



EMPLOYER OUTREACH COMMITTEE MEETING

Meeting Notes from the July 17, 2018 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 (4/17/18) NOTES

The Committee reviewed and approved the meeting notes as presented.

AGENDA ITEM 3 –THIRD QUARTER OF FY 2018 AND FOURTH QUARTER OF FY 2018 CONFORMITY VERIFICATION STATEMENTS

Mark Hersey, COG/TPB staff, distributed and reviewed the final Third Quarter FY 2018 and the draft Fourth Quarter FY 2018 conformity verification statements. The Committee was informed of the changes to the TERM counts.

AGENDA ITEM 4 – TRAINING UPDATE AND REVEIEW

Mark Hersey, COG/TPB staff, provided a summary to the Committee of training sessions held during the past fiscal year. The first session was held on September 26th, First/Last Mile Challenge. The 2nd session was held on December 4th, Effective Communication. The 3rd session was held on March 14th, Distracted Driving/bicycling/walking. The remaining training session was held on June 14th - Improving Decision Making.

Based on the results from the survey recently conducted with the Employer Outreach sales representatives in the region, the upcoming training sessions for fiscal year 2019 are as follows:
September 2018 - Travel Behavior and Automated Vehicles
December 2018 – DiSC Assessment
March 2019 – How to Have Employers Buy-in to TDM
June 2019 – Presenting Effectively

AGENDA ITEM 5 – CASE STUDIES

Mark Hersey, COG/TPB staff, updated the Committee on the status of the FY 2018 employer case studies. Two finished studies were presented, World Resources Institute and Fairfax Hospital as well as a draft study of National Harbor/Peterson Companies. It is expected that all three case studies will be published and distributed in August. Mr. Hersey also asked Committee members to send in recommendations for employers that have programs that could be highlighted for case studies for the current fiscal year.

AGENDA ITEM 6 – ACT DATABASE ACCESS

Mark Hersey, COG/TPB staff, addressed the Committee on the matter of granting WMATA access to the ACT! regional database that is currently used by Employer Outreach sales staff. The

NATIONAL CAPITAL REGION TRANSPORTATION PLANNING BOARD, 777 NORTH CAPITOL STREET, N.E., SUITE 300,
WASHINGTON, DC 20002-4239

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intention behind WMATA's request is to coordinate efforts in reaching more employers in tandem with the release of the revamped SmartBenefits application portal and subsequent processing to set up a new employer account. The Committee was hesitant to share information with WMATA for a variety of reasons. Nicholas Ramfos, COG/TPB staff, suggested tabling the request until the next meeting in order to draft a communications policy between WMATA and the Local Jurisdictions for collaborative use of the ACT! database. Mr. Ramfos indicated COG/DTP staff will set up a meeting with WMATA staff in order to to draft a communications policy that will be presented to the Committee at the October 16th meeting for review and discussion.

AGENDA ITEM 7 – DOCKLESS BICYCLE SHARING

Mark Hersey, COG/TPB staff, informed the Committee on regional efforts for having access for dockless bikes. Currently, there are two jurisdictions that have dockless bikes available, the District of Columbia and Montgomery County. Arlington County and the City of Alexandria have pilot programs planned. Dockless bikes are not allowed in any other jurisdiction outside of the two that have approved dockless providers to operate, though riders do leave the bikes in localities where they are not allowed.

Michelle Golden of Montgomery County Commuter Services Section presented Montgomery County's dockless bikeshare pilot program. The program was launched in Silver Spring and Takoma Park. The County does not fund the program but permits for-profit bike companies (Limebike, Mobike, Ofo, and Spin) to supply and operate the bicycles within the designated pilot area.

Ms. Golden iterated that the pilot program revealed a reality where Montgomery County staff were needed to help facilitate public outreach efforts and enforcement of operational agreements signed by the private vendors. Even though the bikes are dockless, the County still needed to provide infrastructure.

Prevalent issues to overcome included bike parking in the right-of-way, bike vandalism, theft, and maintenance issues. In the beginning of the pilot, the majority of public feedback was negative. As the County continuously educated the public, however, negative comments have significantly dwindled. Ms. Golden noted that residents and businesses alike began acknowledging the positive outcomes of dockless bikeshare.

Montgomery County is now exploring revenue sharing models with private operators to help fund their efforts in facilitating dockless bikeshare. A full list of conclusions and next steps are available in the presentation uploaded to the [meeting page](#) on the MWCOG website..

AGENDA ITEM 8 – EMPLOYER OUTREACH ROUNDTABLE

Judy Galen of Loudoun County informed the Committee on the County's upcoming SmartBenefits seminar as well as an open house for commuters on a Loudoun County Transit bus. There is also a bike/ped safety session coming later in the Summer.

Holly Morello of PRTC told the Committee about Prince William working with the James Davenport Partnership on outreach activities for the County.

Traci McPhail of North Bethesda updated the Committee on recent Commuter Information Days and benefits fairs as well as preparations for Car Free Day in September.

Heidi Mitter of VDOT relayed information about the Blue and Yellow Line station shutdowns occurring in 2019 and coordinating efforts for outreach to employers to assist them in alternative options for employees to get to work.

Ron Crites of Prince George's County Department of Public Works and Transportation informed the Committee on the expansion of Capital Bikeshare in the County. There should be 30 more stations installed by the end of 2019.

Pinky Advani of Arlington Transportation Partners updated the Committee on the Champion's program as well as the 2nd annual pop-up Shared Street event.

Mark Sofman of Montgomery County Commuter Services Section told the Committee about the County's preparations for Car Free day and the Walk-n-Ride Challenge set for October. There is an incentive day planned for July 23rd relating to Capital Bikeshare.

George Clark of Tri-County Council for Southern Maryland updated the Committee on the upcoming meeting with the Calvert County Chamber of Commerce and interfacing with employers.

Tiffany Kendall of Frederick County TransIT informed the Committee on the Best Places to Work Frederick event slated for the end of July. In addition, there are two surveys planned, one with Mom's Organic Market and Hilton Hotel.

Antoinette Rucker of WMATA updated the Committee on upcoming SmartBenefits seminars set for September 12 and October 10 at WMATA headquarters. The Red Line is set for shut down starting July 21 through September 3 at the Rhode Island and Brookland Stations.

Nicholas Ramfos, COG/TPB staff mentioned that the TPB will be issuing a proclamation for Car Free Day on July 18th. Also there are efforts to mobilize should there be a WMATA strike affecting service.

AGENDA ITEM 9 – OTHER BUSINESS

The next Employer Outreach Committee meeting is scheduled for Tuesday, October 16, 2018 at 10:00 a.m.