



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, December 16, 2014

10:00 a.m. - 12:00 p.m.

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

Chairperson: Karen Taylor, NSVRC, Winchester, VA

Vice Chairperson: Nancy Huggins, BWI BP, Linthicum Heights, 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

Attendees were asked to introduce themselves and sign the attendance sheet

2. Minutes of the September 16, 2014 Meeting

Approval was sought for the September 16, 2014 Commuter Connection Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Arlington

- Creating density maps for all APS Schools for employee commute/pooling awareness and promotion

BWI Business Partnership

- Vanpool formation management at BWI Airport and Fort Meade.

- BWI Partnership "Welcome Home Troops Event" on December 16th.

Transit IT Frederick County MD

- In November, Chamber Expo providing information to approximately 50 employers about ridesharing and GRH applications. Brunswick Expo: providing information to Marc train/Brunswick about ridesharing and GRH applications, and the upcoming ticketing app. Provided information for Transit IT's first Frederick County Commuter of the Year award honoring commuters that live or work in Frederick County.

- In December, sponsored Toys for Tots campaign with local radio stations, including sports and onsite events where rideshare and GRH applications were distributed.

- In January, Mobile Ticketing app launch with two on-site radio remotes, several other on-site events (FT mall, Walmart) and street team promotions.

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

Enterprise

- Mark Center, December 10, and DATA Membership Annual Reception
- In January, working with DATA on their new grant and another grant for ATP.

North Bethesda

- Vanpool Organization meetings NIAID, FDA, HHS, USP, Lockheed Martin, Marriott
New Vanpool at USNRC from Columbia, MD.
- CID's, Marriott, USP, NIAID, FDA, Hebrew Home
- Survey meetings. Scheduling survey meetings with all companies to discuss results and encourage more strategies including formal telework and transit subsidies
- Annual Reports for all companies in North Bethesda with 25 or more employees with a traffic mitigation plan. In January notices will go out and reports will be due by the end of February.

Tri County Council

- Charles County met with Dept. of Eco with over 100 employees.
- Charles County Health Fair
- St Mary's Health Fair
- On Nov 1st MTA new Commuter Bus routes and changes at Blue Crabs Park & Ride
- On Dec 22nd MTA new Park & Ride lot in Dunkirk
- Sent out press releases about the 95 Express Lane and rewards.

Council of Governments

- Nicholas Ramfos, COG/TPB staff, informed about the promotion of the 95 Express Lanes as part of the 'Pool Rewards and a \$100 increase in the program subsidy to \$230 per carpool participant.
- Stephen Finafrock, COG/TPB staff, attended the official inauguration of the 95 Express Lane in Springfield VA. The Governor and two VA senators took part in the event.
- Jose Diaz, COG/staff, and Steven Osborn, COG/staff, attended a DOD Rideshare Fair at the Mark Center on Wednesday, December 10, 2014 promoting Ridesharing and the Guaranteed Ride Home Program.

VDOT

- Fatemeh Allahdoust, VDOT, talked about the 95 Express Lane opening to traffic on December 14th. Initially this lane will be free to everybody until December 29, 2014 when the 95 Express Lane rules will take effect.

Howard County

- Allison Calkins announced the new hire of a Pedestrian Coordinator. They are promoting ridesharing in various colleges among employees and students.

4. DATA Employer Challenge

Kelly Woodward, Dulles Area Transportation Association, briefed the committee on DATA's use of the Commuter Connections TDM System to manage their employer challenge event. She proceeded to deliver a presentation titled "The Power of Positive Behavior." The presentation aimed to inform the public about the benefits of ridesharing and the positive effect it can make in their life. A hand out was then given to highlight their accomplishments in 2014.

During the 2014 DATA Commuter Challenge 35 pledges were obtained, 20 participants signed up, and 178 trips were logged. Kelly Woodward talked about the incentive structure although she recognized that is a tough sell to convince people to give up driving alone. She acknowledged the help of Ross Edgar, COG/TPB staff, for gathering the information onto the Commuter Connections web site.

Lisa DuMetz-Rosier, Virginia Department of Rail and Public Transportation, inquired about a training session for Challenge Initiatives in Northern Virginia. Stephen Finafrock, COG/TPB replied that training for a Challenge Initiative should be included as an agenda item to be discussed among member's jurisdictions.

5. TDM System Update

Stephen Finafrock, COG/TPB staff, confirmed the launch of the new customized matchletters and prompted attendees to send logos if they would like one to appear on their matchletter. He then displayed an example to show the various updates made to the language and formatting. Committee members will need to indicate any specific changes they may want by calling the Help Line or emailing the help desk at commutersupport@mwkog.org.

Mr. Finafrock then discussed the new customized Employer Pages. He showed the University of Maryland as an example. Employer pages are strictly aesthetic and do not come with any administrative capabilities. Nicholas Ramfos, COG/TPB staff, emphasized that employers will be able to choose their own URL. These employer pages are flexible but are limited to larger employers for now.

Mr. Finafrock stated that there is an ongoing process to update the database to purge people who are no longer interested in ridesharing, including commuters who have not logged on in a year. He mentioned that they can be marked in an alternate way to be activated if the person decided to renew their participation in the program with the help of retention surveys.

Nicholas Ramfos also, mentioned the updates being implemented for the employer database clean up. There are currently approximately 110,000 commuter records and 60,000 different employers, many of which are duplicates. The employers are being consolidated, making it easier for commuters to select an existing employer and/or address. This will make working with the database easier for administrators and produce clearer reports.

Stephen Finafrock, COG/TPB staff, updated the committee about the revamp of the SchoolPool program and its new features such as the ability to add additional trip legs and gas emissions. SchoolPool now supports many different languages through the use of Google Translate. Finding matches operates similarly to Commuter Connections and is done between parents. These updates will be launched in early 2015.

George Clark, Tri-County Council for Southern Maryland, remarked on the importance of these programs In Southern Maryland where buses have been cut for private schools.

Charter Schools in Baltimore and Alexandria have shown interest in participating in the SchoolPool Program.

6. GIS Mapping

Ross Edgar, COG/TPB staff, explained about the RSS feed feature that can be set up through Microsoft Outlook, Firefox, Internet Explorer, etc. He informed that instructions will be sent by e-mail, so members can subscribe to it, and get information on TDM software system updates, including the new Park and Ride map version. He carried out a demonstration with the new functionalities of the regional on-line Park and Ride lot map...

7. Client Site Status/Roundtable Discussion

Nicholas Ramfos announced that there will be an amendment to the MOU between COG and the TDM software system users. Phone and postage charges will be dropped from the bi-annual invoices. Therefore, no invoices incurring postage and/or phone charges will be prepared and sent to jurisdictions using the system.

8. January 2015 TDM Resource Directory

Steven Osborn, COG/TPB staff, will be collecting all the new information provided by jurisdiction members in January and the updated directory will be published by February 2015. Both a hard copy and a PDF file will be available.

9. Quarterly Progress Report and Annual Report

Stephen Finafrock, COG/TPB staff, discussed the FY 2014 Annual Progress Report and the FY 2015 First Quarter Progress Report. He indicated that limited quantities of the print edition of both reports are available upon request and reminded the Committee that both reports are available online, in PDF format. Mr. Finafrock also pointed out a change to the reports, indicating N/A rather than a "0" would be displayed for Employer Outreach items not reported to COG by jurisdictions that do not participate in that TERM.

George Clark, Tri-County Council for Southern Maryland, questioned the accuracy of the data for the Tri-County Council. Mr. Finafrock responded that he would follow up with Mr. Clark and review all numbers for the Council.

The next meeting of the Commuter Connections Ridematching Committee will be held on March 17, 2015 from 10:00 am to 12:00 pm.