



COMMUTER CONNECTIONS RIDEMATCHING COMMITTEE MEETING NOTES

Tuesday, September 16, 2014

2:00 p.m. - 4:00 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 June 17, 2014 Meeting

Approval was sought for the June 17, 2014 Commuter Connection Ridematching Committee meeting minutes. The meeting minutes were approved as written.

3. Change of Chairs

Karen Taylor, NSVRC, Winchester VA is now the new Chairperson replacing Adrienne Moretz. Nancy Huggins of BWI Partnership becomes the new Vice Chairperson replacing Karen Taylor, NSVRC, Winchester, VA.

4. Upcoming Fairs and Promotions PRTC

- Oct 1: DATA Live More Commute less event at Reston Town Center
- In Mid-November, PWC Employer Challenge (2 week duration)

Enterprise Rideshare

- NIAD Formation meeting with North Bethesda on Sep 24
- Wells & Associates meeting Thursday, Sep 18th
- Urban Trans Event on Sep 16 in Vienna VA
- Data Event: Oct 1st

Prince George's County

- Running commercial on Comcast advertising program
- Attended County Fair Sep 4, 2014 through Sep 7, 2014
- Attended Senior Transportation County event on Sep 12, 2014

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

- Navia Driverless shuttle demonstration on Sep 30th, from 10am to 1pm at Maritime Institute
- Vanpool Information Management at Fort Meade and BWI Airport
- MARC Appreciation Day was held in August at Odenton, Maryland MARC Station

Rideshare Delaware

- 16 Events in September at various business and colleges.
- Car Free Day Sep 22, 2014 similar to DC's.
- New Incentive program at Blackrock Financial using the commuter calendar website feature.

VA Department of Rail and Public Transportation

- On Sep 15-19, 2014 Try Transit Week. Open to Virginia residents and commuters who pledge to use transit during the week. Participants can win local transit passes, and participants will have their names entered into a drawing for a grand prize.

Transit IT Frederick County, MD

- Car Free Day. Free rides and event set-up with t-shirts and info on mobile app at transit center.
- Radio ads to promote earning a vacation from the money you saved by ride matching will them chamber expo on Nov 4, 2014.
- Multiple events to promote mobile fare payment app.
- Planning launch of Frederick County Commuter of the Year Award which will recognize Frederick County resident commuters on an individual basis. Planned kickoff date of Nov 4, 2014 at Chamber Expo.
- Planning Halloween promotion with transit plus users: ideas include hanging plastic pumpkins filled with candy or free ride passes.

Bethesda

- Walk & Ride Challenge – Sept. 7 – 27th
- CID - 7700 Wisconsin Avenue – Sept. 17th
- Car Free Day – Sept. 22nd
- CID - 7315 Wisconsin Avenue – Sept. 24th
- CID – 4550 Montgomery Avenue – Oct. 1st

North Bethesda

- 8/27 Retailers Meeting at Westfield Montgomery
- 9/8 Walk & Ride begins; runs through 9/26—record number of teams this year!!
- Ongoing Vanpool Organization Meetings with USNRC & FDA employees
- 9/22 Car Free Day at White Flint Metro Station 6:30am-9:00am
- 9/24 Large vanpool organization meeting with FDA, NIH, USP
- 10/1 Multi-tenant CID at 6901 & 6905 Rockledge Drive (Democracy Plaza)
- 10/7,8 CID at FDA
- 10/15 Multi-tenant CID at 6701, 6703 & 6705 Rockledge Drive

Montgomery County

- Car Free Day: MC Representatives will be present at MC Metro Stations throughout the County.
- Walk & Ride Challenge: 5 TMD's / 953 Participants / 208 Teams.

5. TDM System - Generation II Update

Stephen Finafrock, COG/TPB staff, displayed a customized Ridematching letter. The information shown on the letter is now more contained. Stephen Finafrock, COG/TPB showed an example of a template with the log of Montgomery County. Customized letters will have a better format and much more relevant information for commuter including Park & Rides, Transit Info etc. Some of the overall requirements will remain such as the display of the Commuter Connections logo.

Mr. Finafrock reviewed the upcoming changes to the DATA Employer Challenge module and new features for FY2015. It has been suggested that Delaware commuters have the ability to log their commutes up to one month retroactively. The suggested change to the "commute log window" for Rideshare Delaware will have no effect on the Commuter Connections and TJPDC's Rideshare interfaces. After examples of logging from a commuter's perspective, committee members discuss the possible need for adding a third trip leg.

Mr. Finafrock then, discussed the cleaning of the employer database. About 30,000 duplicate records were found. COG/TPB staff discussed preventative measures, such as standardized addresses, to keep the database manageable. Stephen then began addressing the updates to School Pool. School Pool will be undergoing modernizing with a conversion to Oracle and an upgrade to JBOSS 8. Mr. Finafrock noted the high interest in the School Pool program from both private and charter schools.

Mr. Finafrock spoke about a new enhancement feature for the TDM web site regarding the customized employer pages. At this moment this is being tested with larger employers such as FDA, NIH, and NRA etc.

6. TDM Mobile Application Update

Stephen Finafrock, COG/TBP staff, confirmed that the Blackberry mobile application is now available to the public. A marketing campaign will take place in fall to promote the mobile app services for ridematching. Committee members discussed adding functions such as a commute log, trip tracking and real-time Ridematching. Lisa DuMetz, Virginia Department of Rail and Public Transportation, inquired about the previously discussed idea of a mobile application for Bike to Work Day.

7. Client Site Status/Roundtable

No new topics were brought up for discussion

8. Commuter Connections January 2014 Resource Directory

Stephen Finafrock, COG/TPB staff, announced that the new TDM Resource Directory, 2014 will be ready this week. Some edits appeared. Members of Commuter Connections will be able to access this information through a PDF version.

9. Quarterly Progress Report and Annual Report

Stephen Finafrock, COG/TPB staff, discussed the method used to produce this report. Information is entered into the quarterly progress report on a monthly basis. Quarterly Progress Report production is shown on page 39. The idea behind this report is not to compare agency data. He discussed the Employer Outreach data on page 56, and the previous tables showing calls and applications received by Commuter Connections network members.

The next meeting of the Commuter Connections Ridematching Committee will be held on December 16, 2014 from 10:00 am to 12:00 pm.