



## **EMPLOYER OUTREACH COMMITTEE MEETING**

### **Meeting Notes from the October 19, 2010 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 (07/20/10) NOTES**

The committee reviewed and approved the meeting notes as written.

#### **AGENDA ITEM 3 – INSTALLATION OF NEW CHAIRPERSON**

JUSTIN SCHOR OF URBANTRANS, REPRESENTING FREDERICK COUNTY, WAS INSTALLED AS CHAIRPERSON. Outgoing chair Gabe Ortiz was presented with a plaque commemorating his service to the Committee.

#### **AGENDA ITEM 4 - FOURTH QUARTER FY 2010 AND FIRST QUARTER FY 2011 CONFORMITY REPORTS**

COG/TPB staff distributed and reviewed the final conformity for fourth quarter FY010 and the draft first quarter FY 2011 conformity statements.

#### **AGENDA ITEM 5 – SMARTBENEFITS UPDATE**

Lorraine Taylor of WMATA presented the changes to the SmartBenefits program as well as the SmarTrip card. Current balances remaining on an individual's SmarTrip card will be carried over into a "stored value" section of the card. There will be three sections, or "baskets" of funds on an individual's card. One will be the SmartBenefits transit basket, one will be the parking benefit basket and one will be the stored value basket. For those enrolled in the SmartBenefits program with an employer who subsidizes their employees transit benefit will have any remaining transit monies remaining on their card at the end of each month will have those funds refunded to their employer. Employers have the option of not having the funds refunded to them, especially for those employers who provide the transit benefit as a pre-tax choice. All SmartTrip cards must be registered with Metro prior to January 1<sup>st</sup>, 2011 that receive SmartBenefits. For those employers who have new hires that join the program in between the distribution periods can set up an account with Metro to ensure immediate entry into SmartBenefits. With Baltimore's creation and implementation of the "Charm Card" both transit agencies will recognize both cards as acceptable fare media for use on their systems. Metro will be going almost completely paperless for the SmartBenefits program. After March 2011, vouchers will be unavailable and users will be able to use CommuterDirect for their VRE, MTA, and MARC passes.

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 6 – CARBON FOOTPRINT CALCULATOR**

Douglas Pickford of the Dulles Area Transportation Association (DATA) presented their progress on developing the E<sup>3</sup> Calc for employers. The calculator was developed as a means to measure the effectiveness of TDM strategies in reduction of bad air or green house gas emissions. As of yet there have not been calculators available for employers to use that capture all of the alternative commute options in their measurements. The key components of the calculator are the employee inputs of: employee mode of commute; frequency of use; home to work travel distance; travel time; and, type of vehicle. From these factors one gets the output results of three impact areas: 1. Environmental – carbon plus GHG emissions; 2. Transportation/Traffic – VMT and congestion mitigation; and, 3. Energy savings – fuel usage. These factors will be part of how the calculator will work. An employee survey to determine commuting characteristics and that data will be input into the calculator which give the results about that particular worksite's carbon footprint. The survey will available through the [www.e3calc.com](http://www.e3calc.com) website. DATA is currently beta-testing the calculator at three sites and is also soliciting more participants for the fall.

## **AGENDA ITEM 7 – ACT! DATABASE PROCEDURE UPDATES**

The Committee was given a handout describing the COG backup procedure for the ACT! Database. Additional information was given on the current database difficulties in regards to queries, reports, and letter templates.

## **AGENDA ITEM 8 – TELEWORK UPDATE**

Nicholas Ramfos of COG/TPB staff updated the committee on recent developments in the regional telework effort. This current fiscal year will be the last year of technical support to clients in Maryland. Training sessions are being planned for Spring 2011.

## **AGENDA ITEM 9 FY2011 TRAINING UPDATE**

COG/TPB Staff informed the committee that the next training session will be held in December. The session will cover how to implement business intelligence into your outreach efforts.

## **AGENDA ITEM 10 – EMPLOYER OUTREACH ROUNDTABLE**

Nicholas Ramfos of COG/TPB staff reminded the committee of the timeline for the Commuter Connections TERM analysis. Preparations will commence in January as well as the review of the ACT! database. Mirza Morris of NBTMD informed the committee of the upcoming TDM Workshop on December 1<sup>st</sup> for ACT Chesapeake Chapter members. Mr. Ramfos informed the committee of the expansion of GRH to Baltimore. Jim Larsen of DATA mentioned a pilot of a "rotating" rideshare coordinator for large hotels. Mr. Ramos also mentioned the return of the Pool Rewards and that the eligibility options remain in place for any commuting corridor in the MSA.

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

The next committee meeting will be held at 10am on January