



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 19, 2011 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 (04/19/11) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 - SECOND QUARTER FY 2011 AND THIRD QUARTER FY 2011 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for second quarter FY011 and the draft third quarter FY 2011 conformity statements.

AGENDA ITEM 4 - TRAINING UPDATE AND REVIEW

COG/TPB staff and committee members recounted their experiences from the "Cold-Calling" sales training session from March 6th. COG/TPB staff informed the group that the final session for the sales representatives would be held in June focusing on TDM training, specifically on employer incentive programs. The Committee was also briefed that a survey requesting feedback for training sessions for FY 2012 would be released in May or June. Results will be shared with the group at the July meeting.

AGENDA ITEM 5 – USGBC, LEED AND COMMUTER CONNECTIONS

The Committee was presented with the new LEED brochure that COG/TPB staff developed for informational assistance to employers. Commuter Connections has maintained contact with the USGBC on how the current commuter survey can be used as an effective measure of commuting options for specific sites. The survey currently offered by the USGBC did require an 80% response rate but now has been reduced to 30%. The final decision by the USGBC on the survey itself won't be known until the summer of 2011.

AGENDA ITEM 6 – TELEWORK UPDATE

Nicholas Ramfos of COG/TPB staff updated the committee on recent developments in the regional telework effort. This current fiscal year will be the last year of technical support to clients in Maryland. On-call support would still be available until June 30th. Training sessions are being planned for May 2011 for sales representatives from Maryland. The Telework Town Hall is set for April 28th and committee members were encouraged to attend. The current level of teleworking in the DC region is now at 28% for the Federal sector.

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

AGENDA ITEM 7 – TERM FY2011 UPDATE

Nicholas Ramfos of COG/TPB staff updated the committee on the current TERM 2011 reporting activities. The committee asked Mr. Ramfos if the sales goal levels would be changing to which Mr. Ramfos stated that the levels would remain the same but that renewed efforts to maintain current clients would be a focus without lessening the outreach to bring new employers on board. COG/TPB staff reminded the committee that the commuter survey is a potent sales tool for the outreach representatives and that more survey data is needed for the TERM analysis.

AGENDA ITEM 8 – EMPLOYER AWARDS UPDATE

Doug Franklin of COG/TPB staff updated the committee on the efforts for coordinating and producing the Employer Awards event on June 28th. Committee members were asked to send their top employers invitee lists in before April 29th.

AGENDA ITEM 9 - EMPLOYER OUTREACH ROUNDTABLE

Doug Franklin of COG/TPB staff informed the committee on the upcoming Bike to Work Day event on May 20th. There are 49 official pit stops in the region. Ms. Diane Kean of goDCgo informed the committee of their new Capital Bike share program which held a "Bike Brand Your Biz" informational session in late March for 25 employers. Ms. Jennifer D'Adamo of Domain 7/Prince George's County informed the committee on the new website development and asked committee members what sites were effective in gauging outreach.

AGENDA ITEM 10 – OTHER BUSINESS

The next committee meeting will be held at 10am on July 19, 2011