

CCWP STRATEGIC DIRECTION WORK GROUP

Summary of Feedback Received

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Commuter Connections Subcommittee
September 16, 2025

CCWP Strategic Direction Work Group

- **Opportunity**: Concluding, routine CCWP cycles (marketing contract; triennial evaluation) provide natural opportunity to align CCWP work products and services to post-pandemic TDM strategies.
- **Purpose**: Provide stakeholder feedback on Commuter Connections' approach to program delivery strategies. Feedback will be incorporated into FY2027 CCWP and relevant RFPs.
- **Member Commitment**: Two feedback sessions and ongoing review of relevant strategic documents from July 2025 – January 2026
 - Meeting 1: Tuesday, July 8
 - Meeting 2: Tuesday, August 19 @ 10:30am – 12:30pm
 - Commuter Connections Subcommittee Updates: 9/16/25; 11/18/25; 1/20/26

Feedback: Employer Outreach

- Consider marketing Commuter Connections Employer Outreach B2B services
 - Opportunity to co-brand local programs to raise awareness
- When marketing regional commuter programs, consider campaigns that target employer engagement
- Consider methods for tracking behavior change at employer sites based on program enrollment
 - Several Ridematching registrations at one worksite could trigger a call to an ETC from a local Employer Outreach rep
- Consider administering microgrants to jumpstart TDM efforts

Feedback: Employer Outreach CRM

- Reports builder that can be used to target specific companies
- Flexibility for local jurisdictions to customize fields within their dashboard/UI
- Permit the database to communicate with commuter accounts in the Commuter Connections TDM System
 - Could link commuters to employer records for analysis and outreach opportunities
 - Example: Alerts if someone at an employer site is requesting a ridematch
- Ensure database is always open and accessible
- Forced data integrity policies
 - i.e., archive incomplete or inactive records
- Dashboard summary of program/database statistics

Feedback: Marketing

- Explore process improvements that identify how commuters sign-up for programs and their subsequent interactions
 - May result in revised workflows
 - Mass Marketing can be effective if managed/tracked properly
- Consider more targeted marketing efforts as opposed to mass marketing
 - Example: Target people who recently re-located to the region
 - Tie messaging with a specific call-to-action (e.g., goDMV)
- Focus on behavior change messaging; “positive nudges”
- Ensure marketing efforts capture impacts
- Examine effectiveness of marketing budget; consider re-allocating mass marketing funds to other programs if proper management/tracking is elusive

Feedback: Program Monitoring & Evaluation

- Evaluate each program element in a manner consistent with the elements' goals
 - Fits within a systematic approach outlined in the TDM Evaluation Framework
 - Add ROI / cost effectiveness calculations to each program element
- Communicate impacts in meaningful ways
 - Example: It costs Commuter Connections 1 penny per VMT reduced
 - Example: How many daily gallons of gas reduced resulting from the program compared to gallons of gas consumed in the region daily?
- Diligent marketing campaign evaluations: Did we move the needle?
- Timely data collection for evaluation efforts (i.e., Microsurveys)
 - Example: Rolling placement rate surveys

Feedback: Commuter Program Operations

- Re-examine GRH program structure; study peer programs
 - Is the 6-trip cap still appropriate?
 - Consider a self-serve ride scheduling options
- Grow SchoolPool outreach

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