

**COMMUTER CONNECTIONS SUBCOMMITTEE  
MEETING HIGHLIGHTS  
July 16, 2024**

**1. INTRODUCTIONS**

The meeting was brought to order by Christian Bacon, PGC DPWT. 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 MAY 21, 2024 MEETING**

Minutes of the prior Subcommittee meeting were displayed for members to review. Christian Bacon, PGC DPWT, requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. Judy Galen, Loudoun County, made a motion to approve the minutes; George Clark, TCCSMD, seconded the motion. The minutes were approved.

**3. VICE CHAIR NOMINATING COMMITTEE**

Dan Sheehan, COG/TPB staff, announced the formation of the Vice Chair Nominating Committee to select the Subcommittee's next Vice Chair. Committee members include the current Subcommittee Chair, current Subcommittee Vice Chair, and previous Subcommittee Chair. As such, this year's nominating committee will respectively consist of Janiece Timmons, WMATA; Christian Bacon, PGC DPWT; and Judy Galen, Loudoun County. The Nominating Committee will convene before the September Subcommittee meeting to identify and nominate a Vice Chair for Subcommittee consideration.

**4. 2023 CAR FREE DAY EVENT REPORT**

Douglas Franklin, COG/TPB staff, presented the 2023 Car Free Day Event Draft Report to the Subcommittee. This draft report summarizes the various planning, marketing, and impacts associated with the event that took place on September 22, 2023.

The report was previously presented to the Subcommittee on May 21, 2024, where a comment period was established through June 18, 2024. Relatively minor changes were made to the report based on feedback received from the Subcommittee, including swapping a photo for better resolution.

Mr. Franklin asked the Subcommittee for approval to release the report. George Clark, TCCSMD, made a motion to approve the report for release. Theresa McMullin, City of Alexandria, seconded the motion. The report was approved for release.

## **5. 2024 CAR FREE DAY EVENT**

Douglas Franklin, COG/TPB staff, updated the group on the 2024 Car Free Day Event. The event is scheduled for Monday, September 23, 2024. An event poster was generated largely using artwork inspired from previous years. This year, a wheelchair user is included in the imagery to improve inclusiveness. Printed flyers are available upon request, with a deadline of July 23. Pledges will be accepted beginning August 1<sup>st</sup>. Confirmed outreach efforts include transit signage with local transit agencies. A paid media plan is in development. The regional Car Free Day Proclamation is expected to be signed by the Transportation Planning Board tomorrow.

## **6. CLEAN AIR PARTNERS UPDATE**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on Clean Air Partners (CAP) activities for the summer. Commuter Connections and Clean Air Partners are aligned in their missions to reduce tailpipe emissions from vehicles to help improve air quality throughout the region. CAP conducts a summer campaign to help residents understand techniques for improving air quality. In May, this included a lawn tool exchange. Efforts then shift to eco-driving promotions and media messaging for July and August, the latter of which is known as Ozone Action Month. This includes conducting eco-driving events where a car bubble is on display.

Historically, CAP has sponsored the Car Free Day event as it aligns closely with the campaign to promote eco-driving practices. The sponsorship co-promotes Car Free Day messaging and encourages residents to pledge to go car free.

## **7. INTRODUCTION TO DMVMOVES**

Eric Randall, COG/TPB staff, presented material related to the newly-formed DMVMoves joint initiative by COG and WMATA to develop a unified vision and sustainable funding model for public transit in the region. The initiative is resolved to develop a long-term, unified vision for transit service; identify and secure predictable, dedicated, and sustainable funding for transit; convene a task force to provide leadership for this effort; and to partner with regional stakeholders to seek expert advice, input, and support through two Advisory Groups. The effort formally commenced on May 1, 2024, and hopes to have a final plan, policies, and action steps for transit investment by May 2025.

All types of transit markets are engaged in discussions, including local, regional, and commuter bus, commuter rail, and Metrorail. Transit trips are used for many different purposes, including work commuters, shopping, entertainment, medical visits, etc. As such, customers have indicated a desire for frequent, reliable, and faster trips. Transit providers have a notable opportunity to grow transit ridership in the region by delivering a consistently world-class transit experience across markets and demographics.

DMVMoves is currently identifying aspiration needs and concepts that fit the region's vision. Land use policies and incentive strategies are being considered as methods for growing ridership. Infrastructure growth through system expansion is also under analysis. Updates will be posted to [DMVMoves.org](http://DMVMoves.org).

## **8. PRELIMINARY FY2024 4<sup>TH</sup> QUARTER CCWP BUDGET REPORT**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on the preliminary FY2024 CCWP 4th Quarter Budget Report. A final report is expected to be presented at the September meeting.

## **9. OTHER BUSINESS**

Dan Sheehan, COG/TPB staff, announced that printed copies of the FY2025 CCWP were available for ordering. Additionally, Commuter Connections plans to recruit for the Commuter Connections Program Manager position, likely prior to the next Subcommittee meeting. Lastly, Mr. Sheehan asked if Subcommittee members were aware of TNC data collection activities for local or state jurisdictions.

Mr. Sheehan asked if there were any suggested agenda items for a future meeting. There were no suggestions.

## **10. ADJOURN**

The next meeting of the Commuter Connections Subcommittee meeting will be held on September 17, 2024, from 12:00 p.m. to 2:00 p.m.