



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, June 17, 2014

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

Metropolitan Washington Council of Governments

777 North Capitol Street, N.E.

COG Board Room

Chairperson: Adrienne Moretz, TransIT Services of Frederick County, MD

Vice Chairperson: Karen Taylor, NSVRC, Winchester, VA

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

Adrienne Moretz, Chair, TransIT Services of Frederick County, called the meeting to order by introducing herself. Attendees were then asked to introduce themselves and sign the attendance sheet.

2. Minutes of the March 18, 2013 Meeting

Approval was sought for the March 18, 2013 Commuter Connections Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Upcoming Fairs and Promotions

Jim Larsen, DATA, United Airlines Earth Day at Dulles Airport on April 23th, 2014. The will participate in NRO Family Fun Day with the "2014 live more-walk" 1 mile fun walk DATA golf tournament on September 19, 2014, Live More Commute Less event Live more Challenge Block Party at Reston Town Center on October 1, 2014, Online Live More Challenge on October 1-17, 2014.

Jesse Kafka, vRide, vanpooling Marketing event at BWI airport on June 26th, 2014 vanpooling event at UMB on campus in Baltimore City on July 17th, 2014.

Nancy Huggins, BWI Business Partnership, participated in several job fairs in Baltimore region: Earth Day- Fort Meade, on April 23th, 2014, Bike to Work Day at Fort Meade on May 30th, 2014, BWI Vanpool Incentive Kick -off on June 26th, 2014, Rider Appreciation event at Marc, Odenton on June 30th, 2014, BWI Vanpool Formation event on July 21, 2014, ACT Conference, Presenters on last mile transportation to military installations, on Aug 3, 2014, BWI Vanpool formation event on August 5, 2014, Transportation Fair at Fort Meade on September 22, 2014.

Jamie Gradoville, Rideshare Delaware, "Beat the Heat" Commute logging contest. \$50 dollars given to randomly selected winner that log at least one clean commute in their online calendar. I-495 in Wilmington, DC unexpectedly closed for summer due to bridge

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issues. RSDE, working with downtown companies, helped to reduce traffic on 95 as that is detour route.

Alan Doran, Harford County, Health Wellness Fair CYISR, July 17th, 2014, Car Free Days – Saturday, Sunday & Monday 9/20-9/22/14.

Lillian Bunton, BMC, Latino Festival in Patterson Park, Baltimore City All summer Social Security Farmers Market National night out in July, Car Free Day in September.

Holly Morello, PRTC, Mark Center Fair on June 18th, 2014, Employer Outreach Event – “Employer Roundtable Coffee” on June 23, 2014.

Michelle Landrum, Enterprise Rideshare, Mark Center Transportation Fair on June 18th, 2014, DATA Transportation event, BBQ at North Bethesda, Loudon County Green Business Challenge.

Darlene Nader, NBTMD, Health Benefits Fair at USP, Health Expo (James Davis Construction), Health Wellness at UBS, Outdoor Barbecue (Cassidy Jurley), GOG Awards Breakfast, Residential Survey 15 sites in NB, Vanpool organization meetings with NIH, HHS, USP and USNRC, Upgrade to websites date to be determined, sponsor declaration. Participate at Farmer Market in Twinbrook and Rock Spring Park.

Shawntea Smith, Prince Georges County, Attended NASA Earth Day, Bike to Work Day, Bowie, Oxon Hill, Greenbelt, and College Park PM event. In July TNI (Transforming Neighborhoods Initiative) events for: Langley Park, Hillcrest Heights, Bladensburg, Kentland. In August, staff will attend the County Fair.

Adrienne Moretz, TransIT Services of Frederick County, MD, June 19th, Dump the Pump Day – Free rides on all connectors, shuttles. Umbrellas randomly distributed to riders who walk in inclement weather. July 1, Software Mobile App launch at Transit Center with Key103 music and free Rita’s Ice, will promote fare payment and new one-day pass. Summer freedom passes for youth ages 13-18 to ride bus for \$10, June 1-August 31 Fare increase July 1 on connector and shuttle.

Allison Kemp, BTS, Commuter Information Day, June 18th at 4800 Hampden Lane
Commuter Information Day, June 25th at 4520 East West Highway
Commuter Information Day, July 17th at 7250 Woodmont Avenue.

George Clark, TCCSMD, participated in MTA open hours in Charles County, Pentagon, St Mary’s Business ExpoBTWD, and CTAA expo and conference, June 18th Mark Center, Charles County/MTA open house and fair (Lightrail/Bus) SMRT, August 2ND, ACT Conference.

4. TDM System - Generation II Update

Stephen Finafrock, COG/TPB staff, announced more meetings with developers. The approval for the Blackberry platform is coming soon. Mobile application downloads as of June 17th are 53 for Android and 153 for iOS users. Match letters are ready to be customized, the information will remain the same but it will be more specific to the agency. Logos from agencies and Commuter Connections image can coexist. The

customizations will be more in tune with the information the commuter provides.

Stephen Finafrock reviewed the updates of the employer database cleanup project. They are suspected duplicates. Darlene Nader, NBTMD, suggested a more generic employer address avoiding room, suite and building names.

Stephen Finafrock, COG/TPB continued speaking about the upgrade to the SchoolPool which will occur before July 1. There will be a verification link to make the system safer. Private and Charter Schools show more interest than public schools because of the liability issues. SchoolPool will continue to add new securing features, and it will keep sharing ideas with other groups across the country.

A trip Diary is planned to show the benefits of the SchoolPool program. Nicholas Ramfos, COG/TPB staff, explain about the opportunities of receiving grants for the TPB under the mobility section that will help strengthen and promote the application.

Michelle Landrum of, Enterprise Rideshare, suggested the idea of removing people that are already in a carpool or vanpool. Stephen Finafrock, COG/TPB expressed the importance of following up with commuters and keeping notes to get the data updated, as well as the importance of managing records with the settings available.

5. TDM Mobile Application Update

Stephen Finafrock, COG/TPB, showed the committee a demonstration of the mobile application. The software application sorts through the closest matches from a person's home. The application offers a modern design. The app right now is only for ridematching. Adding a trip log to use it for Pool Rewards will be a next step. Many options are open, such as a list of Park and Ride locations and transit connections. Nick Ramfos, COG/TPB, suggested that 2 or 3 enhancements will be added in the next fiscal year. Dynamic Rideshare is one of the goal enhancements.

Mr. Nick Ramfos continued talking about the controversy between Uber and Lyft versus traditional taxi companies. He pointed out that our services are always free. There is no for hire agreements. He also added that Commuter Connections is not competing with taxi companies

6. Client Site Status/Roundtable

Lisa Dumetz-Rossier, DRPT highlighted the launch of the Rideshare Dynamic mobile app for the next fiscal year.

Darlene Nader, NBTMD, acknowledged Stephen Finafrock and Ross Edgar for their hard work with the App codes issue she was experiencing.

7. Commuter Connections January 2014 Resource Directory

Stephen Finafrock, COG/TPB, stated that by mid-June new information will be requested of all members for the updating of the Commuter Connections Resource Directory.

8. Other Business/Upcoming Agenda Items

George Clark, TCCSMD, announced a new bus route in Charles County. The trip count for MTA has increased to approximately 88-108 trips per day.

Nicholas Ramfos revealed new additional incentives for those commuters who sign up for the Flex Pass in the I95 Express Lane as a way to increase ridesharing. Increasing the incentive amount for Pool Rewards will be considered

Also, Mr. Ramfos reminded the Ridematching Committee about the proximity of the 40th Commuter Connections anniversary. The reception will take place on July 16, from 10:00 – 11:30 at the Board Room in the Metropolitan Washington Council of Governments location. Members of the Ridematching Committed along with TPB representatives will receive an e-mail invitation.

The next meeting of the Commuter Connections Ridematching Committee will be held on September 16, 2014 from 2:00 pm to 4:00 pm.