

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 15, 2008 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 (10/16/07) NOTES

The group reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR FIRST QUARTER FY08 AND SECOND QUARTER DRAFT FY08 CONFORMITY REPORT

Staff distributed the final conformity statement for the first quarter FY2007 and the draft second quarter fy08 conformity statement.

AGENDA ITEM 4 – TDM SOFTWARE SYSTEM

The consultant from Base Technologies updated the group on the progress of integrating the TDM software with the ACT! Database application. The application will be able to cull pertinent information from both databases. Examples range from finding out how many employees are registered with GRH at a particular employer work site, what number of employees are ridematching users, and what employers have the largest number of registrants for GRH or ridematching or both. Robert Moore of VDOT asked if the public would have access to such information to which the consultant and Nicholas Ramfos of COG responded that it would not. The application would only be for users of the TDM/ACT! Software.

AGENDA ITEM 5 – SALES SUPPORT CALLS AND UPCOMING TRAINING SESSIONS

The ACT! Training went well on January 7th with a successful turnout from all but one jurisdiction. Staff informed the committee that the week of April 15th is being considered for sales and motivational training. Such a training session would be contingent upon significant interest from the sales representatives themselves.

AGENDA ITEM 6 – ACT! DATABASE AND DATA PROCEDURES UPDATE

The committee reviewed the most recent ACT! Training as well as suggestions for easier use for mail merges and input of survey information. Staff distributed a quick reference guide for data input procedures to ensure data integrity. Committee members were asked to review the guide and put its requirements into immediate use and to relay the information to others who use the system.

AGENDA ITEM 7 – TELEWORK UPDATE

Mr. Nicholas Ramfos of COG updated the Committee on recent regional Telework outreach efforts. There is a training session coming in the spring and prior to the session there will be a

survey sent out to gauge interest. The latest newsletter from the Telework Exchange was distributed to the committee.

AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE

Staff updated the committee on recent developments for the Live Near Your Work initiative. There are four scheduled events for the spring and the new guide has been produced and ready for distribution.

AGENDA ITEM 9 – TERM ANALYSIS AND DISCUSSION

Nicholas Ramfos of COG presented the group with an explanation of how the Employer Outreach TERM is measured and evaluated. The focus was on the measuring of the impacts of the program strategies implemented throughout the region by employers. Determining the actual mode share by available options is fundamental in discovering the actual impact of the transportation benefit being offered by the employer. The committee was also informed that part of the current TERM analysis of the Employer Outreach effort will include calls to the current stable of employers counted on the conformity statement. The results of those calls will not affect the sales goals totals but rather it will be used to determine the weight of the companies and their efforts for the Employer Outreach TERM. Staff also distributed the proposed changes to the sales goal levels for employers (see handouts section).

AGENDA ITEM 10 – EMPLOYER PORTFOLIO PACKETS

The committee did not have any significant feedback on the progress made with the use of the new employer portfolio packets.

AGENDA ITEM 11 - EMPLOYER OUTREACH ROUNDTABLE

Due to time issues the roundtable discussion was set aside.

AGENDA ITEM 10 – OTHER BUSINESS

The next meeting will be held at COG on Tuesday, April 15, 2008 at 10 a.m.