



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the July 15, 2014 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 (4/15/14) NOTES**

The committee reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – THIRD QUARTER FY 2014 AND FOURTH QUARTER FY 2014 CONFORMITY VERIFICATION STATEMENTS**

COG/TPB staff distributed and reviewed the final third quarter FY 2014 and the draft fourth quarter FY 2014 conformity verification statements.

#### **AGENDA ITEM 4 – FY 2014 EMPLOYER SATISFACTION SURVEY**

Mark Hersey, COG/TPB staff updated the committee on the FY 2014 Employer Customer Satisfaction survey. Mr. Hersey stated that the final draft was presented and approved and issued. Some of the committee questioned the distribution and were informed that the numbers per jurisdiction were due to population in the ACT! database.

#### **AGENDA ITEM 5 – ACT! UPGRADE**

Mark Hersey, COG/TPB staff, briefed the committee on the upcoming ACT! database upgrade. COG/TPB staff anticipates a testing period beginning in the fall. The committee members were asked to submit their list of users per jurisdiction to get an accurate count of licenses for use.

#### **AGENDA ITEM 6 – FAIRFAX COUNTY'S SMARTBENEFITS PLUS50 INCENTIVE PROGRAM**

Marcus Moore of Fairfax DOT outlined the new incentive program, SmartBenefits Plus50 for employers in Fairfax County. The program targets new employers and/or new riders. The new SmartBenefits customers are given \$50 (per employee). The areas of penetration are Tyson's Corner, Herndon, Vienna, and McLean shadowing the new Silver Line. The SmartTrip cards are preloaded with the \$50. There was a SmartBenefits seminar held on June 18<sup>th</sup> where 70 employers were in attendance. The next seminar is slated for July 17<sup>th</sup> and a ribbon cutting ceremony at the Reston metro stop is to be held on July 19<sup>th</sup>. Current riders are not eligible. Jim Larson of Dulles Area Transportation Association mentioned that there will be a block party on October 1<sup>st</sup> to promote the program in Reston.

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,  
WASHINGTON, DC 20002-4239

**THE COMMUTER INFORMATION SOURCE FOR MARYLAND, VIRGINIA AND THE  
DISTRICT OF COLUMBIA**

### **AGENDA ITEM 7 – TRAINING UPDATE AND REVIEW**

Mark Hersey, COG/TPB staff, updated the Committee on the upcoming training sessions for the current fiscal year.. The four sessions will be:

September 2014 – Vanpool/Employee Shuttle formation

December 2014 – Selling TDM with Social Media

March 2015 – Flexible Workschedules/Teleworking

June 2015 – How to Resell a Client

### **AGENDA ITEM 8 – EMPLOYER CASE STUDIES**

Mark Hersey, COG/TPB staff informed the committee that three new case studies were completed. Lockheed Martin in Manassas, The United Nations Foundation in Washington DC, and Wells Fargo in Frederick will be available to outreach representatives. Final versions will be released at the October Committee meeting.

### **AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE**

Mark Hersey, COG/TPB staff informed the committee that the year-end monthly reports are due and needed to wrap up the end of fiscal year 2014. There will be a chairperson rotation beginning in October and the new vice chair will be from Fairfax County.

### **AGENDA ITEM 11 – OTHER BUSINESS**

The next Employer Outreach Committee meeting is scheduled for October 21st, 2014.