

Strategic Direction of Arlington County's TDM Program

Commuter Connections
Subcommittee
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Department of Environmental Services



TRAC Programs (formerly Arlington County Commuter Services)

Arlington
Transportation
Partners  .com

Commuter
Page®  .com

The
Commuter
Store® 

Commuter
Direct®  .com

Bike 
Arlington

Walk 
Arlington

Mobility Lab

 TDM
for Site Plans

Shared Micro-
Mobility
Devices 

capital  bikeshare

FY25 Impacts of TRAC's programs



Assisted more than 38,500 commuters shift to non-SOV travel modes
(65% to public transit, 16% to telework, 10% Bike/Walk)

Eliminated over 34,000 daily vehicle trips and 612,000 daily vehicle miles traveled.



Reduced emissions by 219,225 kg of CO₂ (greenhouse gas)
118 kg Nox, and 95 kg VOC

OPERATING IN A CHANGING WORLD

Adapting to today. Innovating for tomorrow.



FOCUS ON INNOVATION

Embrace new ideas, challenge traditional approaches, and continuously improve to meet evolving customer needs.



OUR GOAL

Have the most impact and be the most cost efficient.



MAXIMIZING IMPACT & COST EFFICIENCY



DATA DRIVEN

Use performance metrics, customer insights, and travel behavior trends to guide decisions and prioritize investments.



CHALLENGE THE STATUS QUO

Answer “We’ve always done it that way” with why and how we can do it better.



WORDS OF WISDOM: DAN SHEEHAN

“Don’t want to be Blockbuster in a Netflix world.”
Stay relevant by proactively adapting to change.



LEVERAGE THE LATEST TECHNOLOGIES

Use modern tools, platforms, and communication channels to make the most impact and reach more customers.

By combining innovation, strategic use of data, and a forward-thinking approach, we can ensure our programs remain impactful, efficient, and responsive to the evolving transportation landscape.



THE RESULT



GREATER IMPACT



MORE COST EFFICIENT



BETTER CUSTOMER EXPERIENCE



STRONGER OUTCOMES FOR OUR COMMUNITY

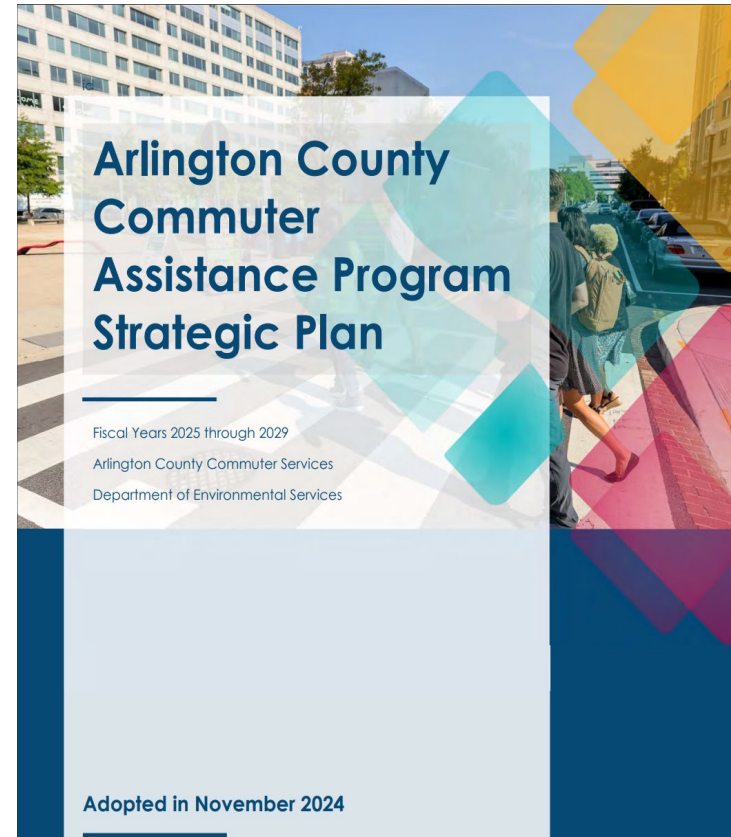


ADAPT. INNOVATE. DELIVER.

Making the most impact today for a better tomorrow.

Commuter Assistance Program Strategic Plan

- Adopted by County Board in Nov 2025
- Lays out new direction for TRAC



[You Can Find the Strategic Plan on
Commuterpage.com](https://www.commuterpage.com)

Status of Recommendations from Strategic Planning Efforts: **What We've Done So Far**

Recommendation	Status
Rebranded the bureau and refocus to be inclusive of all trips	Rebranded Bureau to TRAC. Focus on integrating TRAC activities with other DES Bureau activities. “The Every Where To for Every How To” outreach is on all trips
Update and consolidate websites	New Design Created – consolidated website presents a unified TRAC program; individual program sites will be revamped with new look as TRAC website (New website will be launched in the fall)
Bring CaBi and SMD program management in-house	Hired a program manager Dec 2025; strengthened internal planning and budgeting
Performance Data Dashboard	Structure is built; needs fine tuning

Status of Recommendations from Strategic Planning Efforts: **What is Underway /Coming Soon**

Recommendation	Status
Use transit Incentives	Plu\$50 SmartBenefits program launching this Fall
Focus on equity	Integrating “Train the Trainer” component to teach more people with disabilities on how to use transit; Employer outreach will include a focus on shift and limited income workers; Promotion of Dockless vendor Equity Programs
Streamline site plan oversight process	TDM For Site Plans to be more streamlined with employer outreach; Customized CRM for employer outreach and TDM for Site Plans under development; TDM invoicing already integrated with County system
Evaluate and update social media strategy to current trends	We will be using the latest digital techniques and data to inform the strategy

New name, logo, and website

**New URL:
ArlingtonTRAC.com**



**New website will
unify programs
under new brand**

**TRAC replaces the names
ACCS and Car-Free Diet**



Tagline for TRAC



TRAC

The **how-to** for every **where-to**

Thank you!

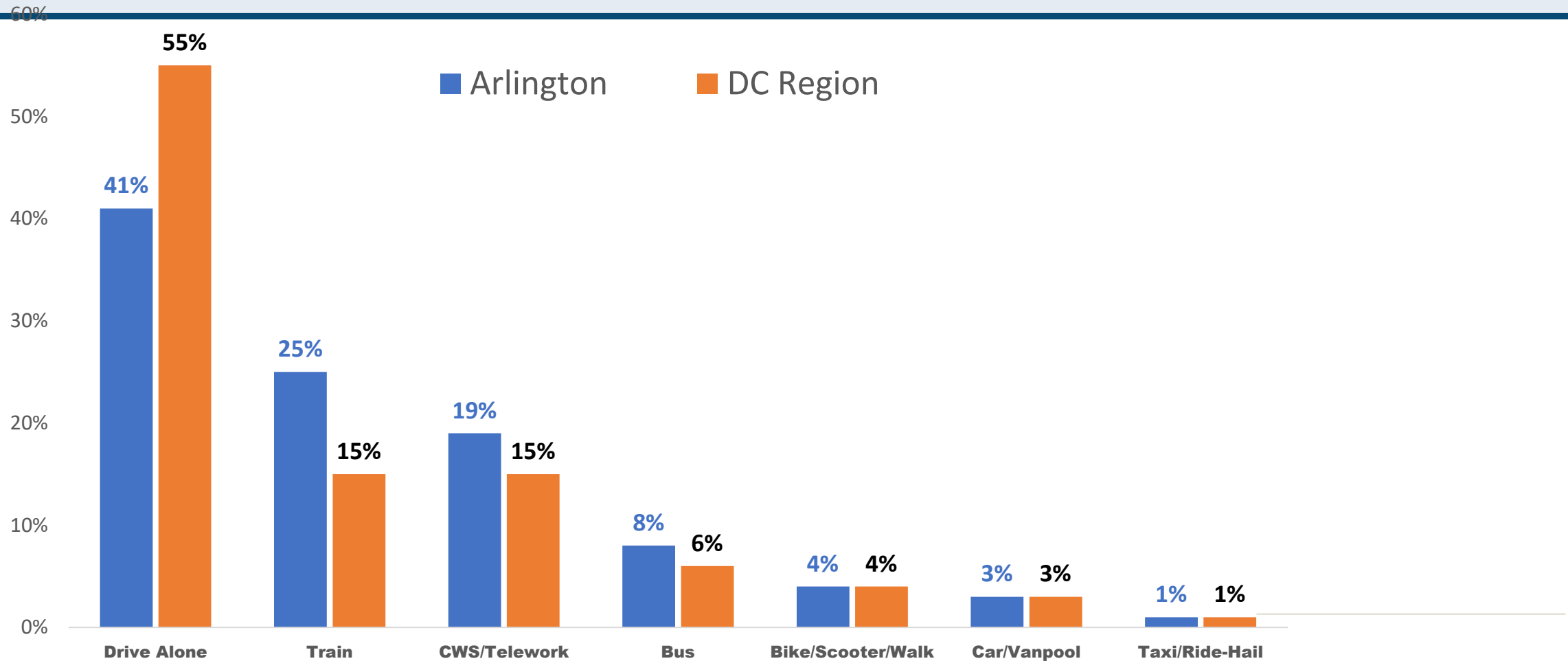
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Arlington County vs Region – Weekly Commute Mode Shares (2025 State of the Commute)



Notes: Arlington n = 1,045, DC Region n = 6,525
Sample is restricted to commuters only, with full-time teleworkers excluded.
CWS = Compressed Work Schedule