

EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS May 19, 2026

The meeting recording is available to rostered committee members. Contact the committee's Staff Lead, James Davenport (jdavenport@mwcoq.org), for a copy of the recording.

1. INTRODUCTIONS

Chair Christian Bacon, Prince George's County, called the meeting to order.

2. 2026 COMMUTER CONNECTIONS EMPLOYER AWARDS PROGRAM

Douglas Franklin, (TPB staff, reported that planning for the Employer Awards Program has been underway for approximately eight months. This year, the program has been branded as "Champions for Change." The selection committee met in March and selected candidate employers based on the strength of their commuter assistance programs. The awards luncheon will be held on June 30 at the National Press Club. A total of five award winners will be announced at the luncheon.

2026 Employer Awards Winners include the following Employer Awards Champions: RAND Corporation (Arlington, VA), Northern Virginia Transportation Authority (Fairfax County, VA) and Suburban Hospital (Bethesda, MD). The Employer Services Award was awarded to the Metropolitan Washington Airports Authority (Loudoun County, VA), and the Employer Outreach Award was awarded to OmniRide (Prince William County, VA). After the awards ceremony, a regional advertising campaign will recognize the winners. Members were encouraged to attend the luncheon.

3. SHOWCASE: OMNIRIDE

Sarah McGowan, TDM Program Manager, OmniRide, shared her experience transitioning into her role approximately one year ago. She detailed how OmniRide staff helped introduce key employer relationships and emphasized the importance of database cleanliness for successful outreach.

Several months after Ms. McGowan joined OmniRide, a new contractor was hired to help expand the Best Workplaces for Commuters program. Using the Act! Regional Employer Database, OmniRide was able to identify potential program candidates and expand its Best Workplaces for Commuters program from two participating companies to nine. OmniRide also launched a travel training pilot program in partnership with nonprofit workforce development organizations serving residents who are new to the country or for whom English is a second language. Travel training has since been incorporated into workforce development curricula throughout the county.

4. goDMV Commuter Competition: Employer Participation

James Davenport, TPB staff) reported that the goDMV Commuter Competition ran from April 1 through May 15, concluding on Bike to Work Day. A total of 37 employers took part, with both small and large organizations competing across the District of Columbia, Maryland, and Virginia. Employers were recognized as goDMV 2026 Champions based on the number of sustainable commute trips logged by its employees during the competition. 2026 goDMV Champions included the large employers - The World Bank Group (Washington, DC) and Inova Health System (Virginia) and small employers - Destination DC (Washington, DC), Association of Zoos and Aquariums (Silver Spring, MD) and Northern Virginia Transportation Authority (Fairfax County, VA).

Staff will present final competition results at upcoming Commuter Connections committee forums, schedule championship luncheons in June, and convene the final goDMV Workgroup on June 25, 2026, to review final data and begin planning for next year's competition.

5. Regional Employer Outreach Database: Transition Plan

Dan Sheehan, TPB staff, reported that Commuter Connections received strong responses to the Request for Proposals (RFP) for a new client relationship management (CRM) database issued in December. A technical selection committee, composed of representatives from VDOT, DDOT, MDOT, local agencies, and Commuter Connections staff, evaluated proposals and selected a new CRM platform. The new vendor will be OneCommute.

Selection Committee members reviewed the platform and consulted with peer organizations already using OneCommute and as a result, the platform received high evaluation scores. The migration from Act! is already underway.

Stacy King, TPB staff, reviewed the implementation schedule and expectations for the coming months. A series of virtual training sessions, each approximately one hour in length, will be offered covering accounts and contacts, program management, reports, and surveys. Following the expected go-live period in early July, more check-in sessions and learning opportunities will be available. Staff will continue working closely with the implementation team to address questions and issues arising during the transition.

Important deadlines include May 29 which is the final day to edit records or add new records in Act! and early June which is the final data extraction from Act!. Staff emphasized the importance of deleting any records that should not be migrated prior to the final extraction. For technical questions and support, users should contact Tasmima Hossain ,TPB staff, who will serve as the primary point of contact. Members were also encouraged to provide feedback on data fields or functionality they would like considered as the new system is configured.

6. Facilitated Discussion

James Davenport, TPB staff, introduced a discussion on strategies for engaging employers during the summer months. The discussion stemmed from comments made by Judy Galen (Loudoun County) at the previous meeting about challenges in reaching employers during summer vacation periods and preparing for increased travel demand following Labor Day, often referred to as "Terrible Traffic Tuesdays."

In response to a question from Ms. Galen regarding whether traffic volumes increase after Labor Day, TPB staff conducted a preliminary analysis examining traffic speeds and volumes between August and October. The analysis found no strong or consistent regionwide change in average travel speeds between August and September, traffic volume data suggests September acts as a transition period with increased travel demand, September 2025 traffic volumes appeared higher than September 2024 volumes, although additional analysis would be needed to confirm the trend. The findings suggest that the period immediately following Labor Day is still an important opportunity for promoting TDM strategies and preparing employers for increased commuting activity.

Discussion Highlights

Judy Galen, Loudoun County, sought ideas for connecting with employers who are difficult to reach during the summer, focusing less on school reopening and more on summer vacation patterns when developing outreach messages.

Teresa McMullen, Fairfax County, shared that employer outreach is often less effective during the first two weeks of July. Recommended targeting human resources and benefits administrators during July and August, as many are planning benefits packages for the upcoming year. Framed commuter benefits as part of employee benefits planning rather than traffic reduction messaging.

Judy Galen - Agreed that late July can be a productive time to connect with employers about benefits fairs and upcoming events.

Dan Sheehan, TPB staff, noted that COG is hosting an HR conference in early fall and is exploring opportunities to include commuter benefits and Commuter Connections messaging on the agenda.

More suggestions included conducting outreach through local and national Society for Human Resource Management (SHRM) chapters and conferences, developing articles for SHRM publications to raise awareness of TDM programs among human resources professionals and pursuing regional messaging strategies that reach employers across jurisdictional boundaries.

7. Other Business

No added business was discussed. The next Employer Outreach Committee meeting will be held Sept 15, 2026, from 2:30 P.M. to 4:00 P.M.

