

COMMUTER CONNECTIONS SUBCOMMITTEE
DRAFT MEETING HIGHLIGHTS
March 17, 2026

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, Wendy Klancher, Arlington County. Chair Klancher asked new attendees participating in the Webex and in-person attendees to introduce themselves.

2. JANUARY 20, 2026 MEETING HIGHLIGHTS

Highlights of the prior subcommittee meeting were displayed for members to review. Chair Klancher requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. George Clark, TCCSMD, made a motion to approve the meeting highlights; Katy Lang, DDOT, seconded the motion. The highlights were approved.

3. FY2025 GUARANTEED RIDE HOME (GRH) CUSTOMER SATISFACTION SURVEY

Tas Hossain, TPB staff, highlighted some edits to the FY2025 GRH Customer Satisfaction Survey report after receiving comments from the subcommittee. Several suggestions received from the subcommittee were deferred to either the Commuter Connections Annual Report or the more technical GRH Participant Survey report.

Chair Klancher requested a motion to endorse the FY2025 GRH Customer Satisfaction Survey report for release. Judy Galen, Loudoun County, made a motion to endorse the report for release; George Clark, TCCSMD, seconded the motion. The report will be posted to the Commuter Connections website.

4. DRAFT FY2026 GUARANTEED RIDE HOME (GRH) PARTICIPANT SURVEY

Lori Zeller, Foursquare ITP, presented preliminary results from the draft FY2026 GRH Participant Survey Report. The survey was conducted last fall. The report examines key topic areas including the program's effectiveness in motivating commuters to adopt non-drive-alone commute modes and how participants learn about the program. Subcommittee members are encouraged to submit comments or questions to docomments@mwkog.org by March 31. The final report will be brought before the subcommittee for approval and release at the May meeting.

5. DRAFT FY2026 BIKE TO WORK DAY EVENT SURVEY

Elias Frantz, Foursquare ITP, presented preliminary results from the draft FY2026 BTWD Event Survey report. The survey was conducted last fall. The report examines key topic areas including the event's effectiveness in motivating commuters to cycle to-and-from work. The survey also helps to understand why people participate in the event, how they heard about the event, and the demographic profile of participants. Subcommittee members are encouraged to submit comments or questions to docomments@mwkog.org by March 31. The final report will be brought before the subcommittee for approval and release at the May meeting.

6. 2026 BIKE TO WORK DAY EVENT

Lindsay Haake, TPB staff, provided an update on planning and preparation activities for the 2026 Bike to Work Day event scheduled to be held on Friday, May 15 throughout the region. The annual event is coordinated by Commuter Connections and encourages commuters to try biking to work for a day. Participants are encouraged to register for the event at bikeworkmetrodc.org. The website was recently re-designed and published in late February. A press release announcing event registration was published in early March. A regional marketing campaign is under development and will begin running in April. Over 100 pit stops are participating in this year's event. The Bike to Work Day Steering Committee is looking to at least maintain ground at 12,777 registrants and hopefully increase the number beyond 13,000.

7. 2026 GODMV COMMUTER COMPETITION

James Davenport, TPB staff, provided an overview of the 2026 goDMV Commuter competition. The event is an annual campaign that motivates commuters across the region to try non-SOV travel options, track their trips, and compete for prizes and leaderboard recognition. The event features both individual competition and employer teams on the leaderboards. Nearly 40 employer teams have registered. Sponsors are donating prizes, including two grand prizes valued at \$500 each. The CommuterCash app has undergone updates to better facilitate the competition. Outreach efforts include providing employer team leaders with templates and messaging to help drum up interest among their co-workers; a paid marketing campaign also commenced in late February for commuters uninvolved with employer teams. The event will officially begin on April 1 and will last through May 15.

8. GWRIDECONNECT 2025 SLUG SURVEY

Leigh Anderon, GWRideConnect, presented findings from the 2025 Slug Survey that occurred in the George Washington Region along various I-95 Park & Rides near Fredericksburg. The 2025 counts occurred on a day with poor weather, but still showed strong long-term growth in slugging activity over prior years. Slugging from the George Washington Region up to Northern Virginia and DC is an attractive option for economical and efficient travel, as commuters can ride the I-95, I-495, I-395, and I-66 Express Lanes for free with three or more individuals in the vehicle. GWRideConnect conducts the count annually, and asked subcommittee members to consider joining the count in September 2026 at various locations – including pickup points, which concentrate at the Pentagon, the Mark Center, and the Ronald Reagan building, to name a few – for a more comprehensive understanding of slug activity across the region.

9. FY2026 Q2 CCWP PROGRESS REPORT AND BUDGET REPORT

Dan Sheehan, TPB staff, highlighted notable activities and metrics within the Q2 Commuter Connections Work Program (CCWP) Progress Report. The overall interest in Commuter Connections remained strong during the quarter, even with a federal government shutdown occurring in October. A marketing campaign promoting carpool, GRH, and CommuterCash was active; efforts to develop new material for a spring campaign were underway. The 2025 State of the Commute report was finalized and prepared for release. Software enhanced to the Commuter Connections TDM System (“TDM2.0”) were scoped out. The budget report showed on-target expenditures for many of the program’s activities.

10. STAFF UPDATES

A. Spring Carpool and GRH Marketing. Commuter Connections developed and launched new marketing concepts: “Every Mile” for carpool, and “What ifs?” for GRH. Media mediums include traditional radio, internet radio, social media, and digital displays. The campaigns commenced in mid-February and will run through early April.

B. Commuter Connections Employer Outreach CRM Update. A Technical Selection Committee comprised of State TDM Workgroup members and Employer Outreach specialists are reviewing vendor bids for a new Employer Outreach Client Relationship Management (CRM) database to replace the current Act! system. Two finalists have been identified. A final selection is expected in the coming weeks.

C. FY2027 Commuter Connections Work Program (CCWP). The final draft of the FY2027 CCWP will be presented to the TPB on Wednesday for formal approval. There have been no changes to the work program since the document was endorsed by the subcommittee in January.

D. 2025 State of the Commute Data Packages. Local data packages from the State of the Commute are ready for distribution. Commuter Connections will deliver via email to network members.

E. TDM Marketing & Communications Specialist Recruitment. Commuter Connections anticipates a job opening for this position and others this spring, each with a different focus: Marketing/BTWD; Commuter Program Operations; and Employer Outreach. Subcommittee members are encouraged to pass along any opportunities to their professional networks.

11. OTHER BUSINESS

There was no major discussion during this item.

12. ADJOURN

The next meeting of the Commuter Connections Subcommittee will be held on May 19, 2026, from 10:00 a.m. to 11:00 a.m.