



EMPLOYER OUTREACH COMMITTEE

Tuesday, July 16, 2013
10 a.m. to 12 noon

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

Chairperson: Holly Morello, PRTC (703) 580-6130
Vice Chairperson: Deanna Reed, Prince George's County (301) 883-5688
Staff Contact: Mark Hersey 202/962-3383

MEETING NOTICE AND AGENDA

1. Introductions (5 minutes)
2. Review of 4/16/13 Meeting Notes (5 minutes)
3. Third and fourth Quarter FY 2013
Conformity Verification Reports (5 minutes)
4. Transit Screen Demonstration (25 minutes)

Matt Caywood with Transit Screens will demonstrate the features of Transit Screens which can communicate aggregated, real-time transit feeds at any location with a single, cloud-based display that can be used in an office lobby or other parts of a building for employees to use. Transit Screens include all major transit agencies in the greater Washington, DC area, (ie.Metro, Capital Bikeshare, Circulator, and local bus service)

5. Employer Case Studies (5 minutes)

New employer case studies on employers in Maryland and Virginia that were developed will be presented to the committee and released on the Commuter Connections web site.
6. Training Survey Results (5 minutes)
The Committee will be briefed on the results of the training Survey for FY 2014 Employer Outreach sales training sessions.
7. Employer Customer Satisfaction Survey (5 minutes)
The Committee will be briefed on the FY 2014 Employer Outreach Customer Satisfaction Survey.
8. Employer Outreach Levels of Participation (10 minutes)
A discussion will be held on recommended changes to the

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WASHINGTON, DC 20002-4239

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DISTRICT OF COLUMBIA**

to include Work site strategies such as the
Bicycling benefit, Bikesharing and the implementation of
Transit Screens into the Employer Outreach Levels of Participation.

9. Employer Outreach TERM Analysis (10 minutes)
The Committee will be updated on the components of
The Employer Outreach TERM analysis
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)

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