

**MEETING NOTES
COMMUTER CONNECTIONS
RIDEMATCHING COMMITTEE**

**Tuesday, December 21, 2010
10:00 a.m. - 12:00 p.m.**

**Metropolitan Washington Council of Governments
777 North Capitol Street, N.E.
Training Center A & B, Lobby Level
Chairperson: Dawn Bodden, Fairfax County DOT
Vice Chairperson: Lillian Bunton, BMC**

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

The committee members were asked to introduce themselves. Dawn Bodden, Fairfax County DOT, called the meeting to order by introducing herself and asking the rest of the attendees to do the same.

2. Minutes of the Sept. 21, 2010 Meeting

Approval was sought for the Sept. 21, 2010 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Dawn Bodden (FCDOT) – NGA Transportation work-shop. Transportation Assistance for employees moving to Fort Belvoir. Three fairs for Sept/Nov

Stephen Finafrock (COG/TPB) – BRAC Career Fair Workshop at Crystal Gateway Marriott on Dec. 16

Keith Bounds (MDOT) – Kicked off GRH Baltimore program

Roberta Jackson (Howard Co.) – Transportation Fair at University of Baltimore, 50+ Expo, HCPSS Transition Fair, ITT Tech Career/Transportation Fair, HCC Fall Career/Job Fair, GRH Promotion and showcase of Howard Transit 1st fully wrapped advertised bus, GRH Presentation at the Columbia Workforce Center

Tim Harrison (BWI) – GRH promotion and sign up at BWI airport, launch of MeadeRide – the Rideshare Program for BRAC employees relocating to Ft. Meade

Toyja Somerville (Tri-County) – Baltimore Transit/Paratransit Fair

Darlene Nader (North Bethesda TMD) - September-December: Walk & Ride Campaign-2nd year; very successful; doubled # of teams & participants, Car Free Day @ White Flint Metro, Smart Benefits Training in Montgomery County (2 sites). Promotions: Hebrew

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Home, Dave & Buster's, Marriott, Harris Teeter, Boston Properties (3 buildings) and NIH @ Rockledge, Elsevie

Lisa Horanyi (Charlottesville) – 2nd Annual Rideshare week

Dotty Dalphon (Frederick Co.) – Elder Expo, Fort Detrick and Citi Mortgage

Tammy Bowles (Montgomery Co.) – 24 Fairs handled by marketing team

4. Employer Record Cleanup Update

Stephen Finafrock, COG/TPB, distributed the revised Commuter Connections Web-Based TDM System Administration Manual. (Softcopies available through www.mwcog.org)

Patrick Holway, BaseTech, demonstrated the "Employer Admin" interface in the TDM system. The demonstration included detailed directions on how to merge employer records, delete employer records, and make corrections to employer addresses and employer names.

Dawn Bodden, Fairfax County DOT, suggested a mapping feature that would allow the administrator to review an address in the "Employer Admin" tool in the same fashion that "Rideshare – Ridematch Request" tool allows you to review an address.

5. School Pool Application Demonstration

Patrick Holway, Base Technologies, demonstrated the School Pool application that was designed with the Commuter Connections look and feel. The demonstration included the registration process for the parents, a review of the Terms of Use and a review of the match process. Additional administrator details, such as a school being able to administer the School Pool program locally, was provided. Patrick Holway and Stephen Finafrock, COG/TPB, addressed questions concerning security, registration, Terms & Conditions and addressed what information is shared within the parent to parent database.

Patrick Holway, Base Technologies, indicated that he would provide marketing samples to COG/TPB staff of the School Pool program that were utilized by 511 in San Francisco. COG/TPB staff will draft marketing briefing materials for next Ridematching Committee meeting.

6. Commuter Connections Facebook Application

Patrick Holway, Base Technologies, discussed the TDM Software System Facebook integration Quick Match Application. The purpose of the application is to allow a user to search and see how many current Rideshare users/commuters share their approximate commute. The search results are based on the registered users in the Rideshare database within the requested zip codes. No personal information is shared through the Facebook application. Mr. Holway indicated a release date of early next year.

Details concerning the Facebook "Like" button were discussed. There was encouragement by COG/TPB staff to have the "Like" button (once available) and the Commuter Connections Facebook page displayed on each respective jurisdictions website.

7. Client Site Status/Roundtable

Mike Harris, ARNG, requested the assistance of fellow members to aid in the Ridematching process for his jurisdiction. Roberta Jackson, Howard Co., requested a soft copy of the

updated Washington and GRH Baltimore program map. Roberta also asked if it was possible to incorporate an older GRH type of program into the new GRH Baltimore program. COG/TPB staff indicated that other programs will not be joined with the GRH Baltimore program and that those program members would have to create new GRH accounts through the Commuter Connections website.

8. Other Business/Upcoming Agenda Items

Nicholas Ramfos, COG/TPB, announced the re-launch of the 'Pool Rewards program with a goal of obtaining 1,000 registered members before the end of calendar year 2011. There is a 'Pool Rewards contest, with a prize of \$200, for the employee transportation coordinator who registers the most new members. Other prizes will also be available for those ETC's that sign-up to participate.

The next Ridematching Committee meeting will be held on Tuesday, March 15th, 2010 from 10:00 a.m. to 12:00 p.m.