



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 20, 2010 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 (04/20/10) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – THIRD QUARTER AND FOURTH QUARTER FY 2010 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for third quarter FY010 and the draft fourth quarter FY 2010 conformity statements.

AGENDA ITEM 4 - MONTHLY REPORTING FORMATS AND REQUIREMENTS

COG/TPB staff presented the findings of the comment period to the committee. The lack of input during the comment period was addressed and it was suggested that the committee members avail themselves of the time to ensure that their viewpoints would be presented. The result of the findings was that there would two report forms, one being the existing report, and the Northern Virginia report (from which COG/TPB staff would collect the necessary data).

AGENDA ITEM 5 – SURVEY ARCHIVE APPLICATION

Ram Jagannathan of VHB presented the commuter survey archive application. Updates to the application were demonstrated in addition to PowerPoint presentation summarizing the application and the necessity of having the commute survey itself. Surveys have dropped off significantly from prior years and with the onset of the TERM analysis coming at the later part of FY 2011 it is imperative that commuter surveys done at employer worksites must increase. The new application recognizes keyboard shortcuts to increase functionality for the end user. The data can be cross tabbed to give powerful information for detailed analysis.

AGENDA ITEM 6 – SURVEY RESULTS FOR FY 2011 TRAINING TOPICS

The committee got an update on the training sessions held in June. The session was a self-evaluation program based on the Myers-Briggs system. The session was well attended and well received. Future training for FY2011 was discussed and the survey of the representatives was presented along with the schedule for the fiscal year. The first session is scheduled for September focusing on Small Budget Success for TDM Outreach. The second session is scheduled for December focusing on Sales Research and business intelligence gathering. The third session

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is scheduled for March 2011 covering Cold Calling. The fourth and final session is scheduled for June 2011 and it will be on Effective Employer TDM Incentive Programs.

AGENDA ITEM 7 – TELEWORK UPDATE

The telework training session held on April 27th was reviewed for the committee. The committee members from Maryland were asked to suggest company profiles for new employer case studies. Information was also relayed about the upcoming Telework Town Hall on October 7th. New case studies will be available soon and will feature Clean Currents, US Pharmacopeia, and the US NRC.

AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE

COG/TPB Staff updated the committee on the late Spring Live Near Your Work events. On May 5th Frederick County held an event at the County Government Center with a live broadcast for virtual attendees. On May 12th an event was held at the Aerospace Corporation in Chantilly, VA with presentations by Fairfax County staff, Long & Foster Realtors, Fairfax County Housing, and COG/TPB staff. The final event was held on June 10th at the Montgomery County Government Center in Rockville.

AGENDA ITEM 9 ACT! DATABASE UPGRADE

COG/TPB Staff informed the committee that the upgrade of the ACT! database to 11.0 premium for web would occur on August 3rd. The committee would be updated on the progress and when access will be available for the end users.

AGENDA ITEM 10 – FY 2011 TERM EVALUATION

Mr. Nicholas Ramfos of COG/TPB staff presented to the committee the timeline for the Commuter Connections TERM analysis. Preparations will commence in January as well as the review of the ACT! database.

AGENDA ITEM 11 – EMPLOYER OUTREACH ROUNDTABLE

The committee was updated by Judy Galen on Loudoun County's Green Business Challenge and how that effort is dovetailed into getting new employers on board with assisting commutes for employees. Glenn Hiner of Fairfax County presented information on the County's partnership with CUTR to find employers that qualify as "Best Workplaces for Commuters" in Fairfax. Gabriel Ortiz of the City of Alexandria mentioned the upcoming Slugging Symposium on July 26th being held at Arlington Transportation Partner's headquarters.

AGENDA ITEM 12 – EMPLOYER OUTREACH ROUNDTABLE

The next meeting will be held at COG on Tuesday, October 19, 2010 at 10 a.m.