

## EMPLOYER OUTREACH COMMITTEE

Tuesday, October 21, 2025  
10:00 A.M. - 12:00 P.M.  
Conference Room 1, Lobby Level

Chair: Vacant, City of Alexandria  
Vice Chair: Christian Bacon, Prince George's County  
COG/TPB Staff Contact: James Davenport, [jdavenport@mwkog.org](mailto:jdavenport@mwkog.org), (202) 962-3330

Web Conferencing and Call-in Information:  
[Click here to join the meeting](#)  
(202) 860-2110 | Meeting #: 2437 145 5925

### AGENDA

- 10:00 A.M.**     **1. INTRODUCTIONS**  
*COG/TPB Staff*
- 10:05 A.M.**     **2. CHANGE OF CHAIRPERSON AND SEATING OF NEW VICE CHAIR UPDATE**  
*Douglas Franklin, Senior Marketing Manager, COG/TPB*  
  
Announcement of the new Commuter Connections Employer Outreach Chair and Vice Chair.
- 10:10 A.M.**     **3. TRANSPORTATION MARKETING STRATEGIES: CONNECTING WITH KEY AUDIENCES (PART OF COMMUTER CONNECTIONS TDM TRAINING)**  
*Julie Bond, MPA, Director, Transportation Options Program, Center for Urban Transportation Research*  
  
Virtual Session: Introduction and Pre-Course Engagement
- 11:10 A.M.**     **4. GODMV COMMUTER COMPETITION**  
*Douglas Franklin, Senior Marketing Manager, COG/TPB*  
  
Discussion of early preparation for the goDMV Commuter Competition for FY2026.
- 11:15 A.M.**     **5. CALL FOR NOMINATIONS 2026 EMPLOYER AWARDS**  
*Douglas Franklin, Senior Marketing Manager, COG/TPB*  
  
Outline of the nomination process for the annual Employer Awards program for 2026.

Reasonable accommodations are provided upon request, including alternative formats of meeting materials.  
Visit [www.mwkog.org/accommodations](http://www.mwkog.org/accommodations) or call (202) 962-3300 or (202) 962-3213 (TDD).

- 11:20 A.M.     6. CLIENT RELATIONSHIP MANAGEMENT (CRM) DATABASE RFP UPDATES**  
*Dan Sheehan, Transportation Operations Program Director, COG/TPB*
- Update regarding the Commuter Connections Request for Proposals (RFP) to select the best suitable database software and support vendor for the program.
- 11:30 A.M.     7. ACT! REGIONAL EMPLOYER DATABASE ANALYSIS**  
*Dan Sheehan, Transportation Operations Program Director, COG/TPB*
- All data within the Act! Regional Employer Database will be exported in January to conduct a triennial analysis on the program's effectiveness. Committee members will be asked to update data in preparation for the analysis.
- 11:35 A.M.     8. BIKE TO WORK DAY 2026 SPONSORSHIP DRIVE**  
*Lindsay Haake, Marketing & Communications Specialist, COG/TPB*
- Description of the process of recruiting sponsors for the 2026 event. The funding raised through sponsorships supports procurement of the famous, event T-shirts.
- 11:40 A.M.     9. EMPLOYER OUTREACH ROUNDTABLE**
- Committee members are invited to share upcoming activities and challenges and successes they have encountered while conducting recent employer outreach.
- 11:55 A.M.     10. OTHER BUSINESS**  
*Christian Bacon, Chair*
- 12:00 P.M.     11. ADJOURN**
- The next meeting is scheduled for Tuesday, January 20, 2026, from 2:30 P.M. to 4:00 P.M.