

## COMMUTER CONNECTIONS SUBCOMMITTEE MEETING HIGHLIGHTS March 18, 2025

The [meeting recording](#) is available to rostered committee members. Contact the Subcommittee's Staff Lead, Dan Sheehan ([dsheehan@mwkog.org](mailto:dsheehan@mwkog.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. JANUARY 21, 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; Leigh Anderson, GWRideConnect, seconded the motion. The highlights were approved.

### 3. FY2024 GUARANTEED RIDE HOME (GRH) CUSTOMER SATISFACTION SURVEY

Douglas Franklin, COG/TPB staff, provided a concise overview of findings from the FY2024 GRH Customer Satisfaction Survey. Results from the Washington-region program were compiled into a report and presented to the Subcommittee on January 21, 2025; a less substantive memo on results from the Baltimore-region survey were also shared. A comment period was established through February 18, 2025. There were no comments received. Mr. Franklin asked the Chair to request a motion to endorse the FY2024 GRH Customer Satisfaction Survey results for release and publication.

Chair Bacon requested the motion. George Clark, TCCSMD, motioned for the Subcommittee to endorse the FY2024 GRH Customer Satisfaction Survey results for release. Katy Lang, DDOT, seconded. The motion carried. The document will be published on the Commuter Connections website.

### 4. TDM EVALUATION PROJECT UPDATE

Dan Sheehan, COG/TPB staff, updated the subcommittee on the FY2025 TDM Evaluation project. There has been significant progress since the January 21, 2025 Subcommittee meeting, with guidance provided by the TDM Evaluation Work Group. The evaluation framework was updated to reflect current emphasis areas; a final version is expected in May. The 2025 State of the Commute questionnaire was updated to address current commute trends and "hot topics", including the federal Return To Office initiative. Postcard invitations that invite employed households in the region to participate in the survey will be distributed in two waves; over 475,000 households will receive the invitations over the course of two waves in April and May. A third product, the GRH Applicant Survey,

is also in development. The questionnaire and sample for this survey will be completed in FY2025, but data collection is expected in early FY2026.

The TDM Evaluation Work Group will convene next on May 20 to review detailed updates to the project. The Subcommittee will continue to be briefed on the project's progress.

## **5. 2025 BIKE TO WORK DAY EVENT**

Douglas Franklin, COG/TPB staff, briefed the subcommittee on recent planning and preparation activities for the Bike to Work Day Event. The event takes place on Thursday, May 15. The Bike to Work Day Steering Committee established a goal of 15,000 registrants. \$50,150 in cash donations for t-shirts and in-kind sponsors for raffle prizes were procured through the sponsorship drive. A regional marketing campaign for the event will begin on April 28<sup>th</sup>.

## **6. COMMUTERCASH & THE GODMV COMMUTER COMPETITION**

Several Commuter Connections team members provided updates to the subcommittee on the status of the CommuterCash mobile application and the goDMV Commuter Competition. Dan Sheehan, COG/TPB staff, provided timeline of recent achievements for CommuterCash app development. Notably, a marketing campaign for CommuterCash launched on March 17<sup>th</sup>.

Stacey King, COG/TPB staff, reviewed new features that have been added to CommuterCash since the subcommittee last met in January, which included elements such as trip history, goDMV, reward redemptions, and more. Ms. King also highlighted key features in the app, such as creating an account, using the trip explorer, tracking tips, and redeeming points.

James Davenport, COG/TPB staff, provided an overview of the goDMV Commuter Competition, which uses CommuterCash as a mechanism for tracking trips as part of the regional competition. Over 40 employers signed up to compete in the competition. Employees log trips that are added to leaderboards. Individual commuters may also participate on the "overall" leaderboard. Marketing and onboarding efforts were widespread in February and continued into March. The Commuter Connections team will continue to provide support to team captains and participants throughout the duration of the competition.

## **7. ROUNDTABLE DISCUSSION: RETURN TO OFFICE (RTO)**

Dan Sheehan, COG/TPB staff, facilitated a discussion among subcommittee members about the recent RTO efforts undertaken by many employers in the region. Local TDM teams were asked to share how they are assisting commuters who are being called into the office and/or employer who now must accommodate a larger in-person presence.

Subcommittee members offered several perspectives. In Southern Maryland, commuter bus routes are at capacity and a surge of rideshare applications have been received. TCCSMD is asking MTA to consider increasing commuter bus service. In Loudoun County, a press release announced the different commute options, including highlighting the Commuter Connections ridematching database. Outreach is attempting to push people to local transit, then to Metro. Loudoun County also had similar experiences with a surge in commuter bus ridership. Commuter Connections published a RTO webpage, similar to what other jurisdictions have done. VDRPT has been coordinating with local transit agencies and large employer events to support increases in interest. DDOT is supporting

employers through webinars, consultations, and other means to help promote TDM options. GWRideConnect has experienced a 400% increase in rideshare applications compared to last year, and a 500% increase in website traffic. The group also discussed the resurgence of slugging, and how to help casual carpoolers form staging areas for afternoon pickups in DC.

## **8. Q2 FY2025 CCWP BUDGET REPORT AND PROGRESS REPORT**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on the FY2025 CCWP 2<sup>nd</sup> Quarter Budget Report and progress report. Total expenses were at 25% as of December 31<sup>st</sup>. Major work items occurring during the quarter included the Commuter Connections 50<sup>th</sup> Anniversary Event, establishment and convening of the Regional Employer Commuter Competition Work Group, development work on the CommuterCash app, the fall regional umbrella marketing campaign, and the completion of an RFP for a TDM Evaluation consultant.

## **9. STAFF UPDATES**

A. FY2026 Commuter Connections Work Program (CCWP). The TPB will be asked to approve the FY2026 CCWP tomorrow. There were no substantial changes from when the Subcommittee endorsed the report in January.

B. New Employer Outreach Staff Lead. James Davenport was announced as the new TDM Outreach and Communications Specialist, who will serve as the staff lead for regional Employer Outreach efforts.

C. Commuter Connections Staff Recruitments. Recruitments are ongoing for a TDM Program Analyst and a TDM Marketing and Communications Specialist.

D. Upcoming Retirements. The Subcommittee recognized upcoming retirements for longstanding network members, including Holly Morello, OmniRide, and Walter Daniel, Fairfax County.

## **10. OTHER BUSINESS**

George Clark, TCCSMD, announced a commuter fair on April 23<sup>rd</sup>.

## **11. ADJOURN**

The next meeting of the Commuter Connections Subcommittee meeting will be held on May 20, 2025, from 12:00 p.m. to 2:00 p.m.