



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the April 17, 2007 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 (01/16/07) NOTES**

The group reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – FINAL CONFORMITY REPORT FOR SECOND QUARTER FY07 AND DRAFT THIRD QUARTER FY07 CONFORMITY REPORT**

Staff distributed the final conformity statement for the first quarter of FY2007 and the draft second quarter FY2007 conformity statement.

#### **AGENDA ITEM 4 – NEW EMPLOYER OUTREACH GOALS AND CONTRACTS FOR FY2008**

The committee received information regarding the new outreach goals for the sales jurisdictions. A chart detailing the new goals and current stable of clients was distributed to the group for their review. The committee was also updated on the upcoming changes to the contracts and scope of work details for the upcoming fiscal year. The new templates will be distributed to the committee members and submissions are due by June 30, 2007.

#### **AGENDA ITEM 5 - ACT! DATABASE DISCUSSION**

Staff updated the committee on the new ACT! database software upgrade and training timelines. The new application will have expanded tab selections to reflect the various fields needed for data collection. Further, the new application will streamline information regarding commuting benefits. There will be a training session in June, and the application is expected to go live in July 2007.

#### **AGENDA ITEM 6 – REGIONAL TELEWORK UPDATE**

Mr. Nicholas Ramfos of COG updated the Committee on recent regional Telework outreach efforts. There will be Telework training sessions in May to be held here at COG. The committee asked if there is a curriculum available and Mr. Ramfos replied that the contractor is currently developing the materials.

#### **Agenda Item 7 – EMPLOYER SALES PORTFOLIO UPDATE**

The committee was presented with the new Employer Sales portfolio demo and asked to select from several designs. Ms. Eileen O'Donnell of Bus Design and Mr. Douglas Franklin of COG gave the presentation. The portfolio would emphasize the network aspect of the Commuter Connections program. The three concepts were: (a) Network Concept – colorized by jurisdiction, it would have a folder with collateral and a business card for content; (b) Window of Opportunity – the folder design would have four squares or window panes with custom photos in each which

emphasize positive imagery and would contain collateral, letter head sheets and a business for content; and, (c) Connections Concept – emphasizing positives of commuting help from Commuter Connections and with customized photos for folder covers. The group was asked to submit their comments to COG by April 24<sup>th</sup>, 2007.

#### **AGENDA ITEM 8 – LIVE NEAR YOUR WORK UPDATE**

The committee was given several updates on recent Live Near Your Work events held (and to be held) in the region. The Montgomery County Affordable Housing Conference to be held on April 24<sup>th</sup> will have a table manned by the North Bethesda Transportation Center staff along with COG staff. North Bethesda's group will also have an event on May 9<sup>th</sup> featuring speakers from Freddie Mac, Countrywide Mortgage, Georgetown Prep, and several others.

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

The roundtable discussion was truncated due to time constraints.

#### **AGENDA ITEM 10 – OTHER BUSINESS**

The next meeting will be held at COG on Tuesday, July 17, 2007 at 10 a.m.