



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE

MEETING MINUTES

Tuesday, June 19, 2007

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

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

COG Board Room, Third Floor

Chairperson: Christine Kingery, Loudoun County

Vice Chairperson: Kevin Thornton, Prince Georges County

COG Staff Contact: Nicholas Ramfos, 202/962-3313 or nramfos@mwkog.org

Items addressed and issues discussed as follows:

1. **Introductions** (see attached attendance sheet)

Mr. Ramfos announced the following staff changes. Towanna Hinton is leaving MWCOG on July 31, 2007. Stephen Finafrock is currently working with MWCOG as Administrative Assistant II and has been hired to the position as Commuter Connections Operations Specialist II. Jonathan Rogers recently joined us as the new Commuter Operations Assistant II.

2. **Minutes of the March 20, 2007 Meeting**

The minutes of the March 20, 2007 meeting were approved as written.

3. **Upcoming Fairs and Promotions**

Ms. Norfleet, Alexandria Transportation staff reported having a Residential Community Fair on July 17, 2007.

Ms. Hinton, MWCOG reported that staff attended Transportation Awards Ceremony for Montgomery County on May 14th, Rideshare Fair at National Science Foundation May 17th, FDA Kick-off Meeting on May 24th and the Conservational International Transportation Fair in Crystal City on June 27th.

Ms. Fielder, Hartford County reported staff attendance at Bike to Work Day and the commuter appreciation banner was displayed at all commuter bus stops.

Ms. Nader, North Bethesda announced that staff participated in Live Near Your Work workshop in conjunction with COG at the Bethesda Regional Services Center on May 9th, Montgomery County Transportation Awards Ceremony Exhibitor on May 14th, Bike to Work Day on May 18th, and an Outdoor Promotion at the Transwestern in Rock Spring Park (three buildings) on June 4, 2007.

Ms. Bowles, Montgomery County reported that staff participated in Bike to Work Day.

Ms. Kingery, Loudoun County reported that staff participated in a Telework Fair.

Ms. Hromyak, Rappahannock-Rapidan reported that staff hosted a booth representing the local program in Culpeper, VA.

4. **Regional TDM Software System**

Mr. Ramfos and Base Technologies representatives presented and discussed the status of the TDM Web-Base Software System Project.

Base Technologies presented their updated version of the TDM Web-Based Software. The software had been updated with corrections suggested by COG as well as local jurisdictions in order to make the program as intuitive as possible. Several cosmetic changes were also made. A run through of the customers' interaction with the new software was performed. The presentation primarily concentrated on the program's capabilities while covering the following topics: the simple initial registration, GRH registration, Ride Match registration, and profile editing.

The initial registration is designed to be a quick and efficient way to capture the most important customer data in order to create an account. A confirmation email will be sent to the customers' email addresses informing them that their initial registration application has been processed. After a customer completes the initial registration, they are able to sign up for GRH and/or Ride Match. Customers can also edit their account information.

Ms Bowles was concerned with the procedure for helping customers who lost either their username and/or password. Customers can retrieve lost passwords on the website using their usernames. If the customer does not have their username or password, they may call COG in order to retrieve their username, which they can then use to find out their password on the website.

Duplicate applicants will be filtered out during the initial registration. Currently duplicates are checked based on phone numbers. In the future, duplicates will be checked using both phone numbers as well as email addresses.

After the initial registration process, a sample GRH registration was performed. Basic contact information collected from the initial registration process was automatically input into the GRH registration form. Once the customer has input all their required information, an administrator is notified. The application must be approved before the registrant is officially enrolled in GRH.

Customers will be able to submit a request for a GRH service as well as track the status of their GRH request using the web-based system using the "view ride history" tab located on the left side of the screen. Customers will be able to choose how they would like to be notified of their GRH status. Further discussion is needed on the best way to contact GRH customers.

A hard cut-off time for GRH requests made via email will be set at 9:30PM. Base Technologies will add language to the program to clarify the new cut-off time.

The process for registering for ridesharing was shown. Customers will be able to input origin and destination information in order to generate a list of possible rideshare matches. Origin and destination information can be given using an address, a map, or local landmarks. These options will accommodate customers with a wide range of technical abilities. Customers will have the option to select from a variety of commuter lots or other landmarks from a dropdown menu.

Customers will be able to view the rideshare results in either map or table form. The table will rank matches based on proximity to the customers' origin and destination. The map showing rideshare matches will be accompanied by a table.

Base Technologies will change language in the "Ridesharing Tab" to read "new members" instead of "pool members".

The commuter administration page was explored to show how customers and administrators can edit customers' information. Customers are able to edit all of their information except for their username. Customers must call COG in order to edit the username. Customers are also unable to delete their account. Instead, account can be designated as "inactive".

A Base Technologies representative discussed the different appearances of the program depending on the person who is logged in to the system. The webpage will be customized for each customer and administrator depending on his/her level of permission.

Mr. Ramfos announced that there will be a Focus Group on June 27, 2007 in Fairfax County to test the system. Actual commuters will meet one-on-one with COG representatives to assess the effectiveness of the web-based program.

Mr. Ramfos announced that a request for proposal for Phases Two and Three are due.

Mr. Ramfos announced that the target date to have the web-based system is December 31, 2007.

5. **Transit and Street Center Line Updates**

Mr. Edgar stated that transit data was received from WMATA, MTA, Frederick County, and Loudon County. This information will be included in both the current system as well as the new system.

Mr. Edgar encouraged all clients to submit transit information.

6. **Park-n-Ride Maps**

Ms. Hinton stated that Mr. Edgar is in the process of making changes to the old Park-n-Ride maps. Mr. Covington is updating the Resource Guide.

Mr. Ramfos gave a deadline of June 22, 2007 to make all necessary changes. He also stated that COG plans to print between 5,000-10,000 copies of the new maps. Local jurisdictions should contact

Ms. Hinton by June 22, 2007 with how many copies of the maps they would like to order for the next fiscal year.

8. **Commuter Connections Marketing Campaign**

Mr. Franklin gave an update of the Commuter Connections Direct Marketing campaign currently underway. A mail house is in the process of sending a direct mailer to selected residents in Washington DC, Calvert, Charles, Frederick, Montgomery, Prince George's, Arlington, Alexandria, Fairfax, Fairfax City, Falls Church, Loudoun, Manassas, Manassas Park, and Prince William. A total of 468,000 pieces are to be sent out over a four week period that ends approximately June 30, 2007.

Primarily two mailers are being sent out: one with a rideshare focus and one with a GRH focus. About 20,000 remaining from last year's mailing campaign will be sent out as well.

The target market for the direct mailing campaign consists of 35-54 year olds with a household income of over \$75,000 annually.

Mr. Franklin projects that the direct mailing campaign will result in approximately 1,000 new registrants. He also thinks people will be drawn to the website as a result of the mailing.

Ms. Hromyak requested that Rappahannock-Rapidan receive extra rideshare/carpooling pamphlets to be sent out to Rappahannock County residents.

12. Client Site Status/Roundtable

Mr. Steigerwald mentioned that "SE" must be included in the address in order to find the new USDOT building on 1200 New Jersey Ave in the GRH Management System.

13. Other Business/Agenda Items for Next Meeting

Ms. Kingery suggested TDM issues be discussed at the next meeting.

The next meeting of the Commuter Operations Center Subcommittee will be held on September 18, 2007 at 2:00 p.m.