

EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS July 15, 2025

The meeting recording is available to rostered committee members. Contact the Committee's Staff Lead ([James Davenport](#)) for the password to view the meeting recording.

1. INTRODUCTIONS

The meeting was brought to order by Vice Chair: Christian Bacon, Prince George's County.

2. WMATA BETTER BUS UPDATE

Reem Rayef, WMATA/Government Relations, provided a recap of WMATA's Better Bus network. Better Bus represents Metro's commitment to improving service and connections using available resources. WMATA envisions that with the extensive changes to renaming bus routes, along with service modifications, the network better connects the region, increases access to better service and makes bus service more convenient. After only a few weeks since Better Bus started on June 29th, the launch has been deemed a success and the challenges being faced with the new network design were anticipated. Ms. Rayef iterated that the adopted network was built on 23 weeks of engagement and that materials are available to EOC members and ETCs when communicating Better Bus changes to employees.

3. FY2026 TDM AND SALES TRAINING SESSIONS

James Davenport, COG/TPB staff reviewed ideas for training topics with committee members. The goal is to conduct one sales training and one TDM specific training before the end of the calendar year. The committee informally narrowed down the options to a training on Social Marketing, and Outreach to Employers of Shift Workers potentially drawing from the goDCgo's forum conducted in early June on outreach to Employers of low-income workers. Staff will provide committee with potential speakers and a brief description within the month of August.

4. GODMV COMMUTER COMPETITION: FINAL RESULTS

James Davenport, COG/TPB staff congratulated the three employers that earned designation as a goDMV Champion winner based on the number of sustainable trips logged by its employees during the competition. Winners included: the World Bank Group, American Public Transportation Association, and Loudoun County Government. Mr. Davenport presented the estimated sustainable impacts from the 36,121 trips logged during the competition including total vehicle miles reduced, savings in commuting cost, and emissions reduction. Staff collected comments from a survey of participants and during a final tie-down meeting of the goDMV workgroup. The feedback will gauge overall results of the competition and gather ideas to enhance future competitions in four areas including: structure, onboarding, communication, and technology.

5. CLIENT RELATIONSHIP MANAGEMENT (CRM) DATABASE RFP

Dan Sheehan, COG/TPB staff, informed the committee that Commuter Connections will issue a Request for Proposals (RFP) in FY2026 to select the best suitable CRM database software for the Employer Outreach program. Committee members provided feedback on required database functionalities and the need for a better ease of producing reports. Comments ranged from how to make the database easier to use through automation, email messaging, ability to produce snapshot reports, reduce unnecessary fields, and connectivity with the Commuter Connections TDM system. Mr. Sheehan provided a timeline which forecasts a release of the RFP in the second quarter of FY2026, the with a full transition to the new CRM system scheduled for the end of FY2026.

6. VAN GROWTH AND EXPANSION

Dan Sheehan, COG/TPB staff, iterated to committee members that vanpools remain a viable option for commuters, especially those traveling long distances. Commuter Connections coordinates with “Commute with Enterprise” and outreach reps to promote vanpooling. The new Commuter Connections website details vanpool subsidies available through the Commuter Connections ‘Pool Rewards program. The subsidy is available to vanpools that originate anywhere within the District of Columbia and the states of Maryland, New Jersey, Pennsylvania, and West Virginia. Virginia origins are not eligible, just destinations. Vanpools in the Baltimore region now qualify for a \$500 monthly incentive through the new Baltimore Commutes Vanpool Incentive Program. This special incentive program is funded by the Maryland Department of Transportation (MDOT) and administered by Commuter Connections to encourage Baltimore-area commuters to start or join a vanpool. Employers may not take advantage of more than one subsidy offer.

7. EMPLOYER OUTREACH ROUNDTABLE

Committee members shared the latest news. Updates included Loudoun County recently launching a new free on-demand micro transit service within a five-mile radius of Leesburg Raven Royal, Frederick is having new promotional materials being developed and are revising employer records, and Prince George’s County is having two upcoming events at the NASA/Goddard campus. Terri Lamb, Dulles Area Transportation Association, working with employers at Dulles and National Airports. Theresa McMullin, working with Fairfax County Best Workplaces for Commuters employers, and for the City of Alexandria, is lining up fall events.

8. OTHER BUSINESS

Dan Sheehan, COG/TPB staff informed DC and Maryland EO committee members that staff is updating the sales force questionnaire which will be administered through Microsoft forms. The purpose of the survey is to get a sense how Commuter Connections can best serve those members in marketing TDM to its employers. In addition, Commuter Connections is now accepting nominations for 2026 case studies, one from MD, DC and VA. Case studies show similar employers how commute options can be incorporated into an employer’s system of operation. Any EO committee members with employers in their jurisdiction that deserve to be spotlighted within a case study for providing a robust commuter program for its employees, should notify COG/TPB staff.

9. ADJOURN

The next meeting of the Employer Outreach Committee will be held on October 21, 2025, from 10:00 a.m. to 12:00 noon.