



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 17, 2017 meeting

AGENDA ITEM 1 - INTRODUCTIONS

The meeting began with self-introductions of those in attendance. (See attached list)

AGENDA ITEM 2 – REVIEW OF PREVIOUS MEETING (07/18/17) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON AND ANNOUNCEMENT OF NEW CHAIR

Mark Hersey, COG/TPB staff, announced the new chair of the committee, Antoinette Rucker of WMATA and gave the outgoing chair, George Clark of Tri-County Council for Southern Maryland, a plaque recognizing his term as chair for the Employer Outreach Committee.

AGENDA ITEM 4 – FINAL FOURTH QUARTER OF FY 2017 AND DRAFT FIRST QUARTER OF FY 2018 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final fourth quarter FY 2017 and the draft first quarter FY 2018 conformity verification statements.

AGENDA ITEM 5 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. The first session was held on September 26th, First/Last Mile Challenge. The remaining sessions include: 1. Effective Communication; 2. Distracted Driving; and, 3. Improving Decision Making.

AGENDA ITEM 6 – UPDATE ON RECENT METRO OUTREACH ACTIVITIES

Antoinette Rucker of WMATA updated the Committee on Metro's outreach activities. WMATA will begin charging for Saturday parking on January 2nd. The non-rider fee for parking will be set at premium at WMATA stations. Along with the parking charge on Saturday any third-party benefit provider user will be charged the premium rate as well. In addition, on January 2nd WMATA will be introducing a pilot program for reduced parking fees at 3 stations that are underutilized. Promotions staff will be out to inform riders and parking patrons of the pilot. Also on January 2nd there will be no more negative exit fare allowances and riders will have to meet the fare cost at leaving the station. SmartBenefits has a new director, Jim Bergiano and there will be five SmartBenefits seminars beginning on December 4th, December 15th, January 30th, February 14th, and March 13th.

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

AGENDA ITEM 7 – LOUDOUN COUNTY- VANPOOL FORMATION

Judy Galen of Loudoun County informed the committee on outreach efforts titled “Worthy Conversations” and gave a presentation about helpful tips on identifying and meeting with employers. Ms. Galen outlined the roles of the outreach representative and some key words on TDM efforts to recruit employer clients. Topics of conversation with a prospective employer client include: finding a carpool; using bike share; telework; transit benefits; Guaranteed Ride Home; vanpool formation; and transform 66. Recent options have opened up for Loudoun commuters including, Metro’s Silver Line, trip planning, punch passes, and several others.

Ms. Galen then showed four videos produced by Loudoun County, How to Ride Loudoun County Transit, Silver Line bus connections, carpooling, and vanpooling. Volunteers were asked for upcoming committee meetings for presentations to the group.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Mark Sofman of Montgomery County Commuter Services Section updated the committee on the County’s Walk-n-Ride challenge which began on October 9th. Participation is lower than in previous years. There are now 73 bike stations in the County. The County is closing down the Friendship Heights TriPS store and is looking into a mobile commuter store.

Traci McPhail of North Bethesda Transportation Center informed the Committee on their local efforts for the Walk-n-Ride and upcoming benefits fairs.

Marina Budimir of the District Department of Transportation related that they have contracted with a new group for employer outreach. Foursquare is the new administrator of goDCgo. There is a new digital campaign and some wellness fairs as well as a SmartBenefits seminar scheduled for November.

Holly Morello of OmniRide updated the Committee on outreach efforts working with local Chambers of Commerce in Prince William County. There are several benefit fairs that she will attend in late October and November.

Judy Galen of Loudoun County informed the committee on the County’s “Keeping it Loco” effort providing information to employers and commuters. Ms. Galen is meeting with Loudoun’s local SHRM chapter over the fall for further outreach efforts.

George Clark of Tri-County Council for Southern Maryland updated the committee on the Charles County Chamber Summit planned for January.

Antoinette Rucker of WMATA related that there is a new holiday shopping guide and a new media guide. Refunds to riders are now available for those riders who leave after entry within 15 minutes on the first of each month. Metro has a new research director and has created a new survey for riders.

Alex Darr of Ecologix Group informed the Committee of Frederick County’s outreach efforts and setting up a benefits fair with a big box retailer. They are filming a telework video and working with social media for prospective clients.

Janice Fortunato of Go Alex related information about the Virginia Telework Tax Credit that is coming due by the end of October.

Nicholas Ramfos COG/TPB staff updated the committee on the release of the 2016 State of the Commute Report and are available for anyone interested. There is an upcoming launch of a marketing effort for the Carpool Now app. The Flex-time incentive is slated to start soon in four corridors in the region starting with rideshare registrants. Employer's with robust flextime programs are also being sought in order to promote the incentive. If there are any interested employers they can contact COG directly. November will be the beginning the release of applications for nomination for the employer awards in June of 2018.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, January 16, 2018 at 10:00 a.m.