



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, September 18, 2018
2:00 p.m. - 4:00 p.m.

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

Chairperson: Alan Doran, Harford County
Vice Chairperson: Thomas Hamed, City of Alexandria

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

1. Introductions

The meeting was brought to order by Chairperson Alan Doran of Harford Commuter Smart. Attendees were asked to introduce themselves and sign the attendance sheet.

2. Minutes of the June 19th, 2018 meeting

Approval was sought for the June 19th, 2018 Ridematching Committee Meeting minutes. The meeting minutes were approved as written. All were in favor.

3. Change of Chair

Alan Doran was given a plaque for recognition of his accomplishments as the outgoing Chairperson. Thomas Hamed, City of Alexandria, will serve as Chairperson for the committee. Allison Kemp, Bethesda Transportation Solutions, was nominated for Vice Chairperson.

4. Upcoming Fairs and Promotions

Arlington Transportation Partners

- Arlington Public Schools Staff Commuter Challenge
- Week long challenge in support of Safe Routes to School walk and Bike to School Day
- Arlington Public Schools Employee Benefits Fair
- Transportation Fair
- National Guard Bureau Oct 3rd, 2018

Bethesda Transportation Solutions

- Car Free Day at Bethesda Metro Center – Friday, September 21, 2018 from 6:00 am to 8:30am
- Commuter Information Day – Tuesday, September 25, 2018 from 11:30 am to 1:30 pm
- Commuter Information Day at Brookfield's Health and Safety Fair – October 2, 2018 from 1:00 pm to 2:30 and Wednesday, October 3, 2018 from 1:00 pm to 2:30 pm

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

City of Alexandria

- Employee benefits fairs Hilton and Mark Center in Alexandria
- Renew Enterprises Washington Square, Institute for Defense Analysis
- TMP Summit
- Mobile Store activation with Park my Day

Montgomery County

- Participation in PARKing Day in Silver Spring
- Car Free Day activities include:
 - Thank you at 5 metro stations in MD and Germantown Transit Center
 - Commuter Services van will visit 4 locations with services and give-away items including lanyards, pens
 - Also, co-brand event Free Rides from Shady Grove Metro to Clarksburg Premium Outlets, Black Hill Regional Park, Germantown Transit Center via Ride On extra buses service

North Bethesda Transportation Center

- 12th Outdoor BBQ at Democracy Center in July, 2018
- 26th Outdoor CID at Abt. Association in July 2018
- 8th CID at 6700B Rockledge Dr. with Enterprise Rep for NIH employees relocated from Fisher Lane to Rock Spring Park in August 2018
- 16th Ice Cream Social at NIH/NIAID-Fisher Lane in August 2018
- Car free Day at Twinbrook Metro Station 6:30am-9:00am September 22, 2018
- Early Morning vanpool event with Enterprise rep at Marriott with coffee and bagels September 25, 2018
- 8th Walk and Ride campaign in October 2018
- 10th Benefits Fair at Marriott in October 2018
- 1st, 2nd & 6th Benefits Fair at Hebrew Home

PRTC

- Mark Center June 20th
- Stratford Health Wellness Fair June 21st
- Palisades Community Transit Event June 27th
- Quantico Table Top for new employees July 16th
- NSF Commuter Fair August 16th
- Manassas Mall Commuter Table Top August 30th
- Fort Belvoir Newcomers Table Top September 11th
- Coast Guard Commuter Fair September 12th
- Quantico Table Top for new employees September 17th
- Car Free Day/Farmers Market Day in Manassas September 22nd
- Farmers Market (Manassas) October 11th, October 27th, November 8th, and November 17th
- Data Live More Commute Less Event in Reston October 3rd
- National Guard Commuter Fair October 3rd
- Fort Belvoir Newcomers event October 9th
- PWSHRM HR/Law Summit – Platinum Sponsors October 12th
- PW Chamber of Commerce Ec. Dev. Committee Lunch series topic: Transportation in the Region (event sponsor)
- Quantico New Employee event November 19th

Transit Services of Frederick County

- In the Street September 8th
- Car Free Day Promo September 12th
- AOPA work lite Pres September 12th

- Frederick Co Fair September 14th through 22nd
- Free Rides for Car Free Day September 21st
- Latino Festival of Frederick September 28th
- Try Transit IT week October 15th through 29th
- Radio commercials on Key 103
- Online Ads for RS & GRH with Manning media
- Social media post
- Physical & print ads with Visit Frederick, FISC & Ft Detrick guide and map

Tri-County Council for Southern Maryland

- US Coast Guard Commuter Fair September 12
- Car Free Day – North Bench Calver County
- DHLS Conference Kent Island, MD
- Calvert County Chamber Business After Hour as well as Charles County Chambers

The Metropolitan Washington Council of Governments

- Coast Guard Transportation Fair September 12
- NSA (Naval Support Activity) Bethesda Outdoor Commuter Fair September 26
- DATA Block Party Reston Town Center October 3
- National Guard Transportation Day October 3

5. TDM System Update

Michael Hemry, Media Beef, presented the new upcoming enhancements for the TDM system. These enhancements are classified in 3 categories: Marketing, Database Consistency, and System Enhancements including Automated Commute Logging, IncentTrip and Capital Bikeshare Integration.

Within the marketing category enhancements, Mr. Hemry talked about the Registration Source Tracking (ROI). This feature will allow admins to define the source of new applicants via phone, e-mail etc. In addition, it will facilitate better internal reports. The Registration Source Tracking (ROI) will allow MWCOG staff to run ROI reports that will detail all new Commuter Connections accounts created by individual ad campaigns and through the advertising channel.

Also, Mr. Hemry highlighted the e-mail simplification process including the new personalized “sent-from” e-mail address for partner agencies, and a comprehensive review of all outbound e-mails generated from the Commuter Connections TDM System. Also, TDM system has improved the communication between commuters who can notice the new design which uses the ride matching system as well as special event integration.

Regarding the Database consistency enhancement, the main improvement has been through efforts to mitigate the duplicate employer issue during the new account creation which strengthens the address standardization. Another significant improvement is the requirement for both home and work addresses to be geocoded correctly for a user to participate in the ridematching database. The system will notify a commuter whose address is not located on a map to update their profile to ensure a well-functioning ridesharing search. Also, another great update introduced is the alternative of using route matching algorithms which use alternative origins and destination.

Mr. Hemry concluded his presentation with 3 more system enhancements which are the automated commute logging, the IncentTrip integration, and Bikeshare integration. The auto commute logging will enable users to receive notifications from Commuter Connections. In general, commuters will benefit from this as the log-in process will be easier.

With regards to the IncentTrip integration, users can now choose to share commute data from Commuter Connections and vice versa. Moreover, TDM will be adding support for commuters who are part of Flextime Rewards to share their commute pattern to see if they would qualify to receive points under the IncentTrip program.

6. Mobile Applications Update

Steven Osborn, COG/TPB staff, began his presentation of the updates that have been made to the driver incentive within the CarpoolNow mobile application. The mobile application is a new dynamic rideshare option for commuters in the Washington, D.C. Region. The driver incentive for this program was recently expanded to include the whole Washington D.C. nonattainment area. The incentive will only be available to those offering to drive. Members login using their existing Commuter Connections credentials, or they can create a new account.

Mr. Osborn demonstrated an example of commuters offering a ride. Any other users logged in requesting a ride will appear at their current location. Selecting the "List View" tab at the top of the screen will give the user access to each commuter requesting a ride. The driver needs to wait for a response. The ride will receive a notification that the ride has been offered. After the rider accepts the offer, the user will have the option to confirm the pickup. The driver and trip data will appear in a report ran by COG staff to be used to process payment or incentive.

Mr. Osborn then continued his presentation with an update on the incenTrip app. The app is now fully integrated with the Commuter Connections program and the existing user base via deeplink technology. Only users with an origin and/or destination in the Washington DC-nonattainment region can earn incentives. The registration process for users has been simplified. There is still a registration code request, which will be removed this fall when the app becomes open to all users.

Other updates to the app include extending bike trips to a maximum distance from 5 to 10 miles and integration of commuter busses as a transit option. Future development plans include an improved "Agency Dashboard" for incentive performance monitoring and management. Mr. Osborn reminded everyone that several other changes were made based on partner and user feedback. A few bugs were fixed.

Mr. Osborn then explained back-end improvements made to incenTrip::

- Congestion mitigation and increasing multimodal trips (transit, rideshare, etc.) has been added to the objective set of the incentive optimization algorithm.
- Time tables and routes of commuter buses and shuttles have been synchronized in the multimodal algorithm
- Travel mode confirmation algorithm has been enhanced.
- Online Artificial Intelligence (AI) architecture for predicting individual travel choices has been developed for even more cost-effective incentive programs.

Mr. Osborn briefed attendees on the existing funding for incenTrip, and then showed an article in the Washington Post dated August 18th, from the transportation section, in which the app is mentioned as a reward for smart commuting choices.

To conclude his presentation, Mr. Osborn summarized the ongoing work for the incenTrip program. The University of Maryland team welcomes additional feedback from Ridematching Committee members and will continue working on app improvement for a possible Fall 2018 opening to all commuters in the MWCOG region. Any questions or concerns about this program can be directed to Steve Osborn

7. GIS Update

Stephen Finafrock, COG/TPB staff, began his presentation by asking those in attendance to provide COG staff with new park and ride data, if available. Mr. Finafrock asked that it be sent to the commuter support inbox at commutersupport@mwcog.org.

Mr. Finafrock then asked those in attendance to turn their attention to the special events ticker that has been added to the TDM System. Those in attendance were then asked to supply contact information for those that may have important GIS data for GOG's new bike routing map.

Mr. Finafrock then demonstrated the bike routing module in the TDM System. Several examples of regional trails were shown. Mr. Finafrock highlighted the ability to modify a suggested bike route by dragging and dropping a point was displayed. Fatemeh Allahdoust, VDOT, asked how this map is different than using bike routing via Google Maps. Mr.

Finafrock responded by noting that this map includes data that has been regionally sourced, making it comprehensive and more accurate.

Mr. Finafrock noted that COG may add a Capital Bikeshare layer to the map. This layer could be toggle on and off by the user to locate bikeshare locations.

8. Client Site Status/Roundtable

Mr. Finafrock, COG/TBP, stated that COG has been speaking to state funders regarding certain report data collected and changes have been made to table 6A. Irrelevant items have been taken off and the form is now a fillable PDF and should be easier for stakeholders to fill out and send to COG. Monthly collection of this data is reflected in the annual report.

9. Quarterly Progress Report

The FY18 Fourth Quarter Progress Report showed approximately 2,300 rides given throughout the year. Agencies that have left the Commuter Connections network are still appearing in the FY18 report and will be removed from the FY19 report.

10. Other Business/Upcoming Agenda Items

No discussion was had at this time. A motion to adjourn was initiated by Chairperson Thomas Hamed and supported by Kelly Woodward and Jonathan Boldes.

The next meeting of the Commuter Connections Ridematching Committee will be held on December 18, 2018 from 10:00 a.m. to 12:00 p.m.