



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the January 19, 2016 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 (10/20/15) NOTES**

The committee reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – FIRST QUARTER FY 2106 AND SECOND QUARTER OF FY 2016 CONFORMITY VERIFICATION STATEMENTS**

Mark Hersey, COG/TPB staff, distributed and reviewed the final first quarter FY 2016 and the draft second quarter FY 2016 conformity verification statements.

#### **AGENDA ITEM 4 – EMPLOYER CASE STUDIES**

Mark Hersey, COG/TPB staff updated the committee on the employer case studies. There are two candidates slated for consideration, American Bankers Association (the World Bank declined) and Leidos in Tyson's Corner, the Maryland candidate search continues for a case study. The committee members were asked to proffer any other candidates for consideration.

#### **AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW**

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions planned for the fiscal year. The committee members were updated on the recent training held in December. The session covered Persuasive Presentations. The remaining sessions for the fiscal year are:

March 2016 – Bike/Pedestrian Training for Employers

June 2016 – Meeting Management

The sessions were determined by a survey of the representatives. The final two the sessions will be full day sessions.

Judy Galen of Loudoun County offered some ideas for future training, focusing on value added commuter services such as commuting apps, health issues, and Green Business.

#### **AGENDA ITEM 6 – EBIKES FOR URBAN COMMUTERS**

Amber Wason of RiidePass briefed the committee on employer programs with electric bicycles in the Washington region. The bikes are single speed (top speed is 20 mph) and have a battery operated cycle engine. RiidePass offers bicycles at a base cost of \$1,999 with payment plans available. The employer plan uses the bike benefit option as a fringe benefit for their employees

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**

at \$79 a month towards the purchase of the bicycle. The interest in the Riide program by employers is based on cost savings for the company by comparing the monies spent for the transit benefit and the use of other modes of commuting. The bike is designed for a ten mile commute, with a full battery charge capacity of 25 miles. The bike takes two to five hours to charge and there are demonstration sites (40) across the country. RiidePass is looking into data collection on the types of users as well as those who are multi-modal commuters. Marketing materials are being developed for future efforts.

#### **AGENDA ITEM 7 – EMPLOYER RECOGNITION AWARDS**

Douglas Franklin of COG/TPB staff related information for the upcoming employer recognition awards to be held in June. Nomination forms were sent to all level 3 and 4 employers from the ACT! database, either by a mailer or by email. February 3<sup>rd</sup> is the final date for submissions. The best way to submit the form is through the website. Marcus Moore of Fairfax County asked if there were any submissions from Fairfax County. As of yet there has only been one nomination form submitted and it was not from Fairfax. George Clark of Tri-County Council for Southern Maryland asked if St. Mary's employers were ineligible. Mr. Franklin said that they are ineligible since they are not in the service area of the employer outreach effort.

#### **AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE**

Lisa DuMetz-Rosier of VDRPT informed the committee of the first Telework week set for the beginning of March. In partnership with VDOT the program is a pledge effort, providing an electronic certificate of recognition. The pledge will be available on the TeleworkVA! Website at the end of January.

Grace Oran of goDCgo updated the committee on the District's transit benefit ordinance. The ordinance went into effect on January 1<sup>st</sup> and enforcement begins on April 1<sup>st</sup>. All employers of 20 or more employees have to have at least pre-tax commuting benefits for their worksite. Transit benefit seminars are being held monthly for employers.

Mark Sofman of Montgomery County related information on recent partnering with Eric Schrefler in examining "Gamefication of mode shift." There is an app, "from5To4" that combines personal and group incentives for employees into a game to reduce energy impact of commuter trips. The County is looking for grants to pilot the program.

Pinky Advani of Arlington Transportation Partners updated the committee on the Champions program and the recognition awards for the 2015 winners on February 4<sup>th</sup>.

Susan Stephenson of Ecologix Group informed the committee on outreach efforts in Frederick County. They are looking into using social media efforts for the spring.

Kelly Woodward of the Dulles Area Transportation Association (DATA) related information on their grant application for a vanpool outreach effort, partnering with PRTC, Loudoun County, and Fairfax County. The ECalc application has been updated and DATA is looking for beta testing sites.

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

The next Employer Outreach Committee meeting is scheduled for April 19, 2016.