

COMMUTER CONNECTIONS SUBCOMMITTEE
DRAFT MEETING HIGHLIGHTS
July 21, 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. MAY 19, 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; Traci McPhail, NBTMD, seconded the motion. The highlights were approved.

3. 2025 GUARANTEED RIDE HOME (GRH) PARTICIPANT SURVEY REPORT

Dan Sheehan, TPB staff, presented the final version of the GRH Participation Guidelines to the subcommittee and reviewed notable changes from the current guidelines. Proposed updates to the guidelines were previously presented to the Subcommittee on May 19, 2026 whereupon a comment period was established through June 2, 2026. There were no comments received on the guidelines during the comment period; as such, the guidelines were largely unmodified.

Chair Klancher requested a motion to endorse the updated GRH Participation Guidelines. Josh Etim, GOAlex, made a motion to endorse the guidelines; Janiece Timmons, WMATA, seconded the motion. The updated guidelines will be made effective February 1, 2027. Local jurisdictions are advised to plan for the changes in their marketing and communications materials.

4. VICE CHAIR NOMINATING COMMITTEE

Dan Sheehan, TPB staff, informed the subcommittee that the Vice Chair Nominating Committee will be convened to select a new Vice Chair for the subcommittee's FY2027 leadership term. The committee will comprise the current Chair (Wendy Klancher, Arlington County), the current Vice Chair (Katy Lang, DDOT), and the former Chair (Christian Bacon, Prince George's County). The committee will convene and nominate a representative from Maryland, as each state is asked to serve every three years. The subcommittee will vote to accept the nomination at the September meeting.

5. SHOWCASE: TRANSPORTATION RESOURCES FOR ARLINGTON COUNTY

Wendy Klancher, Bureau Chief of the Transportation Resource for Arlington County (TRAC), briefed the subcommittee on the county's development and initial implementation of a new strategic plan for its local TDM program. Wendy Klancher. TRAC (formerly Arlington County Commuter Services) reported strong FY25 results, having assisted more than 38,500 commuters in shifting to non-single-occupancy-vehicle travel modes (65% to public transit, 16% to telework, and 10% to biking or walking). These shifts eliminated more than 34,000 daily vehicle trips and 612,000 daily vehicle miles traveled, reducing emissions by 219,225 kg of CO₂, 118 kg of NO_x, and 95 kg of VOCs. The presentation also referenced the Commuter Assistance Program Strategic Plan, adopted by the County Board in November 2025, which sets the new strategic direction for TRAC.

The bulk of the presentation reviewed progress on strategic plan recommendations. Completed actions include rebranding the bureau as TRAC with a "The Every Where To for Every How To" outreach focus across all trip types, developing a consolidated website design (with a full relaunch planned for fall), bringing Capital Bikeshare and shared micro-mobility device program management in-house with a new program manager hired in December 2025, and building the initial structure of a performance data dashboard. Efforts currently underway or coming soon include launching a \$50 SmartBenefits transit incentive this fall, expanding equity-focused initiatives such as a "Train the Trainer" component for people with disabilities and outreach targeting shift and limited-income workers, streamlining TDM site plan oversight through a customized CRM, updating the social media strategy, and rolling out a new name, logo, and website for TRAC (replacing ACCS and Car-Free Diet) at a new URL. The presentation closed with a comparison of 2025 State of the Commute survey data showing Arlington County commuters drive alone at a notably lower rate than the broader DC region (41% vs. 55%), with higher shares using rail, telework, and other alternative modes.

6. ANTICIPATED FY2027 COMMUTER CONNECTIONS ADVANCEMENTS

Dan Sheehan, TPB staff, highlighted notable activities anticipated in FY2027. Several commuter programs will undergo updates or re-launches, including the TDM2 System Transition in August; the CommuterCash Carpool Bonus (fall 2026); and the GRM Modernization Project. The scope of the regional TDM project element will be updated and re-bid via RFP, anticipated to occur primarily in the fall. TDM evaluation projects include the publication of the triennial TDM Analysis in March 2027; a re-convening of the TDM Evaluation Workgroup to develop a microsurvey methodology for the Placement Rate survey; and enhancements to the Commuter Connections Dashboard this fall. There are also many updates planned for the Employer Outreach program element, including the full transition to OneCommute as the regional employer database in August; updates to the structure of the goDMV Commuter Competition, a re-evaluation of the Employer Awards program that may result in a revamped program, and the development of a new Business-to-Business marketing campaign to generate leads for local employer outreach coordinators.

7. GODMV 2026 RECAP AND SURVEY FINDINGS

James Davenport and Stacey King, TPB Staff, presented final results from the 2026 goDMV Commuter Competition to the subcommittee. The presentation recognized this year's large and small employer champions, including Inova Health System and the World Bank Group (large employer category) and the Association of Zoos & Aquariums, Destination DC, and the Northern Virginia Transportation Authority (small employer category), and shared data on trip logging: participants averaged 973 trips per day and 36 trips per participant in 2026, up from 376 trips per day and 30

trips per participant previously. Survey results showed strong impacts on commute behavior, with nearly half of post-competition respondents reporting they either tried a new transportation option, increased their sustainable trips, or both. Notably, while the sample size was small (9) among self-reported solo drivers, 8 reported trying a new mode or increasing their sustainable trips, suggesting the competition may have helped shift behavior even among its most car-dependent participants. Monthly challenges tied to CommuterCash bonus points remained the top-ranked motivator for participation.

Participant feedback highlighted strong enjoyment of bonus points, the flexibility to log all commute trips (including telework and non-commute trips), prize variety, and leaderboard/badge features, with several participants specifically praising the improved app interface and encouragement to try new travel modes. At the same time, participants flagged app glitches, confusion over which trips counted toward points, and a desire for clearer communication and more transparency (e.g., seeing team membership and competition winners) as areas for improvement. Based on this feedback, staff outlined potential changes for the 2027 competition, including maintaining a similar timeframe, revisiting enrollment and registration bonuses, developing a toolkit for Employer Transportation Coordinators, refreshing communications and promotional strategies, improving technology for rule enforcement and data integrity, broadening prize and raffle eligibility, and reconsidering team data normalization and mini-challenge rules and timing.

8. PRELIMINARY FY2026 Q4 CCWP BUDGET REPORT

Dan Sheehan, TPB staff, noted the preliminary FY2026 Q4 Commuter Connections Work Program (CCWP) Budget Report shows on-target expenditures for many of the program's activities, with expenses predicted to be 80 – 95% expended, depending on the line item.

9. STAFF UPDATES

A. 2026 Employer Awards Recap. Three employers, Northern Virginia Transportation Authority, Suburban Hospital, and RAND, were honored for implementing and/or advancing commuter benefits at their workplaces as part of the 2026 Commuter Connections Employer Awards. OmniRide was presented the Employer Outreach Team Award, and the Metropolitan Washington Airports Authority earned the Employer Organization Award. All winners were posted to the [Commuter Connections website](#).

B. SchoolPool. The SchoolPool platform is onboarding new schools for the upcoming school year. Inactive accounts will be purged over the summer.

C. New staff Introduction. Christian Bacon joined the TPB as the Commuter Connections Marketing & Communications Specialist. Prior to joining TPB, Ms. Bacon managed Prince George's County's RideSmart TDM program. Ms. Bacon will primarily assist with the development and publication of marketing and communications content for the Commuter Connections program, along with leading the regional Bike to Work Day event that occurs every May.

Additionally, Rachel Coppe joining TPB as the Commuter Connections Senior Outreach & Communications Specialist. Prior to joining TPB, Ms. Coppe directed the Arlington Transportation Partners TDM program. Ms. Coppe will primarily manage the Employer Outreach element of Commuter Connections, which includes supporting local jurisdictions in introducing and growing commuter benefits at workplaces throughout the region

10. OTHER BUSINESS

The Association for Commuter Transportation (ACT) Conference will be held July 26 – 29 in Philadelphia, PA. TPB staff will be presenting as part of the Carpool Action Summit panel and during a session on successful suburban marketing tactics. Several other subcommittee members will also be speaking at various sessions. The ACT Chesapeake Chapter is planning a social gathering Tuesday evening, July 28.

11. ADJOURN

The next meeting of the Commuter Connections Subcommittee will be held on September 15, 2026, from 10:00 a.m. to 11:00 a.m. This will be an in-person meeting at the newly renovated COG office. A web conference option will also be available.