



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, December 20, 2016
10:00 p.m. - 12:00 p.m.

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

Chairperson: Holly Morello, PRTC
Vice Chairperson: Alan Doran, Harford Commute Smart

COG Staff Contact: Stephen Finafrock, 202/962-3385 or sfinafrock@mwkog.org

1. Introductions

The meeting was brought to order by Chairperson Holly Morello of the Potomac and Rappahannock Transportation Commission (PRTC). Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the September 20, 2016 Meeting

Approval was sought for the September 20, 2016 Ridematching Committee Meeting. An initial motion to approve was made by George Clark of the Tri-County Council for Southern Maryland (TCCSM) and a second made by Mark Sofman of Montgomery County. The minutes were approved as written.

3. Upcoming Fairs and Promotions

Baltimore City Department of Transportation

- Transportation fair at Morgan Stanley on December 6th
- Upcoming transportation fair at Legg Mason on January 17th

Baltimore Metropolitan Council (BMC)

- Radio Advertisements running in January
- Digital Advertisements running in January
- Geocoding mobile advertisements throughout Baltimore County

Enterprise Rideshare

- Lunch and Learn with Prince George's County employees on December 21st
- Meeting with the National Science Foundation in Arlington on January 10th
- Loudoun County Vanpool Warmup at the Broadlands Bus Station on January 21st
- Total Wine on January 10th, 17th and 27th
- NIAID on January 18th
- NSVRC on January 25th

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300, WASHINGTON, DC 20002-4239

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1-800-745-RIDE

Fairfax County Department of Transportation (FCDOT)

- Ernst & Young in January
- Freddie Mac in January
- Possibly attending Homeland Security in January

Harford Commute Smart

- Harford County TMA on January 26th
- Bike to Work Day Havre de Grace in Hutchins Park on March 16th
- Bike to Work Day APG North on March 17th
- Bike to Work Day Bel Air on March 19th
- Bike to Work Day APG South on March 23rd

Loudoun County Commuter Services (LCCS)

- Leesburg Flower and Garden Show in April. LCCS will be a “wagon sponsor,” which includes having their name and contact information on wagons that attendees use at the fair
- LCCS will be building their spring campaign around the “wagon” theme

The Metropolitan Washington Council of Governments (MWCOG)

- Transportation Fair at the Mark Center on December 7th
- Health and Wellness Expo at the Washington Convention Center on January 7th and 8th

North Bethesda Transportation Center (NBTC)

- Hebrew Home at three locations on November 1st, 2nd and 3rd
- Kaiser vanpool meeting on November 9th
- HRSA on November 16th
- Total Wine on November 30th
- McDonald's on December 14th
- Total Wine on January 10th, 11th and 17th
- NIAID on January 19th

Potomac and Rappahannock Transportation Commission (PRTC)

- Transportation Fair at the Mark Center on December 7th

Prince George's County

- Implementing a Lunch and Learn for county employees on December 21st at the South Public Library

Transit Services of Frederick County

- Radio advertisements for the Guaranteed Ride Home Program on Key103 and WFRE
- Pre-movie commercial on Vanpooling
- Online advertisements with the Frederick News Post
- Mobile apps promotional poster
- Chamber Expo in October
- Launched “RoutShout 2.0” locally on Transit Connectors

Tri-County Council for Southern Maryland

- Transportation fair at the Mark Center on December 7th
- TAM legislative reception on January 17th
- Southern Maryland legislative reception on February 23rd
- Charles County Chamber of Business After Hours in November and February

4. TDM System Update

Stephen Finafrock, COG/TPB Staff, demonstrated the new Route-Based Ridematching function of the TDM system on the test server. Mr. Finafrock noted that this option is still in beta and is not yet available to the public. Mr. Finafrock then began by performing a radial match to generate results, then switched to a route-based match and noted that loading times will be shortened on the public/production server.

Mr. Finafrock's first example was for a commuter starting in Nanjemoy, MD and heading into Washington. This commuter was chosen to demonstrate the software's barrier consideration for those who live in Southern Maryland. Mr. Finafrock displayed a successful ridematch for this commuter. The route-based ridematching system is intended to benefit people living in rural areas and proximate to bodies of water that lack a crossing.

For individuals to be considered a match, they must share at least 30% of the route. Attendees were reminded that all of the matchlist's criteria and capabilities will remain intact. Starting location and destination will still default to home and work. Users will still have the option to run matches based on alternative starting points and destinations if they choose. COG/TPB staff is considering adding the option for users to select a default option between radial and route-based matching. For example, a user may choose to have route-based matching as their default instead of radial-matching, but could alternate between the two to determine their set of matches.

Mr. Finafrock then switched to his personal commuter profile for a second demonstration. This example was chosen to show attendees that it is possible to have different results between the two types of matchlists, even when using the same search criteria.

COG Staff have preloaded approximately 30,000 routes into the test database with new routes being loaded as new commuters register.

George Clark, TCCSM, suggested adding Ridematching Coordinator's information within the jurisdiction logo that appears on the match letter. COG Staff will consider this option.

Also, for the time being, no back button function is available to protect the integrity of the data system.

Mr. Finafrock then began addressing COG's bike routing system, which will be getting a complete overhaul once route-based ridematching is completed. This bike routing system will cover the whole non-attainment region and the overhaul will include a variety of additions and enhancements to its user interface.

Mr. Clark, TCCSM, suggested it be a requirement for users to choose a program upon creating their account. Travis Johnston, COG/TPB Staff, stated that COG is unable to do so.

Mr. Finafrock also mentioned that COG is considering adding the ability for users to request a GRH trip through the TDM system website. The ability of a commuter to request a GRH using a text could be ready by June. Nonetheless, the dispatch service will still have to call back to confirm and approve the trip.

5. Mobile Applications Update

Mr. Finafrock began his presentation by explaining the need for the update to the mobile application. This includes bringing the app up to date with mobile design standards, expanding the functionality to include trip logging, enable GPS suggested park and ride lots and to incorporate "family branding" into the mobile applications.

Mr. Finafrock then shows an example of the new login screen where members can either sign in or create a new account. This is followed by examples and descriptions of how users are currently navigating the mobile app.

Next, Mr. Finafrock displayed two new concepts for the navigation update. Mr. Finafrock then moved onto the next section of the presentation where two new concepts for the map view were displayed. COG/TPB staff will be reviewing and deciding upon these concepts.

The next section presented by Mr. Finafrock included examples of the newly added commute log for the Commuter Connections mobile app. The look and feel were designed to reflect the most recent updates made to the desktop version of the TDM System. Users will also have access to their savings summary, which is also reflective of the newest update to the TDM System.

Mr. Finafrock then advanced through the presentation to display two design concepts for the login screen, "Concept A" and "Concept B." The first concept includes the same image as the TDM desktop version, where the second concept would cycle through a slideshow of images. The images chosen are of iconic architecture from each region. These concepts were put up to a vote where "Concept B" won the majority 12 – 3.

Lillian Bunton, BMC, asked if the slideshow would slow down an older phone. COG/TPB staff reassured Ms. Bunton that this slideshow will not affect the performance of an older phone.

The committee was encouraged to suggest and/or submit photos to COG staff at commutersupport@mwcog.org.

6. Mobile Applications Update

Darlene Nader, NBTC, mentioned an issue experienced when registering new commuters. The TDM System is caching information from previously viewed commuters, specifically an old address entered from a previous registration. COG will be trying to reproduce Ms. Nader's results and will be consulting developers with any findings.

Christian Regosch, Rideshare Delaware, has been experiencing an issue with reviewing commute logs on the Delaware website. COG Staff will also be attempting to reproduce this error and consulting the developer with any findings.

7. January 2017 TDM Resource Directory

Steven Osborn, COG/TPB staff, gave an update to those in attendance regarding the January 2017 Resource Directory. The Resource Directory is well under way and will be ready for internal review by mid-January. Travis Johnston, COG/TPB staff, reminded committee members to send any professional or transit-related updates as soon as possible.

8. Quarterly Progress Report

Stephen Finafrock, COG/TPB staff, discussed the FY2017 First Quarter Progress Report with those in attendance. This is a good resource for program data and participation.

9. Updated Bi-Weekly and Monthly Reports

Stephen Finafrock, COG/TPB Staff, explained the changes made to the bi-weekly and monthly reports produced by COG/TPB staff. The reports are no longer being printed on paper. All reports are now being emailed to jurisdictions as PDFs.

The various reports jurisdiction members will receive are the New Applicant report, End User report, Suspicious Appcode report and the Vanpool report.

Jurisdiction members are reminded to work through these reports and contact COG staff at commutersupport@mwcog.org with any questions or concerns.

10. Other Business | Upcoming Agenda Items

No discussion occurred regarding this agenda item.