

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 18, 2023 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 (1/17/23) NOTES

Approval was sought for the January 27, 2023, Employer Outreach Committee Meeting minutes. An initial motion to approve was made by Mark Sofman, Montgomery County Commuter Services, and a second to the motion was made by Antoinette Rucker, WMATA. The minutes were approved as written.

AGENDA ITEM 3 - FINAL SECOND QUARTER FY2023 AND DRAFT THIRD QUARTER FY2023 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, presented the final second quarter FY2023 and draft third quarter FY2023 conformity verification statements. There was growth in companies with greater than 100 employees. However, employers with less than 100 employees continue to decline.

Nicholas Ramfos, COG/TPB staff, iterated that the conformity statements have a direct impact on the TDM Analysis as they are used to analyze program impacts. Mr. Hersey then elaborated, noting that the statements are compiled after data sweeps are conducted to ensure accurate reporting. Jamie McKay, Frederick County, asked if data sweeps are like a purge. Mr. Hersey responded that data sweeps are conducted to classify employers into levels on a quarterly basis after reviewing information input into Act! by local sales representatives. A separate purge process exists and will archive records that have been unmodified since 2015.

AGENDA ITEM 4 – BASEUP PRESENTATION

Jade Bourke, BaseUp, withdrew from the agenda. Nicholas Ramfos, COG/TPB staff, explained the general purpose of BaseUp, which is to offer technology products to improve employee commuter experience to employers. BaseUp works with employers to plan technology improvements to alleviate parking concerns, which includes strategizing companies' return-to-office policies. Mr. Ramfos recommended Committee members to view the BaseUp presentation posted to the MWCOG meeting page to learn more about BaseUp. Commuter Connections is not directly involved with the promotion of BaseUp, rather the intent of this agenda item is to make locals aware of the product's existence.

AGENDA ITEM 5 – FY2023 COMMUTER CONNECTIONS CASE STUDIES

Mark Hersey, COG/TPB staff, presented the FY2023 Employer Case studies to the Committee. Featured employers included the National Realtors Association in Washington, DC, who kept transit benefits available to staff even as a reduction in staff occurred; Marriott International in Bethesda, Maryland, who maintained a transit benefit for frontline staff who need to be present at worksites; and BAE Systems in Manassas, Virginia, who have implemented efforts to encourage vanpooling and carpooling to their worksite. Each case study will be posted to the "Employer" webpage on the Commuter Connections website. The case studies are publicly accessible so employers and Employer Outreach sales representatives can leverage the material when exploring TDM strategies at worksites. Jennifer Bolick, MCDOT, asked if the employers who maintained the transit benefit indicated whether the additional costs in keeping a benefit for a smaller amount of their staff was analyzed. Mr. Hersey responded that the employers reviewed this cost and found that it was a valuable benefit for retention purposes.

AGENDA ITEM 6 – ACT! CRM DATABASE UPDATE

Mark Hersey and Nicholas Ramfos, COG/TPB staff, facilitated a discussion on Act! CRM data base update and tips as a follow-up to the February 9th training session. The "phone" and "fax" fields are now combined. An option to select "DUNS" from the "referred by" field was removed. Several tabs were also removed, including "Live Near Your Work" and "Bill 3232 + Telework! VA." Transit benefit type options were reduced; nearly 30 choices were removed. Telework fields still need to be cleaned up. Stewart Technologies has queued a fix to the "city" field.

Mr. Hersey and Mr. Ramfos noted that purge qualifiers are found in the "History" field. The History of a record shows that it has been updated to either modify characteristics of the record or confirm that the existing characteristics are still current. Any record whose most recent entry in the "History" field is pre-2015 will be purged prior to the upcoming TDM Analysis. Records that are purged get archived in a secondary database, which is still accessible to local sales representatives. The purge exists to help improve data integrity. Committee members were encouraged to add notes to records in the database if they are maintained "as-is" so that the record is not purged.

Antoinette Rucker, WMATA, asked if Act! has an import feature from Excel. Mr. Ramfos responded that Act! is able to import from Excel as long as the field titles and data entry constraints are consistent with what is programmed in Act!. Ms. Rucker also asked if WageWorks could be added to the CRM. Mr. Ramfos responded that WageWorks could be added under the "Benefits" tab for an employer.

Changes are planned for record manager roles in the database. COG/TPB staff will continue exploring how tabs and fields can be reduced in order to facilitate an easier experience for local sales representatives.

AGENDA ITEM 7 – FY2023 TDM AND SALES TRAINING SESSION UPDATES

Mark Hersey, COG/TPB staff, discussed the status of Employer Outreach training sessions for FY2023. The most recent session, titled "Hybrid Work Scheduling" was held on March 29, 2023. The session presented a "new normal" of hybrid work currently trending among employers. Juday Galen, Loudoun County, commented that the training session brought new information to

the group and suggested that Committee members take time to digest the information into usable, practical applications.

The final training session of the fiscal year is scheduled for June and will focus on survey design and best practices for conducting commuter surveys. An RSVP notice will be emailed to Committee members in the coming weeks.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Dorian Apiece, goDCgo, shared an awards ceremony is taking place tomorrow for “transportation all-stars” to be recognized. A three-month Commuter Challenge is ongoing through May 30th. The 2023 Commuter Survey has been finalized in conjunction with DOES. Planning for Bike to Work Day pit stop events is ongoing.

Jaime McKay and Mary Dennis, Frederick County, shared about upcoming Earth Day outreach events and Health and Wellness expo events. The County has begun approaching new employers about TDM benefits.

Mark Sofman, Montgomery County Commuter Services, informed the Committee that Bike to Work Day preparation is the current priority. Work is also underway with programmer on a re-write of the Park and Ride application. Planning for the Montgomery County Greenfest event is ongoing.

Jennifer Bolick, MCDOT, shared that Bike to Work Day planning is ongoing. In-person events at employer worksites and residential properties are picking back up.

Shelly Mann, Friendship Heights TMD, shared about attending Commuter Information Days and conducting in-person outreach for Bike to Work Day.

Traci McPhail, North Bethesda TMD, is hosting an Earth Day Commuter Information Day. Contests are running to encourage Ridematching applications. Several health and wellness events are planned.

Christian Bacon, PGC DPWT, stated there is nothing to report for PGC DPWT.

Mark Pacumio, ATP, is enrolling employers into ATP’s employer recognition program. ATP is also organizing five Bike to Work Day pit stops.

Judy Galen, Loudoun County, noted that the Loudoun County Commuter Services has been moved to the Department of General Services within the County. Earth Day related events are in-the-works. The County is starting to see more interest in vanpooling. Loudoun County Transit is rolling out new transit lines that connect to the Silver Line extension. Outreach for Bike to Work Day is ongoing.

Lakeshia Lewis, OmniRide, shared about the Chamber Workforce Breakfast and Bike to Work Day preparations.

Stacey King, MDOT, shared about a Commuter Challenge through the Maryland Green Registry and Bike to Work Day preparations.

Antoinette Rucker, WMATA, shared that WMATA passed a budget for the upcoming fiscal year. Bus fare will be lowered to \$2.00 from \$2.50. Peak fare will likely increase. Employers may need to adjust their transit benefit allocations due to the price changes. Track work is scheduled for the summer on Metrorail. The Low Income Fare program is available for Washington, DC residents and is managed by the SmartBenefits team. The Potomac Yard Metrorail station is opening in May. WMATA will be attending Earth Day events.

AGENDA ITEM 9 – OTHER BUSINESS

Mark Hersey, COG/TPB staff, asked the Committee to submit a list of the top 50 employers for their respective jurisdictions to receive an invite for the upcoming Employer Recognition Awards, scheduled for Friday, June 30, 2023 at the National Press Club in Washington, DC.

The next Employer Outreach Committee meeting is scheduled for Tuesday, July 18, 2023 at 10:00 a.m.