

COMMUTER CONNECTIONS SUBCOMMITTEE MEETING HIGHLIGHTS July 15, 2025

The [meeting recording](#) is available to rostered committee members. Contact the Subcommittee's Staff Lead, Dan Sheehan (dsheehan@mwccog.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. MAY 20, 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; Judy Galen, Loudoun County, seconded the motion. The highlights were approved.

3. VICE CHAIR NOMINATING COMMITTEE

Dan Sheehan, COG/TPB staff, announced the formation of the Vice Chair Nominating Committee to select the Subcommittee's next Vice Chair. Committee members include the current Subcommittee Chair, current Subcommittee Vice Chair, and previous Subcommittee Chair. As such, this year's nominating committee will respectively consist of Christian Bacon, PGC DPWT; Wendy Klancher, Arlington County; and Janiece Timmons, WMATA. The Nominating Committee will identify a Vice Chair nominee for the subcommittee's consideration in September.

4. DMVMOVES UPDATE

Pierre Gaunard, COG/TPB staff, provided an update on the DMVMoves initiative. DMVMoves is a joint initiative between COG and WMATA that envisions transit as the backbone of an integrated, world-class mobility network that makes the National Capital Region a thriving global economy, a preferred home, and a leader in innovation, environmental sustainability, and social equity. DMVMoves consists of a Regional Transit Task Force that is working to develop a vision, plan, action steps, and funding model for transit in the region, and Advisory Groups that provide insights to guide strategy can recommendations for Task Force decisions.

Thus far, DMVMoves is working towards solutions to address unmet fiscal needs and regional integration of Metro/local transit systems. Unmet fiscal needs an estimated \$146M funding gap (through FY28) in bus transit, along with a \$126M estimated funding gap for commuter rail. A Regional Integration Action Plan is under development to advance key recommendations from DMVMoves. The plan will require broad participation and continued commitments across all

agencies after DMVMoves concludes. This Action Plan and initial funding recommendations will be published and sent to the COG and WMATA Boards in the fall.

5. TDM EVALUATION PROJECT UPDATE

Lori Zeller, Foursquare ITP, provided an update on TDM evaluation efforts. The State of Commute survey closed on June 16th; a preliminary count of usable surveys is 7,559, which is 99.5% of the total target of 7,600. A State of Commute reporting dashboard is being developed in conjunction with the technical report. The Guaranteed Ride Home Applicant Survey is also under development; the questionnaire was finalized and provided to the subcommittee for reference. Several other evaluation activities are upcoming later in the fiscal year, including the Retention Rate Survey, the Bike to Work Day Participant Survey, and the Employer Outreach Database Analysis.

6. CCWP STRATEGIC DIRECTION WORK GROUP

Dan Sheehan, COG/TPB staff, summarized feedback received by the CCWP Strategic Direction Work Group meeting on July 8th. The group discussed various approaches to implementing Employer Outreach and Regional TDM Marketing.

Workgroup members suggested Commuter Connections consider marketing Employer Outreach as B2B service directly to employers, track behavior change on behalf of commuters assigned to employers in the Commuter Connections TDM System, and to consider administering microgrants to jumpstart TDM efforts. A new Client Relationship Management (CRM) database was recommended, with certain functionalities such as reports builder, local customization, and connection to the Commuter Connections TDM System as recommended elements to consider in a new product.

Regional TDM Marketing suggestions included incorporating “positive nudges” into messaging, improved tracking/impacts measures to better customize targeted messaging, and to tying messaging to call-to-action campaigns.

Additional feedback items are detailed in the presentation provided to the subcommittee.

7. 2025 ENHANCED MOBILITY SOLICITATION

Cherice Sansbury, COG/TPB staff, announce an upcoming solicitation for Enhanced Mobility grant applications. The Enhanced Mobility program is administered by COG. COG reviews applications from local governments, non-profits, and private transportation providers to fund projects that serve older adults and persons with disabilities within the Washington, DC UZA. Around \$10 million will be available in the upcoming funding round. Applications will be accepted from August 1 through September 30, with project grantee project commencement expected in fall 2026. Perspective applicants can learn more and get a link to the application at <https://www.mwcog.org/transportation/programs/enhanced-mobility/>.

8. PRELIMINARY Q4 FY205 CCWP BUDGET REPORT

Dan Sheehan, COG/TPB staff, briefed the subcommittee on the preliminary Q5 FY2025 CCWP Budget Report. Total expenses were at 54% as of May 31st.

9. STAFF UPDATES

A. goDMV Conclusion. The goDMV Commuter Competition concluded at the end of May. The Employer Outreach Committee was provided a thorough update of the campaign during their committee meeting earlier today. The campaign had 1,205 active participants and 36,121 sustainable trip logs. The goDMV Work Group provided feedback to Commuter Connections on how to make further improvements for next year's campaign.

B. Employer Awards Recap. The 2025 Commuter Connections Employer Awards Ceremony was held on Wednesday, June 25th at the National Press Club. A summary of award winners, including a short video interviewing each winner, is available at <https://www.commuterconnections.org/employer-award-winners/employer-award-winners-2025/>.

C. SchoolPool. The SchoolPool matching platform is available for Commuter Connections network members. Perspective administrators are invited to join a more in-depth demonstration of the platform scheduled for July 30, 2025.

D. New Staff Introduction. Lindsay Haake was introduced as the new TDM Marketing & Communications Specialist on the Commuter Connections team. Ms. Haake's focus areas include serving as Staff Lead for the annual Bike to Work Day event, website content management, and other marketing-related tasks.

10. OTHER BUSINESS

Judy Galen, Loudoun County, shared that the county launched a new on-demand microtransit program, currently focusing in Leesburg, which is a good "tool in the toolbox" for Employer Outreach.

Christian Bacon, Prince George's County, noted the "vintage" buses within the county are being phased out with newly branded buses. Better Bus Redesign has greatly modified bus service throughout the region. In Prince George's County, this resulted in many route and name changes.

George Clark, TCCSMD, commented on the Southside Express Lanes project over the Woodrow Wilson Bridge currently being debated by the TPB. TCCSMD intends to challenge the project.

Griffin Frank, NVTA, shared about the Bus Rapid Transit (BRT) Action Plan that was adopted by NVTA on July 10. This serves as a blueprint for local jurisdictions to implement BRT routes within their jurisdictions.

11. ADJOURN

The next meeting of the Commuter Connections Subcommittee meeting will be held on September 16, 2025, from 12:00 p.m. to 2:00 p.m.