

COMMUTER CONNECTIONS SUBCOMMITTEE MEETING HIGHLIGHTS November 18, 2025

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 Vice Chair, Katy Lang, DDOT. Vice Chair Lang asked new attendees participating in the Webex and in-person attendees to introduce themselves.

2. SEPTEMBER 16, 2025 MEETING HIGHLIGHTS

Highlights of the prior subcommittee meeting were displayed for members to review. Vice Chair Lang requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. George Clark, TCCSMD, made a motion to approve the minutes; Theresa McMullin, City of Alexandria/WCES, seconded the motion. The highlights were approved.

3. 2025 STATE OF THE COMMUTE

Several members of the Foursquare, ITP consulting team presented updates to the 2025 State of the Commute Technical Report resulting from the subcommittee's comment period. A new publicly accessible interactive dashboard highlighting key findings from the report will be available when the report is released.

Kari Snyder, MDOT, made a motion to endorse the 2025 State of the Commute Technical Report for release; George Clark, TCCSMD, seconded the motion. The report will be released on January 20th at the Transportation Planning Board meeting during a pre-meeting media event.

4. COMMUTER CONNECTIONS PROGRAM MONITORING DASHBOARD

Sal Zahedi, Foursquare ITP, revealed a new dashboard for Commuter Connections network members. The dashboard will enable network members to monitor Commuter Connections program, through metrics such as program registrants, lapsed registrants, and more. Mr. Zahedi shared several screenshots and provided a brief demonstration of the dashboard. Each network member will have access to comprehensive regional analytics, along with localized data to their specific jurisdiction. The dashboard is expected to be available in January and will undergo continuous iterative improvements as feedback is gathered from network members.

5. VISUALIZE 2050: OVERVIEW OF PUBLIC COMMENT PERIOD MATERIALS

Sergio Ritacco, TPB staff, provided an update on the Visualize 2050 planning process, its updated schedule for adoption, and how travel demand management is incorporated in the plan's

development. The plan is currently undergoing a 30-day public comment period, with comments due by November 21st. The full plan is available at www.Visualize2050.org; a comment form is also included on the website. The plan's content covers a variety of components that help prioritize regionally significant transportation investments and projects across the National Capital Region.

6. 2025 BIKE TO WORK DAY DRAFT EVENT REPORT

Lindsay Haake, TPB staff, provided an overview of the 2025 Bike to Work Day Draft Event Report. The report features a comprehensive summary of activities surrounding the event, including elements such as pit stop summaries, marketing efforts, and registration metrics. Subcommittee members were invited to provide comment on the draft report through December 16th. The report will be updated and presented to the subcommittee for endorsement at the January 20th meeting.

7. FY2027 COMMUTER CONNECTIONS WORK PROGRAM DEVELOPMENT

Dan Sheehan, COG/TPB staff, provided an overview of the draft FY2027 Commuter Connections Work Program (CCWP). The CCWP contains work products and services to be completed by the Commuter Connections program within one fiscal year. Deliverables are categorized into four primary elements: Commuter Program Operations, Marketing, Monitoring and Evaluation, and Employer Outreach. Several deliverables have been shifted among the primary elements to better align with program objectives. Notably, additional investments in the 'Pool Rewards Vanpool Subsidy program, new B2B Employer Outreach marketing, continued expansion of the Commuter Connections TDM2.0 System and goDMV Commuter Competition, and further migrating to microsurveys for program evaluation were highlighted as the primary changes to the work program. The overall budget of the FY2027 CCWP is proposed to be 2.3% less than the FY2026 CCWP.

Subcommittee members were invited to provide feedback on the draft document through December 12th. The document will be updated and presented to the subcommittee for endorsement at the January 20th meeting.

8. FY2026 Q1 CCWP BUDGET REPORT AND PROGRESS REPORT

Dan Sheehan, TPB staff, briefed the subcommittee on notable program accomplishments during Q1. Several data trends, such as program registrations, GRH trips, and Employer Outreach activity summaries, were also discussed. These items are documented in the Q1 FY2026 CCWP Progress Report. Mr. Sheehan also presented the FY2026 Q1 CCWP Budget Report; total program expenses were at 10% of the annual program budget as of September 30th.

9. STAFF UPDATES

A. goDMV Update. Preparations for the goDMV Commuter Competition are in full swing. The workgroup has been convening every three weeks to provide feedback on the contest's participation elements, rewards structure, and outreach tactics. Employer teams can join now at www.godmv.org.

B. 2026 Employer Awards Call for Nominations. Nominations for the 2026 Commuter Connections Employer Awards program will be accepted from December 1, 2025 through January 31, 2026. The awards nomination form will be available at <https://www.commuterconnections.org/employers/employer-awards/>.

C. Employer Outreach CRM Update. Commuter Connections is undergoing an effort to procure a new CRM for the Employer Outreach Regional Employer Database. Stakeholder feedback has been received on the draft system specifications. TPB staff are working to update the specifications and will be undergoing an informal bid process in the coming weeks.

D. No December Meetings. The Regional TDM Marketing Group and the Commuter Connections Ridematching Committee will not be meeting in December. Instead, they will meet at the same date as the Commuter Connections Subcommittee: January 20, 2026.

10. OTHER BUSINESS

Judy Galen, Loudoun County, shared that the county launched two new bus routes to help commuters from Prince William County and Montgomery County get to jobs in Loudoun County. A new incentive, “Ride. Respond. Receive Rewards.”, provides incentives to those who ride and take a survey about their experience.

Griffin Frank, NVTA, shared about the launch of GoMyWayVA. The new trip planning and gamification app rewards commuters travelling within or through northern Virginia who elect to take travel options that avoid adding to roadway congestion.

11. ADJOURN

The next meeting of the Commuter Connections Subcommittee meeting will be held on January 20, 2026, from 10:00 a.m. to 11:00 a.m.