



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 21, 2015 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 (1/20/15) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – SECOND QUARTER AND THIRD QUARTER OF FY 2015 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final second quarter FY 2015 and the draft third quarter FY 2015 conformity verification statements.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. Two have been completed and a third is waiting confirmation from the company's public relations department.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions planned for the rest of the fiscal year. They are as follows:

June 2015 – How to Resell a Client

The representatives related how they received the last training session held in March. Most received it well.

AGENDA ITEM 6 – TERM GOALS REVIEW AND UPDATE

Nicholas Ramfos, COG/TPB staff, gave the committee the new goals for the upcoming TERM evaluation period. With the feedback from committee members a 5% increase was approved as being the goal increase. These goals would be effective immediately and results would be measured for the FY 2015 – 2017 TERM Evaluation cycle period.

AGENDA ITEM 7 – PEDESTRIAN AND BICYCLE EMPLOYER OUTREACH SAFETY TRAINING INITIATIVE

Michael Farrell, COG/TPB staff, informed the committee on the proposed expansion of the Street Smart campaign. The Walkwise program started by CUTR in Tampa, Florida is an educational effort on informing employers on pedestrian and bicycle safety. Commuter Connections is looking to incorporate some of the Walkwise program items into a Washington regional effort for employer education. The slides from the Walkwise presentation need updating with images from

the region as well as region specific guidelines on pedestrian and bicycling safety in commuting to and from work. The next steps for this initiative would be consideration of either expanding Street Smart program to incorporate the Walkwise message or formulate a new presentation with its own tagline. Future meetings are being planned on exploring how to have this comply with the employer outreach effort. Fatemeh Allahdoust of VDOT asked where the initiative originated. Peggy Schwartz of North Bethesda TMD related that one of her employer clients asked about pedestrian safety training for employers from a survey. Funding for a new program would come from the Employer Outreach for Bicycling project budget. The timeline for the project to go live would be sometime later in 2015. Jim Larsen of DATA mentioned that there are areas where this course would be helpful especially the Silver Line expansion zones. Ms. Allahdoust asked if other Virginia jurisdictions would be interested. Representatives not only from Virginia but from Maryland and District responded that there is considerable interest for a program such as Walkwise making sure to address the bicycling component. The committee was asked to contact Mr. Farrell or Mr. Hersey for further information and suggestions.

AGENDA ITEM 8 – USING SOCIAL MEDIA FOR OUTREACH

Meredyth Jensen of goDCgo gave a presentation on how to use social media for outreach to employers. The thrust of using social media is to build trust with your clients. The presentation covered the 10 content rules for behavior change; why real-time content should be a key part of the TDM/employer outreach strategy; how to plan for and produce content; and, what success looks like. In producing social media content one should follow the method of publishers in creating an editorial calendar. In using Twitter or Facebook or Instagram one should identify 3 to 5 topics to follow and join the conversation. For employer outreach, 5 topics that usually affect the region are commuter benefits, transportation apps, ridesharing and carsharing, bike sharing, surface transit. Those may not be applicable universally since some jurisdictions may not have those types of items available. However, the principle of the topics driving the discussion and information sharing is important.

AGENDA ITEM 9 – WORK SITE ELECTRIC CAR CHARGING STATIONS

Charis Smith of MOM's Market and Nicole Jackson of the World Wildlife Fund (WWF) presented information on how their two worksites have implemented electric car charging stations. MOM's market offers two charging sites per store location and the WWF has eight at their location. Both sites are self-monitoring for users and both do not charge a fee for usage. Both organizations are making efforts to be an effective company in reducing Greenhouse Gas emissions and car charging helps to achieve a 30-40% less GHG per vehicle. Mr. Ramfos outlined the draft evaluation framework for estimating car charging in regards to the TERM analysis. A handout was given for explanation and at the current time car charging is seen as a possible support program for the levels of participation. Leah Boggs of COG/DEP staff mentioned the upcoming Regional EV Readiness Workshop on June 30th to be held at COG.

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

Due to the length of the presentations there was not an opportunity for the roundtable discussion.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for July 21st , 2015.