

EMPLOYER OUTREACH COMMITTEE

Tuesday, April 18, 2023
10 a.m. to 12 noon

Metropolitan Washington Council of Governments
COG Board Room, 3rd Floor

Chairperson: Jaime McKay, Frederick County
Vice Chairperson: Antoinette Rucker, WMATA
Staff Contact: Mark Hersey (202) 962-3383

MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 01/17/2023 Meeting Notes (5 minutes)
3. Final Second Quarter FY2023 and Draft Third Quarter FY2023 Conformity Verification Statements (5 minutes)
4. BaseUp Presentation (30 minutes)

Jade Bourke, BaseUp, will be presenting on why they exist in the parking industry, the suite of technology products they offer to improve the employee's commuting experience and how they help employers encourage employees to return to work, as well as the types of markets they cater to.
5. FY2023 Commuter Connections Case Studies (15 minutes)

Mark Hersey, COG/TPB staff will present the FY2023 Employer Case studies.
6. Act! CRM Database Update (20 minutes)

COG/TPB staff will facilitate a discussion regarding Act! CRM database updates and tips as a follow-up to the February 9th training session.
7. FY2023 TDM and Sales Training Sessions updates (5 minutes)

Mark Hersey, COG/TPB staff, will discuss the status of the Employer Outreach training sessions for this fiscal year.
8. Employer Outreach Roundtable (30 minutes)

Group members can share challenges and successes they have encountered in recent TDM outreach activities.

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE
DISTRICT OF COLUMBIA**

9. Other Business

(5 minutes)

The next Employer Outreach Committee meeting is scheduled for Tuesday, July 18, 2023 at 10 a.m.

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