

**COMMUTER CONNECTIONS SUBCOMMITTEE  
MEETING HIGHLIGHTS  
May 21, 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 MARCH 19, 2024 MEETING**

Janiece Timmons, WMATA, requested a motion to approve the minutes of the previous Commuter Connections Subcommittee meeting. Christian Bacon, PGC DPWT, made a motion to approve the minutes; Holly Morello, OmniRide, seconded the motion. The Subcommittee unanimously voted to approve the meeting minutes of the March 19, 2024, Commuter Connections Subcommittee Meeting.

**3. FY2024 PLACEMENT RATE SURVEY REPORT**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on substantive changes made to the FY2024 Placement Rate Survey report. Highlights from the report were presented to the Subcommittee on January 17, 2024 and March 19, 2024. A comment period was established through April 5, 2024. There were no comments received. Janiece Timmons, WMATA, requested a motion to approve and endorse the reports for release. Christian Bacon, PGC DPWT, made a motion to endorse the document; Holly Morello, OmniRide, seconded the motion. The Subcommittee unanimously voted to approve and endorse the report for release. The report will be posted to the Commuter Connections website.

**4. FY2024 CAR FREE DAY EVENT REPORT**

Douglas Franklin, COG/TPB staff, presented the FY2024 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.

Mr. Franklin provided background and origin information for the event and reiterated the event's focus to encourage sustainable alternative commuting methods, such as vanpool, carpool, telework, and being car "lite". Context for pledges and proclamations was given to the Subcommittee as well as the various ways jurisdictions displayed their support.

Mr. Franklin discussed the various morale boosting promotional tactics which included raffles, special offers and competitive challenges. Data was provided to show the media coverage and marketing tools used to advertise the event. Social media influencers played a part in promoting the event. Clean Air Partners, a sponsor of the event, has a network of social media personalities that promoted the event also.

The Subcommittee was invited to submit comments or feedback on the report through June 18, 2024. The Subcommittee will reconvene on July 16<sup>th</sup> and review the report for any substantive changes and ask for endorsement and release in preparation for publishing to the Commuter Connections webpage.

## **5. SPRING COMMUTER CHALLENGES RECAP**

Dan Sheehan, COG/TPB staff, recapped the Ride for the Region Transit Challenge. The Challenge was developed by a task force of volunteers spearheaded by Advanced Energy Group and WMATA. Commuter Connections facilitated the Challenge through the incenTrip application. Participants were encouraged to log transit trips in order to gain points for their employer teams. The Challenge occurred from April 1 – 20 with a winner announce don Earth Day, April 22. The winner of the inaugural Challenge was the American Public Transportation Association (APTA). 52 participants helped reduce 2,323 vehicle miles traveled and reduced 842.6kg of CO2 emissions.

Kate Roetzer, WMATA, commented on the success of the Challenge and invited the Subcommittee to consider scaling the Challenge to a regional level in 2025.

Katy Lang, DDOT, shared that the goDCgo Employer Challenge is currently ongoing and has seen the greatest amount of participation in the five years since the Challenge was launched. Ms. Lang encouraged the Subcommittee to consider Ms. Roetzer's request and suggested proceeding with a joint regional Challenge in 2025 that targets employer participation.

Mr. Sheehan invited comments from the Subcommittee regarding the suggestion for Commuter Connections to organize a regional Employer Challenge. Specifically, the group was asked if there are existing spring events that could cause a conflict with a potential regional Employer Challenge; no conflicts were observed by the Subcommittee. Traci McPhail, NBTMD, asked if there may be limitations on the number of companies who participate. Ms. Lang suggested that participation would likely only be limited by funding and structure; ideally as many employers as possible could participate. No further comments or questions were received.

Hearing no objections, Mr. Sheehan agreed to continue the discussion of scaling the Challenge with program funders at the State TDM Work Group.

## **6. 2024 BIKE TO WORK DAY EVENT RECAP**

Douglas Franklin, COG/TPB staff, briefed the Subcommittee on Bike to Work Day which took place on Friday, May 17. There were 109 pit stops this year, which is two more than last year. While the final number of unique registrations is still in process, there appear to have been around 13,500 registrants. The registration goal for the event was 16,000.

As part of preparation for the event, COG hosted a group of volunteer sorters from all around the region to help sort and count T-shirts for each of the 109 pit stops. Two resources developed by Commuter Connections, the regional bicycling guide and the regional bike map, were updated and made available to pit stop managers who picked up t-shirts.

The TPB signed a Bike to Work Day Proclamation at their April meeting and TPB Vice Chair, James Walkinshaw, Fairfax County, signed the regional proclamation. LaToya Crump, PGC DPWT, Bike to

Work Day Steering Committee Chair, provided brief remarks to the TPB and joined in a photoshoot of the prop proclamation.

Mr. Franklin also elaborated on the Bike to Work Day media campaign which consisted of posters/flyers, traditional radio, television ads, banners, social media, digital website banners on various websites including wtop.com, sponsored articles, and newsletters. An e-mail blast to past participants and other stakeholders was also distributed.

Upcoming tasks include selecting an employer to be recognized as the winner of the Employer Challenge and rewarded with a free luncheon. Additionally, regional bike raffle winners will be selected and notified.

## **7. FY2024 3<sup>RD</sup> QUARTER CCWP PROGRESS AND BUDGET REPORTS**

Dan Sheehan, COG/TPB staff, briefed the Subcommittee on the FY2024 CCWP 3<sup>rd</sup> Quarter Progress report. Highlights include preparations for the Ride for the Region event, development of the third edition of the Regional Bicycle Map, 276 applications processed for the GRH program, 171 GRH trips given, implementation of the spring umbrella mass marketing campaign, continuation of Bike to Work Day planning efforts, survey efforts for Employer Outreach Customer Satisfaction Survey, and 41 trips given for the GRH Baltimore program. Mr. Sheehan also summarized many data tables included in the report. Commuter Connections has expended 48% of the allotted fiscal year budget.

## **8. OTHER BUSINESS**

Dan Sheehan, COG/TPB staff, notified the Subcommittee that a guest presentation by Enterprise will occur at the June 18<sup>th</sup> Ridematching Committee meeting. This was a follow-up item from the March 19<sup>th</sup> Subcommittee meeting, where a request was made to provide information on vanpool formation.

Stacy King, MDOT, announced that Foursquare has recently posted TDM related positions associated with MDOT. She invited anyone interested in applying to reach out for the job posting link.

## **9. ADJOURN**

The next meeting of the Commuter Connections Subcommittee meeting will be held on July 16, 2024, from 12:00 p.m. to 2:00 p.m.