



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the January 17, 2017 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 (10/19/16) NOTES

The committee reviewed and approved the meeting notes as written.

AGENDA ITEM 3 – FIRST AND SECOND QUARTER OF FY 2017 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final first quarter FY 2017 and the draft second quarter FY 2017 conformity verification statements. Mr. Hersey mentioned that the numbers for some jurisdictions were affected by the amount of undeliverable newsletters received from the quarterly Commuter Connections publication distribution. Traci McPhail of North Bethesda Transportation Partners asked if "Manager" was an appropriate contact to be listed in the regional database. Mr. Hersey responded that for level 1 and level 2 employers it shouldn't matter, however if the company or companies are either level 3 or level 4 there should be an actual person listed as the contact for the employer.

AGENDA ITEM 4 – EMPLOYER CASE STUDIES

Mark Hersey, COG/TPB staff, updated the Committee on the employer case studies. The first case study completed was the Cadmus Group in Bethesda. Mr. Hersey mentioned that the case studies serve two purposes, one to highlight a particular employer and second to be used as an example for other employers when asked what other companies are doing in regards to commuting solutions.

AGENDA ITEM 5 – TRAINING UPDATE AND REVIEW

Mark Hersey, COG/TPB staff, informed the Committee of the upcoming training sessions set for the fiscal year. There are two planned TDM focused sessions and two professional development sessions. The first session was on ACT! Database Best Practices held on September 30th. The second session held on December 17th was How to have a Successful Event/Show. The third will be Best Practices Roundtable for Selling TDM set for March, and the fourth will be Time Management in May. The most recent session was received well and those who attended remarked it was well done.

AGENDA ITEM 6 – VAN DO ATTITUDE

Kelly Woodward and Sarah McGowan of the Dulles Area Transportation Association presented on the Van Do Attitude outreach program. Ms. McGowan related how the effort was coordinated and what the goals were. The goal was to have at least three vanpools formed by recruitment and there were six that actually signed up. The recruitment was done from unconventional sites such

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as daycare centers, private schools and park and ride lots. The program offered a sliding scale of incentives, with the first two months of the vanpool being fully subsidized for two months, the next month at 75%, the next at 50%, the next at 25%, and no subsidy but a \$50 gas card for the final sixth month. Some difficulties in recruitment and parking matters were experienced by the program but in the end six van pools were set up and are still operating. The program highlighted the need for good partnerships and informing commuters of the availability of the transit benefit for the vanpool.

AGENDA ITEM 7 – EMPLOYER SURVEY DATABASE APPLICATION UPDATE

Mark Hersey of COG/TPB staff presented to the Committee the most recent developments with the survey database archive application. The application has incorporated the Montgomery County survey data and the modules for searching the archive are available for the end user. The next updates will be the incorporation of the Arlington County survey data and a reformatting of the query results page. The committee members were given information on how to access the application and were asked to visit and use the archive.

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Kendall Tiffany of Frederick County TranSit informed the Committee of the County's efforts to move their level 1 and level 2 employers up to level 3.

Kelly Woodward of the Dulles Area Transportation Association related DATA's outreach to the Dulles airport employers.

Judy Galen of Loudoun County mentioned the upcoming transit rates survey to employers for LC transportation routes as well as the "winter warm-up" vanpool initiative.

Brooke Waller of goDCgo informed the committee on the ambassador awards set for March 29th at the Georgetown Westin as well as an inauguration toolkit for the January 20th event.

Mark Sofman of Montgomery County Commuter Services section related information about the new outreach specialists added to the team.

Jonathan Bollhoefer of Arlington Transportation Partners informed the Committee of the upcoming Champions ceremony on February 2nd and introduced the new Business Development Manager, Sheila McGraw.

Holly Morello of PRTC mentioned the recent meetings with the various Prince William Chambers of Commerce and with the County's Economic Development department. PRTC will be attending the vanpool council meeting hosted by Northern Virginia Transportation Commission in February.

George Clark of the Tri County Council for Southern Maryland mentioned the SMRT study on light rail and rapid bus feasibility.

Thornette Leacock of Prince George's DPWT gave information on the County's most recent lunch and learn event on vanpooling. The event was held at a local library with emphasis for Southern Prince George's employers. There were three attendees and Enterprise partnered in the event. The County is looking into webinars for further outreach.

Traci McPhail of North Bethesda Transportation Partners updated the Committee on North Bethesda's vanpool formation and fareshare meetings.

Kristen Blackmon of Bethesda Transportation Solutions introduced Suzanna Parker, the newest member of their outreach team. Her focus will be on property management operators.

Janice Fortunato of Go Alex mentioned that the annual commuter challenge that had been planned for Spring of 2017 has been postponed until 2018. New SafeTrack schedules were included in their latest newsletter.

Grace Oran of goDCgo related information about the anniversary of the District's one year of the Transit Benefit Ordinance. During 2016 there were 197 new clients added (of which 123 were upgraded to levels 3 and 4). Around 800 employers were assisted in setting up a transit benefit for their workforce. Enforcement of the ordinance has been uneven and the department responsible is awaiting data from the survey of employers to determine the next steps.

Marcus Moore of Fairfax County spoke of recent relocation assistance for Ernst and Young and an upcoming event at the employer's work site. The 6th annual Best Workplaces for Commuters list was released in December recognizing 67 employers in the County. The County is promoting bikeshare in Reston and the outreach group has joined the Reston Chamber of Commerce. There are several staff positions open within the county due to employee turnover. Contact Mr. Moore for further information.

Nicholas Ramfos of COG/TPB staff informed the committee of the VW settlement and the available funds (\$1.2 billion) that are to be allotted to the states and other public entities. COG is applying for a grant under this funding source for zero emission vehicles and looking to work closely with the Employer Outreach group to expand electric vehicle charging stations at company worksites.

Douglas Franklin of COG/TPB staff related information on the upcoming employer recognition awards ceremony set for late June at a site to be determined. Nominations are due by February 3rd and nomination brochures as well as the online nomination forms are available.

AGENDA ITEM 11 – OTHER BUSINESS

George Clark informed the committee of the MDOT and University of Maryland study of commuting in Charles County.

Mark Hersey asked the committee to send their quarterly reports as soon as possible to ensure timely completion of the second quarter reporting.

The next Employer Outreach Committee meeting is scheduled for Tuesday, April 18, 2017.