

EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS

January 20, 2026

1. INTRODUCTIONS

Christian Bacon, Prince George's County, called the meeting to order.

2. 2025 COMMUTER CONNECTIONS EMPLOYER AWARD NOMINATIONS

The call for employer awards nominations was launched on December 1st with a theme of “Champion for Change”. A postcard mailing was sent to level 3 and 4 employers to promote the awards nomination period. As a result of the mailing, COG provided employer outreach representatives with a file of employers within their jurisdiction who moved, based on USPS’ change of address system records. Representatives were asked to update affected records within the Act! database to reflect the new employer locations. Additional efforts made by Commuter Connections to promote the nominations period included social media, email blasts, newsletter articles, and a COG homepage banner. Employer nominations are due by January 31st. A selection committee will meet in March to determine the employer winners.

3. SHOWCASE: DDOT/GODCGO SCHOOLPOOL PROGRAM

A goDCgo travel survey found that less than one percent of students carpool to school. SchoolPool is a free ridematching service, administered by Commuter Connections, to facilitate the formation of carpools, walkpools, and bikepools. It matches parents interested in shared travel to school for students that is mutually beneficial for both families. Such activity reduces traffic congestion during drop-off and pick-up timeframes. SchoolPool never shares student information, just that of the parents.

goDCgo offers gas cards to parents for successfully forming a carpool, and for the students, created an initiative called “Read and Ride” to make the carpooling experience more enjoyable. Students finishing books during the ride can earn prizes. To help promote SchoolPool, goDCgo staff joined PTA information sessions. Outreach efforts with school transportation coordinators and administrators enrolled twenty-eight schools into the program. Participating schools can customize their SchoolPool webpage with their school’s logo and colors. Barriers to shared ride formation include a lack of driver background checks and liability considerations. Opportunities include outreach to sports-team families, and partnerships with bike shops and community groups.

4. GODMV COMMUTER COMPETITION: EMPLOYER RECRUITMENT

The goDMV Commuter Competition runs six weeks, from April 1st to May 15th. Employer registration will continue through January 31st at goDMV.org, and employees may join online or through the CommuterCash app starting February 1st. Committee members were asked to reach out to last year’s

employers who have not re-registered yet. Two grand prizes valued at \$500 each will be awarded to the top two commuters who logged the most sustainable trips. There will also be mini-challenges throughout the competition that offer smaller prize raffle opportunities and cash rewards points. Employer winners will receive a trophy, and a catered lunch and swag for their team of participating employees. The leaderboards will display the top five employers and new this year, there will be separate leaderboards for small and large employers.

Marketing to employers has included newsletter articles, email blasts, and flyers. A webinar will take place in late-February for registered employers to acclimate them to the competition. Upcoming efforts to attract and educate would-be participants include a paid marketing campaign and a “how-to” join and participate video. Commuter Connections staff are also available for transportation fairs/hype events to help promote goDMV. The committee discussed the possibility of extending the January 31st employer deadline, due to scheduling conflicts and overlapping deadlines for other initiatives, such as the Employer Awards. Commuter Connections is open to the deadline extension and will assess the impact of doing so and inform the committee as soon as possible.

5. REGIONAL EMPLOYER DATABASE: UPDATES AND ANALYSIS

The CRM system is integral to how employer information is managed and evaluated and requires valid data to perform optimal outreach and reporting. It is therefore important that all employer records in the Act! database must be relevant and accurate before migration to the new CRM system. Only active records will be transferred; employer records not showing activity after June 30, 2023 will be purged and archived. In the coming weeks, Commuter Connections will share a list of outdated employer records that require attention. Jurisdictions should complete cleansing of the Act! database by April 30th.

6. OTHER BUSINESS

A. Protocols for Quarterly Activity Summary Reports

Quarterly activity reports are due from Employer Outreach Representatives on the 25th day after the conclusion of each quarter (e.g., January to March, due by April 25th). Quarterly reports can be sent to dsheehan@mwcog.org, with jdavenport@mwcog.org copied.

Clarification of reporting definitions:

- New Contacts - first-ever contact with an employer.
- Follow-up Contacts - contacts with existing employers (do not count multiple contacts with the same employer).
- Total Broadcast Contacts - mass outreach (direct mail/email).
- Total Sales Meetings - in-person or web-conference meetings with new or existing employers.
- New TDM Level Programs – new employer programs or level upgrades occurring within the quarter; note change in level, i.e. Level 2 to Level 3. Provide specific details within the CRM about the new or enhanced TDM program.

B. Suggested Topics for Next Meeting

A discussion item was proposed regarding outreach to employers during the summer months. With summer vacations, it can be a challenge to gain the attention of employers during a time when there is a need for conversations regarding post Labor Day commuting solutions.

7. ADJOURN

The next Employer Outreach Committee meeting will be held May 19, 2026, from 2:30 P.M. to 4:00 P.M.