



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 15, 2013 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 (10/16/12) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FIRST AND SECOND QUARTER FY 2013 CONFORMITY REPORTS

COG/TPB staff distributed and reviewed the final conformity for first quarter FY013 and the draft second quarter FY 2013 conformity statements.

AGENDA ITEM 4 – TDM EVALUATION FRAMEWORK

Nicholas Ramfos, COG/TPB staff, presented to the committee new guidelines for the TERM evaluation methodology in regards to the employer outreach component. The factors measure impacts from information collected on the employer outreach database as well as employer surveys. There are changes in how the regional model works and what inputs are to be used. COG/TPB staff will be visiting certain jurisdictions to discuss how repackaging the data can assist getting information out to a larger audience. Capital Bikeshare will be a part of the evaluation framework. The Bikeshare program will be seen as a support initiative but will be under review for future TERM evaluation periods.

AGENDA ITEM 5 – THIRD PARTY VANPOOL

Charlie Richardson of V-Ride updated the group on what products are available to employers who are interested in vanpools. V-Ride was formerly known as VPSI and has over 6,000 vanpools across the country. Among the products offered are: mapping analysis; surveys; and, ride matching data. The vans offered range from 7 person to 15 person vehicles. Luxury vans are also available, customized to riders' specifications. V-Ride is also working with Avego to further the "dynamic ridematching" effort nationwide. Michelle Landrum of Enterprise related what her company does for vanpooling, detailing Rideshare Enterprise (started in 1994). With changes to the commuter benefit advantages lie for those commuters with shorter distances from home to their worksites.

AGENDA ITEM 6 - TRAINING UPDATE

A second training session held on December 12 on surveying employers. A third training session would be held in March 2013 on Customer Care. A fourth would be held in June on Incentive Programs.

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

AGENDA ITEM 7 - EMPLOYER AWARDS

COG/TPB staff updated the committee on the employer awards ceremony coming in June. June 25th is the date for the event and nominations are being accepted until January 31st. The application for employers is online and there are already two nominations currently submitted.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Wendy Duren of Arlington Transportation Partners asked the committee if there is any information on any regional employers who have used parking cashout. COG/TPB staff replied that there has been only one employer on record that had done the program but no current employers are known to have such a program in the region.

AGENDA ITEM 9 – OTHER BUSINESS

The next committee meeting will be held at 10am on April 16, 2013