



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, December 17, 2013

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

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

**Chairperson: Margie Weaver, TransIT Services of Frederick County, MD
Vice Chairperson: Karen Taylor, NSVRC, Winchester, VA**

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

Karen Taylor, Vice Chair, NSVRC, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

2. Minutes of the September 17, 2013 Meeting

Approval was sought for the September 17, 2013 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Leigh Anderson (GWRideConnect): Running local newspaper ads, radio ad campaign, online advertising, working with Real Estate agents, Patch ads, and a presentation at the ACT Boot Camp.

Holly Morello (PRTC): participated in the MARK Center Ridesharing Event on December 11, 2013; will be working with UrbanTrans on a ridesharing event to take place during the month of April 2014.

Allison Calkins (Howard County): participated in the TDM legislative session and GreenFest.

Maheen Aziz and Marcus Moore (Fairfax County RideSources): promoting Commuter-Friendly communities program which promotes ridematching at residential sites across the County through Commuter Connections, provided information in conjunction with Silver Line promotions, discussions with employers and brochure distribution.

George Clark (TCCSMD): Will be attending the TAM Legislative Conference, will be attending the Southern Maryland Legislative Reception, 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, running ads on Comcast for Ridesharing and

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DISTRICT OF COLUMBIA**

Guaranteed Ride Home, running SchoolPool ads in Parent Line magazine and attended the DOD Commuter Fair at Mark Center on December 11, 2013.

Alan Doran (Harford Commuter Assistance Rideshare): will be attending meet and greets at the Aberdeen and Edgewood train stations, will be participating in the Harford Transit Link Rider Welcome and will be attending the TAM Legislative Session in Annapolis.

Darlene Nader (North Bethesda Transportation Center): Montgomery County survey distribution, annual report notice to all employers with 25+ employees, CIDs at Lockheed Martin, Barwood, ARC and SAMBA. NBTMD staff also assisted NIAID/NIH employees moving from Rock Spring Park to Fishers Lane.

Shawntea Smith (Prince George's County): transforming neighborhoods initiative (TNI) – 6 events in different cities within Prince George's County from September 2013 – January 2014, GRH ads on Comcast, events at the Tanger Outlets at National Harbor, Thornette Leacock attended TAM, representing Prince George's County.

Stephen Finafrock (COG/TPB Staff): COG attended the DOD Commuter Fair at the Mark Center on December 11, 2013.

4. TDM System - Generation II Update

Stephen Finafrock, COG/TPB staff, talked about the update of the regional TDM system. The System administrator has noticed some slowing down, but if the queue is clean the system improves. The downloading of reports is running well and the overall report appearance has improved.

Mr. Finafrock showed us an example of a ridematching demonstration. The zooming is working better, although version 3 for maps would be more desirable. The buttons for the ridematching results are still stacked, and it will be fixed, although is not a priority at this time. The customization of match letter for local ridesharing members will be available soon. Steve remarked on the importance of using the notes function to more efficiently handle the matching.

George Clark, TCCSMD, mentioned the location of the link to order brochures in the employer section and Mr. Finafrock told us that the new system is more intuitive, and prevents the incomplete data for new applicants. Mr Finafrock did a demonstration of a special ride match event. He also mentioned that employer based members will have their own queue.

For the Mobile application, Nicholas Ramfos, COG/TPB staff talked about the distinction about using the mobile application for somebody who has an account already. In this case, existing account holders will have quicker initial access to information. Media ads will be released soon to appeal commuters, and let them know that the app is available. The new Mobile application is free. As this moment, the idea is to keep the mobile application as simple as possible to provide efficient access to basic information. Mapping system will need to be upgraded to improve functionality. Nicholas Ramfos, COG/TPB advised that our contractor for the project is in tune with technology and the speed with which devices are upgrading. In addition, an optional route-based ridematching will be possible.

Mr. Finafrock, COG/TPB spoke about the employer database clean up task, and the proliferation of duplicates. He also mentioned SchoolPool is shifting to the Oracle database language right now. There is interest in schools being able to make use of our system. Mr. Ramfos is trying to coordinate part of the discussing as a group on a national level.

5. COG's SharePoint

Stephen Finafrock, COG/TPB asked if jurisdictions members are still using SharePoint. This site is meant to share real time information. TDM user group as a whole would be benefit from the use of SharePoint. The beauty of SharePoint is that anybody can post and send information to the rest of the group.

6. Client Site Status/Roundtable

Nicholas Ramfos, COG/TPB spoke about the new websites that offer real time ridematches one of them is Uber, a Transportation Network Company. Mr. Ramfos stated that a Commuter Connections Task Force is reviewing the technology and will perhaps set criteria to enhance regional ridematching services. Mr. Ramfos talked about the legal ramifications of the service offered by Uber and other similar ridesharing apps. The safety issue is one of the critical legal aspects of a service such as this.

Tammy Bowles, from Montgomery County DPW&T, expressed her desire to join a discussion group about this subject. Nicholas Ramfos believes the important of how the service is presented to the public to avoid confusion.

7. Commuter Connections FY 2014 First Quarter Progress Report

Stephen Finafrock, COG/TPB staff, reviewed the 1st Quarter Progress Report and reminded members of the committee of the importance of reviewing their data and also reminded members how they could improve their statistics.

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 March 18, 2014 from 10:00 to 12:00.