

M E M O R A N D U M

To: Employer Outreach Committee Members
Contracts and Purchasing manager

From: Mark Hersey
TDM Specialist II

Date: 10/16/18

Re: **Regional Coordination with WMATA and Access to Regional Employer Outreach Database**

The intent of this correspondence is to inform the committee of the efforts to coordinate outreach to employers in the Washington region.

Throughout the history of the Employer Outreach program, WMATA has been an invaluable partner in raising awareness and increasing participation in alternative commuting options for the area's commuters. Much of WMATA's outreach efforts focus on promoting SmartBenefits to employers. Their efforts alongside local TDM sales teams have helped SmartBenefits become one of the most widely used commuter assistance services in the region with 59% of workers reported they had access to a transit or vanpool subsidy through their employer (State of the Commute, 2016).

WMATA recently enhanced the SmartBenefits program by upgrading the Employer Portal for client enrollment. WMATA is seeking to leverage this upgrade by actively canvassing employers in the region.

COG/TPB staff believe WMATA's proactive approach in reaching out to employers can be mutually beneficial for local Employer Outreach sales teams. Potential coordination benefits could include:

- Collaborative opportunities to promote employer-based commute benefit options alongside SmartBenefits at employer worksites
- Opening of worksites to commute benefit options that may have previously been uninterested

- Avoidance of confusion on behalf of employers due to multiple parties working independently to promote a similar message
- Prevent oversaturating the roster of potential clients with requests for contact

To achieve these benefits, COG/TPB staff recommends creating a three-month pilot period where WMATA may have full access to the ACT! Employer Database. Sharing the database will build upon existing collaboration efforts, such as WMATA's standard practice of WMATA sharing information on employers who have workforces of 100 or more employees with COG each quarter.

COG/TPB and WMATA staff believe initiating this pilot effort during the months of January, February, and March will help explore the benefits and/or drawbacks of ongoing collaboration within the ACT! Employer Database. The Committee may then discuss the pilot's outcomes during the April quarterly meeting and decide how to proceed.

To protect the interests of TDM sales staff, WMATA has agreed to the following policies during the three-month pilot:

- WMATA staff will alert local jurisdictions' Employer Outreach sales teams of canvassing opportunities at worksites containing 100+ employees.
- WMATA staff agree to acknowledge the open partnership with Employer Outreach sales teams and SmartBenefits when meeting with prospects with 100+ employees. This includes inviting Employer Outreach sales representatives to join in on meetings held with employers and/or providing literature on commute benefit options that may supplement SmartBenefits for the employer.
- WMATA staff will provide detailed documentation of sales outcomes for prospects with 100+ employees within the ACT! Database.

COG/TPB staff invites the Committee to consider the above proposal and supporting policies. Next steps will be contingent upon the Committee's suggestions.

cc: N. Ramfos
D. Sheehan
J. Bongiorno