



EMPLOYER OUTREACH COMMITTEE

Tuesday, October 16, 2012
10 a.m. to 12 noon

Metropolitan Washington Council of Governments
777 North Capitol Street, NE
Third Floor, COG Board Room

Chairperson: Lorraine Taylor, WMATA (202) 962-2768
Vice Chairperson: Holly Morello, PRTC (703) 580-6130
Staff Contact: Mark Hersey 202/962-3383

MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 7/17/12 Meeting Notes (5 minutes)
3. Installation of New Chairperson and Announcement of New Vice Chair (5 minutes)
4. Fourth Quarter FY2012 and First Quarter FY 2013 Conformity Reports (5 minutes)
5. Survey Monkey Demonstration (15 minutes)
COG/TPB staff will update the committee on the survey application
6. Training Update and Review (10 minutes)
COG/TPB staff will brief the committee on the year's training and the upcoming year's sessions
7. Employer Case Studies (15 minutes)
The Committee will be updated on the production of new Employer Outreach case studies.
8. ACT! CRM Update and Training (5 minutes)
The Committee will be briefed on an upcoming update to the regional ACT! database and associated training.
9. 'Pool Rewards ETC Contest (10 min)
The Committee will be briefed on an upcoming regional 'Pool Rewards Contest for Employee Transportation Coordinators.
10. Employer Outreach Roundtable (40 minutes)
Group members can share challenges and successes they encountered in recent TDM outreach activities.
11. Other Business (5 minutes)

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**

The next Employer Outreach Committee meeting is scheduled for January 15, 2013 at 10 a.m.