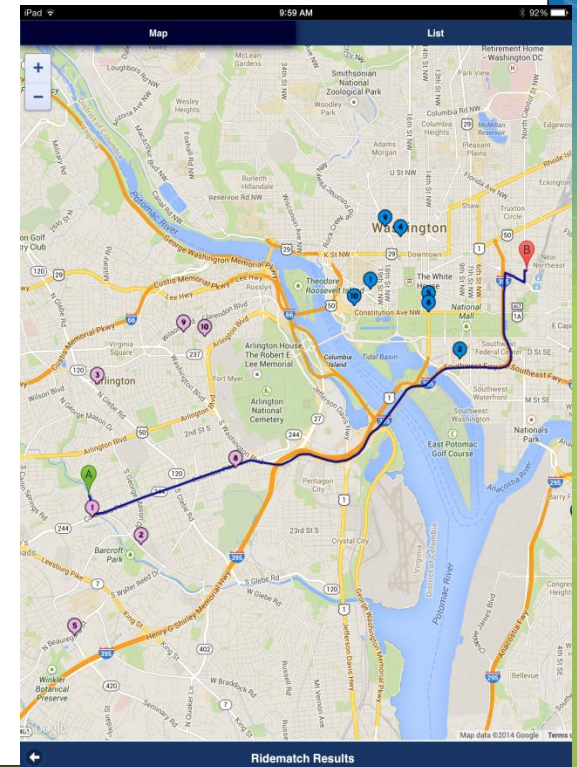
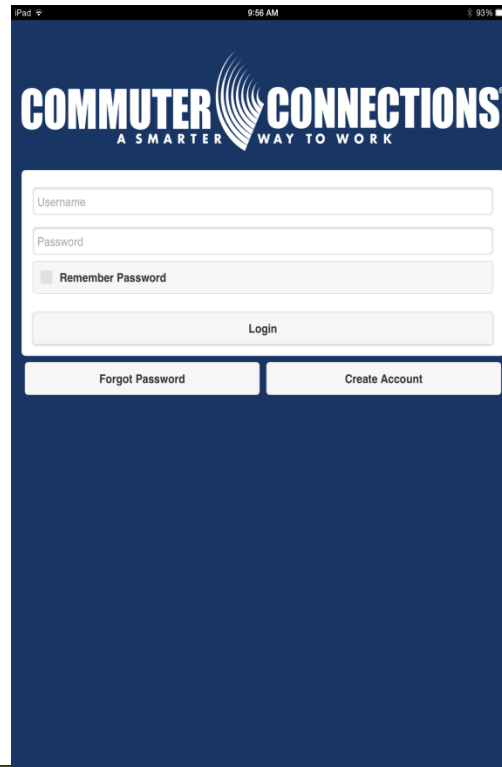
Technology Timeline

- 2000s:
 - The IBM RS 6000 Unix/AIX computers were replaced with a web-based transportation demand management module on an Oracle platform that allows for the local rideshare programs to focus more on customer service rather than data entry and allows for commuters to manage their own profile and choose which programs to affiliate with.
 - Matches can be viewed on a Google based map.
 - Commuters can also see the closest transit stop, park and ride lot and telework centers and obtain transit, bicycle route and telework information.
 - Commuters can also log and track their trips to estimate their carbon footprint.



New Technology

- Responsive Web Design for SmartPhones and Tablets
- Mobile App
- Reviewing Dynamic Ridesharing





40th Year Activities

- **Logo**
- **Theme**
- **Video history for website and events**
- **Special website section including timeline**
- **Newsletter Stories**
- **Promotions/Social Media**
- **TPB and Network Member Event in July**

Questions?

