

**COMMUTER CONNECTIONS  
RIDEMATCHING COMMITTEE  
MEETING NOTES**

**Tuesday, December 18, 2012**

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

**Metropolitan Washington Council of Governments**

**777 North Capitol Street, N.E.**

**COG Board Room**

**Chairperson: Geralyn Taylor, City of Alexandria LocalMotion**

**Vice Chairperson: Nancy Norris, TransIT Services of Frederick County, MD**

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

*(Note: If you cannot attend this meeting, please call 202/962-3327.)*

**1. Introductions**

Geralyn Taylor, Alexandria LocalMotion, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

**2. Minutes of the September 18, 2012 Meeting**

Approval was sought for the September 18, 2012 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

**3. Introduction of New Rideshare Coordinator**

Stephen Finafrock, COG/TPB staff, introduced a new Rideshare Coordinator for Army National Guard, Rhea Baker.

**4. Upcoming Fairs and Promotions**

Roberta Walker, Howard County – November: Howard Community College Fall Job/Career Fair; December: Rideshare Session at the Transportation Association of Maryland Annual Conference; Upcoming Events – January: Transportation Association of Maryland Legislative Reception and Transportation Fair.

George Clark, TCCSMD – December: Rideshare Session at the Transportation Association of Maryland Annual Conference, DoD Mark Center Transportation Fair, Maryland Remembers – Annapolis.

Stephen Finafrock, COG/TPB staff – December: DoD Mark Center Transportation Fair.

**5. Special Events Ridematching**

Stephen Finafrock, COG/TPB staff, indicated the Presidential Inauguration would be added to the Special Events module and asked that Ridematching Coordinators access the module and add event to it. This item will be discussed at every meeting in an attempt to drive participation.

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## 6. **TDM System - Generation II**

Patrick Holway, CA Technologies, demonstrated new pages to be included in the TDM System that incorporate Responsive Web Design. This will allow the application to display in the correct format on desktop computers, mobile devices and tablet computers. The new pages will streamline the amount of "clicks" used and will also include easier application navigation. All updates will be performed module-by-module and will be tested first by COG TDM Operations staff and then be tested by volunteers from the Ridematching Committee. An updated matchletter will also be included with the upgrade.

George Clark, TCCSMD, indicated a desire to have all accounts enrolled in Ridematching and opting into GRH. He felt this would help reduce the amount of unused accounts in the system.

Nicholas Ramfos, COG/TPB staff, indicated the change would not occur because some users come to the TDM System for information only and he favored having users opt-in to each service they wanted.

Darlene Nader, NBTMD, indicated making the system more user friendly would allow users to be certain of what they had accomplished during their visit to the system. Stephen Finafrock, COG/TPB staff, stated he liked the idea of a pop-up verifying the changes the user had made.

Stephen Finafrock stated that a solution was still in development for the Employer-based queue and Patrick Holway stated a new solution was being developed for searching for employers and for the reports module, making both easier and more reliable to use.

## 7. **'Pool Rewards for Vanpools**

Stephen Finafrock, COG/TPB staff, provided an update on the 'Pool Rewards for Vanpools. Currently, the 5 vans in operation are leased through Enterprise Rideshare and are located at the following employers: NGA, NIH, FDA, USCG and Verizon and originate at various locations throughout the region with the exception of the Commonwealth of Virginia. The vans are currently operating at near capacity with the exception of one. One vanpool was re-issued a smaller vehicle due to declining ridership.

Mr. Finafrock then demonstrated the prototype web pages in the TDM system which can be accessed by the Operator, Driver, Back-Up Driver and Coordinator. The pages will primary function to record daily trip data while some administrative levels will have additional functionality. The vanpool passengers will be able to see their enrollment in the vanpool as well as a summary screen but will not be able to edit or change their vanpool status or data for the pool.

Mr. Finafrock also reiterated the importance of submitting proper trip data which must include daily passenger logs with odometer and time readings as well as expenses incurred for the operation of the pool. Trip logs are created daily and are due to COG on the 15<sup>th</sup> and the 1<sup>st</sup> of each month to ensure timely processing of payments and quality control of data.

Dottie Dalphon, BWIBP, asked what the benefit of reporting to NTD was and Nicholas Ramfos provided the committee with a response focused on the financial benefit of reporting the data. The turnaround can be up to three years but the monies can be used by the recipient of their designee (WMATA) for capital improvements.

Michelle Landrum, Enterprise Rideshare, asked if Commuter Connections was able to advertise available seats in the pools. Stephen Finafrock responded that the vans would show up in the TDM System if the user had selected the correct search criteria. Vanpools can also recruit at their workplace via word of mouth, bulletin boards, etc to fill vacancies in their pools. Mr. Ramfos also added that Commuter Connections would be using "street teams" to help drive interest in 'Pool Rewards for Vanpools at upcoming commuter fairs in April 2013. One location will be identified in the District as well as Maryland and Virginia that would be accessible by the team and that would support a large commuter population interested in Commuter Connections programs. Mr. Ramfos also mentioned the ETC contest for 'Pool Rewards. The winner will be rewarded with a party, thrown by a Clear Channel radio station for their office. Other cash prizes will also be available to participating employers.

**8. Client Site Status/Roundtable**

Tammy Bowles, Montgomery County, indicated that the TDM Program manager, Dallen Hall, has retired and a search to find his replacement has begun.

Nicholas Ramfos, COG/TPB staff, discussed the usage of MS SharePoint for communication tools and tips on a bi-monthly basis in addition to various tips being placed throughout the admin section of the TDM System. Communications regarding the TDM upgrade will be handled in a similar fashion.

**9. Other Business/Upcoming Agenda Items**

George Clark, TCCSMD, mentioned issues he was having with local Park 'N Ride lot maintenance crews removing GRH signs he was placing in the Tri-County area.

Stephen Finafrock, COG/TPB staff, reviewed the Quarterly Progress Report with the committee and emphasized the importance of the group reviewing the document and being aware of the statistical data contained in it. Mr. Finafrock also mentioned the importance of submitting Employer Outreach numbers (to Mark Hersey) no later than the 15<sup>th</sup> of each month so they are sure to be included in the Progress Report.

One committee member questioned low ridesharing numbers and Nicholas Ramfos responded that no additional marketing and advertising occurred during July and August and gasoline prices have appeared to level out at the "new normal," resulting in less sticker-shock.

The next Commuter Connections Ridematching Committee meeting will be held on March 19, 2013 from 10:00 am to 12:00 pm.