

EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS

October 21, 2025

1. INTRODUCTIONS

The meeting was brought to order by Dan Sheehan, COG/TPB.

2. CHANGE OF CHAIRS

Hamzat Sani, City of Alexandria, received a plaque recognizing his tenure as chair of the FY 2025 Employer Outreach Committee. Christian Bacon, Prince George's County, began her tenure as FY 2026 Committee Chair, and Jessica Lin, goDCgo, began her term as Vice Chair.

3. TRANSPORTATION MARKETING STRATEGIES: CONNECTING WITH KEY AUDIENCES (PART OF COMMUTER CONNECTIONS TDM TRAINING)

Julie Bond and Vanessa Wheeler, Center for Urban Transportation Research (CUTR), conducted the first of two training sessions, entitled Transportation Marketing Strategies: Connecting with Key Audiences. The second session is scheduled in-person at COG on December 3rd. The presentation covered key elements, and challenges and opportunities related to TDM marketing.

4. GODMV COMMUTER COMPETITION

The 2026 goDMV Commuter Competition will begin on April 1st and conclude on Bike to Work Day, May 15th. An article about goDMV appeared within the October Commuter Connections employer newsletter, with emphasis on the employer onboarding process. Employers may use the form at goDMV.org as a means to register or to express interest in learning more about the competition. The employer registration/inquiry deadline is January 31st. After an employer submits the form, COG will forward it to the associated employer outreach representative for followup. A goDMV employer-focused flyer is being developed and will be shared with the committee by the end of October for use as an introductory tool to promote the competition. Starting February, employee participants may join the competition through the CommuterCash app.

5. CALL FOR NOMINATIONS 2026 EMPLOYER AWARDS

Nominations for the 2026 Employer Awards will run from December 1, 2025 through January 31, 2026. Three awards will recognize employers that have initiated or expanded programs that offer telework and/or sustainable commuting methods such as transit, carpooling/vanpooling, and bicycling/walking. In addition, an award will be given to an organization that makes it easier for employers to offer commuter benefits. Lastly, an award will be given to the employer outreach team that best demonstrates an ability to secure employer meetings and develop and expand commute

benefits at the workplace. Committee members were asked to encourage their employers to submit nominations or do so on their behalf.

6. CLIENT RELATIONSHIP MANAGEMENT (CRM) DATABASE RFP UPDATES

Commuter Connections is in the process of identifying a vendor for its new employer CRM database to replace the existing Act! platform. Committee members provided feedback on what they would like to see in the new system, including being able to provide helpful reports, a dashboard, ridematching system integration, and the ability to customize reports. Commuter Connections will issue an Invitation to Bid and look to finalize specifications and qualifications in early November. Committee members may provide recommendations for potential vendors, and a selected vendor is anticipated by early 2026 with the final system available for use by the end of FY 2026.

7. ACT! REGIONAL EMPLOYER DATABASE ANALYSIS

Triennially, Commuter Connections conducts an analysis of data activity that has occurred within the employer database over the previous three calendar years to help measure employer outreach impacts and to purge outdated records. Employer records not maintained prior to calendar year 2023 will be purged from the system. Older employer records modified through January 20, 2026 will be retained and transferred to the new CRM. Employer outreach representatives were encouraged to review their records to make sure they have been maintained since 2023, and act accordingly.

8. BIKE TO WORK DAY 2026 SPONSORSHIP DRIVE

The sponsorship drive for Bike to Work Day (BTWD) 2026 is underway, with a deadline of January 31st. The sponsor declaration form is available on the BTWD website, and sponsor funds will help supplement procurement of the event T-shirts.

9. EMPLOYER OUTREACH ROUNDTABLE

Necole Jackson, goDCgo, is focused on parking cash-out compliance and the goDMV Commuter Competition.

Theresa McMullin, City of Alexandria, is prioritizing SmartBenefits account creation and BWC.

Mark Pacumio, Arlington Transportation Partners, is planning the county's TDM awards banquet. In addition, commuter surveys are being conducted with employers.

Theresa McMullen, Fairfax County, is concentrating on BWC awardees and awaiting funding for the SmartBenefits Plu\$50 program. Efforts are underway to position BWC awardees for Commuter Connections' Employer Awards nominations.

Terri Lamb, DATA, is working on BWC and SmartBenefits plans at Dulles Airport and has launched a pilot travel training program.

Judy Galen, Loudoun County, initiated pilot projects for its Leesburg transit on-demand service and new commuter bus service from Prince William County, VA, and Frederick County, MD. Members are

encouraged to promote the commuter bus service with residents working in Loudoun. Additional efforts include BWC recruitment and publishing the next *Commuter Shortcuts* newsletter.

Sarah McGowan, OmniRide, is promoting express and free local bus routes. Staff recently participated in the SHRM annual summit with 250 attendees, and conducted travel training with Beacon, a nonprofit supporting immigrant workforce development.

Nick Robb and Marcus Moore, Fairfax County are coordinating an initial meeting about BWC opportunities.

Antoinette Rucker, WMATA, is addressing challenges caused by the federal shutdown, which has disrupted SmartBenefits distribution. WMATA recommends local agencies develop plans for managing returned funds from Commuter Direct.

George Clark Tri-County Council for Southern Maryland attended Chambers of Commerce meetings in Calvert and St. Mary's Counties, and State of the County events, with 120 employers. Upcoming engagements include the Charles County Technology and Infrastructure Roundtable and a Military Alliance event. Outreach has focused on promoting Commuter Choice programs.

Johnathan Nevius, Frederick County, is focused on expanding its employer roster through in-person outreach over the upcoming months.

Sandra Brecher, Montgomery County, is in the midst of its three-week Walk & Ride Challenge and completing a commuter survey.

10. OTHER BUSINESS

None to report.

11. ADJOURN

The next Employer Outreach Committee meeting will be held on January 20, 2026, from 2:30 P.M. to 4:00 P.M.