

**COMMUTER CONNECTIONS SUBCOMMITTEE  
MEETING HIGHLIGHTS  
March 19, 2024**

**1. INTRODUCTIONS**

The meeting was brought to order by Janiece Timmons, WMATA. Dan Sheehan, COG/TPB staff, asked attendees participating virtually to introduce themselves when their jurisdiction was announced and meeting attendees that were attending the meeting in-person introduced themselves afterwards.

**2. MINUTES OF THE JANUARY 16, 2024 MEETING**

Janiece Timmons, WMATA, requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. George Clark, Tri County Council for Southern Maryland, made a motion to approve the minutes; Hamzat Sani, City of Alexandria, seconded the motion. The Subcommittee unanimously voted to approve the meeting minutes of the January 16, 2024, Commuter Connections Subcommittee Meeting.

**3. FY2023 GUARANTEED RIDE HOME (GRH) CUSTOMER SATISFACTION SURVEY**

Douglas Frankling, COG/TPB staff, briefed the Subcommittee on substantive changes made to the FY2023 GRH Customer Satisfaction survey report for the Washington DC region and the memorandum for the Baltimore/St. Mary's County region. Highlights from the reports were presented to the Subcommittee on January 17, 2024. A comment period was established through February 20, 2024. There were no comments received. Janiece Timmons, WMATA, requested a motion to approve and endorse the reports for release. Kari Snyder, MDOT, made the motion to endorse the document; Holly Morello, PRTC, seconded the motion. The Subcommittee unanimously voted to approve and endorse the documents for release.

**4. FY2024 PLACEMENT RATE SURVEY DRAFT REPORT**

Lori Diggins, LDA Consulting, briefed the Subcommittee on the FY2024 Commuter Connections Placement Rate Survey draft report. Ms. Diggins presented a slideshow that contained many data points and statistics that were gathered from the survey, particularly related to Commuter Connections' incentive programs. The document containing the results is available for download from the [COG website](#). Highlights from the report were categorized into commute patterns of current participants, commute travel changes resulting from the programs, how participants learned about the services, and use of Commuter Connections services.

A comment period for the report was established through April 5, 2024.

**5. COMMUTER CONNECTIONS 50<sup>TH</sup> ANNIVERSARY CELEBRATION**

Doug Franklin, COG/TPB staff, updated the Subcommittee on planning efforts for the Commuter Connections 50th Anniversary Celebration. It is likely that the celebration will occur at some point in

the fall. COG's Executive Director, Clark Mercer, intends to invite marquee speakers from the three state DOTs. The event will serve as a good opportunity to highlight the accomplishments and evolution of the Commuter Connections program over the past 50 years, recognize employer winners of the 2024 Employer Recognition Awards, and look to the future with the launch of CommuterCash. A venue and date for the event has not yet been determined.

Progress has been made with the Employer Recognition Awards. An independent selection committee reviewed nominations in early March.

Wendy Duran, Arlington County, asked about the process for how employers who have been nominated for the Employer Recognition Awards will be approached regarding the date change. Mr. Franklin replied that COG/TPB staff will be informing employers who did not win of their status; staff will also inform the winners of the ceremony modification. The Employer Outreach Committee will be made aware of winners in April.

## **6. INCENTRIP, RIDE FOR THE REGION CHALLENGE, AND COMMUTERCASH**

Dan Sheehan, COG/TPB staff, updated the Subcommittee on items related to incenTrip. ATCMTD enhancements for incenTrip concluded in November 2023. The University of Maryland (UMD) has been contracted to provide ongoing maintenance. All primary and secondary programs are fully operations in the app, including the rewards programs, coordinator challenges, Fleetime Rewards, Reach a Ride referrals and employer challenges.

In January, Commuter Connections was approved by a task force led by WMATA and Advanced Energy Group to consider facilitating a regional transit challenge within incenTrip. COG/TPB staff agreed to host the challenge in February, whereupon technical tweaks to the application were developed and integrated. The challenge was branded "Ride for the Region," and will launch on April 1<sup>st</sup>. Eight employer teams will face-off in head-to-head competitions over the course of three weeks. Teams with the most transit trips logged will advance to the next round with winners announced on Mondays and culminating with a champion announced on Earth Day.

Mr. Sheehan concluded the presentation with an update related to the transition from incenTrip to CommuterCash. The transition will likely occur sometime in fall 2024. The app will be "launched" at the Commuter Connections 50<sup>th</sup> Anniversary event. Paid marketing will accompany the launch.

## **7. 2024 BIKE TO WORK DAY EVENT**

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on the status of the 2024 Bike to Work Day event to be held on Friday, May 17, 2024. Registration for the event launched on March 1<sup>st</sup>; and bicyclists can register at [biketoworkmetrodc.org](http://biketoworkmetrodc.org). The registration launch was announced on social media. 1,400 registrants have signed-up thus far, with many more expected throughout the next couple months. The registration goal is 16,000, which is roughly 14% above last year's 14,000 registrants. There are 110 pit stops this year, two more than last year's event, in 23 of COG's 24 jurisdictions.

A sponsor drive was conducted and ended on January 31<sup>st</sup>. Twenty sponsors have partnered for the event. Funds from the drive will be used to purchase event t-shirts. Some sponsors have donated bicycles. Flyers and rack cards are being delivered to pit stop managers so they can promote the event; a Spanish version of the flyer is available upon request to pit stop managers. A mailing was sent to around 5,000 employers in the region notifying them of the event. A regional proclamation

declaring May 16<sup>th</sup> as “Bike to Work Day” in the National Capital region will be signed at the April Transportation Planning Board (TPB) meeting. Representatives from TCCSMD and Loudoun County indicated their interest in obtaining a draft of the proclamation to send to their respective Boards.

## **8. FY2025 COMMUTER CONNECTIONS WORK PROGRAM (CCWP)**

Dan Sheehan, COG/TPB staff, informed the Subcommittee that the FY2025 CCWP will be presented to the TPB for endorsement next week. The document is unchanged from when it was endorsed from the Subcommittee in January.

## **9. FY2024 2<sup>ND</sup> QUARTER PROGRESS REPORT**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on the FY2024 CCWP 2<sup>nd</sup> Quarter Budget report. Highlights include the conclusion of ATCMTD enhancements to incenTrip, the re-launch of a chatbot on the TDM System, 193 applications processed for the GRH program, 145 GRH trips given, implementation of the fall umbrella mass marketing campaign, commencement of Bike to Work Day planning efforts, survey efforts for the Placement Rate Study, and 18 trips given for the GRH Baltimore program. Mr. Sheehan also summarized many data tables included in the report.

## **10. OTHER BUSINESS / SET AGENDA FOR NEXT MEETING**

Christian Bacon, PGCDPWT, suggested adding an item for Commute with Enterprise to discuss how vanpools are formed on a future agenda on either the Subcommittee or Ridematching Committee agenda.

## **11. ADJOURN**

The next meeting of the Commuter Connections Subcommittee meeting will be held on May 21, 2024, from 12:00 p.m. to 2:00 p.m.