

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 18, 2022 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 (07/19/22) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON

Marie Cox of Arlington Transportation Partners received a plaque of recognition and thanks for her support of the committee as Chairperson. She is succeeded by Kendall Tiffany of Frederick County. The vice chairperson is Antoinette Rucker of WMATA.

AGENDA ITEM 4 - FINAL FOURTH QUARTER OF FY 2022 AND DRAFT FIRST QUARTER FY 2023 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB, staff presented the final fourth quarter FY 2022 and draft first quarter FY 2023 conformity verification statements. There has been a decline in the number of employer clients. The upcoming TDM analysis for FY 2023 depends on the accuracy of data being collected for that and Mr. Hersey iterated that the representatives should consider making sure of the accuracy of the data in ACT for review.

AGENDA ITEM 5 – FLEXIBLE VANPOOL

Dan Sheehan, COG/TPB staff outlined the flexible vanpool option for employees in the Washington region. For the prospective rider they would need to create an account on the Commuter Connections ridesharing page at commuterconnections.org. From there the registrant can create a match list to see available opportunities for a viable vanpool trip. Carpool Now app also provides the opportunity for dynamic ridematching. There is an operators option for vanpool to review cost for the rider/riders and there is a payment portal for riders to accommodate the process.

AGENDA ITEM 6 – HYBRID WORK GUIDELINES

Nicholas Ramfos, COG/TPB staff, discussed how the new work place Telework/Hybrid program policy for employers and its implementation. Teleworking or working in a hybrid work environment is an alternative option for employers to offer their workforce at their worksites. Both options offer the employees the opportunity to balance their work and personal lives.

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DISTRICT OF COLUMBIA**

Teleworking is an option, not a right that an employee has and should be a reminder to those who might perceive it to be a work right. Eligibility for the Telework/Hybrid work schedule is based upon job ratings and management approval. The committee was also given three handouts outlining the program, sample agreements, and Telework do's and don'ts guidelines.

AGENDA ITEM 7 – ACT! DATABASE UPDATE

Mark Hersey, COG/TPB staff, presented the latest information on the ACT! Database upgrade. There is a training session that will be scheduled for late January or early February. The one on one technical troubleshooting sessions that were held in September were fruitful and representatives were able to see how the application is versatile for use.

AGENDA ITEM 8 – FY2023 TDM AND SALES TRAINING SESSIONS

Mark Hersey, COG/TPB staff, updated the Committee on the upcoming 2023 training sessions. In September of 2022 the flexible rideshare session was held. The next session scheduled for December is the "Planning a Virtual Employer Event – Effective Marketing Messages and Tactics." The following two sessions, set for March and June of 2023 are Hybrid Work Scheduling and Survey Design and Development.

AGENDA ITEM 9 – FY2023 EMPLOYER OUTREACH ANALYSIS SCHEDULE

Nicholas Ramfos, COG/TPB staff presented the committee the schedule for the FY2023 TDM Analysis. Task F of the analysis is for the Employer Outreach component of Commuter Connections. Data collection will begin on January 13. In March the commuter model runs will commence to determine the program's effectiveness. The final analysis of the Employer Outreach effort will be completed by August of 2023.

AGENDA ITEM 10 - EMPLOYER OUTREACH ROUNDTABLE

Antoinette Rucker of WMATA informed the committee on the survey for the Metro's Better Bus initiative.

Shelly Monique Mann of Montgomery County updated the committee on the in-person Commuter Information Days events.

Ronit Dancis of DATA informed the Committee on the expansion of the Silver line into Loudoun County.

Stacey King of Prince George's County DPW&T mentioned working with the chambers of commerce as well as the Jobs that Build program offered by the State of Maryland.

James Davenport of Transform 66 informed the Committee on the progress of the near completion of the Transform 66 and the new focus on ridesharing and the expansion of the express lanes.

Judy Galen of Loudoun County updated the Committee on the "Let's Go to work" campaign. There has been a focus on the opening of new Silver line Metro stops and SmartBenefits that employers can offer employees.

Pinky Advani of Arlington Transportation Partners informed the committee on the development of the employer webinar.

Theresa McMullin of Fairfax County updated the committee on working with property managers in the county.

Holly Morello of PRTC mentioned the in-person events that have become more prevalent as well as partnering with the local SHRM chapter and the Chambers of Commerce.

AGENDA ITEM 11 – OTHER BUSINESS

Employer Awards submissions period is from December 1 to January 31.

The next Employer Outreach Committee meeting is scheduled for Tuesday, January 17, 2023 at 10:00 a.m.