



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

**Tuesday, March 17, 2015
10:00 a.m. - 12:00 p.m.**

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

Chair: Karen Taylor, Northern Shenandoah Regional Commission

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 meeting was brought to order by the Vice Chair, Nancy Huggins with the BWI Business Partnership. Attendees were asked to introduce themselves, and sign the attendance sheet.

2. Minutes of the December 16, 2014 Meeting

Approval was sought for the December 16, 2014 Commuter Connections Ridematching Committee Meeting Minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

City of Alexandria

- USPTO
- Commuter Challenge
- Earth Day
- Bike to Work Day (3 locations)
- Commuter Cart – That will move throughout the city
- New home owners welcome packets
- Van Pool formations- working with Enterprise

Bethesda Transportation Solutions

- Commuter information day Events
- Wed March 18th – 7700 Old Georgetown Rd
- Wed March 25th - 7272 Wisconsin Ave
- Fri. April, 17th – 7200 Wisconsin Ave
- Wed April 29th – AOTA
- Earth Day/Week
- Brookfield Properties in Bethesda

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

BWI Business Partnership

- Vanpool Formation Meeting at Ford Meade
- Earth Day – 22nd April
- Bike to Work Day – 3 locations May 15th
- Job Fairs in Baltimore City
- Participation in High School interviews
- Partnership breakfast featuring Southwest Airlines, and Amazon whereby transportation/Rideshare/Bike to work Day activities were shared with audience
- Planning committees for the Annual Conference for the Association of Commuter Transportation (ACT)

Enterprise Washington DC

- Bike to work day – NRC
- USPTO event
- Data Grant
- Arlington Grant
- HHS formation meetings
- Westfield event

Harford Commute Smart

- Bike to Work Day
- May 13th (APG North)
- May 15th (Bel Air)
- May 22nd (APG South)
- Marc Commuter Appreciation Days:
 - May 5th - Aberdeen SB
 - May 7th - Aberdeen NS
 - May 21st - Edgewood
- Bike to Campus Day at HCC
- APG- Newcomers Orientation
- Arbor Day
- TMA - June 25th
- Car Care Clinics for Seniors: June 2nd at Havre De Grace and June 4th at Bel Air

North Bethesda Transportation

- CID's:
 - HHS
 - FDA
 - USNRC
 - MARRIOTT
- Vanpool Formation Meetings
 - Marriott

- Lockheed Martin
- HHS
- Earth Day
 - USNRC
 - HIH/NIAID
 - Transwestern
 - HHS
 - JBG 2 locations
 - NIH main campus in conjunction with Take Your Child to Work Day
- 03/04/15 Bippa meeting-FRIT
- 03/23/15 COG Training
- 03/24/15 Smart Benefits & Telework Lunch & Learn-Friendship Heights
- 03/26/15 HHS Vanpool meetings
- 04/01/15 Montgomery County Job Fair-North Bethesda Conference Center
- 04/22/15 Montgomery County Chamber of Commerce Network Event-Pike & Rose
- 05/15/15 Bike to Work Day-USNRC Plaza

PRTC

- April 17th, Earth Day Event at Lockheed Martin
- April 22nd, Earth Day Event at Freddie Mac
- Series of Ridematching employer based events at 6 locations in early to mid-April
- 8 Bike to work Day locations
- PRTC to provide "bike on bus" materials to each location as well as promotional items
- PRTC staff to man two pit stops in Easter Prince Williams County

TRI-County Council for Southern Maryland

- TAM Legislative Reception in February
- SOMD Delegate Legislative Reception in February
- Charles County Delegate Legislative Breakfast in March
- US Patent Telework Fair, and Ridesharing in April
- Bike to Work Day in May

TransIT – Frederick County

- 03/17/15 Vanpool Formation Meeting at FT Detrick
- 03/27/15 High School Transition Fair
- 04/01/15 FC WS Job Fair at Frederick News Post
- 04/21/15 AstraZeneca week events
 - Telework option one day of the week
 - Vendor Fair
 - Lunch Team - "Spring Info to New Commuters"
- 04/22/15 Life Technologies earth day event
- Presenting Green Team Summit by Sustainable MD at UMD in Frederick MD
- Presenting at OEP staff meeting
- Transit ezfare mobile ticketing App offset 3700 cash trips in first two months of launch

The Metropolitan Washington Council of Governments

- USPTO Green Fair on April 16th from 10-2
USPTO Alexandria Campus
Madison Building Auditorium
600 Dulany Street
Alexandria, VA 22314
- HHS Earth day Expo on April 21st from 10:30 – 2
Hubert H. Humphrey Building, HHS headquarters
Washington, DC
- US Department of commerce on April 22nd from 10:30 – 2
Main lobby of the Herbert C Hoover building: 1401 Constitution Ave., N.W.
Washington DC
- USGS Transportation Fair on April 22nd from 10:30 - 2
USGS HQ in Reston, Va.
- Freddie Mac transportation event on April 22nd from 11:30 – 1:30
Freddie Mac - 8200 Jones Branch Drive
McLean, VA
- FDA Earth Day Expo on April 22nd from 10:30 – 2
FDA Silver Spring – White Oak Campus

4. TDM System Update | School Pool

Stephen Finafrock, COG/TPB Staff, reviewed the improvements for the Alexandria Commuter Challenge software module. The URL and site-specific banner were displayed from a user's standpoint. Mr. Finafrock then displayed the trip log and entered data into the log to emulate a user's experience.

Alexandria's Commuter Challenge is divided into three phases – week zero, week one and week two. The leaderboard, which will be replacing the "Pool Rewards" and "Cost of Commuting Calculator" banners on the Commuter Connections website, will change corresponding with the appropriate phase. The leaders of week one will be determined by the amount of commuters registered, while week two leaders will be determined by the highest amount of trips logged. The overall winner will be determined by employer with the highest *percentage* of commuters who have logged – not the highest number. This will give smaller employers a chance and should encourage competitive logging from all challenge participants. Alexandria will be running a report to gather the information they need in order to declare a winner.

Nicholas Ramfos, COG/TPB staff, explained commuters participating in the challenge who telework must remember to input the miles they would have traveled, had they gone into the office.

Mr. Finafrock continued to present updates regarding the custom employer pages. As of now, Commuter Connections has custom pages for both the University of Maryland and the Arlington Public School System. These pages aim to create a comfortable look and feel to users and provide additional credibility to the Commuter Connections database. If a commuter is registering

through a custom employer portal, they will not have the option to enter a new employer, they will instead be able to choose from a list of employers.

Mr. Finafrock then displayed the extensive overhaul School Pool is currently going through. Live data is displayed within the database. A few bugs need to be worked out, but a working product is expected by early April.

5. Park N' Ride | RSS Feed

Stephen Finafrock, COG/TPB staff, confirmed that the new Park N' Ride map is ready for use (maps.mwcog.org). Improvements include a modern design, faster speeds, and the ability to search by Counties and specific addresses. Users can click on any Park N' Ride location to display additional information such as cost, connecting services and number of parking spaces available. Accurate Information has been provided by the Maryland State Highway Administration, and the Virginia Department of Transportation. Local jurisdictions are encouraged to share any updates with COG/TPB staff.

It will be possible to add Park N' Ride information for the outer jurisdictions, such as southern Pennsylvania and Delaware. Network members must provide this information to COG/TPB staff.

Nancy Huggins, BWI Business Partnership, suggested that all members review the Park and Ride information to make sure that all the information is correct and up to date. Any updates must be emailed to commutersupport@mwcog.org or call 202-962-3333 to leave a voicemail.

Nicholas Ramfos, COG/TPB Staff, discussed the status of real time ridematching. At this time, COG/TPB staff is weighing options with the resources available. High quality matches will need to be a priority and the mobile app will need to remain nimble in order for commuters to be attracted to it.

Mr. Finafrock, COG/TPB staff, presented information regarding the RSS feed. The RSS feed is used as an effective tool for communication, important for feedback, and a way to validate the database between jurisdiction members of Commuter Connections. The RSS feed can be directed to your personal e-mail box, or viewed via the web. Issues or problems related to TDM software can be published and be shared with the rest of the group using the RSS Feed. Jurisdiction members may request a username and password by emailing commutersupport@mwcog.org or calling 202-962-3333 to leave a voicemail. A follow-up reminder will be sent to the committee requesting action.

Mr. Finafrock then discussed the Special Events Ridematching module to promote carpooling to popular community events. All major sports events are already in the module. Mr. Finafrock then displayed some of the events currently entered into the module and showed how to create new events. Committee members are reminded not to create duplicate event locations.

6. Client Site Status | Roundtable

Nicholas Ramfos, COG/TPB staff, discussed the importance of the Guaranteed Ride Home Program and its decline in registration numbers. He spoke about the importance of the purge process to keep numbers from decreasing, reminding commuters to re-register every year. COG has set a goal to have 5,000 new registrants by the end of the fiscal year. Thanks to recent

marketing efforts from some Federal Agencies linked to Commuter Connections, the numbers of registrants are growing.

Geralyn Taylor, City of Alexandria, stated that they send a package to new homeowners with transportation options, including a brochure of the Guaranteed Ride Home Program. This program is also mentioned at the new employees' orientation for the City of Alexandria.

Stephen Finafrock, COG/TPB reminded the group about how to order Guaranteed Ride Home brochures from the Commuter Connections web site.

7. January 2015 TDM Resources Directory

Stephen Finafrock, COG/TPB staff, reminded the Committee that the Resource Directory has been finished. The directory is available in PDF format - printed versions are available by request. He remarked the importance that staff members keep the information as up to date as possible. The Resources Directory is reviewed every 6 months.

8. Quarterly Progress Report

Stephen Finafrock, COG/TPB staff, briefly reviewed the Table 1 Summary Report from the FY2015 2nd Quarter Commuter Connections Work Program Progress Report. Appcodes must be correct in order for the report to be accurate. He stated that there was a 30 day period to evaluate and count data into the progress report. N/A will display instead of "0" when data is not reported to COG by jurisdictions.

Nicholas Ramfos, COG/TPB, discussed the Pool Rewards program and the possible \$100 bonus incentive for those using the new 95 Express Lanes. Marketing efforts were made in February to promote the program along the I95 corridor, and the 'Pool Rewards program in general in the rest of the region.

The next meeting of the Commuter Connections Ridematching Committee will be held on June 16, 2015 from 10:00 am to 12:00 pm.