



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the April 15, 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 (1/21/14) NOTES

The committee reviewed and approved the meeting notes as written.

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

COG/TPB staff distributed and reviewed the final second quarter FY 2014 and the draft third quarter FY 2014 conformity verification statements.

AGENDA ITEM 4 – FY 2014 EMPLOYER SATISFACTION SURVEY

Mark Hersey, COG/TPB staff updated the committee on the FY 2014 Employer Customer Satisfaction survey. The survey was completed in March and was sent to 4,301 employers from the ACT! database. There was a three step process with emails to 2,281 clients, an additional 1,226 by mail, and 1,630 by telephone. There were 205 bad emails, 73 return to sender by postal mail, and 364 unsuccessful phone contacts. There were 398 replies by email and mail and 79 by phone interview for a total of 477 responses. Overall, there was a 29.3% response rate with a confidence level of 95%.

Mr. Hersey stated that a draft report would be prepared for review by the Commuter Connections Subcommittee in May and a comment period would be established. The final report would be issued in July.

AGENDA ITEM 5 – ACT! UPGRADE

Mark Hersey, COG/TPB staff, briefed the committee on the upcoming ACT! database upgrade. The new software will still be ACT but since the software itself has been purchased by Swiftpage there will be more social media aspects and accessories available. Training will be scheduled for the early Fall.

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AGENDA ITEM 6 – CASE STUDIES

Mark Hersey, COG/TPB staff presented and distributed three case studies for the committee. CoStar Group in DC, Europ Assistance in Montgomery County, and Booz Allen in Fairfax County were the three that are now available on-line.

Mr. Hersey also stated that he was continuing to work on case studies for FY 2014.

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 evaluation team will be using the EPA COMMUTER model for the Employer Outreach portion. Data collection occurred in mid-March.

AGENDA ITEM 8 – 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 March 25th that focused on the qualified transportation fringe benefit. One more session scheduled for June 9th will be on sales meeting tips.

AGENDA ITEM 9 – EMPLOYER OUTREACH ROUNDTABLE

Kelly Woodward of the Dulles Area Transportation Association briefed the committee on the ECalc survey and the recently completed survey by Goodwin House. Quest Diagnostics has started two seed vanpools with vRide with a \$3 incentive on top of the pre-tax benefit. Traci McPhail of Bethesda Transportation Solutions detailed recent efforts with the White Flint mall re-construction and the setting of vanpools for NIH. George Clark of Tri-County Council of Southern Maryland related information on meetings with the Solomon's Island business group about parking problems for new companies. Holly Morello of PRTC informed the committee on the Fuel your Life campaign and upcoming events at employer sites. Judy Galen of Loudoun County updated the committee on the Green Business Challenge occurring in May. Diane Kean of goDCgo mentioned that their organization is hiring and upcoming events in April and May. Megan Cummings of the City of Alexandria updated the committee on the City's Commuter Challenge and the vanpool celebration at the Carlyle Group. Wendy Duren of Arlington Transportation Partners mentioned the County's Commuter Champions award and recognition initiative for employers. Douglas Franklin, COG/TPB staff informed the committee on the gifts given to the satisfaction survey respondents and the Pool Rewards promotional items (flyers, email templates, and relocation kits). The employer awards ceremony is going to be held on June 24 at the National Press Club. The outreach representatives were asked to send the top 50 of their clients to Mark Hersey by May 2nd for invites to the event on the 24th. Bike to Work day is also happening on May 16th at over 70 pit stops throughout the region.

AGENDA ITEM 11 – OTHER BUSINESS

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