

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the October 16, 2018 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 (7/17/18) NOTES

The Committee reviewed and approved the meeting notes as presented. A correction was noted to the agenda for the meeting to correct the persons listed as chair and vice chair for the committee.

AGENDA ITEM 3 – CHANGE OF CHAIRPERSON AND ANNOUNCEMENT OF NEW VICE CHAIR

Judy Galen of Loudoun County was installed as Chairperson for FY2019 and Paul Gatons of Montgomery County as Vice Chairperson. Antoinette Rucker of WMATA as outgoing chair received a plaque certificate of appreciation for her FY 2018 Chairperson duties.

AGENDA ITEM 4 –FOURTH QUARTER OF FY 2018 AND FIRST QUARTER OF FY 2019 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final Fourth Quarter FY 2018 and the draft First Quarter FY 2019 conformity verification statements. The Committee was informed of the changes to the TERM counts. Mr. Hersey mentioned that the numbers dropped due to a significant number of returned newsletters from the summer edition. Marina Budmir of DDOT asked for a list of undeliverable employers from the regional database. Judy Galen of Loudoun County asked what the representatives could do to find these employers. Mr. Hersey demonstrated how to perform a look up to find employers marked as undeliverable. Nicholas Ramfos, COG/TPB staff, mentioned that there is an upcoming customer satisfaction survey to be sent to employers in the database and that the representatives need to make every effort to ensure accuracy in their client records.

AGENDA ITEM 5 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, updated the committee on FY 2019 training sessions with one completed in September on Automated Vehicles and TDM. The feedback from the attendees from the committee was mostly positive. The upcoming training sessions for fiscal year 2019 are as follows:

- December 11, 2019 – DiSC Assessment
- March 2019 – How to Have Employers Buy-in to TDM
- June 2019 – Presenting Effectively

AGENDA ITEM 6 – TRANSFORM 66 OUTSIDE THE BELTWAY PROJECT

Jim Davenport of Transform 66 presented the committee on outreach efforts to employers for the project. The goal of the TMP is to reduce single-occupancy vehicles on I-66 during peak commuting times. The TMP will employ a strategy of enhanced carpool and vanpool incentives which are expected to help alleviate choke points near Haymarket and Manassas. New carpools will receive an additional \$100 subsidy for the first 90 days over and above the Commuter Connections 'Pool Rewards program. The vanpool incentive will be administered by the vanpool alliance with a \$200 per-seat subsidy for four months as well as a \$350 gas card for a ten-person vanpool. There is also a telework subsidy available up to \$10,000 for the employer to bring in 10 new telework employee users. The target audience is Prince William, Fairfax, and Arlington employers and employees while coordinating with those jurisdictions' outreach representatives.

AGENDA ITEM 7 – METRO COORDINATION

Mark Hersey, COG/TPB staff, re-addressed the Committee on the matter of granting WMATA access to the ACT! regional database that is currently used by Employer Outreach sales staff. Mr. Hersey also demonstrated how to track SmartBenefits in the ACT! database. A memorandum outlining the procedures of how WMATA staff would be using the database to enhance coordination was referenced. Antoinette Rucker of WMATA mentioned that their staff have already contacted over 100 employers prior to the meeting as part of their current outreach effort to sign up employers for SmartBenefits. COG/TPB staff drafted the memorandum to facilitate coordination between WMATA and the local jurisdictions. Mark Sofman of Montgomery County asked who would be updating the records in the database to which Nicholas Ramfos, COG/TPB staff, responded that the WMATA staff would be taking care of that. Marina Budmir of DDOT suggested that a data sharing agreement should be reviewed by legal departments. Mr. Ramfos stated that such steps aren't necessary since the information is only in regards to SmartBenefits employer clients and not for the entire data of the client records. The Chair, Judy Galen of Loudoun County, asked for a motion to approve. George Clark of Tri-County Council for Southern Maryland moved to table the motion. The memorandum was sent out for comment with an end date of November 2 and the document will be presented again at the January 15, 2019 meeting for adoption.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Janice Fortunato of Go Alex informed the committee of the closing of the King Street Metro Bus terminal scheduled for November 12 and outreach to employers affected by the closure.

Kendall Tiffany of Frederick, TransIT, updated the committee on a recent meeting with the Frederick Pilot's Association and the promotion of a telework video for employers.

Stephanie Webber of Sharp & Company told the committee of the Friendship Heights work on the Walk/Ride Challenge that Montgomery County is promoting.

Prachi Vakharia of goDCgo informed the committee of upcoming benefit enrollment fairs that DC employers are having through the end of October and into November.

Antoinette Rucker of WMATA updated the committee about upcoming SmartBenefit seminars, one on November 9 in partnership with North Bethesda as well as the new phone app being developed to be launched in July 2019.

Jim Davenport of Transform 66 told the committee of the upcoming outreach efforts with meetings with business associations in Prince William County.

Holly Morello of PRTC informed the committee of the latest work with the Transform 66 outreach effort and setting up meetings with business associations as well as looking for sponsors of the SHRM event in Prince William County. There is meeting set for Thursday, October 18 with the Lockheed Martin Green Team.

George Clark of Tri-County Council for Southern Maryland related information regarding networking events with business groups and upcoming commuter fairs.

Susanna Parker of Bethesda Transportation Solutions told the committee of the Purple Line construction and Capital Crescent trail improvements.

Traci McPhail of North Bethesda Transportation Center updated the committee on bike share monitoring.

Mark Sofman of Montgomery County informed the committee of recent outreach efforts for bike share. There are new TDM proposals before the County Council on TMD's. The Walk/Ride Challenge began on October 8th and there are more contestants this year over last.

Matt Fleischer of Ecogix Group mentioned the Frederick County promotional telework video for employers.

Marina Budmir of DDOT updated the committee on the new pilot being run by Capital Bikeshare for motorized bicycles which will last into November. The price for renting these bicycles are the same as for regular bikes. A new survey was sent out to gauge compliance with the DC Transit Benefits law.

Marie Cox of Arlington Transportation Partners told the committee of the preparations for the January Champions banquet and an upcoming seminar on the new tax law and how it affects non-profit organizations.

Heidi Mitter of VDOT informed the committee of new mitigation plans for Metro station closures set for 2019.

Nicholas Ramfos, COG/TPB staff, announced that the Flextime incentive program is still ongoing with a raffle given once a week (though the current prize format is ending soon and will be replaced with a different format). There is a cash incentive for "geo-located" commuters. There is a driver incentive for Carpool Now in the DC region tracking through geo location.

Judy Galen of Loudoun County updated the committee on the recent Workforce Development effort that occurred in September coinciding with Try Transit Week. There is a bike-ped safety session and other educational outreach efforts set for November and into next year.

AGENDA ITEM 9 – OTHER BUSINESS

A request was made to the committee for presentations to be given at the next meeting in January. Two topics suggested were the incenTrip app and Earth Day coordination. Another topic

suggested was on Bike/Walk commuting options. The next Employer Outreach Committee meeting is scheduled for Tuesday, January 15, 2019 at 10:00 a.m.