

## **EMPLOYER OUTREACH COMMITTEE MEETING HIGHLIGHTS April 15, 2025**

The [meeting recording](#) is available to rostered committee members. Contact the Committee's Staff Lead ([James Davenport](#)) for the password to view the meeting recording.

### **1. INTRODUCTIONS**

The meeting was brought to order by Committee Chair, Hamzat Sani, City of Alexandria.

### **2. COMMITTEE UPDATE**

Dan Sheehan, COG/TPB staff, introduced James Davenport as the new COG/TPB staff contact for the Employer Outreach Committee. He has worked in Employer Outreach throughout his career, more recently as a contractor for the Virginia Department of Transportation on the Transform 66 project. Mr. Davenport is excited about the opportunity of collaborating with members to promote TDM to local employers.

### **3. 2025 EMPLOYER AWARDS - UPDATES**

Douglas Franklin, COG/TPB staff, alerted the group that five winners have been selected for the 2025 Commuter Connections Employer Awards. Unlike in the past, the winners were not selected based on a specific category. Judges vetted over 20 nomination submissions and selected the top three employers based on the breadth of commuter benefits and telework programs offered to employees. The selection committee included representatives from past employer award winners, Commuter Connections State Funders, and relevant industry experts. Winners will be recognized at a formal awards ceremony on June 25, 2025. Mr. Franklin thanked the State Funders for their support of The Employer Awards program.

### **4. COMMUTER CASE APP RELEASE**

Stacey King, COG/TPB staff, briefed the Committee on the CommuterCash app that was fully launched on March 3, 2025. She reviewed the various trip logging improvements including the ability to add and/or edit frequent destination and origination points. She also announced new badges that current commuters participating in the goDMV participation, will see in their CommuterCash app. Many improvements are anticipated for the app in the upcoming fiscal year. Most recent updates include the ability to create and edit one's account within the app, PayPal rewards integration, and in-app customer support. These improvements are anticipated in early Spring 2025. Ms. King noted that CommuterCash will be promoted to employers/employees as part of sustainability events, Earth Day activities, Bike to Work Day 2025, Return to Office (RTO) support and other marketing opportunities.

## **5. STAFF GUIDANCE: MANAGING EMPLOYER RECORDS IN THE TDM SYSTEM**

Stacey King, COG/TPB staff, provided an overview of the employer record challenges in the Commuter Connections TDM System. The main issue is that the system has many duplicate employer records. This challenge is not unique to the Commuter Connections TDM system, but de-duplicating can be a time-intensive task and lead to issues of its own due to the review time of new employers. The short-term solution is for Employer Outreach Managers and ETCs to make Commuter Connections aware of any major employer outreach efforts with new employers to ensure there is a current, active employer record available to registrants. Ms. King also asked members to please inform Commuter Connections of multi-building locations so they can be added to the employer records appropriately. In the long term, the internal workflow now being implemented should keep new employer record review time to a minimum.

## **6. GODMV COMMUTER COMPETITION**

James Davenport, COG/TPB staff, provided a quick background behind the goDMV Commuter Competition. He briefly described the difference between registering on the online calendar versus the CommuterCash app and reported that employers with the most logged trips in March were The World Bank Group, DDOT, and Georgetown University. More than 200 participants qualified for monthly bonuses of 2,000 CommuterCash points and 181 participants qualified for the March sponsored raffle prize of a \$100 gift certificate to ANJU restaurant and a \$120 gift certificate for a bike tune-up at RideDoc. Quantitative results from the three-month competition, ending on May 31, will serve as a good marketing tool for members when contacting current and prospective clients. An infographic will be available to show total sustainable impacts resulting from the competition, not only environmental benefits but overall financial and gas savings for the participants.

## **7. EMPLOYER OUTREACH ROUNDTABLE**

Committee members discussed the challenges and successes they have encountered while conducting recent TDM outreach activities including efforts to address the RTO mandate for federal employees. Some members discussed the challenges of increased ridership on local buses and the efforts to add more bus routes to accommodate the increased ridership.

## **8. OTHER BUSINESS**

Dan Sheehan, COG/TPB staff provided an overview of a several items. He reported that the flexible vanpooling program is up and running and marketing for the program has started, especially to hybrid employers/employees and small vanpool operators. Also on June 26<sup>th</sup>, Commuter Connections will be featured on a webinar (Get the Scoop on New Commuter Incentives) sponsored by MDOT. Commuter Connections will have the opportunity to promote carpool and vanpool incentives for Maryland employees as well as the CommuterCash app. Mr. Sheehan also acknowledged that Commuter Connections will resume sales training in FY2026.

## **9. ADJOURN**

The next meeting of the Employer Outreach Committee will be held on July 15, 2025, from 10:00 a.m. to 12:00 p.m.