



**COMMUTER CONNECTIONS  
RIDEMATCHING COMMITTEE  
MEETING NOTES**

**Tuesday, June 21, 2016  
10:00 a.m. - 12:00 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@mwkog.org](mailto:sfinafrock@mwkog.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 March 15, 2016 Meeting**

Approval was sought for the March 15, 2016 Commuter Connections Ridematching Committee meeting minutes. An initial motion to approve the minutes was made by Alan Doran of Harford Commute Smart and was seconded by Darlene Nader of NBTMD. The meeting minutes were approved as written.

**3. Upcoming Fairs and Promotions**

**City of Alexandria**

- Bike benefit program that provides a bike voucher to be used at select bike shops in the region

**Arlington Transportation Partners**

- Ongoing seminars and events for Arlington employers specifically related to METRO's SafeTrack plan

**ARTMA**

- Continuation of basic rideshare tasks as needed to transition out as grant year and contracts end starting July 1, 2016

**Bethesda Transportation Solutions**

- Walk and Ride challenge in September
- Weekly commuter information day
- Bike Class on June 22nd
- Car-Free Day on September 22nd

**The BWI Business Partnership, Inc.**

- MARC Appreciation Day at Odenton train station June 23<sup>rd</sup>

**Enterprise Rideshare**

- Wellness Fair in Hyatt Regency
- Mark Center Transportation Fair
- Formation Meetings at Northern Virginia Community College
- Van Do event at FDA
- ACT Conference in Portland, OR
- 10% discount to customers who show their SmarTrip card while SafeTrack is in effect
- Carpool/Vanpool matching Board of Trade

**Harford Commute Smart**

- Transportation Management Association (TMA) meeting
- Aberdeen Proving Ground Newcomer's Orientation
- Bel Air Patch Advertising (online)
- Harford's Heart July edition – Print Ad
- Health and Wellness Fair (APG North) for employees
- ACT Conference in Portland, OR

**Montgomery County**

- Telework Webinars targeted at individuals who are going to be affected by SafeTrack

**North Bethesda TMD**

- 3 CID's at Marriott International with emphasis on starting vanpools
- 06/03 Outdoor BBQ at Democracy Plaza
- 06/09 CID at USP Benefits Fair - held a vanpool presentation for employees
- 06/15 CID at James Davis Construction
- 06/16 CID AT JBS International at Wellness Fair
- 06/22 CIC at Kaiser Permanente
- 06/23 Telework Webinar with Montgomery County DOT
- 06/28 Telework Webinar with Montgomery County DOT
- Begin planning Walk & Ride to be held in Sep
- Planning outdoor promotions in Rock Spring park summer
- Over 150 new applicants and more than 250 notes in database

**Rideshare Delaware**

- New incentive program: "Ride. Record. Reward!"
- Sizzling Summer Commute Contest
- Various employer outreach fairs across the state
- Delaware State Fair
- Nanticoke River Fest

**Transit Services of Frederick County**

- Attending small community events with information and presentations
- Pushing alternatives for SafeTrack including PR, social media at website
- Commercial vendor space at Frederick Fair in September

- Finishing online campaign with Comcast Spotlight on GRH and Rideshare.

#### **Potomac and Rappahannock Transportation Commission (PRTC)**

- Mark Center Commuter Fair on July 29<sup>th</sup>

#### **Virginia Department of Transportation**

- News release promoting Telework VA for NoVa

#### **Metropolitan Washington Council of Governments**

- Commuter Fair at Aerospace Corporation 06/01/16
- DHHQ Commuter Expo 06/15/16
- Commuter Connections will coordinate with WMATA to talk with riders affected by SafeTrack Plan

#### **4. SafeTrack Briefing**

Nicholas Ramfos, COG/TPB Staff, briefed the Ridematching Committee on Metro's SafeTrack plan including all 15 "safety surges." The surges will take place over the course of approximately one year. Throughout the plan, the TPB will be discussing mitigation strategies, best practices and lessons learned from each surge. Commuter Connections will be informing the general public by targeting individuals and employers based on their proximity to each surge location. This information includes the Metro line(s) and stops being affected, links to informational brochures, and other various travel alternatives. Commuter Connections marketing efforts will also include ads with WTOP, Washington Business Journal and Facebook.

Commuter Connections issued a press release offering support and encouraging commuters to visit the web site for information on travel options while portions of the Metrorail system begin to undergo intensive repair. Commuter Connections is also coordinating with WABA (Washington Area Bicyclist Association) to promote bicycling around the affected stations. Capital Bikeshare is offering membership discounts. Commuter Connections hopes to use this as an opportunity to promote the use of carpooling and vanpooling to those impacted by the project.

#### **5. TDM System Update**

Stephen Finafrock, COG/TPB Staff, briefed the Committee on software development regarding TDM 4.0. The new look & feel has been modified to incorporate feedback from the working group and is close to completion. Streamlining and updating will occur on the account registration form by September 2016. In addition, registered GRH commuters will be able to see the date and time of their trips taken. This should increase the level of commuter involvement. Mr. Finafrock concluded his presentation listing suggested software upgrade items for FY2017.

#### **6. TDM Mobile Application Update**

Stephen Finafrock, COG/TPB staff, updated the Committee on the real-time ridematching mobile application, CarpoolNow. CarpoolNow will be used as a tool for commuters in the region. Commuters who are registered for rideshare will be able to use this app to quickly form carpools using their Apple, Android or Blackberry mobile device. Unregistered commuters will be able to access a registration form from the application.

Mr. Finafrock shared an in-progress version of the application to members of the Committee.

Nick Ramfos, COG/TPB staff, addressed the marketing plans for CarpoolNow, stating that it will be incorporated into Commuter Connections overall marketing strategy. Commuter Connections aims to have the app completed and released to the public within the next few months and in anticipation of VDOT's Transform I-66 project in Northern Virginia.

**7. Client Site Status | Round Table**

Darlene Nader, North Bethesda TMD, reported having a problem with the TDM System. She stated landmarks and Park & Ride locations were not appearing on the Ridematching address profile. The problem has been addressed and resolved by re-indexing the GIS information table.

John Hawkins, US DHS, ended the roundtable discussion by explaining the challenging process of relocating around 17,000 employees to the new facility at St. Elizabeth's campus in Southeast Washington.

**8. Quarterly Progress Report**

Stephen Finafrock, COG/TPB staff, discussed the FY 2016 3<sup>rd</sup> quarter CCWP Progress report. Committee members were encouraged to read through the report and contact COG/TPB staff with any questions, concerns or suggestions.

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

Michelle Landrum, Enterprise Holdings, announced the company's acquisition of VRide. A press release announced the merger. Nancy Huggins, BWI Business Partnership, Inc. thanked the TDM 4.0 working group for their efforts. Ms. Huggins then announced that the Partnership would no longer be participating in COG committees.

Lianne Dunbar of ARTMA announced that this would be her final meeting as well.

A motion to adjourn the meeting was made by Mark Sofman, Montgomery County DOT, and a second was made by Kelly Woodward, DATA.

***The next meeting of the Commuter Connections Ridematching Committee will be held on September 20, 2016 from 2:00 p.m. to 4:00 p.m.***