



## **COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES**

**Tuesday, September 20, 2016  
2:00 p.m. - 4:00 p.m.**

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

**Chairperson: Nancy Huggins, BWI Business Partnership, Inc.  
Vice Chairperson: Holly Morello, PRTC**

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

### **1. Introductions**

The meeting was brought to order by Chairperson Nancy Huggins of the BWI Business Partnership, Inc. Attendees were asked to introduce themselves and sign the attendance sheet.

### **2. Minutes of the June 21, 2016 Meeting**

Ms. Huggins announced a motion to approve the June 21, 2016 Ridematching Committee Meeting minutes. An initial motion was made by Holly Morello of PRTC and a seconded by Mark Sofman of Montgomery County. The meeting minutes were approved as written.

### **3. Change of Chair**

Ms. Huggins then announced that the new Commuter Connections Ridesharing Committee Chairperson would be Holly Morello, of the Potomac and Rappahannock Transportation Commission (PRTC). Alan Doran of Harford County has been appointed as the new Vice Chairperson. Ms. Huggins was presented with a plaque honoring her time spent as Chairperson of the Ridematching Committee and was thanked by the various committee members in attendance.

### **4. Upcoming Fairs and Promotions**

#### **Enterprise Rideshare attended:**

- Zimride with Board of Trade promoting options during SafeTrack
- Quantico September 2016
- Fort Belvoir September 2016
- PBS September 2016
- Hyatt September 2016
- Verizon September 2016
- Marriott October 2016
- Partnering with Vanpool Connect

#### **North Bethesda TMD**

- Ice Cream Social at JBG Twinbrook August 3rd

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

- Farmer's Market at Rock Spring Park to promote Walk and Ride on August 4th
- Meetings with Enterprise and employees starting a vanpool
- Walk and Ride campaign kick off from September 12th – Sep 30th
- Car Free Day at Grosvenor Metro Station from 6:00am-9:00am
- Meeting with Enterprise and Kaiser HR launching vanpools
- Vanpool Round-up at Marriott for new areas on October 5th
- Annual Transportation survey in conjunction with Montgomery County DOT continue scheduling fall CID's & vanpool meeting with FDA, HHS, USP, Kaiser & Marriott in mid-October

### **PRTC**

- DHHQ Transit/Commuter Fair June 15th
- Mark Center Commuter Fair June 29th
- Fort Belvoir Commuter Fair September 13th
- Live More Commute Less Commuter Fair in Reston September 20th
- Ongoing Ridematching advertisements on 18 (and then 9) of PRTC's Commuter Buses

### **Transit Services of Frederick County**

- In the Street, September 20th
- Frederick Fair September 16th – 24th
- Radio commercials with Key 103
- Car Free Day Marketing (Social media)
- Retargeting online ads with Frederick News Post
- Telework BootCamp, October 4th from 8:00 to 10:00am
- Event in Oct with Frederick Community College & Frederick Memorial Hospital
- Part 2 Webinar early November
- Part 3 Webinar early December

### **Rideshare Delaware**

- Outreach Events at Christiana Hospital in Delaware
- Technical Community College, Farmers Insurance and Perdue
- Car Free Day
- Thankful Commuter event in October
- Contest in November

## **5. TDM System Update**

Stephen Finafrock, COG/TPB Staff, briefed the Committee on software development regarding TDM 4.0. He announced the rollout of a new purge letter, which has been modernized and is professional in appearance. A sample was presented and passed around to the committee members in attendance.

Mr. Finafrock then announced that the New and Under Review reports (green-bar report), which is sent every two weeks to each jurisdiction, will now be sent electronically. This report includes new users, accounts labeled as "Under Review" and accounts with suspicious appcodes. Committee members were reminded to evaluate each report and follow up with the commuters listed.

Mr. Finafrock then updated the Committee on the various TDM related tasks that have been completed during the FY2017. The launch of CarpoolNow and the TDM system login integration using Facebook were mentioned. The login integration allows the TDM system and Facebook accounts to be linked together in a way that will promote our services and ease login procedures. The ridematching function has been simplified, and commuters can now search with just one click. The default variable is currently set to a five-mile radius from home and three-mile radius around the destination. The system allows users to maximize matches and gives users the ability to print out their results. The route-based ridematching feature is live, but not available for the public at this time. It still requires testing by COG/TPB staff. Route-based matching takes into consideration natural barriers, which in turn produces more viable results. Route-based ridematching is expected to be ready for release in 2017.

## **6. Mobile Applications Update**

Steven Osborn, COG/TPB Staff, presented the new mobile application from Commuter Connections called CarpoolNow. CarpoolNow serves as a new dynamic rideshare option for commuters in the Metropolitan Washington, D.C. region. Existing members will login using their current Commuter Connections credentials. New users will have the option to create a new account within the app. Upon logging in, users will be prompted to choose between two options: requesting a ride or offering to drive. Both options are well represented with two large icons. In order to use the services, users have to provide their full name and a telephone number. When offering a ride, the offer comes from a driver, and the rider has to accept the offer. The possibility exists to cancel at any time. The driver needs to wait for a response. The rider will receive a notification that their ride has been offered. Accepting the ride will give the user an estimated pick up time and let them know when the driver has arrived. The session ends automatically after approximately 15 minutes of no action. There will also be a reminder requiring a response. If the person does not respond, they will be removed from the queue.

Fatimah Allahdoust, of VDOT, pointed out that local jurisdictions can help to promote the app. In particular, this app can be a significant tool in anticipation of VDOT's Transform I-66 project in Northern Virginia.

Nicholas Ramfos, COG/TPB Staff, mentioned that the app can be a very powerful tool to help with Metro's SafeTrack surges. He shared that the new app has the potential to be as popular as the Guaranteed Ride Home Program.

Mark Sofman, Montgomery County Commuter Services, emphasized that the app can be very useful to find a carpool for special events, competing directly with Uber and Lyft with no cost to riders.

Finally, Travis Johnston, COG/TPB, concluded that the app will be constantly improving with the help of user feedback.

Michael Hemry, Media Beef, was in attendance to answer technical questions regarding the app. Mr. Hemry serves as the lead developer for the CarpoolNow app.

The Ridematching Committee is reminded to reach out to COG/TPB staff regarding any additional questions. Steven Osborn, COG Staff, can be reached at 202-962-3323 or sosborn@mwkog.org.

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

Holly Morello, PRTC, reported having more activity in terms of applicants than normal in this quarter, particularly due to the onboarding of new staff who have assumed a key role in supporting the Ridematching functions of her department.

## **8. July 2016 TDM Resources Directory**

Steven Osborn, COG Staff, informed those in attendance that the July 2016 Resource Directory has been completed and distributed electronically. Any members looking to obtain a hard copy of the Resource Directory may request one by emailing commutersupport@mwkog.org. Revisions to the January edition will begin December 1, 2016. Committee members are reminded to respond to any correspondence promptly. Members may also send any changes in advance to commutersupport@mwkog.org or to Mr. Osborn at sosborn@mwkog.org.

## **9. Quarterly & Annual Progress Report**

Stephen Finafrock, COG/TPB Staff, discussed the quarterly progress report through April to June 2016. Nothing unusual stood out in the report. There was a mid-range of volume of work and calls reported. September call volume is expected to increase. He referred to page eight with all of the events attended by Commuter Connections. Also, on page 16, he highlighted the increase in match lists sent. He also talked about the Technical Assistance to Local Agencies Report found on page 51.

The Annual Commuter Connections Work Program Progress Report illustrates parameters like marketing efforts, monitoring evaluation, surveys, and average cost per Guaranteed Ride Home trips provided by Commuter Connections. Table I is a compilation for the entire year. The report shows that Ridematching has increased significantly.

**10. Other Business. Upcoming Agenda Items**

The next meeting of the Commuter Connections Ridematching Committee will be held on Dec 20th from 10:00am to 12:00pm.