

EMPLOYER OUTREACH COMMITTEE

Tuesday, October 15, 2024
10:00 A.M. - 12:00 P.M.
Conference Room 1, Lobby Level

Chair: Antoinette Rucker, WMATA
Vice Chair: Hamzat Sani, GO Alex
COG/TPB Staff Contact: Mark Hersey, mhersey@mwkog.org, 202.962.3383

Web Conferencing and Call-in Information:

[Click here to join the meeting](#) | Web Password: nmM3r8Tp7Nd
(202) 860-2110 | Meeting #: 2421 639 8322#

AGENDA

- 10:00 A.M. 1. INTRODUCTIONS**
Antoinette Rucker, Chair
- 10:05 A.M. 2. MEETING HIGHLIGHTS FROM JULY 16, 2024**
Antoinette Rucker, Chair
Recommended Action: Approval of Meeting Minutes
- 10:10 A.M. 3. CHANGE OF CHAIRS**
Antoinette Rucker, Chair
Hamzat Sani, Vice Chair
Announcement of the new Commuter Connections Employer Outreach Chair. A new Vice Chair will be announced.
- 10:15 A.M. 4. FINAL FOURTH QUARTER FY2024 AND DRAFT FIRST QUARTER FY025 CONFORMITY VERIFICATION STATEMENTS**
Mark Hersey, Employer Outreach Program Specialist, COG/TPB
- 10:20 A.M. 5. 2024 EMPLOYER AWARDS RECAP AND 2025 NOMINATION PROCESS**
Dan Sheehan, Transportation Operations Programs Director, COG/TPB
Three employers and two TDM organizations were recognized at the 2024 Employer Recognition Awards on October 2, 2024. Mr. Sheehan will recap the winners and provide and outline the nomination process for the 2025 awards.

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

- 10:40 A.M. 6. REGIONAL EMPLOYER COMMUTER COMPETITION**
James Davenport, Communications and Outreach Coordinator, COG/TPB
- Update on activities completed by the Regional Employer Commuter Competition Workgroup.*
- 10:55 A.M. 7. LOUDOUN COUNTY EMPLOYER OUTREACH TOOLKIT**
Judy Galen, Employer Services Specialist, Loudoun County Transit and Commuter Services
- Showcase of materials Loudoun County uses to inform employers of commuter programs and services. These materials include a quarterly employer newsletter, standardized format for employer flyers, and infographic.
- 11:10 A.M. 8. EMPLOYER OUTREACH REFRESH**
Mark Hersey, Employer Outreach Program Specialist, COG/TPB
- Review of the basics of employer outreach work program elements and reporting guidelines. Several resources will be provided to Committee members.
- 11:40 A.M. 9. EMPLOYER OUTREACH ROUNDTABLE**
- Committee members are invited to share challenges and successes they have encountered while conducting recent TDM outreach activities.
- 11:55 A.M. 10. OTHER BUSINESS**
Hamzat Sani, Chair
- 12:00 P.M. 11. ADJOURN**
- The next meeting is scheduled for Tuesday, January 21, 2025, at 10:00 A.M.