

EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 21, 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 (10/15/13) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FIRST QUARTER FY 2013 AND SECOND QUARTER FY 2014 CONFORMITY VERIFICATION STATEMENTS

COG/TPB staff distributed and reviewed the final first quarter FY 2014 and the draft second quarter FY 2014 conformity verification statements. COG/TPB staff informed the committee to double check the database for the ID status “undeliverable” and to make corrections where applicable to ensure accurate information for the upcoming satisfaction survey and TERM analysis.

AGENDA ITEM 4 – EMPLOYER SATISFACTION SURVEY

Mark Hersey, COG/TPB staff, briefed the committee on the upcoming employer satisfaction survey. All employers in the regional ACT! Database, with at least a level 1 of participation, will be surveyed. There will be three parts of the survey, one will be the email survey, the paper survey, and if necessary a phone survey.

AGENDA ITEM 5 – DC EMPLOYER-MANDATED TRANSIT BENEFITS

Nicholas Ramfos, COG/TPB staff, informed the Committee of the District’s legislative movements on requiring employers located in the district to provide the transit benefit to employees. Pre-tax or subsidy will be the options for District based employers. San Francisco recently had passed a similar ordinance requiring employers to provide the transit benefit.

AGENDA ITEM 6 – LOUDOUN COUNTY CUSTOMER SATISFACTION SURVEY

Judy Galen of Loudoun County briefed the committee on Loudoun County’s recent satisfaction survey of customers and employers. The survey was conducted by the Southern Institute for Research. There were two distinct surveys, one for the general public and the other for employers. There were 11 responses from employers so the results were qualitative and not quantitative. Areas for improvement found were telephone service and promptness of responses.

AGENDA ITEM 7 – EMPLOYER OUTREACH TERM EVALUATION

Mark Hersey, COG/TPB staff, updated the committee on the 2014 TERM evaluation for the employer outreach portion of Commuter Connections. The program will be evaluated for effectiveness in reduction of VMT and improvement of air quality. Outreach representatives were asked to ensure that their data sets were up to date and accurate so as to help in verification of data by the evaluation team. The evaluation team will be using the EPA Commuter Choice model for the Employer Outreach portion. Data collection will occur in mid-March.

AGENDA ITEM 8 – MONTHLY REPORTING FOR EMPLOYER OUTREACH

Mark Hersey, COG/TPB staff, informed the committee on requirements for monthly Employer Outreach data reporting to COG. COG/TPB staff asked that recent data be submitted rather than a summary of the entire outreach stable of clients.

AGENDA ITEM 9 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, updated the Committee on the training sessions for the current fiscal year. One session was held on September 30th covering flex schedules/compressed work week and telework. A second session was held on December 3rd covering how to structure your sales meeting. Two more sessions are scheduled for March and June. The session in March will focus on the qualified transportation fringe benefit.

AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE

COG/TPB staff briefed the committee on two new case studies available for outreach representatives (Europ Assistance and Booz Allen). Douglas Franklin of COG/TPB staff informed the committee on the upcoming deadline for employer awards submissions (January 31st). The Employer Awards ceremony will be held in June. Mark Sofman of Montgomery County updated the committee on staff additions with Michelle Golden, formerly of VRide, joining the Commuter Services Section. Avram Ramage of UrbanTrans briefed the committee on the position search for Margie Weaver's replacement at Frederick TransIT. Beth Amedeo of Alexandria informed the committee on Meagan Cummings new child and the City of Alexandria's Commuter Challenge running from March 31st to April 11th. George Clark of Tri-County Council updated the committee on the upcoming TAM meeting in Annapolis.

AGENDA ITEM 11 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for April 15th, 2014.