

COMMUTER CONNECTIONS SUBCOMMITTEE MEETING HIGHLIGHTS May 20, 2025

The [meeting recording](#) is available to rostered committee members. Contact the Subcommittee's Staff Lead, Dan Sheehan (dsheehan@mwkog.org), for the password to view the meeting recording.

1. INTRODUCTIONS

The meeting was brought to order by the Subcommittee Chair, Christian Bacon, PGC DPWT. Chair Bacon asked new attendees participating in the Webex and in-person attendees to introduce themselves.

2. MARCH 18, 2025 MEETING HIGHLIGHTS

Highlights of the prior Subcommittee meeting were displayed for members to review. Chair Bacon requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. George Clark, TCCSMD, made a motion to approve the minutes; Leigh Anderson, GWRideConnect, seconded the motion. The highlights were approved.

3. VISUALIZE 2050: NATIONAL CAPITAL REGION TRANSPORTATION PLAN

Cristina Finch, COG/TPB staff, provided an update on the Visualize 2050 planning process, its updated schedule for adoption, the impact of the Commuter Connections program, and how Commuter Connections/TDM data is used in plan development. This fiscally constrained plan reflects realistic funding and project selection for the next several decades. The Commuter Connections program is noted within the plan as having an ongoing role in providing employees with transportation options and reducing Single Occupant Vehicle travel while supporting the Transportation Planning Board (TPB) in meeting its shared goals for affordable and convenient multimodal options. This October, public comments will be requested for the plan. The TPB will be asked to adopt Visualize 2050 in December. The plan's website, visualize2050.org, has substantial information related to plan.

4. TDM EVALUATION PROJECT UPDATE

Dan Sheehan, COG/TPB staff, updated the subcommittee on the FY2025 TDM Evaluation project. Work is currently underway on developing the 2025 GRH Applicant survey questionnaire. An outline for the 2025 State of the Commute report is also in development. The TDM Evaluation Work Group and subcommittee members are invited to comment on drafts of both documents through June 6th.

The State of the Commute survey is currently undergoing survey collection with postcards recently being sent to over 200,000 households. Total responses as of May 15 are at 6,157, or 81% of the targeted goal (7,600).

The TDM Evaluation Framework was finalized in April and will be posted to the website.

5. 2025 BIKE TO WORK DAY RECAP

Douglas Franklin, COG/TPB staff, briefed the subcommittee on the regional Bike to Work Day event that took place on Thursday, May 15. Over 100 pit stop locations participated in the event. There were an estimated 12,600 people that registered for the event, which is less than the 13,972 that participated in 2024. Subcommittee members discussed potential reasons for the drop in registration numbers. One suggestion from Josh Etim, City of Alexandria, was to consider reducing the registration burden on the website. Staff will bring this suggestion to the Bike to Work Day Steering Committee when planning for the 2026 event.

6. STRATEGIC REVIEW OF COMMUTER CONNECTIONS PROGRAM DELIVERY

Dan Sheehan, COG/TPB staff, introduced the subcommittee to a strategic review of Commuter Connections program delivery and notable changes to the Commuter Connections Work Program (CCWP) in FY2025, which begins July 1. Two notable activities include the procurement of a new Employer Outreach Client Relationship Management Database, and a new Request for Proposal for a marketing contractor to support the Commuter Connections marketing efforts in FY2027 and beyond. Implementation timelines for each activity were presented. An invitation was extended to subcommittee members who wish to join the FY2027 CCWP Strategic Direction Work group, who will meet two times over the summer to provide feedback on Commuter Connections' approach to program delivery strategies, which will then be incorporated into the FY2027 CCWP and relevant RFPs (including the two abovementioned opportunities). Interested individuals were asked to email docomments@mwccog.org by June 20th to participant.

7. Q3 FY2025 CCWP BUDGET REPORT AND PROGRESS REPORT

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on the FY2025 CCWP 3rd Quarter Budget Report and progress report. Total expenses were at 37% as of March 31st. Major work items occurring during the quarter included the full launch of the CommuterCash app, commencement of the goDMV Commuter Competition, commencement of the spring regional umbrella marketing campaign, and the rollout of the 2025 State of the Commute survey. Significant increases in program interest and enrollments were observed, due to robust Return to Office efforts in the region.

8. STAFF UPDATES

A. Approved FY2026 CCWP. The Transportation Planning Board approved the FY2026 Commuter Connections Work Program (CCWP) with no edits/modifications from what the subcommittee endorsed in January 2025.

B. SchoolPool. The SchoolPool matching platform will be available for Commuter Connections network members beginning July. A more in-depth review of the platform will be discussed at the June 17th Ridematching Committee meeting.

C. Employer Awards Ceremony. The 2025 Commuter Connections Employer Awards Ceremony will be held on Wednesday, June 25th from 11:30a – 1:30p at the National Press Club (lunch provided). Invitations were sent to all employers in the Act! Regional Employer database; all network members are invited to attend but must RSVP at www.commuterconnections.org/rsvp.

D. Car Free Day Conclusion. Regional coordination and promotion of the Car Free Day event will not be a part of Commuter Connections' work items for 2025. The Car Free Day Steering Committee was

notified of the committee's retirement and invited to participate in other Commuter Connections efforts.

E. Baltimore Commutes. – Commuter Connections launched the Baltimore Commutes commuter incentive program at the beginning of May. Carpools and vanpools terminating in the Baltimore area are eligible for incentives. Webpages have been built within the CommuterConnections.org website. The effort is part of an ongoing Emergency TDM campaign implemented by MDOT in response to the Key Bridge collapse.

9. OTHER BUSINESS

No discussion.

10. ADJOURN

The next meeting of the Commuter Connections Subcommittee meeting will be held on July 15, 2025, from 12:00 p.m. to 2:00 p.m.