

**MEETING NOTES  
COMMUTER CONNECTIONS  
RIDEMATCHING COMMITTEE**

**Tuesday, December 20, 2011**

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

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

**Chairperson: Lillian Bunton, BMC**

**Vice Chairperson: Geralyn Taylor, City of Alexandria LocalMotion**

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

**1. Introductions**

Lillian Bunton, BMC, 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 20, 2011 Meeting**

Approval was sought for the September 20, 2011 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

**3. Introduction of New Rideshare Coordinator**

Stephen Finafrock, COG/TPB staff, introduced new Rideshare Coordinators. The introductions included: Tierra Brown, Baltimore City DOT and Alex Schweiger, Northern Shenandoah Valley Regional Commission.

**4. Upcoming Fairs and Promotions**

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

Lillian Bunton (BMC): January - Radio advertisements on WPOC and WLIF, advertisements on Facebook, March – BMC will be operating a booth at the Baltimore Health Expo.

Dotty Dalphon (TransIT Services of Frederick Co.): Joint promotion with Frederick YMCA in November, Presented at Act Vanpool Bootcamp.

Allison Kemp (Bethesda Transportation Solutions): Commuter Information Day events are scheduled weekly. There has been a higher volume of requests for commuting information since the BRAC. To help with the congestion of traffic, BTS is focusing on small lobbies in Bethesda as well as larger lobbies to commuters with the commute by conducting more Commuter Information Day events.

Darlene Nader (North Bethesda TMD): Wrap up Walk & Ride campaign with over a million steps walked in 3 weeks, Dave & Buster's corp. meeting, Marriott corp. meeting, USP – tax credit planning & CID, attending SchoolPool training at MWCOG, vanpool meetings at HHS, NOVA and Frederick, Bike Sharing – JARC grant for Shady Grove and Rockville, working with businesses and developers to implement bike sharing in downtown Bethesda and Friendship Heights, working

with all companies with 25 or more employees.

Roberta Jackson (Howard Co.): 50+ Expo in Howard County, HCC Fall Job/Career Fair, SchoolPool training at MWCOG, Act Chesapeake/Mobility Lab Vanpool Bootcamp, Act Chesapeake/Mid-Atlantic TDM Symposium at the end of January, April 12, 2012 – GreenFest at Howard Community College, Columbia – applications online with deadline of Jan. 13, 2012. News – Howard Co. in partnership with Columbia Association, the Bicycle Advocates of Howard Co. is working on a Bicycle Master Plan (RFP) will be out soon, working with mid-Maryland Workforce Investment Act Youth Council to develop a vanpool or transit option for youth adult to get to various job in Baltimore City.

George Clark (Tri-County Council for Southern Maryland): Monthly/weekly TV spots on Comcast for Calvert and Charles county – running both GRH & Rideshare, 1/12/12 – Quarterly Rideshare meeting w/ MTA in Frederick, MD, 1/19/12 - Legislative Reception & Fair at Annapolis, 2/12/12 – Legislative Reception at Annapolis, Monthly Super Media/Yellow Pages ad and internet banner for GRH in Charles & Calvert Co.

Alan Doran (Harford Commuter Assistance Rideshare): 11&12/2011 – Harford Senior Expo, Rite Aid/Saks Fifth Ave Associate Information, Upcoming - Harford Community College Information Day, Information Fair at Waters Edge Corporate Park, Route 40 Business Association Presentation, Southern Harford County Rotary Presentation, WXCX drive time promotion, Harford Cable Network Homework 411, TMA meeting at HEAT Center, Harford Leadership Academy Seminar and APF Newcomers Orientation meeting.

Ben Cohen (BWI Business Partnership): TAM legislative function in Annapolis, surveying BWI airport employees.

Ryan Emery (NSA Bethesda): 2/12 – Hosting Commuter Fair.

Dallen Hall (Montgomery Co.): CSS has been undertaking an effort to provide county-owned parking spaces to carsharing vendors. Contracts have been finalized for “Hertz on Demand” and “Zipcar.”

Nicole Huntington (NIH): Vanpool started from Northern Virginia to NIH Bethesda/Rockledge, 2012 – New program for Electronic Slug Line, Bicycle advertising, new subsidy amount \$125.

Stephen Finafrock (COG/TPB): 11/7 Act Chesapeake Vanpool Bootcamp, 11/16 - Open Enrollment for The American College of OB/GYN, 12/5 - Press Conference to announce the release of the Reach A Ride program, 12/6 - Commuter Connections SchoolPool Training Session, 12/20 - Northern Shenandoah Valley Regional Commission TDM training.

## **5. SchoolPool Application Update**

Stephen Finafrock, COG/TPB staff, indicated that the Commuter Connections SchoolPool Training Session on 12/6/2011 was well received and well attended. Numerous updates and corrections are being made to the SchoolPool system because of comments and feedback from the training session. This includes: updated application form which now includes a check box for Charter schools, edits to the Terms of Use documents and drafting a new flyer that reflects mixed pool modes – people walking and biking. A copy of the San Francisco Bay Area 511 SchoolPool flyer and a copy of the BMC SchoolPool packet were provided to committee members for review.

(Questions concerning the BMC SchoolPool packet can be submitted to Lillian Bunton, BMC.) Stephen Finafrock, COG/TPB staff, displayed the SchoolPool training guide, which consists of a series of screen shots. As changes and improvements are made for the SchoolPool site, changes will be made to the instruction guide. A physical copy of the guide can be obtained by contacting Stephen Finafrock, COG/TPB staff.

Fatemeh Allahdoust, VDOT, mentioned that each school has a transportation coordinator and those coordinators should be informed of the SchoolPool program. In response, Stephen Finafrock, COG/TPB staff, indicated that if the names of the transportation coordinators are provided to COG, steps can be taken to notify them of the SchoolPool program. There was a lot of discussion concerning the best way to promote and market the SchoolPool program. The general consensus was that Rideshare Committee members should start promoting the program at the top levels within the school system. This would include the appropriate staff for the school district and the superintendent for the school. Darlene Nader, North Bethesda TMD, indicated that promotion of the SchoolPool program should not be limited to carpooling but should include walking and biking.

#### **6. Reach A Ride Update**

Stephen Finafrock, COG/TPB staff, discussed the December 5, 2011 press event to announce the the Reach A Ride program. A quick overview of the program was provided and the web site was displayed for committee members. Stephen Finafrock, COG/TPB staff, indicated that WMATA provides funding for the Reach A Ride program which also helps promote the MetroAccess program.

Stephen Finafrock, COG/TPB staff, indicated that a large scale promotion (approx 1,300 people), including a flyer and brochure, was recently distributed. A copy of the flyer and brochure was provided to committee members. Nicholas Ramfos, COG/TPB staff, mentioned additional marketing would be occurring over the next few months through radio and print ads.

Lillian Bunton, BMC, asked if the Reach A Ride program could be used by Baltimore County. Stephen Finafrock, COG/TPB staff, indicated the MD Trips ([www.mdtrips.org](http://www.mdtrips.org)) can be used for that region.

#### **7. TDM System Suggested Improvements Update**

Stephen Finafrock, COG/TPB staff, indicated that the TDM system is being upgraded from JBOSS 4 to 6. This will create a more efficient system and allow for additional features to be incorporated into the TDM system. Upgrades that are being considered include: Employer based queues, customized Ridematching letters and automatic notifications for invalid/bad addresses.

Nicholas Ramfos, COG/TPB staff, mentioned a user's group of those region's that have Base Technologies' TDM software system either implemented or about to be implemented. This includes: New York City, Atlanta, Birmingham, Bay Area & Riverside (California) and Research Triangle Park (RTP). Additionally, a new mobile app is in the work plan.

#### **8. Client Site Status/Roundtable**

Stephen Finafrock, COG/TPB staff, reviewed the Quarterly Work Program Progress Report July – September 2011, which was provided to the committee members. The review included: Commuter Operations Center, Marketing, Monitoring and Evaluation, Employer Outreach and the TDM Services chart for each jurisdiction.

In reference to the Quarterly Work Program Progress Report where data is displayed about users who type in a request for specific information, Ben Cohen, BWI Business Partnership, asked how typographical errors are handled. Stephen Finafrock, COG/TPB staff, indicated that a manual review of each typed request is reviewed by him and corrections are made when needed.

**9. Other Business/Upcoming Agenda Items**

The next meeting of the Commuter Connections Ridematching Committee will be held on March 20<sup>th</sup>, 2012 from 10:00am to 12:00pm.